"BROADWAY TV THEATRE" ON channel 9 IS THE NO. 1 DRAMATIC SHOW ON New York TELEVISION*

...delivering an audience of 918,000 families in New York tv homes for its sponsors...R. J. Reynolds Tobacco Company for Cavalier Cigarettes and the General Tire and Rubber Company.

*Special Pulse Survey — April, 1952
News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two more news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these WLS newscasts. Some are sold but you’ll find a profitable opening for your product somewhere in these eight great sales opportunities:

NEWS ON WLS AT
5:45 A.M.  10:15 A.M.
6:45 A.M.  12:00 NOON
7:30 A.M.  1:00 P.M.
7:45 A.M.  6:00 P.M.
(and 9:45 P.M. on Saturdays)

Write for News About
“OPERATION GROCER 1952”

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
Go Home-Town with the Yankee Home-Town Food Show featuring Ruth Mugglebee and Bill Hahn

Yankee Home-Town Food Show is the sensation of New England food shows—and for good reasons:

1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality—

   Monday thru Friday, 1:15-1:45 P.M.

2. It reaches locally into more places where volume sales are made than any other food show.

3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

   Go Yankee! Go Home-Town—with the Yankee Home-Town Food Show!
Early this year, the Lancaster Free Public Library and WGAL-TV jointly sponsored a "Friends of the Library" project which had its inception during a WGAL-TV studio telecast.

A follow-up program took televiewers behind the library scene to show its needs and the services offered. "Friends of the Library" had as its goal one thousand contributing members.

Mr. Joseph A. Benner, Lancaster's 1951 citizen of the year and project chairman, said, "... the result—1450 active contributing members... far beyond expectations. We are deeply appreciative of this television cooperation and the very gratifying response..."

A by-product of the campaign was greatly aroused public interest which has given added impetus to plans for a new library building.

Active, responsive participation in all worthwhile public service projects is an outstanding principle of WGAL-TV's operation.
SYNDICATE composed of Bob Hope and several broadcasting and movie executives, with big financial backing from Lehman Bros., N. Y. investment bankers, negotiating for big-scale entry into radio, with goal of filling vacuum for acquisition of radio and television properties in Midwest and East. Presence in negotiations of Lehman Bros., among biggest investment bankers in country, suggests number and importance of properties involved are substantial.

OMINOUS talk about further network rate adjustments continues to pervade Madison Avenue. Who will make first move, if any, is touchy question. If it's CBS, then NBC will follow and vice versa, though network indicates it's anxious to be "first." Talk surrounds adjustment of nighttime rates into closer juxtaposition with daytime but with differential in favor of nighttime, promising upon larger available audiences during evening leisure hours.

ABC-UNITED PARAMOUNT THEATRES shortly expected to petition FCC to sever its case from that involving DuMont and Paramount Pictures. Petition will contend that protracted proceedings are working severe hardship on ABC and that other cases have no relation to factors involved in merger. Hearings began Jan. 15 and have revolved largely around matters not pertaining to merger per se, it will be contended.

PREDICTIONS that radio network rate situation would settle down by mid-1953 now are being revised to mid-1954 in network circles. That's premised upon slow progress being made in TV allocations. Thought was that licensing of any substantial number of TV stations would tend to stabilize overall radio-TV relationship.

SHORTLY TO BE announced will be election of J. Glen Taylor, heretofore director of government operations of General Tire & Rubber Washington activities, as a vice president of Thomas S. Lee Enterprises Inc., parent of Mutual, Don Lee, Yankee and WOR Divisions. He will become general executive at New York headquarters and a right hand to Thomas P. O'Neil, Lee Enterprises president and chairman and president of Mutual.

UPCOMING is plan for coordination of Mutual-WOR operations involving consolidation of certain activities on usual network-key station plane. This logically expected coordination is being evolved by President Tom O'Neil with top executives of divisions to transform Mutual from cooperative network to centrally operated organization as means of introducing greater efficiency and strength. Internally, change of corporate name from Thomas S. Lee Enterprises to General Teleradio Inc. should come any day now.

YOU CAN take it or leave it, but political soothsayers predict that Democrats will make heavier use of TV during upcoming campaign than Republicans, who are relying mightily (Continued on page 6)
FCC LETTERS INTERPRET POLITICAL BROADCAST RULE

MORE light on what stations can and can't do regarding political broadcasts was shed by FCC Friday when it released text of two letters interpreting Section 315 of Communications Act.

According to FCC, stations can't hold candidates' speeches to advocacy of office for which they're running. And, once a candidate announces run for public office, any time afforded him must also be afforded other candidates for same office.

First clarification was contained in renewal of license of WMCA New York. Station had been put on temporary license after Socialist Labor Party complained WMCA had refused to carry sixth of series contracted for in behalf of Eric Haas, candidate for president of New York City Council. Station claimed Haas' broadcasts were not devoted to advancement of candidacy, but to advancement of Socialist Labor doctrine, that after being warned that some tidings of such a broadcast station for which he was candidate must be accomplished, Haas and his party refused to comply.

FCC said station erred. Candidate's campaigning up to him, cannot be confined to office he is seeking, Commission stated. To permit that concept would empower stations to tell candidates how to campaign, it said.

Comr. Robert T. Bartley dissented, said Commission should have approved license renewal on ground WMCA had serious doubts about candidacy of Mr. Haas.

Other interpretation was in answer to request for declaratory ruling from KNJS Hanford, Calif. Station had been running weekly transcribed Report from Congress by Sen.-

tor William Knowland (R-Calif.). Sen. Knowland announced candidacy for re-election on both Republican and Democratic tickets March 5. Station ran last of Report from Congress series April 9. On March 28, Rep. Clinton D. McKinnon (D-Calif.) asked for same time and facilities since he had announced his candidacy for Senate on Democratic ticket. Station refused McKinnon's request on ground Sen. Knowland's broadcasts were not political.

Commission said that since KNJS had given Sen. Knowland time on air after he was a candidate, other candidates must have equal opportunities. FCC also said Section 315 says nothing about nature of candidate's speeches, can be political or not but they're still candidates' broadcasts and thus equal time must be provided others.

WABD PROMOTION DEAL

MUTUAL promotion deal completed between WABD (TV) New York, key station of DuMont Television Network, and New York Journal-American, Richard E. Jones, recently appointed WABD manager, said Friday.

Journal-American was to introduce new, boxed feature on its radio-TV page same day, "WABD Highlights of the Day," and planned to start all its regular program schedules with WABD listings.

WABD, in turn, was to use Journal-American local news photos during newscasts, flashing mention of WABD head on screen "several times" daily and suggesting to viewers, at end of each news program, that they obtain further details by reading Journal-American.

In this Issue—

Has the coincidental interviewing technique now used by C. E. Hooper Inc. developed to figures John Blair & Co. says it has and comes up with a lot of research to support its charges. Page 22. But Mr. Hooper says he hasn't shortchanged radio a bit, and believes this technique improves the accuracy and lowers the cost of both radio and TV measurements. Page 29.

Liberty Broadcasting System suspends on air "baseball monopoly" wouldn't part with rights to enough games, says Gordon McLeod, LBS president. But Liberty will be back, he says, if it wins its $12 million suit against organized baseball. Meanwhile, 360 Liberty stations are out in the cold. Page 25.

Aspiring to occupy the TV channels reserved for them, educators hope they have a TV station in their future. They're putting the pressure on the world's biggest endowment to ante up enough money to get some educational TV stations on the air. Coincidentally, Sen. William Benton is asking the Foundation to create a national radio-TV commission which would bail him out of an embarrassing political dilemma.

If one station refuses the request of another for permission to rebroadcast a show, the refusal must be justified to the FCC. Here's a new rule that ought to make lawyers richer and "baseball monopoly" wouldn't part with rights to enough games, says Gordon McLeod, LBS president. But Liberty will be back, he says, if it wins its $12 million suit against organized baseball. Meanwhile, 360 Liberty stations are out in the cold. Page 25.

There's a flurry of radio and television network buying. Four advertisers snap up two-and-a-half hours of time dropping Wrigley gum starts saturation campaign, and Gulf Oil Co. buys 15 minutes through the board. Page 25.

Senate confirms reappointment of Comr. Royal Hyde after Interstate and Foreign Commerce Committee, at confirmation hearing, tells Mr. Hyde it wants the FCC to speed the granting of TV stations and urges the Senate Appropriations Committee to recommend a $600,000 budget boost for the FCC to help it do the job. Page 59.

The House authorizes a committee to investigate immoral and offensive radio-TV presentations. Drays and do-gooders in the House push the investigation resolution through, while only two dozen Congressmen are present. Page 27.

Upcoming

May 22-23: Florida Assn. of Broadcasters, Royal York Hotel, Miami Beach.
May 22-23: BMI television clinic, Chicago.

Closed Circuit

(Continued from page 5)

on radio hitting into hinterlands. That's because Democratic strength lies largely in urban centers which are TV-covered for most part, while Republican strategy must be to get out the vote in hundreds of smaller communities and rural areas. Appointment by Democratic National Committee of J. Bernard Reisch as TV executive [CLOSED CIRCUIT, May 12; see story page 60 this issue] tends to confirm this speculation.

FCC AUTHORITIES now doubt licensing of even one new TV station prior to November elections in any major market. There's some possibility of authorizations in secondary markets where no competition for facilities will result and where applicant has equipment readily at hand. But such grants, too, are regarded as remote now.

C. E. HOOPER Inc. is under fire from more quarters than John Blair & Co. which last week issued blast against present coincidental techniques (see story page 22). Charles W. Ballhopet, station general manager of KITE San Antonio, has sent letters to clients and others announcing KITE "is going to try to run the Hooper radio survey people out of San Antonio." Mr. Ballhopet says Hooper surveys have been unstable and have outlived usefulness.

WDET (FM) TRANSFER

TRANSFER of WDET (FM) from United Auto Workers (CIO) to Wayne U., Detroit, was approved by FCC Friday. Auto Workers gave station, which had been losing about $4,000 per month, to educational institution [BWT, April 21, 7]. Wayne U. is subdivision of Detroit Board of Education, which already has non-commercial educational FM station WDTR in same city, used for class-room instruction. However, early this year, FCC determined that duopoly rules did not apply to educational stations. Interestingly enough WDET (FM) operates on 101.9 mc (Channel 270), commercial channel. However, Wayne U. declared that it intended to run station non-commercially. Comr. George E. Sterling concurred and was emphasized that since station was on commercial channel it would have to abide by commercial rules. Comr. Robert T. Bartley, also concurred, but thought stations should be shifted to non-commercial, educational frequency.

RCA THESAURUS SALES

RECENT survey of station subscribers to RCA's Thesaurus commercial library packages indicated—three shows only—number of half-hour segments sold weekly totals 942. Since over half of sponsors signed for 52-week contracts, total sales of three shows average 24,497 half-hours per year. Three programs included are King Serenades, Phil Spitalny's Hour of Charm, and Music by Roth.

ABC REPORTS LOSS

ABC and subsidiaries reported estimated loss of $190,000 for first three months of year, tabulated at a reduction of $2,222,000 for recovery of federal taxes under carry-back provisions of internal revenue code. Net income for same period last year, after taxes, was $22,000. Network noted its operations were on profit basis during March following losses in first two months of 1952.

for more AT DEADLINE see page 94
THE AWARD WINNING STATION
WITH THE HIGH HOOPERS
IN ONE OF THE NATION'S RICHEST MARKETS!

TOP QUALITY MARKET OF PENNSYLVANIA

- Highest Per Capita Income
- Highest Quality of Market Among State's Major Markets
- Retail sales 192% of average of State
- Retail sales activity 92% above national average
- Income average $353 above U.S. per capita
- Your selling has an above average effect when you use WHP. And you get a bonus of Lancaster, York and Lebanon.

Share of Audience
- Morning: 60.2
- Afternoon: 65.3
- Evening: 59.6

CBS Radio Network
HARRISBURG, PA.

KEY STATION OF THE KEystone STATE

CBS 5000W 580KC

REPRESENTED BY BOLLING
Summer 'Boom-State'

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

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

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

You can realize outstanding results by doing your summer selling on Station WGY.
20 ways meat packers reduce costs from farm to table

Only about 50% of a meat animal is meat. But by saving "everything but the squeal" from the other half, meat packing companies are able to "cancel-out" many of the costs of processing your meat.

Parts of the animal which once were destroyed or thrown away now are the source of hundreds of valuable by-products. Some of them have many uses. At least one of them is used to make (or help make) every item on this page. How many do you recognize?

1. Bone for bone china.
2. Horn and bone handles for carving sets.
3. Hides and skins for leather goods.
4. Rennet for cheese making.
5. Gelatin for marshmallows, photographic film, printers' rollers.
7. Glycerin for explosives used in mining and blasting.
8. Lanolin for cosmetics.
9. Chemicals for tires that run cooler.
11. Medicines such as various hormones and glandular extracts, insulin, pepsin, epinephrine, ACTH, cortisone ... and surgical sutures.
12. Drumheads and violin strings.
14. Wool for clothing.
15. Camel's-hair (actually from cattle ears) for artists' brushes.
16. Cutting oils and other special industrial lubricants.
17. Bone charcoal for high-grade steel, such as ball bearings.
18. Special glues for marine plywood, paper, matches, window shades.
20. High-protein livestock feeds. Money from sale of by-products frequently makes it possible for the packer to sell the beef from a steer for less than was paid for the animal on the hoof.

Every hour one or more by-products of the meat packing industry is used to make your life more enjoyable ... to help produce something you need ... to make America a better place to live in.

AMERICAN MEAT INSTITUTE • Headquarters, Chicago • Members throughout the U. S.
BY VIRTUE OF PERFORMANCE

"Toledo's Leader in Sales Results" is the affirmation of the many sponsors who have used WSPD's consumer impact to help build their business over the past Quarter of a Century. Always the right medium for a product is the one with acceptance in its community and, in Northwestern Ohio radio, the leader is WSPD. "You Buy With Confidence", the recommendation that comes direct to you from over 50 of our long term local sponsors—men selling and sold on WSPD by virtue of performance for 31 years... so to sell the Nation's 36th market choose the outstanding SALES LEADER—value proven to the men who know—Toledo's leading Businessmen.
PAUL L. SCOTT, general manager, Grant Adv., S.A. Mexico, to Mexico City office of Guastella-McCann-Erickson, S. A., as vice president-general manager.

A. C. L. Adv., Portland, to be incorporated by HARVEY KARLIN, EVALYN A. NICHOLS and ALICE K. NISHSON.

GENE McCULLIFFE, production supervisor, Western Lithograph, L. A., to Elwood J. Robinson & Co., that city, in similar capacity. E. STUART FOX, free-lance artist, joins agency as assistant art director.


WILLIAM W. LEWIS and MONROE CAINE, of Morse International, and Huber Hoge & Sons, respectively, to Geyer, Newell & Ganger, N. Y., as copy writers.

DANIEL M. LISSANCE, Facts Inc., and ROBERT BRODY, Ted Bates & Co., N. Y., to Grey Adv., that city, as research account executive and copy writer, respectively.

CHARLES B. H. PARKER, advertising and sales promotion manager, Gamillus Cutlery Co., to New York office of Wilson, Haight & Welsh Inc. as merchandising director.

PHIL D. McHUGH, continuing as promotion director, Optimists International, re-opens own advertising agency, Phil D. McHugh Co., 448 S. Hill St., L. A. Telephone is Madison 6-3284.


CHARLES SILVER, art director, Ted Bates & Co., N. Y., and ANN LEWIS, Henry J. Kaufman & Assoc., Washington, D. C., to Grey Adv., N. Y., as art director and copy writer, respectively.

FAIRFAX M. CONE, president of Foote, Cone & Belding, Chicago, will discuss “Advertising’s Third Dimension” at luncheon of National Industrial Advertisers Assn. in Chicago, July 1.

ROBERT CARRINGTON, junior research account executive, Abbott Kimball Co., L. A., adds duties as assistant to ROBERT M. LIGHT, radio-TV director.

JOHN TUREAN joins Dickson & Wiebe, Chicago replacing EDWARD L. WIEBE who has resigned. Agency’s name will change to DICKSON & TUREAN.

JOSEPH E. DOOLEY, publicity director, WFIL-AM-TV Philadelphia, to Lewis & Gilman, that city, on public relations staff.

WHEN Charles L. Shugert, Shell Oil Co. executive, visited Cincinnati, he was given a special “Shell” luncheon by WSAI Cincinnati. Among those attending were (seated, L to r) William Wright, Shell Oil Co.; R. H. Boulware, WSAI sales manager; Mr. Shugert; J. Robert Kerns, station’s managing director, and Joseph Garrettson, WSAI-Shell Oil commentator. Man standing was unidentified.

Sales Management says:

“PREFERRED CITY...

Rochester, New York”

Fourth time running! Again in April, as in January, February, and March, Sales Management’s monthly listing of “better-than-average bets, businesswise” among U. S. cities lists Rochester, N. Y. That means this is a market worth cultivating!

Western New York Listeners say:

“PREFERRED STATION...

WHAM”

Yes—Pulse Inc.’s last survey named WHAM as Number One Choice 99.3% of the time in 16 upstate counties. That means a station worth using!

WHAM The Stromberg-Carlson Station Rochester, N. Y.

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

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE
EDITOR:

We enjoyed your article on Detroit radio station coverage of the recent riots at Southern Michigan Prison in Jackson. You may be interested in additional details which were not included in your original article.

WJR, in its daily coverage of the riots, was tremendously impressed with the cooperation offered by WIBM Jackson. From 9 a.m. April 21 until midnight April 25 WIBM served as a clearing house and origination point for radio and television networks and several individual radio and television stations. All this in addition to their regular broadcast schedule. . . .

WIBM is a 250 w station. It is a small operation when compared with the networks it served. Yet coast-to-coast radio and television audiences received immediate and accurate coverage . . . in quality to be envied by many a "big time" production.

WJR feels that the industry should recognize the outstanding public service performance turned in by WIDM Jackson, Mich. Particularly, commendation is due William Cizek, general manager, and Jack Underwood, program director. . . .

Worth Kramer
Vice Pres. & Gen. Mgr.
WJR Detroit

Facts of Life
EDITOR:

Having just read of Rep. Gates' resolution to clean up radio and TV programming, the following occurs to me:

Compared to printed media, broadcast stations aren't even in it for filth and forthrightness. For lurid sex thrillers, nothing beats the good old daily newspaper, large and small, with its meticulously detailed accounts of raping, attacks, kidnappings, love-nests and divorce-court testimony.

For spicy stories and anatomical information, TV can't come anywhere near Esquire, True Detective, True Story, et al.

For information on woman's ills and the facts of life, any woman's magazine from the Journal to Woman's Day is a mine of information and if you even want to see a baby being born, there's always Life.

Now since these worthy publications are readily available to persons of all ages via home subscription or news stand, it surely must follow that the august bodies on Capitol Hill have decided that even though relatively innocuous, the broadcast media are having so much more attention paid them by the American public than are the printed ones, that their comparatively minor sins are thereby magnified greater than all the rest. In other words, in spite of all the dirt that's being printed, nobody's looking at it.

It's nice to have our faith in the superiority of radio and TV thus affirmed by so high an authority. Sponsors and agencies should get the point.

Ed McKay
Manager
WROM Rome, Ga.

Segregation
EDITOR:

Your May 5 editorial, "Non-Kissin' Kin," is an admirable job of straddling a sharp picket fence. How it must hurt when you sit down.

Sure, "competition between broadcasters and newspapers should be vigorous." But, does ANPA have to use half-truths and distorted facts to club an industry that's coveted by its own members?

Just hang around a group of newspaper-radio owners for a while, and you'll soon learn which media gets lower-cased in their little black galleys. (Gallies? I seldom use the word, it's that regal.)

Yours for better segregation of the rectifiers and the rotaries.

Tim Elliot
910 K.C.

Basic American Broadcasting Co.

Associated with WOOD and WOOD-TV Grand Rapids—WFEM and WFEM-TV Indianapolis
WEOA Evansville

Represented nationally by the Katz Agency

30 Years

have seen some changes

This month—on May 25—WFDF will have completed 30 years of broadcasting in Flint, Michigan. From a station beamed to a small city of 108,000 in 1922, WFDF has grown to be a key factor in the big $315,840,000 retail market of more than 270,000 people in 1952. Over 600 local merchants who spend their radio dollars with WFDF offer convincing evidence that WFDF is FIRST in Flint in '52, just as surely as it was first in Flint in '22.

Score an Error
EDITOR:

We were sorry to read in the May 5 issue of Broadcasting & Telecasting, page 89, that "plans have been dropped for feed to Rock Island" of the Chicago Cubs and White Sox games.

Not so. WHBP-TV carries all Saturday and Sunday home games of the Cubs and Sox, beginning with the Saturday, April 26 game.

The local sponsor is the Schniers Co., Rock Island, the Philo distributor in this area.

Fern Hawke
Publicity
WFHP-TV Rock Island, Ill.

Plop
EDITOR:

Yes, we'll be glad to tell Mr. James D. Abbott, president, KEVA Shamrock, Texas [Open Mike, (Continued on page 19)]
NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

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

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

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

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

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates pickup

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

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

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

- Standard of the Great Radio Shows

Ask for Complete Specifications or Request a DEMONSTRATION

SERIES 400 CONSOLE
$995.00 f.o.b. Redwood City, California

AMPEX
Magnetic Tape RECORDERS

AMPEX ELECTRIC CORPORATION
Redwood City • California
“The Prestige Station of the Carolinas”

GREENSBORO, NORTH CAROLINA

Look at part of WBIG’s potential out-of-home audience! In addition to 186,670 radio homes in WBIG’s Sixteen County Market* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

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

Represented by Hollingbery

5000 Watts

CBS Affiliate

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** Spot **

YUBUTOL Div., Vitamin Corp. of America, scheduling radio promotion campaign to boost sales of $1.98 bottle of Vitamin-B complex tablets. Campaign tentatively slated to start May 25 will expand nationally from five regional southeastern markets if successful. Agency: Duane Jones & Co., N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago (tape), starts a schedule of 57 spots over 13-week introductory period this week on two San Francisco stations, KRON-TV and KPIX (TV), and on WSAS-TV Huntington. Live and film spots are aired currently in 40 markets. TV spots for JOANNA WESTERN MILLS are being expanded also for company’s Ex-Lite and Viking cloth window shades. Agency for accounts: George H. Hartman Co., N. Y.


REGAL-AMBER BREWING Co., San Francisco (Regal Pale Beer), started multi-spot announcements on KWTC Barstow, KDON Santa Cruz, KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all Calif., during baseball season. Agency: Abbott Kimball Co., L. A.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), and AMERICAN SAFETY RAZOR Corp., Brooklyn (Silver Star blades), renewed Frank Gosa News on 13 CBS Radio Pacific Network stations, Tues., Thurs. and Sat., for 13 weeks from June 3. Formerly heard 7:30-7:45 a.m. PDT through Scheidelers, Beck & Werner, N. Y. Latter contracted for 5:45-5:55 p.m. PDT through McCann-Erickson, N. Y.

** Network **

RALSTON PURINA Co., St. Louis, expands sponsorship of Space Patrol from alternate week to weekly basis in new time slot, Sat. 11-11:30 a.m. EDT on ABC-TV effective June 14. Agency: Gardner Adv., St. Louis.

GULF OIL Corp., N. Y., to sponsor John Daly and the News on 225 ABC radio network stations Mon. through Fri. 10-10:15 p.m. effective June 16 for 52 weeks. Agency: Young & Rubicam, N. Y.

** Agency Appointments **

FRED MEYER RETAIL STORES, Portland (Oregon chain), names Edward S. Kellogg Co., that city. Radio will be used.

MAX FACTOR & Co., Hollywood (cosmetic products), names F. H. Hayhurst Co., Toronto and Montreal, to handle Canadian advertising.


PIERCE’S PROPRIETARIES Inc., Buffalo, N. Y. (Dr. Pierce’s Favorite Prescription), names Kastor, Farrell, Chesley & Clifford, N. Y.

PENNY-OWSLEY MUSIC Co., L. A., appoints Irwin Co., Beverly Hills, to promote Hammond organs, Steinway and Everett pianos in addition to radio-TV and record departments. Radio-TV is being used.

** Adpeople **

GEORGE H. ROBERTSON, frozen foods’ sales manager, North Pacific Canners and Packers, Portland, promoted to assistant general sales manager, succeeded by ROBERT HIKELAND, his assistant.


BETTY ROLAND HERRICK, assistant publicity director of Ellington & Co., N. Y., to General Foods public relations staff as product publicist for Log Cabin syrup and Baker’s coconut.

WILLIAM RABOFF, president, Sontag Drug Co., L. A., named western division manager, United Cigar-Whelan Drug Corp., that city. He succeeds SAM PRUSKY, recently resigned.
ANY Time Is GOOD Time on WBRY

New Pulse for Waterbury, Conn.

(MARCH 1952)

Shows WBRY

1st in 44 of 48 Daytime 1/4 Hours

Your product, too, can ride the top line to sales success in Waterbury. Make this graph your blueprint for results.

Ask the AVERY-KNODEL man nearest you for the WBRY story.

WBRY

CBS  5000 Watts
feature of the week

K RNT Des Moines spearheaded a "deathless days" traffic safety drive which set a new city record at 145 days. The "deathless" span was finally ended May 2 when a 5-year-old boy cyclist was fatally injured when struck by a 10-ton truck.

For three months virtually every KRNT newscaster retapped the story along with a warning against taking chances in traffic. KRNT news casters Paul Rhoades, Don Soliday and Russ Van Dyke together with Bob Hassett, manager, Des Moines Safety Council, made a concerted effort to make the city traffic-safety conscious.

Mayor A. B. Chambers proclaimed a "Set-A-Record Week" and in the proclamation commended KRNT for its efforts.

Vice President Alben Barkley, visiting the city, congratulated KRNT and Des Moines for the drive.

Scores of firms cooperated. Many sent safety-reminder bulletins to all their personnel. Dozens of pastors and ministers spoke from their pulpits on the necessity for cooperating with the campaign. School-teachers reminded pupils to be careful.

One large grocery chain printed safety banners for display on member-store windows.

KRNT in theatre programs devoted prominent space to this message: "A KRNT news department reminder: You've had a wonderful evening at the theatre... Drive safely, walk safely... We wouldn't like reporting your death."

During the campaign, KRNT established an annual "KRNT National Traffic Safety Record Award" for cities over 100,000 reporting to the National Safety Council.

The plaque award will be given each year to the city with the longest string of deathless days in the traffic record dating from Jan. 1.

On May 2, KRNT notified Little Rock, Ark., that it was the winner of the first annual "KRNT National Traffic Safety Award." It was suggested that formal presentation be made at the October meeting in Chicago of the National Safety Congress.

strictly business

ALLEN HENRY, Belmont Radio Corp., Chicago, an engineer by training and preference, was enjoying a well-earned vacation. The telephone rang. It was W. L. Dunn, then vice president in charge of engineering, calling from Chicago.

"Come back to work tomorrow," Mr. Dunn told Mr. Henry, "you're the new advertising manager."

Mr. Henry hung up the receiver slowly. As he has frequently remarked since, "I was the least qualified person in advertising. I'm an engineer—and some people would question that."

Nevertheless, Mr. Henry laid aside the slide-rule and logarithms of his chosen field and took up the tools of the advertising trade.

It wasn't long before Belmont knew that its confidence in Mr. Henry had been justified.

Engineering field tests had proven that Belmont's staff had developed an exceptionally good television receiver. Company officials decided to merchandise the receivers under the name, "Raytheon TV."

An overall merchandising pro-

Mr. HENRY

gram precipitates the need for an advertising director. That was Mr. Henry's cue.

Mr. Henry organized his company's advertising program and set up an advertising department to execute the plan. Raytheon tele-

(Continued on page 47)
To sell Razor Blades to inland Californians (and western Nevadans)...

...Be on the Beeline

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

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

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

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

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

KFBK Sacramento (ABC) 50,000 watts 1530 kc.
KOH Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.
KERN Bakersfield (CBS) 1000 watts 1410 kc.
KWG Stockton (ABC) 250 watts 1200 kc.
KMJ Fresno (NBC) 3000 watts 580 kc.

A million people listen to the Beeline every day
16,500 DRY HOLES

Oilmen Work Against Big Odds to Find Record Amount of New Oil For You

The search for oil is a risky business. To meet the greatest need in history, U.S. oilmen last year expended over two billion dollars in drilling for new oil supplies.

Much of this huge sum was lost in 16,500 costly dry holes. But by drilling thousands of wells to expand known fields and by drilling exploratory wells in entirely new areas, a record amount of new oil was found to assure your future needs.

Finding oil is only part of what it takes to keep your family car rolling and to fill other record demands for fuels and lubricants. Year after year, U.S. oilmen plow back into their businesses over fifty cents out of every dollar earned.

In 1951 this plowing back of earnings was biggest in history. It helped set new crude oil supply records. It also added new refinery capacity, miles of new pipelines—tankers, tank-cars, barges and tank-trucks, new research facilities, millions of gallons of additional storage space as well as thousands of new and improved service stations.

It is only by planning ahead, by taking risks and plowing back earnings, that America's thousands of privately-managed oil businesses are able to provide you with the finest oil products at the world's lowest prices.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.

OIL WELL? MAYBE. No one knows the answer. The only sure way to find out is by drilling. If the well turns out to be a dry hole, the operator will have lost his investment. Even a well that starts to produce doesn't always pay out. In spite of risks involved, U.S. oilmen last year found greatest volume of oil in history.

HERE ARE THE ODDS AGAINST FINDING OIL

Odds are 8 to 1 against bringing in a producing well in an area where oil has never been found before. Of the 6,189 new field exploratory wells drilled last year, 5,505 were dry holes. The remaining 1,558 dry holes were drilled in or near known oil producing areas. Odds are even greater against finding a big producing area...

43 to 1

Chances against bringing in an oil field yielding over one million barrels are 43 to 1. Recovering this million barrels takes many additional wells. Yet a million barrels is only enough oil to fill U.S. needs for 4 hours.

966 to 1

Odds against finding a field that will yield over 50 million barrels—enough to supply U.S. for 8 days—are a staggering 966 to 1.

Safety Contest

WPIC Sharon, Pa., for the third year conducted an eight-week drive to reduce traffic mishaps. The station offered $500 in cash prizes to grade and high school pupils in WPIC's listening area who wrote the best 50-word essays on highway safety.

* * *

Happy Reunion

WHIG Brunswick, Ga., learned from county police that Samuel Kandrain of Youngstown, Ohio, was trying to locate his wife and 12-year-old daughter, it immediately offered its assistance. Station contacted Mr. Kandrain, got his story and aired a notice seeking the whereabouts of the pair. Within five minutes, WHIG reports, the woman contacted the station and the couple were reunited half hour later, with Mr. Kandrain expressing his appreciation to WHIG. Wife and daughter had been visiting Brunswick and he had lost their address.

* * *

Hospital Fund

WITH one eye on its motto, “public interest is a public trust,” WIBX Utica, N. Y., went to work on behalf of the Utica Hospital Fund in an 11th hour drive. Station suggested it be given opportunity to devote one broadcast day for last appeals to citizens who had not been reached by solicitors. Starting with its Farm & Home Program at 5 a.m., WIBX inserted an appeal in every show and at station identification periods. Several thousand dollars were added and, as a result, area surrounding Utica oversubscribed its quota by almost 100%. Operators remained at switchboards until after midnight to take pledges.

* * *

WHAS-TV’s “C-Day”

PLEDGES during WHAS TV Louisville “C-Day,” station’s own cancer crusade, totaled more than $5,000, with the day’s ceremonies including presentation of a medal and plaque to Mrs. Tarkiln Combs Carroll, Kentucky state commander, American Cancer Society, for her cancer fight work.

* * *

Flood Victims Aided

NINE-HOUR Parade of Disc Jockeys by WTTM and WBUD Trenton, N. J., with 15 disc jockeys putting on a requester program in a downtown store window, raised donations for the Red Cross Flood Appeal fund there fortnight ago.

* * *

Bloody Good Work

WERI Westerly, R. I., went to bat when a cold epidemic caused can-

Bell University

DURING its 24-hour flood crisis operation, KOIL Omaha succeeded in obtaining a jeep for a local American Red Cross official, thereby winning his “profound admiration.” Raymond H. Sayer, manager of the local ARC chapter, called the station between 3:30 and 4:30 a.m. one morning and told announcer John Shinker he needed a four-wheel drive jeep. Within 20 minutes, Mr. Shinker called back to inform Mr. Sayer the station had obtained the vehicle. KOIL reported it received “many calls and letters of appreciation” for its public service activities.

* * *

Finds Lost Child

WHEN all else fails, Easy Does It is what they’re saying of Easy Gwynn and his program on WIBC Indianapolis after police asked him to broadcast a description of a lost three-year-old girl they found there. Five minutes later the mother showed up to claim her child.

* * *

Fight Fire With TV

RECRUITING of firemen spurted after WBAL-TV Baltimore answered an appeal from the city board of fire commissioners asking help in obtaining new firemen. The station telecast a quarter-hour program publicizing the work of the firemen and the coming recruiting examinations, causing applications to double.

Radio Therapeutics

MARINE patients at the Naval Hospital at Camp Lejeune, N. C., select a disc jockey from among themselves to air “Red Side Duet Jockey” over WTNC Jackson-

ville, N. C., every Friday morning. Every week a different band at the 1,400-bed hospital becomes “studio for a day.” Patients in that ward elect a disc jockey from their ranks, submit record lists, work out a script and block the show together with the aid of Sgt. John Buchanan, of the PIO radio section. Records are furnished free by a local record shop and become the property of the ward after the show. Show was suggested by the Camp Lejeune Chapter of the American Red Cross last year.

Open Mike

(CONTINUED FROM PAGE 18)

April 14] how we handle those so-called house-hold hints, which in

reality are nothing in the world but product “plugs.” We do exactly

the same thing with them as we do with requests for PI deals . . .

. . . throw ‘em in the nearest wastebasket.

Walter Harris
Manager
WFVA Fredericksburg, Va.

* * *

Capital Offense

EDITOR:

[stories in your…] April 21 issue, under the heading of New Busi-

ness, prompts me to write and draw your attention to mention of

“6 French radio associates stations.”

Now, you wouldn’t write “yank network” or “6 national broadcasting

company stations,” would you?

The French Radio Associates Network is the only private net-

work operating in Canada . . .

We expect to sell more shows on this network, so all we ask is that you

remember, next time, it’s capital for French Radio Assoc-

iates Network. Okay?

A. A. McDermott
Manager
Radio & Television Sales Inc.
Toronto

* * *

Budding Builder

EDITOR:

I am 14 years old and in the

process of building a miniature TV

station. I am writing this letter in

hopes that it will be published in

your magazine and that any TV

stations with extra pictures of their

equipment, etc., will send them to

me for getting ideas on equipment

from small pictures is very hard

and I want to get the models built

to the best of detail I can. Also if

any companies that make TV equip-

ment and have catalogs that they

would send would they please do so.

Thank you very much.

Don Johnson
1108 Greenway Rd.
Forwood
Wilmington, Del.

* * *

Press Favored

EDITOR:

KCIM has uncovered an in-

sidious, unofficial news-release

policy which this radio station feels

is directly opposed to all precepts

of fair play.

Several civic and public groups of

this area are releasing, system-

atically, items to the newspapers

several hours early; delaying the

same release to hit radio until after

the papers have hit the street.

Any broadcaster who has had a

similar problem is invited to assist

us with ours . . .

Art Stanley
Program Director
KCIM Carroll, Iowa

Wilkes-Barre's Powerful 5000 Watt Station Offers Advertisers

MORE LISTENERS

34.1% Higher

Average 1/4 Hour Rating*

from 7 A.M. to 1 P.M.
Than Next Best Station

Pulse: November 1951

MORE COVERAGE

in the Wilkes-Barre Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS

Bonus Coverage in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!
500 watts VHF (ERP range, 1/2 to 2 kw) This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 3-bay Super Turnstile Antenna, provides up to 2 kw ERP—gets you on the air for minimum outlay.

2 kw VHF (ERP range, 2 to 20 kw) Similar to 500-watt plant, but uses an RCA 2 kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are: monitoring, audio, and video equipment, sync generator, and power supplies.

"Tailored" transmitter plants

50 kw VHF (ERP range, 50 to 200 kw) Block "U" set-up for RCA's "50-kw." This arrangement is well suited for local building situations—or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.

1 kw UHF (ERP range, 1 to 20 kw) For areas where UHF channels will be assigned, the "1 kw" and UHF antenna make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.
10-kw VHF (ERP range, 10 to 100 kw) Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).

20-kw VHF (ERP range, 20 to 200 kw) For the new TV station that wants to start right in with maximum power, using a "20-kw" and an RCA 12-section Super Turnstile antenna. The transmitter, arranged "in line" can also be set up in a block "U" arrangement like the "50 kw" shown below.

10-kw UHF (ERP range, 10 to 200 kw) Using an RCA "10-kw UHF" type TTU-10A and a TTU-24R high-gain antenna, this setup offers the next logical step above the "1-kw" range. Or, you can start with 1 kw now—and increase power later simply by adding RCA matching amplifiers and associated equipment.

... for any TV power up to 200 kw!

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proven operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*Effective radiated power
Get on the band wagon

Follow the lead of the local advertisers in Baltimore! WITH regularly carries the advertising of twice as many of them as any other station in town! For just one good reason: WITH delivers more listeners-per-dollar than any other radio or TV station in town. And that means that WITH produces low cost results!

WITH can do it for you too! So get on the band wagon in Baltimore. Put WITH on your schedule today. You can get the whole story from your Forjoe man.

WITH IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
DOES HOOPER UNDERSELL RADIO?  
Blair Study Says Yes

A CHARGE that the coincidental method of audience measurement "grossly underestimates" the extent of radio listening was fired last week by John Blair & Co., radio station representative, on the basis of more than six months' studies.

Target of the broadside was the coincidental method's inclusion of both radio and television in the same question: "Were you listening to the radio or looking at television, etc." The Blair company recommended that such "duplex" questions give way to a radio-only query such as: "Were you listening to the radio?"

The Blair project, financed by the representation firm and three of its client stations—KHJ Los Angeles, WBNS Columbus and WDSU New Orleans—was set up under the overall direction of W. Ward Dorrell, a veteran of some nine years in the radio research field with C. E. Hooper Inc., one of the foremost exponents of the coincidental survey technique. (For Hooper reply to Blair study, see page 29.)

In a letter sent with copies of the Blair study to clients, Mr. Dorrell emphasized that "this presentation takes no sides in the current controversy between audience measurement services" and that "it is not our desire to suggest" that coincidental measurements be eliminated as a system of radio audience measurement. Indeed, he said, "coincidental measurements have much to recommend them."

But "it is tremendously important to you that the radio audience is given the full stature it deserves," he wrote. "You will be pleased to learn that radio can be given full credit by a simple modification of the coincidental question. It represents only the return to the technique used for many years preceding the advent of television."

He suggested that "all buyers of radio audience measurements" should "order telephone coincidental surveys based on the single question concerning radio only."

Blair & Co. President Richard D. Buckley, in a foreword to the presentation, pointed out that there were 42 million radio homes as of last Dec. 31, and that the $723 million total spent for radio time during 1951 was greater than during any preceding year. And yet, he recalled, 1951 heard "a greater clamor by people in high and low places that radio was a declining advertising value . . . that the prophecy of a few years ago, 'radio is doomed,' was actually coming to pass."

"Why did these believers in radio's doom think the way they did?" he asked. "How could they support their position? One support was the decline in radio sets-in-use as indicated by radio research. The reports of one research firm, in particular, the proponent of the telephone coincidental method, disclosed an alarming decline in sets-in-use, particularly in TV markets."

Thus, he said, the Blair study originated. It was designed as a service to the radio industry and copies of the results are being distributed not only to Blair stations but to the National Assn. of Radio and Television Station Representatives. Mr. Dorrell also is making presentations to agencies.

To show "the seriousness of the problem," the presentation noted that Hooper measurements of radio sets-in-use in Los Angeles reflected a decline of 68.5% in nighttime, 46% in afternoons and 33.3% (Continued on page 29)

![Comparison of Sets-in-Use Reports](image-url)

**COMBINED SETS-IN-USE DAYTIME**
COLUMBUS, O., LOS ANGELES, CALIF., NEW ORLEANS, LA.

**COMBINED SETS-IN-USE DAYTIME AND EVENING**
COLUMBUS, O., LOS ANGELES, CALIF., NEW ORLEANS, LA.

**Charts on Three Cities Showing Variations Between Measurement Services**
REBROADCAST RIGHTS

IN A POLICY decision interpreting the rebroadcast provisions of the Communications Act, the FCC last week issued a strict definition of the meaning of “originating station” and threw the burden of justifying a refusal to permit rebroadcast on the station declining submission permission.

In fact, the FCC more or less threatened the unconsenting station with a citation under the public interest provisions of the Communications Act and may not "good and sufficient." Essence of the policy, adopted unanimously but with Comms. Rosel. H. Hyde and Robert F. Jones abstaining, is this:

1. A station’s signal is its own and may not be rebroadcast simultaneously or later without its permission.

2. A network or a sponsor may approve the rebroadcast of a program which it owns if the station whose signal will be used refrains permission.

3. A station may approve the rebroadcast of its signal, but unless it also owns the program its approval may be valueless.

4. If a station refuses to permit the rebroadcast of a program it has aired, it must furnish the Commission with the reasons why. Unless they are significant, the Commission said it might question the station’s qualifications under the public service provisions of the Act.

The Commission’s decision was the result of an appeal for a declaratory ruling sought by WJIM-TV Lansing in 1950, when WWJ-TV refused permission to rebroadcast some NBC-TV programs [B&T, July 17, 1950]. That fall, the Commission issued a proposed clarification of Sec. 325(a) of the Act and called for comments [B&T, Oct. 9, 1950].

Among the comments was one from Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been associated with the networks for several years. He urged that the section be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [B&T, Nov. 6, 1950].

Rep. Sheppard Approves

Another was from Rep. Harry R. Sheppard (D-Calif.) who urged the same [B&T, Nov. 13, 1950]. Rep. Sheppard averred that the legislative history of the provision bore out this interpretation. He also charged that the networks were attempting to stifle competition.

Network authorities declined formal comment on the FCC action pending opportunity to study it in text and in detail.

First reaction of one legal expert, however, based solely on a verbal relay of the gist of the rules, was that the Commission appeared to be going much farther than it is entitled to do in “putting pressure on stations to require them to permit rebroadcasting.”

The FCC’s requirement that refusals to permit rebroadcasts must be explained in writing to the Commission, this authority asserted, is in itself “compulsion” to make stations submit their refusal motives.

Rep. Sheppard has introduced legislation in the last few Congresses calling for a revision of the Communications Act to authorize this rebroadcast privilege and also to license networks. His bills (HR 19 and HR 73) were referred to the House Committee on Interstate & Foreign Communications [B&T, Oct. 15, March 19, Jan. 8, 1951].

In its ruling FCC said, "Congress...intended the words 'originating station' to be applicable only where the station that refused permission was received and rebroadcast.”

The FCC report reviewed the legislative history of the provision and referred to the Radio Act of 1927 and prior regulations to substantiate its interpretation.

Suggestions that the rebroadcast provision was meant to require only the approval of the owner of the program were dismissed as not properly within the purview of the Commission. Such an interpretation would require Congressional revision of the section, the Commission said.

In amending its AM-FM-TV rules to require that stations refusing rebroadcast rights justify their rejections, FCC stated:

"There is no doubt that Section 325 sanctions arbitrary refusals of consent for rebroadcast on the part of network stations or other stations who may have the power or authority to give such consent. In our opinion, such refusals were not intended to be used for the monopolistic purposes which the Chain Broadcasting Act, 49 U.S.C., was designed to prevent.

"A refusal either by a network affiliate, or a non-network station, to permit a rebroadcast would be unreasonable. There is no reason at all, or upon unreasonable grounds, may well constitute conduct going to the qualifications of a license to operate in the public interest."

The following amendment was ordered to Secs. 3.191, 3.291, 3.591, 3.655 and 3.790 of the Commission Rules and Regulations, effective July 1:

"Any station which refuses authority for the rebroadcast of a program by a network or by an individual who, with the consent of the station, has filed a statement containing the following information: The station requesting the rebroadcast; the part of any station (s) which has the programming decided to be rebroadcast; the date of such refusal; the reasons, or, reasons, for the refusal; the date of the refusal. A copy of the statement filed with the Commission shall be sent to the station whose request has been denied."

The Commission also decided that Sec. 325(a) did not apply to the rebroadcast of programs of foreign stations. It cited the legislative history of the provision to say that Congress did not have foreign stations in mind when it adopted the section in the Commerce Act.

(Continued on page 36)

LEGALIZED LARCENY

WITH TIME on its hands in the stillness of the post- TV thaw, the FCC last Thursday ingeniously contrived to enmesh itself in the most preposterous mischief-making since the infamous 1960 "Blue Book" episode.

It rendered a new interpretation of its rule governing rebroadcasting of programs. It added a provision that would not only subject stations and networks to constant legal scrutiny, but which also defies every legal concept ever enunciated on the sensitive matter of private property rights. The FCC did this without taking a second look at the obvious document that has served up to it by its legal minions. It did this without the vote of two of its top lawyer-Commissioners.

The gist of the astonishing ruling is that an "originating" station (whether radio or TV) can refuse to give another station the right to pick up its signals for rebroadcast. So far, so good, because Congress so decreed. In fact the "Blue Book" ruling, it has then, must file an explanatory statement, within 10 days, with the FCC. If there are no reasons, or if the refusal is upon unreasonable grounds, the ruling threatens, "this may well be a ground to the disqualification of a licensee to operate in the public interest."

This, we submit, is coercion with a crown, not the lifted eyebrow.

We cannot understand, if not stupidity, there's probably nothing like this in regulatory annals. It falls in the category of an ordinance requiring a citizen whose home is robbed to write a letter to the chief of police explaining why he didn't turn his wallet over to the robber.

We can conceive of nothing that would do more to stifle creative talents and initiative in the broadcast arts if this order is ever carried to fruition. Programs like the WLS National Barn Dance, or the WSM Grand Ole Opry, or Amos 'n' Andy would become fair game of stations and possibly other networks. The pick of the network programs could be purchased, copied, adapted and nothing to do with their creation or production (with spot announcements interspersed). The penalty of refusal to grant permission would be a reasonable explanation to the complete siphoning of an FCC, or whatever licensing authority that might be functioning at the time.

Here, as we see it, is how it would work: A station operator would write letters to all networks and to selected enterprising stations. He would specify programs or parts thereof, "originated" by these entities. Each inquiry would cost him a three-cent stamp. The stations and the networks would file for desultory reasons—dissipation of their creative talents, copyright clearances, unfair competition, good will, safe-guarding of property rights.

But within 10 days, each such refusal would have to be explained to the FCC. Beleaguered station operators would have to waste the expense of attorneys to carefully prepare these pleadings—because their licenses would be on the line.

The FCC lawyer (we understand he was the General Counsel, Benedict P. Cottone) ostensibly pegged his ruling on a short-lived relative-
LIBERTY SUSPENDS

McLendon Hits Baseball 'Monopoly'

LIBERTY Broadcasting System suspended service to nearly 400 affiliated stations Thursday night.

Formed in the spring of 1948 as a southwest baseball hookup, the network had operated nationwide since Oct. 2, 1950.

As of noon Friday, many affiliates said they had received no official notice that service had been suspended. Their information came from Liberty's last broadcast, a bitter denunciation of the Dept. of Justice and organized baseball by Gordon McLendon, LBS president.

Intimation that trouble was ahead came a week previous to the suspension when Mr. McLendon told affiliates by closed circuit the network was cutting service from 10 to eight hours a day [8* noted, May 18].

The burden of nationwide telephone line charges was a major factor in the slicing of network hours, affiliates were told. In addition, many of these former affiliates would have been forced to receive "C" instead of "A" telephone line service.

Since that time, affiliates have claimed they had difficulty contacting LBS officials at Dallas headquarter.

In his Thursday night broadcast, Mr. McLendon broke the news in these words, "The Liberty Broadcasting System must suspend its operations."

He followed with a heated criticism of the Dept. of Justice for failure to enforce laws and the Bill of Rights, or to protect citizens from the "baseball monopoly."

"If this can happen in America," he said, "you can tell your grandchildren you saw an American dream die like a dog in a ditch."

Says Justice Has Prodded

The Dept. of Justice has had proof of the "illegal baseball conspiracy" for years, he charged, with many department attorneys anxious to bring action against organized baseball. He claimed department officials were "afraid their good friends in baseball would get mad at them."

Liberty is stiff in a $12 million suit against 13 major league baseball clubs [B*T, Feb. 25], claiming it suffered business damage through loss of rights to broadcast games.

Even as he was announcing the network's suspension of service, Mr. McLendon made this prediction: "You will again hear the voice of Liberty Broadcasting System if, and as when we are successful in our attempt to bring baseball back to the people."

He thanked network officials for their cooperation, voiced appreciation for affiliates' part in the network and called H. R. Cullen, co-chairman of the LBS board since last summer, "one of America's great men."

Mr. Cullen was a financial backer of the network, along with Gordon's father, B. R. McLendon, other co-chairman of the board.

Hint of troubled days ahead came during the May 6 closed circuit talk when the younger Mc-

Lendon said, "We don't have the solid family feeling we used to have." He blamed himself for "not having shared my problems with all of you, but don't discuss these problems, "lest it weaken us in the radio industry generally."

The result of the policy was an undermining of confidence among many affiliates, he conceded.

Mr. McLendon said he was making that talk because of "another crisis."

"I have decided to share this one with you," he said, recalling that last month he had made a "small profit" in the first three years, it had lost "continuing large sums of money" since last year service was started in 1960. LBS broke with the Palstafco Co., St. Louis, sponsored baseball, he said.

"But for the most part during the last two years," he noted, "the story of Liberty has been a story of money lost, hard work lost, fighting a huge monopoly."

He said this explained why LBS had to ask "for free time for one-third of the baseball games," and predicted the minutes before and after the game, why no reduction in affiliate fees has ever been possible.

If LBS wins its court battle, he predicted, it will become "the No. 1 network in the country."

The eight-hour plan instituted a week ago was designed to put LBS on a "level playing field" according to Mr. McLendon's closed circuit talk, permitting economies in operation. He planned to go back on the air personally and do many of the baseball games.

Schedule This Year

LBS has broadcast 50 games this year, he said, and had 132 live games to come plus 38 re-creations, a total of 191 games during the season. He called this a "piti-

fully inadequate list of afternoon games."

He then blamed the LBS troubles on inability to break the organized baseball ban against baseball broadcasts in the north-

east major league territory as well as the baseball rights games. He claimed LBS needed an eastern American League and western Na-

tional League team to bolster its schedule when it telecasts a daytime hookup.

"It has been a baling wire and sawdust network many times," he said in his May 6 talk to affiliates.

No suggestion of trouble was found by affiliates in the LBS in-

struction received at 1.p.m. (EDT) Thursday night. Following is said: At 7:45 p.m. (EDT) tonight Gordon McLendon is going to give a public address to the nation. It is for broadcast. The title of his subject is 'Radio and Baseball.' All stations are urged to carry it. Please advise as to what you want done to this show.

Many reasons for the network's suspension were offered by affiliates. One contention was that it grew too fast. According to this theory, Liberty offered a good baseball service for a low cost and a daytime hookup. When it decided to become a fifth nationwide network, how-

ever, it was believed not to have

(Continued on page 38)

CANCELLLED TIME

By FLORENCE SMALL

IN a continuing answer to the prophets of doom who point, out of context, to periodic cancellations in the network and TV, at least four advertisers last week snapped up a minimum of two and a half hours of released network time at almost the moment the time became available.

One advertiser, one advertiser, Gulf Oil, for its Gilsgspray insecticide, purchased a new hour and a quar-

ter of radio time a week—15 min-

utes across the board on ABC—while the week before it had been offered for the full hour.

Palladio, one advertiser, has been offered for 36 half-hours on CBS Radio between June 3 and Aug. 25. In a renewal of the summer saturat-

ion campaign in which it has conducted on that network for the past two years. Gross billings on the Wrigley purchase were estimated at more than $40,000.

Of interest and perhaps significant feature of the week's transactions from a programming point of view was that, aside from the Wrigley saturation campaign, each of the purchases was for a basic quarter-hour segment aired at least twice a week.

Lever Bros., New York, for its Pepso Portland toothpaste will sponsor a musical program (format still being worked out) in the Tues-

day and Thursday 7:45-8 p.m. EDT period on CBS-TV, effective immediately through July 18. Latter time period had been dropped by Liggett & Myers (Fatima cigarettes), New York [B*T, May 5], together with its Stock Club program. McCann-

erickson, New York, is the agency for Pepsodent, while Cunningham & Walsh, New York, is agency for Fatima.

American Cigarette & Cigar Co. (Pall Mall cigarettes), will spon-

sor Doug Edwards and the News, CBS-TV Tuesday and Thursday, 7:30-7:45 p.m. EDT, effective in late May [B*T, May 12]. This marks an increase in its radio-TV budget for Pall Mall. Cigarette firm also sponsors Big Story on NBC radio and NBC-TV in addi-

tion to radio and TV spot cam-

paigns. The news program, twice weekly, internationals to be brought in by Columbia Records. Sullivan, Staffer, Colwell & Bayles, New York, is agency for Pall Mall.

Kellogg Interested

The 7-7:15 p.m. EDT period on NBC-TV currently is being of-

tered to advertising agencies, with Kellogg Co. understood to be actively interested in this early evening time. trous, Frank and Ollie, now in their late time slot, may be slated for change to a half-hour, once a week format at another time. The 15-minute strip following The Goldbergs, 7:15-7:30 p.m. EDT is also believed an attractive spot for next fall, with or without the program. Bidding for the time is un-

derstood to be active. On the other hand the present advertisers on The Goldbergs may renew in the same time with the same show.

On CBS Radio, when Liggett & Myers (Chesterfield cigarettes) no-

nified that network that it would drop one quarter-hour of its half-

hour participation in the early morning Arthur Godfrey strip, each advertiser moved forward a quarter-hour thus leaving the first 15 minutes of the program open for a new advertiser whose signing is said to be imminent.

In addition, the program, which is now telecast one quarter-hour (with Lever picking up the radio-TV time), will be extended in simul-

cast to ABC early in the fall. As a result of the simulcast decision, at least one advertiser—Reale-


cum Co., which sponsors the 10-

10:15 a.m. EDT radio segment on alternate weeks, has been forced to abandon the program because it was understood the firm's budget could not stand the addition of TV.

The relinquished time has been sold to Owens & Corning Glass Co., starting early in September. Toni Co. has not decided yet whether it too will continue sponsorship, in view of the increased costs for TV. This marks one of the unusual cases where radio has been used to sell television.

Effective early in September, the Godfrey line-up of sponsors will be as follows (all time EDT):

Owens Corning Glass alternating the 10-10:30 a.m. period with Toni (or replacement); Lever Bros., 10:30-45 a.m.; Pillsbury Mills, 10:45-11 a.m., and National Bis-

cuit Co., 11-11:15 a.m., with Ches-

terfield retaining the last quarter-

hour, 11:15-15 a.m. on radio alone.

This new sequence of Godfrey sponsors presents yet another prob-

(Continued on page 38)

BROADCASTING • Telecasting

May 19, 1952 • Page 25
CONTINUING study of the basic pricing structure may lead to either upward or downward revisions of CBS Radio's rates—or to no changes at all—Sales Vice President John J. Karol declared last week.

But, he asserted in a speech to the Minneapolis Advertising Club on Wednesday, advertisers are now approaching radio realistically again rather than emotionally, with the result that radio stands to come out of its current "readjustment" period a stronger medium.

Mr. Karol said radio is "undergoing a relatively calm period of readjustment," through a type of "outer turmoil and inner readjustment" which has come into focus many times in the 22 years that he has in radio.

"Every time," he said, "radio has emerged stronger. This is happening again."

Alluding to the sensitive subject of rates, Mr. Karol said:

"For many years, radio has been underpriced. At the time, it didn't seem to matter much. Sustaining time periods were infrequent; net profits were good. Radio is still delivering more people at lower costs than any other medium, but it has been undergoing pressures from within and without to be still more efficient."

"This resulted in 'deals'—a type of business operation that CBS Radio withstood for a long time. In an effort to eliminate this dangerous and demoralizing bargain basement practice, we initiated a flat rate reduction last summer."

"From that time on, we have never stopped analyzing our audience delivery against our cost. It is and will be a continuing practice. As this process continues, we may find that the basic pricing structure requires further change. If we do, we shall make the change—up or down."

"And whether changes are made or not, our thinking will always be within the framework of the creation of a rate structure that is equitable—one that will offer the same prices to all clients and no special prices to any client."

"When this type of business relationship between network and client and agency again is the generally accepted standard of our industry, network radio will be a stronger medium than ever before. It will have the complete respect it has enjoyed in the past and it will hold the same unparalleled position among media that it has enjoyed in the past."

'Sensational Audiences'

Where radio was getting an "emotional" judgment last year, Mr. Karol said, today it is benefiting from a more basic and realistic appraisal of advertising practices. He noted that CBS Radio's fall schedule "is already more than 80% as far along as last year's schedule was on Sept. 1, 59, and that our salesmen's reports show 40% more advertiser interest than at this time last year."

He told his audience that "The size of radio is so much with us that it's easy to forget. And the size of radio is so great that it's difficult to comprehend." It encompasses, he pointed out, 105 million sets with listening both inside and outside the home. Although he voiced "great respect" for the A. C. Nielsen Co.'s rating organization, he insisted that "Nielsen penalizes radio in general by measuring only about one-third of secondary sets."

Even so, he continued, "on the basis of what Nielsen does report, the average CBS Radio Network program in 1952 reached over four million persons in the average Monday-Friday daytime broadcast with approximately 9% million in the average nighttime broadcast.

On a cumulative basis, he added, a five-a-week daytime program reaching four million persons in a single broadcast and able to reach nine million different persons in a week, or more than 15 million in a month.

Mr. Karol scored "fabulously" high TV ratings as "one thing that throws us off balance in comparing radio and television."

"What we are apt to forget," he said, "is that those Nielsen ratings are percentages—percentages of the whole of radio and only the station coverage area of television."

Accordingly, he noted, a 32 rat- ing for a TV show can represent 3.8 million homes while a 15 rating on a radio show equals 6.5 million.

"No long-term comparison with television is possible," he conceded. "However, the current cost-per-thousand people of radio is about 40% of the cost of television. In other words, radio is about 10% more efficient than television on a cost basis."

To reduce these facts to the lowest common denominator, network radio delivers 9% advertising messages for a penny. It costs at least three cents to deliver one message on a "penny" postcard. Television and magazines deliver a little more than three messages per penny, newspapers 2½—all compared with radio's 9½ messages per penny."

Connors to OPS

THOMAS F. CONNOR, programming and congressional liaison specialist for the State Dept.'s Voice of America, will be appointed special assistant to the director of the Office of Price Stabilization, it was announced last Wednesday.

"PROETZ AWARDS

Presented in St. Louis"

OPTIMISM over radio's future prospects sparked a two-day NBC Western Div. affiliates meeting at Beverly Hills, Calif., which ended last Tuesday with more than 50 station men and women representing 28 affiliates in the western states and Alaska attending.

The affiliates met in conjunction with a network series of promotion, press and merchandising sessions on radio. Station managers attending reported increased local business and greater listening audience compared with last year where there is TV competition.

A network survey introduced indicated more people spend more time listening to radio than with TV, newspapers and magazines combined.

Thomas C. McCray, NBC West- ern Div. director of radio network operations in Hollywood, presided at the promotion and press-merchandising sessions with Richard O. Dunning, president of KHQ Spoke- n and West Coast representative on NBC's Programming and Planning Advisory Committee, conducted the closed meetings.

Common Problems Studied

Summer and fall programming and common network and station problems occupied the two-day meetings.

Speakers included:

John K. West, NBC Western Div. vice-president and manager of advertising and promotion; Fred N. Verchick, director of merchandising; Clyde E. Cline, supervisor of audien- ce promotion; John Thompson, manager of news and special programs, KNBC San Francisco; Helen Murray Hall, newspaper network promotion manager; Leslie Raddatz, Western Div. TV press manager; Jane Sandner and M. G. O'Dell, Hollywood and San Francisco network merchandising supervisors, respectively; and O. Keeler, NBC radio show, "Double or Nothing," entertained at Tuesday luncheon.

Four student sessions included:

Thomas Sharp and John Merino, University of California; Albert Price, Ron Manders, Mort Cook; Kelly, Winfield Scott and Claude Miller, Los Angeles; Harry Butte, KIST Santa Barbara; Paul Bartlett and Gene DeYoung, KENO Bakerfield; William Sanford, KMU Fresno; Lloyd E. Yoder, John Thompson, Dean Morin and Deli, KVLY Fargo; Gene Kelly, Gerald Hansen and Irma Davis, KCRA Sacramento.

Kent Brown, John Reno; Jennings Pierce, KMWD Medford; M. Q. Cox and Sherman, KBC Portland; Ramon Warren, Ray Baker and F. J. Brott, KOMO Seattle; Carl Raymond and Pat Winn, KSTL St. Louis; Richard Dunning, KHQ Spokane; Rich- ard Lewis, E. W. Harvey and Robert Pollard, KTVB Boise; Ray Smith and Roy Jorgenson, KYUM Yuma; R. B. Williams, KPHI Tucson; Gordon Fletcher, KSEI Pocatello; Florence Gardner, KTFI Twin Falls; Walter E. Wagstaff, KOMI Omaha; F. E. Rance, KXLF Butte; Ed Yocum, KGHIL Billings; E. B. Colman, KYAB Browning; E. Moyer and Del Lelsey, KDYL Salt Lake City.

Reporters, Charles Healy, Del. Boyne, Ray Dayton, KOA Denver; Roy Chapman, ICTSM El Paso; Wal Penn, KXEL Fort Worth; Elmer Freeman, McCready, G. H. Fisher and C. O. Fisher, KUGN Eugene; Gilbert Wagstaff, CSFAR Fairbanks; KENI Anchorage, Alaska; David Mc- Kay, KORK Las Vegas.
"MORALS' PROBE"

IN WHAT direction will Capitol Hill's investigation of radio-TV programs go? Only the chairman of the House Interstate and Foreign Commerce Committee can answer that question, spokesmen for the committee acknowledged last week.

Rep. Robert Crosser (D-Ohio), chairman, of the group authorized to conduct the probe, was scheduled to return to Washington from Cleveland last Friday, the spokesmen said.

Meanwhile, newsmen who had contacted Mr. Crosser in Cleveland found he had no comment to make.

But the United Press reported, "Informed source said Crosser is cool to the whole idea."

The investigation was voted by the House last Monday. Action came on a resolution (H Res. 278) offered by Rep. E. C. Gathings (D-Ark.) [BT, May 12, 5]. A little more than two dozen congressmen were on the floor when the resolution came up. Vote was by voice.

Later that afternoon, the House also approved Rep. Gathings' resolution to investigate comic books, pocket-sized books and other such material. In both instances—radio and television as well as the printed medium—"immoral and offensive material" would be ferreted out.

Inquiry To Subcommittee

While Rep. Crosser has not disclosed plans for the probe, it was understood the inquiry would be turned over to a subcommittee. Since Rep. Lindley Beckworth (D-Tex.), who was originally slated for the chairmanship of the subcommittee, is campaigning for the Senate, it is expected the assignment will go to Rep. Donald Harris (D-Ark.). Rep. Harris has acted as the committee's communications leader in the past few months.

Following House passage of the Gathings resolution, radio-TV industry spokesmen bristled in defense.

NARTB President Harold E. Fellows said the probe could produce "censorship of the most obvious and deplorable sort." He said it "seems to be contrary to the language and intent of the Constitution."

NBC and MBS spokesmen pointed out that the industry has its own decency code policed by NARTB.

NBC said: "NARTB's problems have always maintained the highest standards of good taste and decency in their content. NBC from its very inception voluntarily sought to maintain standards of excellence in its program distribution and presentation.

NARTB is its own network, its own device to control programming, but to recognize the overriding need for such control as a contributing factor to good taste and decency. The established standards of an approved network are responsible for administering its own code of standards and practices. As such, it is inviting the community which has supported its programming on a high moral level. In fact, the network has its own adherence to the decency code which is governed by the NARTB. The Mutual network is proud of its record in adhering to the highest and most accepted standards in its radio programming."

Although Mr. Fellows denounced the probe, he also said: "We welcome the opportunity of receiving the observations of legislators, as we always welcome the observations of clergymen, teachers, educators, yourselves, or anyone who feels that the character of the broadcast is detrimental to the highest and most acceptable type of programming."

In addition to seeking out "immoral or offensive matter," the resolution calls on the committee to determine the extent that radio-TV programs "place improper emphasis upon crime, violence and corruption."

Rep. Joseph R. Bryson (D-S.C.), who has been a perennial sponsor of bills to outlaw all alcoholic beverage advertising from interstate commerce, noted that he had joined Rep. Arthur Capper in supporting a joint Senate-House bill to do the same thing.

The House committee has not held hearings on his "dry" bill, he asserted.

Consequently this, of course, is not dealing with the same subject but no one can deny that the subject in the resolution introduced and now pending before us is of a related nature.

Anyone who listens to the radio and witnesses exhibitions on television cannot but be impressed with the fact that the untrained, unsuspecting youth of the land is being corrupted, willfully and maliciously by those who would break into the nursery rhymes and childhood stories by the introduction not only of words of mouth, but by exhibitions of delicate fingers, beautiful ladies elegantly dressed, telling how one is saving its "in" intoxicating liquor, but teaching the youth how to pour that hellish fluid which causes so much stress and suffering and death.

Rep. Fred L. Crawford (R-Mich.)

Gathings' Plans

REPS. E. C. GATHINGS (D-Ark.), author of the resolution which has set up a House probe of radio-TV programs, told BROADCASTING TELECASTING last week: "I will not comment on the investigation proper. However, I expect to appear before the committee as a witness and present information such as surveys made and program logs of some stations."

Rallying of the "drys" in the House behind his anti-alcoholism bill, Allard Capper, was not of his doing. Anti-beer, wine and liquor advertising is not an issue with me," he said.

asserted "fraud and deceit and the untruthfulness of the ads [in magazines] ... The advertising industry is getting entirely too bold for its own good or for the good of the people ..."

Rep. Edward H. Rees (R-Kans.), who has supported Rep. Gathings (Continued on page 72)

NEW HAMPSHIRE

79.3% of Home-Own Radios

RADIO homes comprised 97.3% of all occupied homes in New Hampshire when the 1950 census was taken, or a total of 149,035 having reception, according to the state broadnax just compiled by the U. S. Census Bureau.

Highest radio concentration in the state was found in the city of Berlin, 98.7%. Among counties the leader was Strafford, with 97.9%.

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series P-A, No. 29, for New Hampshire which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at $1 per copy.

The statistics on distribution of the population in New Hampshire, or a final report of the 1950 Census of Population, Series P-A, No. 29, are now available from the Superintendent of Documents at $1 per copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in New Hampshire, or a final report of the 1950 Census of Population, Series P-B, No. 29, are available from the Superintendent of Documents, at $1 per copy. Descriptions of Standard Metropolitan Areas are presented in this report.

A Standard Metropolitan Area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, this generally defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.

1950 Census of Housing in New Hampshire

<table>
<thead>
<tr>
<th>Town</th>
<th>Population</th>
<th>Households</th>
<th>Radios</th>
<th>With Radio</th>
<th>In New Hampshire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Berlin</td>
<td>98.7%</td>
<td>2,373</td>
<td>2,347</td>
<td>2,347</td>
<td>97.9%</td>
</tr>
<tr>
<td>Strafford</td>
<td>97.9%</td>
<td>2,336</td>
<td>2,336</td>
<td>2,336</td>
<td>97.9%</td>
</tr>
</tbody>
</table>

SOURCE: Bureau of the Census, Department of Commerce, Washington 25, D. C.

BROADCASTING • Telecasting

May 19, 1952 • Page 27
Harsch, WCAU, WEEI Receive Top Honors

Counts with accurate and reliable information.

INDIVIDUAL WINNER:
Joseph C. Harsch, Commentator
STATION WINNERS:
WCAU-AM-TV Philadelphia
WEEI Boston

COMMENDED:
Howard K. Smith, CBS, London
Edward R. Murrow, CBS
Three Star Extra, NBC
WAAM (TV) Baltimore
WBBM Chicago
WLW Cincinnati
WHAS-AM-TV Louisville
WHCU Ithaca
KFMI Wichita
KUOM Minneapolis

Mr. HARSCH
Mr. THORBURGH
Mr. STRUTHERS

Mr. Harsch in Europe Now

Mr. Harsch, now in Europe covering activities of Gen. Eisenhower, was unable to accept his award personally. He sent a tape recording from Paris acknowledging his honor and expressing appreciation. His award was accepted by Mrs. Harsch and Herbert E. Evans, general manager, Peoples Broadcasting Corp., to whom Mr. Harsch is currently under contract.

The former Washington correspondent for the Christian Science Monitor, whose commentaries during 1951 were aired via LBS, on May 11 began a transcribed weekly series of commentaries from Europe for WOL Washington and WRFD Worthington, Ohio.

Mr. Harsch was cited for his "outstanding, meritorious service to the American people" during 1951 at the Foundation's presentation banquet in Washington's Mayflower Hotel.

Awards were presented by Dr. Francis P. Gaines, awards committee chairman and president of Washington & Lee U., administrator of the awards.

The winners were cited for "outstanding and meritorious service to the American people" during 1951 at the Foundation's presentation banquet in Washington's Mayflower Hotel.

Awards were presented by Dr. Francis P. Gaines, awards committee chairman and president of Washington & Lee U., administrator of the awards.

Other commentaries and stations were commended by the committee:
Howard K. Smith, CBS, London;
Edward R. Murrow, CBS, and the NBC program, Three-Star Extra, received special mention.

In the large station classification, special commendations went to WAAM (TV) Baltimore; WBBM Chicago; WLW Cincinnati, and WHAS-AM-TV Louisville.

Honored in the small station category were WHCU Ithaca; KFBI Wichita and KUOM Minneapolis.

Mr. Harsch was honored Saturday night as winners of the annual duPont Foundation Awards in radio, television and allied sciences.

The three top winners received a plaque and cash awards of $1,000 each. Under new provisions of the duPont Foundation, winners may apply their cash awards toward individual scholarships for American youth to further advanced study in the broadcast media.

A panel of five judges reviewed 1951 activities and decided winners. They were, in addition to Dr. Gaines, Mrs. Jessie duPont, who established the awards in 1942 as a memorial to her late scientist husband; Ben McKelway, editor, Washington Star (WMAL-AM-FM-TV); Dr. Hadley Cantril, psychology professor and director, Office of Public Opinion Research, Princeton U., and Mrs. Hiram Cole Houghton, president General Federation of Women's Clubs.

Last fall, Prof. O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., was named curator of the foundation to supervise the awards and the administration of the scholarships thus created.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, presented a check for $1,000 to establish the first scholarship under the new educational objectives of the duPont Awards Foundation.

At Banquet Saturday

Among those expected to attend the banquet were the following:

Mr. Harnsby, president, CBS Radio; Frank M. Russell, vice president, NBC; Justin Miller, NARTB board chairman and general counsel; Paul A. Walker, FCC Chairman; Sol Taishoff, editor and publisher, Broadcasting / Telecasting; Chris J. Wilking, director, DuMont Television Network; Charles Vanda, vice president in charge of television, WCAU; Oliver Gramling, assistant general manager, Associated Press; C. Edmonds Allen, director of special services, United Press Assns.; H. A. Lowe, Variety; W. H. Goodman, of the Florida National Bank; Richard W. Slocum, general manager, the Philadelphia Bulletin (WCAU-AM-FM-TV); William H. Fineshriber Jr., executive vice president, MBS; John W. Pacey, director of public affairs, ABC; J. L. Van Volkenberg, president, CBS Television; Charles O. Voigt Jr., information secretary, Alfred I. duPont Awards Foundation, and M. H. Aylesworth, broadcasting consultant.

Mr. Harsch, WCAU, WEEI Receive Top Honors

Individual Winner:
Joseph C. Harsch, Commentator

Station Winners:
WCAU-AM-TV Philadelphia
WEEI Boston

Commented:
Howard K. Smith, CBS, London
Edward R. Murrow, CBS
Three Star Extra, NBC
WAAM (TV) Baltimore
WBBM Chicago
WLW Cincinnati
WHAS-AM-TV Louisville
WHCU Ithaca
KFMI Wichita
KUOM Minneapolis

Mr. Harsch
Mr. Thornburgh
Mr. Struthers

Panel of Five Who Judged Annual DuPont Foundation Awards:

Mrs. du Pont
Mrs. Houghton
Dr. Gaines
Dr. Cantril
Mr. McKelway

Broadcasting * Telecasting

Page 28 * May 19, 1952
Hooper Reply

C. E. Hooper, president of C. E. Hooper Inc., last Friday released a detailed answer to the John Blair & Co. study attacking the question employed in the coincidental television audience measurement in radio-TV cities (story page 23), in which he asserted that "it is not apparent to us that our firm needs to revise any of its techniques." He also said he had told President Richard D. Buckley of the Blair firm early last week that Blair might be subject to litigation if it released its study, because it "carries material protected by copyright which is used without Hooper's permission." Liability, he said, would not be a decision carrying the report or a story on it. But "despite the practical possibility of recalling the report, John Blair & Co. proceeded with its release without the Hooper announcement-asserted.

The Blair report claimed that the coincidental method's practice of asking about both radio and TV stations and answering the same question had the result of "grossly" underestimating radio audiences. It proposed that a radio-only question be used.

Mr. Hooper insisted, however, "that any radio station, agency, advertisers or network desiring an audience measurement by us based on asking a listening question only" (1) has been able to obtain it from us, (2) is still able to obtain it from us anywhere at any time.

Must Use Care

But he said "that is not because we have had any reason to believe the 'radio-TV' question ... to be wrong. Both can be used to produce the same, the correct, answer, but only if interviewers are trained and supervised with extreme care."

He contended that the public has not separated radio and TV in its mind as well as members of the industry may have, and that radio is confused to the suffix letters 'TV' (Example: WDSU-TV) added to call letters which always have, and still mean, the call letters of a radio station (Example: WDSU)." Mr. Hooper continued in his statement, part of which the announcement said had been released last week in the publication to the pressure of time and before Mr. Hooper had an opportunity to investigate his legal rights on the subject," as follows:

In one respect, the details of which we will show to qualified individuals, 100% of the credits given by the public to a radio station should have been given to its TV branch. Or, another way of stating it, the station could not, and the TV station with companion call letters could, be heard in the county surveyed. When, in a survey, we made the proper clarification to the public by asking for both 'radio and TV,' a complete correction took place.

"In a city, or area, where half the broadcast audience is looking at television it takes expert interpreting to ignore TV in the question and still get valid results on radio."

The Hooper firm's "motives in asking the question on both 'radio and TV' in radio-TV areas he said, are "laudable" in that "(1) it is a tribute to accuracy in radio areas, (2) it cuts the cost of broadcast audience measurement in half."

Further, he declared: "Given the choice, radio station owners in TV areas, including those without TV stations, have preferred that we ask the radio-TV question.

"No Revisions Necessary"

By getting information on both the AM and TV audience they say, "We know what we are up against. It has given them needed help in budgeting and scheduling their radio programs to know the periods of peak TV audiences in their cities."

Mr. Hooper said that his use of the survey's results, rather than radio only, was not introduced simultaneously in all cities, but rather was introduced "when and where TV audiences began to show up in answer to our 'radio listening only' question."

And, he continued, "nothing abnormal happened to the audience in mornings for November 1951 as compared to January 1946."

The study next compared Hooper and A. C. Nielsen Co. sets-in-use figures for 21 identical cities during the same period of time (December 1951 and April 1951). For 1947, the Hooper figures were 22.4% below Nielsen's in the case of evening listening and 26.4% below Nielsen's for daytime listening. In 1951 the difference between the two services was approximately the same with respect to evening listening (Hooper's was 24% lower), while for daytime the Hooper figure was 34.6% lower than Nielsen's.

The Blair investigation then looked at average sets-in-use figures provided by Pulse, Nielsen, and Hooper, as shown in chart 3-A entitled "Pulse- Hooper- Nielsen Sets-in-Use Comparison April 1951." [See chart, page 23.] The right side of that chart shows how the results of each service rank in respect to other service in all three—Pulse 20.8% above the average, Nielsen 6.6% above and Hooper 27.4% below. (Note: Nielsen's average, Pulse and Hooper's ratings are higher than the two others was "to be expected," the presentation said, "since Pulse is a measurement of total audience, while the Hooper and Nielsen figures are average audience measurements."

A comparison of Hooper and Pulse studies in Los Angeles showed a high degree of correlation" in their measurement of TV sets, but a "marked and significant difference with respect to radio sets, it was pointed out. Hooper's radio figures were 34% below those of Pulse. It was noted that the Hooper method combines the radio and television question, while the Pulse technique involves separate instruments.

Similarly, in Los Angeles, there was found "a high degree of correlation, repeated on each of the seven nights [of the week]," between Pulse and Hooper television sets-in-use, but "wide disparity between the two series of radio sets-in-use figures."

"Because the same interviewing was used by each service for both the radio and television reports," the Blair study asserts, "the radio figures should show roughly the same correlation, or lack of it, that the television figures do. Quite obviously, they do not." Averaging Pulse, Nielsen, and Hooper radio sets-in-use figures in Los Angeles for a "typical" Sunday, 6:30-11:00 p.m., the study found "Pulse 24.8% above the average, Nielsen almost exactly on it—0.5% over—but Hooper 30.8% below the level of the combination." On the other hand, when the television sets-in-use figures of Pulse, Hooper, Tele-que, and Videodex were averaged, Pulse and Hooper proved to be "fairly close" with the same average, Tele-que about 3% above the average and Videodex about 5% below.

Relationships 'Close' Pulse-Hooper comparisons of TV sets-in-use in Columbus showed that there was "no significant correlation, or relationships between the two are again very close," while in another Columbus study, it was said, "Pulse-the most popular with more listening in TV homes than Hooper finds in all homes."

This series of studies, Blair spokesmen said, led to the launching of a "controlled experiment." Trendex was named to conduct interviews in New Orleans, Columbus and Los Angeles during the same weeks and days that interviewing was being done by Hooper. They used the same methods—"except that Trendex asked a radio-only question and Hooper asked a combined radio-telephone question." The results were shown in Blair's presentation as follows:

Columbus, daytime and evening combined—Trendex radio sets-in-use figures were 6.1% higher than Hooper's ("odds are 2 to 1 that this difference is significant"). It was noted that "statisticians recognize the fact of significance whenever the odds exceed 20 to 1.

The combined Columbus-New Orleans-Los Angeles radio sets-in-use figures for Hooper as compared to those of Trendex are shown in accompanying charts—one for daytime, one for evening, and one combining daytime and evening. In daytime, Trendex sets-in-use figures are placed 26.1% higher than Hooper; evening, Trendex 13% higher; daytime and evening combined, Trendex 15.2% higher.

'Grossly Underestimated' Our controlled experiment has proved," the presentation contends, "that the inclusion of radio and television in the same question by the telephone coincidental method causes a 30% underestimation of the radio audience, and that therefore, the conclusion cannot be escaped: To estimate more accurately the true dimensions of the vast radio audience, this type of audience measurement should employ a question concerning only radio listening."

The presentation quotes a letter from Mr. Hooper's research assistant, Professor, R. P. Seldin, of Illinois' Bureau of Economic and Business Research, as saying in part:

"Since the data collection procedure used on the chart was apparently identical to that used by Hooper with the exception of question wording, the latter is clearly in error in his radio sets-in-use figures. This might bring to mind that this result, though striking, conforms with our present knowledge regarding the effect of question wording on survey results. A question concerning two district items tends to elicit less recognition on either, or both, of them that was the case if the items were incorporated in separate questions."

Does Hooper Undersell Radio?

(Continued from page 23)

"The report following the Convention, while admitting that the audience for radio was not as large as had been claimed in the past, "stated that "for religious programs, and for many other types of programming, the radio has a good audience potential."

"Nielsen's figures are 10% higher than Hooper's; those of Trendex 6% higher."

Mr. Hooper maintained that "much of this three-to-four year old recognition was deserved."

He said "it will satisfy observ-

(Continued on page 36)
DO CITIES dry up and blow away when newspapers go on strike?

Definitely not, judging by business conditions in Tacoma, Wash., during the period the northwest city’s only newspaper, the Tacoma News Tribune, could not publish because of a pressman’s strike (B+E, April 25).

A study of the Tacoma scene by the Tacoma Committee of the Washington State Assn. of Broadcasters, of which Joe Chytil, KAPA Raymon, Wash., is chairman, showed:

- Bank clearings are up in Tacoma.
- Merchants who were consistent and wise purchasers of radio before the newspaper strike have had no deviation from normal operation.
- Radio has found it difficult to accommodate large department stores that stapled to radio for heavy spot schedules after the strike began, only to find regular and consistent radio users there first with the heavier schedules.
- The department store that didn’t know how to use radio and had no department setup for radio is feeling effects of the strike far more than normal radio advertisers.
- Bank clearings for weeks preceding the strike fell: March 17-21, $75,762,000; March 24-28, $66,005,000; April 7-11 (Easter week), $68,406,000.

The Tribune stopped publication April 12, when the strike started. Bank clearings for the week of April 14-18 rose to $75,061,000. For the week of April 21-25 they were $71,299,000.

The report of the Washington broadcast association included these comments by Tacoma businessmen:

- Large downtown store operator, a heavy newspaper advertiser who took ten spots a day during the strike—‘I am quite amazed at the results we are getting. Considering all general business conditions, I am satisfied with my business.”
- Chain store operator—“My feeling is that business isn’t as bad in Tacoma as some are making it out to be.”
- Leading jewelry store operator—“Two weeks of the strike, my business is not down. I am up 8% over the same period last year.”
- Advertising representative of leading food chain store—“Business is considered normal for this time of year. We are not feeling the effects of the newspaper strike. After increasing our radio schedule, we find it sufficient to maintain store traffic.”
- Earl Weiss, director of largest music festival ever held at Pacific Lutheran College—“More than half of all season ticket buyers said they heard of them through Tacoma radio.”
- The state association listed these comments from “Tacoma generally”:

- Frank Walters, owner of city’s largest funeral home—“Radio stations putting on the obituary notices have been a great public service. City florists tell me they have used these broadcasts to keep up to date on the location and time of funerals.”
- Tacoma citizen—“I appreciate the way radio pitched in. Although I consider this the normal service the listener gets. I noted that extra newscasts were added just to make sure the listener did get the news when he could hear it.”
- Transit company official—“Our riders are down, but so far we cannot reach any conclusion other than this is due to a lot of reasons, such as employment generally being down, less people at Fort Lewis, and certainly television has cut down the night traffic. I couldn’t hazard a guess as to the actual shopper traffic to the downtown district.”

Mayor John Anderson of Tacoma—“We of the city administration can’t thank Tacoma radio stations enough for their usual good job of backing community promotions and keeping our city well informed.”
- Fred Sandstorm, Tacoma Chamber of Commerce—“I believe the way Tacoma radio publicized and brought out a large crowd for the celebration of the arrival of the naval ship Falgeout (while the strike was on) is a typical example of Tacoma radio performance.”
- Two civic events made out nicely despite the strike. The Lakewood ice show had a full house opening night and good attendance thereafter. The Shrine circus made good use of radio with “good attendance.”

**HANNA HONORED**

By Editors, Publishers

SURPRISE tribute to a radio man was to be paid at Ithaca, N. Y., last Saturday by more than 100 newspaper editors and publishers of some 40 small community newspapers, when Michael R. Hanna, general manager of WHCU Ithaca, Cornell U. CBS affiliate, was honored for his Sunday half-hour Radio Edition of the Weekly Press program.
- Mr. Hanna began the program in 1946, digesting editorial comments by the area’s weekly newspapers. The program in 1949 became a feature on the 10-station Rural FM Communications network, with membership of 110 newspapers. The program received a special Peabody Award.
- WHCU has notified cooperating editors that the program leaves the air this month for an indefinite period, pending reorganization.
- Mr. Hanna was to be awarded a special citation at the dinner at which he was guest of Cornell Vice President John E. Burton.

**O’HARA’S BILL**

May Be Added to S 658

REP. JOSEPH P. O’HARA (R-Minn.) served notice last week he will offer his bill (HR 7782) that would give the broadcaster the right to write a political candidate’s talk, as an amendment to S 658 when the FCC-remodeling bill reaches the floor.

Rep. O’Hara introduced his antilibel bill a fortnight ago (B+T, May 12). His plans were given during debate on political campaign expenditures last Monday (B+T, May 17).

His remarks follow:

“... Soon the Committee on Interstate & Foreign Commerce, which has been granted a rule upon a bill [McFarland bill] which amends the Communications Act, will bring that bill to the floor.

‘I call the attention of the House to the fact that under the law which now exists a radio broadcaster has no power of censorship as to any statement a political candidate himself may make upon the radio during a campaign. In other words, it offers the facilities, and there is no censorship on the part of the broadcaster over the kind of statements, no matter how defama
tory or how libelous they may be, that the candidate may make. They have no power or control over his statements.

Cites Horan Bill

“Our colleague from Washington [Rep. Harold F. Burton (Wash.)] introduced a bill which abolishes the broadcaster from libelity in such a situation. Personally, I think I have a better approach to it, and I have introduced a bill, which I hope to offer as an amendment when [the McFarland bill] ... comes before us, which does not grant the broadcaster any control over partisan or political matters but does give him the right to control the defamatory statements, to eliminate them, or to deny eligibility. It leaves him entirely to eliminate that language, the use of his broadcasting facilities.

The present situation to which I refer is analogous to your having a loaded shotgun to some reckless individual and then saying you have no responsibility because you have given him the shotgun and loaded it. You said, ‘Go ahead and pull the trigger.’

‘That is the situation the candidates for public office are in under the present conditions. ... The broadcasters themselves are in a bad situation because they are subject to suit. ...

‘I do think we should clear up the hiatus that exists and put the responsibility on the broadcaster at the same time giving him the power of censorship, the power to eliminate defamatory matter from the candidate’s statement over the radio, but we also place some responsibility upon the broadcaster to see that those defamatory statements are not made in political campaigns over radio or television.”
Ali Ben Diehm, the great merchant of the radio airways has added another great station, in a great state to his “airem” of proven and profitable purchases for your client’s products. WIDE, located in the Biddeford-Saco market, second largest industrial center in Maine. Here are located the famous textile plants of Pepperell, Bates and Saco-Lowell. Here, too, is Old Orchard Beach and the Kennebunk region, making the Biddeford-Saco market Maine’s leading vacation area. Retail sales for 1951 amounted to $29,442,000. Want some of this market? Write, wire or phone... Vic will give you complete details!
**FOOD RETAILERS’ BUDGET**

To Spend Over $300 Million

FOOD retailers will spend over $300 million in advertising this year—more than the top 35 national advertisers combined—the Super Market Institute was told at its 16th annual convention in Cleveland last Monday. This prediction was voiced by Max Buck, advertising and sales manager, King Super Markets, East Orange, N.J.

Citing the tremendous success achieved by super markets through advertising, Mr. Buck said the $300 million outlay would make the food retailer a larger advertiser than the following combined companies: Procter & Gamble, General Foods, Colgate-Palmolive-Peet, General Electric, General Motors, Lever Brothers, General Mills, American Tobacco, Liggitt & Myers, R. J. Reynolds, Sterling Drug, Campbell’s Soup, Ford Motor Co. and Pillsbury Mills. All are heavy radio-TV users.

Mr. Buck suggested use of more newsworthy and “teleotional” copy to attain better results and urged the super market industry to unite in a better advertising campaign to drive home to the consumer the benefits of that industry.

**FARM STATION?**

Yes! For almost a quarter-century our entertaining and services have been planned for farmers in Kansas and adjoining states.

**HIGGINS TO MCA**

Leaves CBS Radio Post

HUGH M. P. HIGGINS, market research counsel for CBS Radio, has left that post to join Music Corp. of America as head of its TV Syndication Div. in its new Promotion-Publicity-Research Department, and as salesman.

The division is headed by David Sutton, former CBS-TV vice president in charge of sales.

Mr. Higgins joined CBS Radio last fall after serving as director of BAB from September 1950. For two years prior to that time he was part owner, vice president and general manager of WMOA Marietta, Ohio, and before that he was assistant director of the WBX Broadcast Advertising Dept. from 1945-48. Before World War II, during which he served in the Army Air Force, he was with NBC in Washington.

**RADIO MEMORIES FROM TEXAS**

Harold Hough Recalls WBAP’s Beginning

“In the winter of 1921, Amon Carter allotted us $250 to go into the broadcasting business with a warning not to come back when that was gone,” recalls Harold V. Hough, director of the Fort Worth Star-Telegram broadcast operation, WBAP-AM-FM-TV.

Mr. Hough, who was the station’s earliest personality as The Hired Hand, was reminiscing on the occasion of the WBAP’s 30th anniversary [B&T, May 5].

The media veteran’s stories of early radio were recounted in the Fort Worth Star-Telegram.

Chucking over WBAP’s humble beginning, Mr. Hough relates that, “At any rate, we started May 2, 1922, with 10 watts; now we have 50,000. We also have call letters, frequencies, pictures, studios, personalities, temperaments and taxes.”

WBAP’s anniversary was observed quietly and without fanfare.

We considered getting up an anniversary program and putting ourselves on the air last Friday, but the staff voted to do something for our audiences—so we bought the radio rights to the sensational new show, I Was A Communist for the FBI,” Mr. Hough explains.

Discounting its role as a radio personality, Mr. Hough admits that “In the beginning of radio, I used to hang around the mike some. But radio soon grew up and it was N.Y. Pioneers Elect

DOROTHY GORDON, moderator of the New York Times Youth Forum on WQXR New York, was elected president of the New York chapter of radio Pioneers at a dinner meeting Wednesday. Patrick Henry Barnes, WOR New York, was named first vice president; Frank G. Silver, WRNO, second vice president, and Charles Butterfield, AP radio editor, third vice president. Charles A. Wall, BMI, was re-elected treasurer, and Bruce Robertson, Broadcasting + Telecasting, was re-elected secretary.

**PRESS, RADIO PROTEST**

Bolivian Suppression

INTER-AMERICAN Assn. of Radio Broadcasters joined with the Inter-American Press Assn. last week in condemning suppression of the daily newspaper La Razon in La Paz, Bolivia.

In a joint statement they said they consider that “an act of aggression against the free and independent press and radio of the western hemisphere has taken place in Bolivia where the government has denied the right to publish freely to the . . . La Razon.”

An IAPA committee said investigation showed that “the government of Victor Paz Estenssoro has through intimidation and coercion prevented . . . La Razon from publishing since April 14” and that “the government, up to this date, has indicated no intention of permitting the newspaper to publish” or of restraining governmental “partisans from attacking the newspaper plant should it attempt to publish . . .”

**REC-ATS Merger**

BUSINESS meeting of the Radio Executives Club in New York last Thursday lacked a quorum, with the result that the group was unable to vote on the proposal to merge with American Television Society. It was agreed after much argument, however, that President I. E. (Chick) Showerman should appoint one committee to revise the by-laws of REC and submit a new name for the organization, and another committee to meet with ATS representatives to discuss the method of fusion.

**RADIO PROMOTION**

NARTB Discs Readied

SECOND of NARTB’s transcribed radio promotion broadcasts will be released this week as one of the “Radio on the Record” series. It features Edward R. Murrow, CBS news analyst, in a quarter-hour discussion of the effectiveness of radio news.

Opposite Mr. Murrow on the disc are the voices of two Cabinet members, Secretary of the Treasury John W. Snyder and Secretary of Agriculture Charles F. Brannan, who discuss what radio means to them. The disc is available to Maj. Gen. Floyd L. Parks, chief, Information Division, U. S. Army; Herschel Newsom, master of the National Grange, and Dan Tracy, BWW.

The promotion transcriptions are produced for NARTB by Drex Hines, with recordings distributed through Columbia Transcriptions Inc.

The series is designed to tell the national audience about radio’s effectiveness as a medium of news, education, entertainment and public interest programming.

**CONVENTIONS**

NBC to School Reporters

TEN newsmen will be handpicked by NBC and Northwestern U. for a special course in political convention reporting and each man will be an accredited representative of the network for the conventions in Chicago this summer.

The clinic, offered on a graduate level, will feature lectures by authorities in the broadcast news and political fields, including Ken Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, who holds the same job for the Republicans; Jack Cavanaugh, political staff writer, The New York Times; Francis McCall, NBC-TV news and special events director, and Charles Cleveland, political reporter for the Chicago Daily News.

Eight of the ten have been chosen. They are: Michael Radocek, professor of journalism and director of public relations, Kent State U., Kent, Ohio; Burton Marvin, dean, William Allen White School of Journalism, University of Kansas; Jack Fabey, news director, KSA Spokane; Sidney Robe, professor of journalism, Florida State University; Milo Ryan, journalism professor, U. of Washington; D. T. Buc, journalism professor, U. of Montana; J. Douglas Perry, chairman, Dept. of Journalism, Temple U., Philadelphia, and William Swindler, director, School of Journalism, U. of Nebraska.

To Double Budget

NORTHER Aircpace, New York, purchaser of the Flying Irishmen Air Reservations Agency, New York, plans to retain the latter’s agency, Cavanaugh- Shore, New York, marketing advertising. Current billings in 12 markets are expected to be expanded in a few weeks when the advertising budget is to be doubled.
A scant two years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F. Then, as now, it was described as a large, heavily built, rugged and full-fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

OWNERS OF GATES BC-1F BROADCAST TRANSMITTERS:

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
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<tbody>
<tr>
<td>WGED</td>
<td>Quincy, Illinois</td>
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<td>WEDS</td>
<td>Waukegan, Illinois</td>
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<td>WK7Y</td>
<td>Sarasota, Florida</td>
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<td>WTRB</td>
<td>Coldwater, Michigan</td>
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<td>WBBK</td>
<td>Kingstree, South Carolina</td>
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<td>WCBG</td>
<td>Corning, New York</td>
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<td>WYVE</td>
<td>Wytheville, Virginia</td>
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<td>KEWD</td>
<td>Eugene, Oregon</td>
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<td>WBD</td>
<td>Decatur, Illinois</td>
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<td>Coatesville, Pennsylvania</td>
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<td>KRTR</td>
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<td>WSG</td>
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<td>WAD</td>
<td>Flemington, Pennsylvania</td>
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<td>KSS</td>
<td>Southington, Connecticut</td>
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<td>KUF</td>
<td>Kalamazoo, Michigan</td>
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<td>WIL</td>
<td>Wilkes Barre, Pennsylvania</td>
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<td>WCC</td>
<td>Corpus Christi, Texas</td>
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<td>WCT</td>
<td>Charlotte, North Carolina</td>
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<td>WHC</td>
<td>Chattanooga, Tennessee</td>
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<td>KRE</td>
<td>Greensboro, North Carolina</td>
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<td>Natchez, Mississippi</td>
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<td>WRR</td>
<td>Rawley Springs, South Carolina</td>
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<td>Asheville, North Carolina</td>
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<td>Weir, Texas</td>
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<td>WBC</td>
<td>Beaumont, Texas</td>
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<td>WCM</td>
<td>Columbus, Ohio</td>
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*Above list excludes all except sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1951, not shown.
Do You Want the Most Results at the Lowest Cost in Cincinnati?  

→ See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS

OF SELLING POWER

Do You Want the Most Results at the Lowest Cost in Cincinnati?
Proof of Selling Power

In Two Major Markets!

KTUL, Tulsa—and KFPW, Fort Smith, Arkansas, have MORE LOCAL PROGRAM SPONSORS than ALL OTHER NETWORK STATIONS COMBINED in these two market centers of the Southwest.

Local acceptance is the “GRASS ROOTS” TEST of a radio station’s SELLING POWER.

Tap the rich trade areas of Northeastern Oklahoma and Western Arkansas with ONE OPERATION—ONE NETWORK, CBS Radio—ONE REPRESENTATIVE—(Avery-Knodel, Inc.)

KTUL

TULSA

Vice President

General Manager

JOHN ESAU

KFPW

FORT SMITH

Affiliated with KOMA, Oklahoma City
ers that the trends are the product of two very real things: Owning TV and watching it." He asserted that "Ward Dorrell of the Blair firm was completely conversant with this record when in our employ." Further, he said, "I have recently turned over to him several volumes of original data on the subject to refresh his memory and bring him up to date."

He struck out at Pulse Inc. data in the Blair report saying that "Pulse would have you believe that radio sets-in-use reached a new high in Los Angeles last summer" even though "Los Angeles families, with seven TV stations to choose among, increased their ownership of TV sets 239% (from 335,000 to 830,000) and from 26% to an estimated ownership level of 65% of the families."

Mr. Hooper said that with reference to other reported findings of the Blair study, he had but one comment. They raise a question. I welcome it. But the answer should not have been attempted by any but disinterested parties."

He suggested the reconstituted Advertising Research Foundation as a proper agency for impartial handling of the question. If ARF should indicate "need for the complete separation of radio and TV reporting," he said, "our cause will remain unchanged except that the choice between the two questions will disappear and costs will increase such an analysis will uncover the source of a Trendex error, because I sincerely believe that there is an error." He referred to his own handled the "controlled" study of the issue for the Blair organization."

"In fact," Mr. Hooper said, "if the city-by-city, period-by-period results for three cities (studied by Trendex for Blair) had been released by the Blair firm, the source of one error might be apparent now, namely:"

"In all three of these cities the call letters of more than half of the TV stations are identical with radio stations serving the same city except for the suffix. Television credits are, therefore, most likely to be given erroneously to radio (with the 'radio listening only' question in use) where the TV share of audience is biggest."

Must Show Hooper Higher

He expressed confidence "that the city-by-city, period-by-period figures, which are in the possession of Blair, must show Hooper to be higher during some periods, particularly in New Orleans—[One of the cities surveyed, along with Los Angeles and Columbus]—where the overall percentage difference [between Trendex and Hooper] is 6.1% and where a minimum of radio-TV confusion would, therefore, be created by the 'radio listening only' question. Furthermore, there is but one TV station in New Orleans. . . ."

"If Hooper is the same or higher, during a significant number of time periods, the reason for the Trendex average being higher lies somewhere outside the differences" between the radio-only question and the radio-TV question."

Additionally, he said, much of the difference between Trendex and Hooper results might result from "Trendex reporting actual 'listening' to a radio but to television," in cases where there is no watching of the TV picture. Thus, he said, the AM affiliate might get credit which actually is due the TV station, if the interrogator does not require distinction between radio and TV."

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The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

Now it's TV CLINIC TIME
WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS

NEW YORK
May 19-20
Waldorf-Astoria

CHICAGO
May 22-23
Palmer House

HOLLYWOOD
May 26-27
Beverly Wilshire Hotel

Television leaders from Coast to Coast will be sitting down with you to discuss TV in all of its aspects...exchanging their ideas and experiences...giving solid coverage to such topics as: Low-cost, Local Programming • Cutting Production Costs Handling Local News and Special Events • Buying, Selling and Programming Films • Camera Techniques and Scenic Effects • Public Service Programming • Short Cuts and Time-Saving Devices Legal and Copyright Problems • TV as a Sales Medium • and many other general and specific matters.

EVERY SPEAKER A PRACTICAL TV BROADCASTER
Panelists include: Robert Swezey—WDSU-TV; Chris Whitting—DuMont; Chuck Holden—ABC-TV; Paul Adanti—WHEN; Ralph Burgin—WNBW; Joel Chaseman—WAAM-TV; Don Fedderson—KLAC-TV; Klaus Landsberg—KTLA; George Moscovic—KNXT; Robert Purcell—KTTV; Philip Lasky—KPIX; Donn Tatum—KECA-TV; Walter Preston—WBKB; Bruce Wallace—WTMJ-TV; Theodore Streibert—WOR-TV; Walter Emerson—WENR-TV; Richard Moore—KTTV; Bill Edwards—KNXT; Roger Clipp—WFIL-TV; Don Norman—KNBH; Ward Ingrim—KHJ-TV; Jules Herbuvex—WNBC; Frank Fogarty—WOW-TV; Ted Cott—WNYT.

Also plan to attend BMI's Summer Seminar at Denver University August 3 to 10
In vacation surroundings for you and your family
• Room and board $22.50 per person
No fee for registration
Attendance limited to 150
ENROLL NOW!

Your future in TV, or as affected by TV, makes your attendance at one of these TV Clinics a must! Register now!

Broadcast Music, Inc. 580 FIFTH AVENUE NEW YORK 36, N.Y.
N.Y. AD AWARDS

THIRTEEN awards for advertising associated with the broadcasting industry were designated last week when the Art Directors Club of New York announced winners in its annual exhibition of advertising and editorial art.

For the first time this year, a special category was set aside for television commercials, with the medal won by United Productions of America whose art director, Ray Lind, and artist, Abe Lis, turned out a commercial for Benton & Bowles’ Brewing Corp. of America account.

Largest single winner among advertisers was CBS, whose combined awards totaled nine: Three for CBS Radio advertisements and six for CBS Television ads.

Speaker at the awards luncheon, held at the Waldorf-Astoria Tuesday, the day that the exhibition opened at the Grand Central Galleries, was Marion Harper Jr., president of McCann-Erickson, who warned that “a period of ‘hard-sell advertising’ is ahead.”

Winners of the Art Directors Club 31st annual competition were chosen from more than 8,500, proofs, with selection and analysis handled through committees of top advertising directors and final votes by the entire membership. A total of 12 club medals and the Kerwin H. Fulton Medal were awarded winners in various categories and an additional 30 certificates of distinctive merit were given.

Broadcasting winners were:

- For design of complete unit TV commercials on film, with live technique: Award of Distinction went to Jerry Fairbanks, producer; Barbara DeMaray and Perman Smith, art directors; Les White, photographer; Young & Ruble, agency; and Bigelow & Sanford Carpet Co., advertiser.

- For TV commercials, limited action: Merit award to Trans-Lite, producer; Ray Lint, art director; Jack Zander, art; Benton & Bowles, agency; Post Nail Brite Div., General Foods, advertiser. Second merit award to Edward Carini, artist; William R. Duffy, art director; McCann-Erickson and General Electric.

- For TV commercials, miscellaneous technique: Merit award to George Olden, CBS-TV graphic arts director, for promotional design on the Big Top program.

- No winners were named for live TV commercials.

CBS Radio Network advertisements won three honors:

- Medals were awarded to Lou Dorfman, director of the art division of the Sales and Advertising Dept. for his Red Skelton ad; and Andrew Warhol for his drawing on CBS Radio’s Nation’s Nightmare documentary series.

- Distinctive merit award went to Irving Blutman, director of art service for CBS-owned radio stations, for regular booklets and direct mail art.

CBS Television advertisements took five honors, in addition to Mr. Olden’s TV commercial award:

- William Golden, creative director of the advertising and sales promotion, received two distinctive merit commendations for a Bob Hope, Warner advertisement titled “He’s Moving” and for “The Egg and I. You’’ ad entered in trade periodicals.

- Artist Rene Robert Bouché also won two honors for CBS TV: A club medal for trade periodical advertising, won by his sketch of Frank Sinatra: “Voices That Sells,” and a similar drawing of Barbra Streisand, “Sopranos For Television,” which received a distinctive merit award.

- Photographer Ben Rose won an award of distinctive merit for trade periodical advertising with his illustration of “They’re Buying A New Product.”

CONVENTION BOOK

Planned by CBS, ‘Time’

CBS Radio and Television networks, in cooperation with Time magazine, have produced a special guide to this summer’s national political conventions, to be offered voters free as a public service.

The 24-page booklet is being written and published by the editorial staff of Time and offered to the public through the facilities of CBS Radio and Television networks. Described as a non-partisan pamphlet, the guide covers the history, highlights and high-jinks of past political conventions and gives procedures and regulations for this year’s sessions.

CBS Radio Network inaugurated spot announcements offering the guide on May 8 and the CBS Television Network started similar announcements, coupled with visual material, last week. Special kits for use by affiliated stations also were to be mailed last week.

To Use Radio, TV

MOST comprehensive advertising campaign to date in behalf of El Producto cigars—including radio this summer and TV in the fall—was announced last week by Sol Bornstein, president of G. H. P. Cigar Co. Summer radio and fall plans are being formulated and will be announced in the near future, according to Elkin Kaufman, executive vice president of William H. Barnum & Co., New York, agency for the cigar company.

PIONEERS CITED

Sylvania Awards Given

SOME 23 pioneers of the radio industry—all of whom have served for at least 20 years and a few of whom are radio veterans of 32 years—were presented Broadcasting Pioneers Awards at a luncheon given in New York’s Waldorf-Astoria by the Sylvania Electric Products Corp. Wednesday.

Dr. Lee deForest, inventor of many electronic devices which have helped build the industry, was guest of honor at the luncheon, held by Sylvania to celebrate the production of its billionth radio tube.

Broadcasting veterans whose length of service was acknowledged included such radio personalities as Jack Benny, Burns and Allen, Amos ‘n’ Andy, Kate Smith, H. V. Kaltenborn, Ben Grauer, John Gambling, Pat Barns, Lanny Ross, Lowell Thomas, Gertrude Berg, Paul Whiteman, Arthur Godfrey, Deanna Durbin, and Sigmund Speth.

Zenith Names Wright

JOSEPH S. WRIGHT has been named assistant general counsel for Zenith Radio Corp., Chicago, Irving Herriott, Zenith general counsel, announced last week. An attorney for the Federal Trade Commission since 1936, Mr. Wright since 1947 has been the FTC’s assistant general counsel and chief of its compliance division.

Morris Joins Equity

NEWBOLD MORRIS, recently discharged as special assistant to the Attorney General to help clean up corruption in government, has been appointed special assistant to Clarence Derwent, president of Actors’ Equity and Chorus Equity Assns. His main assignment will be to help effect a merger between various branches of Associated Actors and Artists of America.

17th Summer

RADIO-TELEVISION WORKSHOP

Six Weeks—June 30 to August 8, 1952

Advanced radio and TV training in the world communications capital. TV studio work in cooperation with station WPIX.

ROBERT J. LANDRY, Director

Full time program, with or without University credit. All instruction by active directors, producers, and executives from the industry. Registration limited. Fee: $175.

For full information send for Bulletin RB

DIVISION OF GENERAL EDUCATION

NEW YORK UNIVERSITY

Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

*Availability dependent upon defense requirements.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd.  Dallas 10, Texas  Phone EVergreen 1137
news security

MACHINERY was readied last week in the Senate for an inquiry into President Truman's controversial information security order.

The order, which was issued by the up classification of information on applied to civilian agencies, however, as well as to the military.

The impounding probe grew out of a resolution introduced by Sen. Blaire Moody (D-Mich.), a former Washington-Detroit newspaperman and radio commentator. The resolution (S Res 309) calls for a "full and complete study and investigation" into:

(1) "Policies and procedures in the executive agencies with respect to the dissemination of information,
(2) "Free and unobstructed flow of news regarding government action, and government policy from its source to the public."

The inquiry would attempt to determine:

(1) Whether any censorship is depriving the public of information to which it is entitled. . . .
(2) "Application of Executive Order 10290, dated Sept. 24, 1951. . . . the so-called 'President's Se-

jones promoted

KRMG also Names Lane

APPOINTMENT of Robert B. Jones Jr. as vice president and general manager and promotion of Frank S. Lane from commercial to station manager have been an- nounced by KRMG Tulsa, Okla., ABC affili- ate. Mr. Jones also has purchased an interest in All Oklahoma Broad- casting Co., KRMG licensee.

Mr. Jones has been station manager since 1949, and succeeds C. B. Akers, who has resigned to join WEEK Peoria, Ill. Before coming to KRMG three years ago, when it went 50 kw daytime, 22 kw night, Mr. Jones was station relations manager for ABC Central Division, and later general manager WIRL Peoria, Ill. Previously he was associated with NBC in New York.

Mr. Lane joined KRMG as commercial manager in 1949. Previ- ously he had been active in manage- ment of WDEF and WDOD Chattanooga and WSPB Sarasota.

Walk, Don't Run

A WSPD Toledo announcer is ruing his rashness in run- ning to the teletype and yank- ing off enough news to fill the closing minutes of a news- cast. Here's what he found himself reading over the mike: "Smith says the best way to describe government language is to call it 'baffle- gab.' And what is 'baffle- gab'?

Whether any further clarification is needed regarding the term is not yet at all certain but it is expected that the President's order will be rescinded by the Senate, and that it will be a matter of history for the future.

The resolution has been assigned to a subcommittee of the Senate's Permanent Investigating Commit- tee, an arm of the Senate Commit- tee on Government Operations. Sen. Moody is slated to serve on the subcommittee along with Sens. S. A. Mike Monroney (D-Okla.), a former newspaper, and Andrew P. Schoeppel (R-Kan.). Two other members, not yet selected, will serve on the group.

Under the resolution, an advisory council of five to seven Washington newsmen who are "reporting the news by newspaper, periodical, radio, television, or other media of public information." would be ap- pointed to advise the Senate unit.

The subcommittee would be au- thorized to recommend legislation necessary to assure the public free access to the information on federal activities while protecting the na- tion's military secrets.

Canadian Set Sales

RADIO receiver sales dropped in Canada during last quarter of 1952. As compared to 164,714 sets valued at $15,970,696 in the same period in 1951, according to Radio-Television Mfrs. Assn. of Canada. Inventories at end of March 1952 were 164,193 sets as compared to 143,521 sets at the same time in 1951.

What YOU should say?

"Sure, reserve my space today and put my ad near my own listings!"

DEADLINE: JULY 10 FOR 1952 MARKETBOOK

Broadcasting Marketbook

Pinning it down!

Your sales message is pin-pointed in Youngstown when you use WBBU — the new ABC affiliate.

WBBU serves a half million listeners in Youngstown's three-county market. Here's pin- point selling heard in the homes of pros- pective buyers — not on a distant hillside.

WBBU serves you best in Youngstown

with

CONCENTRATED COVERAGE AND
NO WASTE CIRCULATION

REP. Fojee & Co. Inc.

BROADCASTING • Telecasting

Page 40 • May 19, 1952
Special to Time Buyers: Don't let Summer Static cut your radio audience

Include FM and get complete coverage all summer long

REMEMBER, this summer —
For More people will listen to FM stations
to avoid summer static
For More people will listen to FM for baseball broadcasts
For More people will listen to local news and events broadcast only on FM
So, in making your time schedules, don't overlook FM

In many places in the country, your toughest competition is static. The folks you're trying to sell simply can't hear your commercial... because "radio climate" garbles the AM signal and shatters it with static. That's why more and more advertisers are insisting on FM, too—and getting their message across with all the sell and sense left in.

ZENITH RADIO CORPORATION, Chicago 39, Illinois
BROADCASTING • Telecasting

AM, FM CAMPAIGN

Opened by NARTB-RTMA

FOURTH of the series of joint radio promotion campaigns conducted by NARTB and Radio-Television Mfrs. Assn., based on distributor-dealer-station cooperation, opens today (Monday) in New York State (New York City excluded).

Emphasis will be spread over both AM and FM in the New York campaign, first in which AM has been included. Past campaigns, confined to FM, were conducted in North Carolina, Wisconsin and District of Columbia.

Several hundred dealers and salesmen attended a meeting held Wednesday in Syracuse, according to John H. Smith Jr., NARTB FM director who is coordinating the campaigns. Clinics have been held in Buffalo, Utica and other areas preparatory to opening of the drive.

State broadcaster chairman of the New York promotion is H. S. Brown, of Rural Radio Network. Robert Child of RRN is vice chairman. This campaign will run to June 19. In areas where FM offers special programming service, the emphasis will be placed on that medium. In other areas, the campaign will carry a "Radio Month" theme, although FM will be stressed in set-selling material.

Belmont Radio Corp. joined other set manufacturers in the New York promotion on behalf of its new Raytheon FM set.

ATTENDING 30th anniversary celebration of WCAO Baltimore (B*T, May 12) are (l to r) Evie H. Gammons, CBS Washington vice president; Joseph Katz, president, Joseph Katz Co.; L. Waters Milbourne, president, WCAO-AM-FM; Ed De Gray, CBS station relations, and Sen. John M. Butler (R-Md.).

AM SPEEDUP

FIRST objections to the FCC's proposal to set up two processing lines for AM applications—to give priority to those providing first service in communities not now receiving signals [B*T, May 12, April 28, 21]—were filed at deadline for comments in May 22.

Those opposing the Commission's plan objected on the ground that giving precedence to applications for non-AM cities is discriminating against applicants on file for lengthy periods.

That is the position of Consulting Engineer R. Earl Cullum Jr. of Dallas, Tex. He suggests that the AM processing line could be speeded up by making public the Commission's processing forms, tables of limitations and other data so that consulting engineers could submit the required information with the applications. This would enable the FCC's staff to present the applications submitted rather than to prepare it in detail.

Mr. Cullum calls attention to the average five applications per month, advancement of the present AM processing line. At the same time, he says, an average of 10 applications per month have been submitted. Average time new applications have been on file is thus about 12 months, he points out.

Unfairness to those applicants whose applications have been on file for many months is cited by Mr. Cullum. He points to the substantial sums of money expended by applicants due to the delays, claims it would work an undue hardship if their applications were placed even farther back on the processing line than at present.

Among other objecters are E. H. Pate, Twin Cities Adv., Kansas City; WBEI Beloit, Wis.; KSJV Sanger, Calif., and KDNT Denton, Tex.

WBEI declares that the rights of 170,500 people who would benefit by its improved service would be forfeited under the new rule. KSJV wants the new procedure to provide the same priority for daytime stations wanting to go fulltime as for new stations.

Mr. Pate is the potential purchaser of KPRS Olathe, Kan. KPRS is scheduled to be moved to Kansas City and is now off the

SENATORS NETWORK

WWDC to Feed 12 Stations

FORMATION of a Washington Senators Baseball Network by 12 stations in four states has been announced.

All games are to be fed to the network by WWDC. Under the arrangement, network stations air all Washington Senators day games.

Network stations in addition to WWDC include WINC and WRFL (FM) Winchester, WHAP Hope, WLYA Frederick, and WANT Richmond. WNNT Warsaw, WCHV Charlotteville, all Va.; WARK Hagerstown, WTB Cumberland and WABL Ambridge, all Md.; WEMP Martinsburg, W. Va., and WARD Johnstown, Pa.

Do You Want the Most Results at the Lowest Cost in Cincinnati?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
WRITERS’ TALKS

Strike Held “Unavoidable”

UNSUSCUEFUL negotiations between NBC, CBS and ABC radio networks and Federal Mediator J. R. Mandela have convinced the Radio Writers Guild that a strike by news and continuity writers is “unavoidable,” union spokesmen said last week.

Strike committee was scheduled to meet late last week, it was noted, with spokesmen adding, “We are not trying to find a means to avoid the strike ... we’re past that stage.”

Vote of eastern members on strike assessments resulted in go-ahead by some 200 writers, with a similar report expected from the West Coast unit shortly. A picket committee has been set up with Murray Karmiller as chairman.

Guild last week was further irked at “partially” shown by networks to some labor groups while writers’ rights were side-stpped. Initially seeking contract on a national scale and night differential for newswriters, RWG dropped these de-
mands in negotiations. Spokesmen said it was “interesting” that a 10% night differential had been offered engineers at CBS a week ago and that possibility of a national contract was to be discussed by all three networks with the Radio and Television Directors Guild.

Network refusal to discuss national contract for radio writers was cause, the union said, for loss of several shops in Chicago and Hollywood where NBC and ABC writers, disgruntled with lengthy RWG negotiations, shifted to National Assn. of Broadcast Engineers and Technicians. CBS writers in both cities, still RWG affiliates, have promised coordination of strikes in their cities with action in New York even though the union is not now striking for a national contract.

Newswriters for all three networks in New York seek a commercial pool in which extra pay resulting from sponsored newsgroups will be divided among writers on all news programs. Satisfactory formula has been worked out and is ready for presentation to the companies, guild spokesmen said.

Besides salary increases, continuity writers seek retention of the literary rights to their television material.

May Appointed

DR. MARK A. MAY, Yale U., has been appointed chairman of the State Dept.’s U.S. Advisory Commission on Information, succeeding E R W I N D. C. H A N H A M, Christian Science Monitor, who continues as a commission member. Dr. May has been a member since the commission was set up and also heads its Film Advisory Committee.

MEDIA COMPETITION

NEWSPAPERS face “tougher competition” from other advertising media this year than they’ve ever confronted before, director Harold S. Barnes of the American Newspaper Publishers Assn.’s bureau of advertising declared last week in the bureau’s annual report. But he expressed the view that they can stay on top.

He said preliminary estimates placed total newspaper advertising revenue in 1951 at $2,226,000,000, or one-third of the total for all media, and that final official figures showed national advertisers invested $513 million in newspaper space during the past year. It was, he said, the third straight year in which newspapers surpassed all other media.

PULSE RATINGS

Mar.-Apr., Jan.-Feb. Radio

TOP 10 network radio programs, comparing March-April ratings to those of January-February, for evening, Monday-Friday daytime, and Saturday and Sunday daytime, respectively, for first seven days of each month, were reported last week by Pulse Inc., as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
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<tbody>
<tr>
<td>Jack Benny (CBS)</td>
<td>11.3</td>
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<tr>
<td>Love Radio Theatre (CBS)</td>
<td>9.8</td>
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<tr>
<td>Bargen-McCarty (CBS)</td>
<td>9.4</td>
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<tr>
<td>Amos ’n’ Andy (CBS)</td>
<td>8.9</td>
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<tr>
<td>Bob Hope (NBC)</td>
<td>7.6</td>
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<tr>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>7.4</td>
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<tr>
<td>You Bet Your Life (NBC)</td>
<td>7.4</td>
</tr>
<tr>
<td>Bob Hope (CBS)</td>
<td>7.3</td>
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<tr>
<td>Bing Crosby (CBS)</td>
<td>7.2</td>
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<tr>
<td>Drop Dead (NBC)</td>
<td>7.1</td>
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<tr>
<td>Godfrey’s Talent Scouts (CBS)</td>
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</tbody>
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<thead>
<tr>
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<tr>
<td>Arthur Godfrey (CBS)</td>
<td>9.3</td>
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<tr>
<td>Ma Perkins (CBS)</td>
<td>7.9</td>
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<tr>
<td>Big Sis (CBS)</td>
<td>7.8</td>
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<tr>
<td>Helen Trent (CBS)</td>
<td>7.8</td>
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<tr>
<td>Dragnet (CBS)</td>
<td>7.5</td>
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<tr>
<td>Wendy Warren (CBS)</td>
<td>7.5</td>
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<tr>
<td>Aunt Jenny (CBS)</td>
<td>7.4</td>
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<tr>
<td>Grand Slam (CBS)</td>
<td>7.2</td>
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<tr>
<td>The Guiding Light (CBS)</td>
<td>7.2</td>
</tr>
<tr>
<td>Young Dr. Malone (CBS)</td>
<td>7.1</td>
</tr>
</tbody>
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from the nation’s top radio and television buying markets

AVERY-KNODEL INCORPORATED

serves its stations, agencies and advertisers

NEW YORK CHICAGO ATLANTA SAN FRANCISCO DALLAS

315 W. 9th St., Tucker 2435

Weighted program average ratings for 19 regular Pease radio markets.
'OVER 45' DAYTIMER
KPOL Takes Air in July

KEYING programming to the "above 45 years of age" bracket, KPOL Los Angeles, 5 kw daytime station on 1540 kc, expects to start operating in late July, according to Hugh R. Murchison, president of Coast Radio Broadcasting Co., owner.

With a 38-acre site atop 790 ft.-

high Ascot Hill having been cleared, construction has started on the transmitter-studio building at 5000 Carter Drive to house operations. Gates transmitter equipment and a 20-under, non-directional vertical radiator built by Modesto (Calif.) Welding & Tank Works have been delivered. Completed structure with equipment will represent an investment of more than $100,000.

Tower Crash
SAVAGE Crash 125 mile-an-hour wind which caused extensive damage in the Piedmont section of the Carolinas, destroyed WMRC Greenville's FM tower last week. Tower, which overlooks the city from the top of Paris Mountain, just missed the apartment of George Tate, chief engineer at the station, when it crashed to the ground. Shortly before the storm, FM operations for WMRC had been moved to the AM tower. Air operation was not affected by the storm.


SAFETY FIRST big radio test for Maytag Sales Co. emerges in negotiations for AI handmade show on WTAM Cleveland. L to r: Jesse Fitch, Maytag owner; Roger Albright, asst. acct. exec.; Mr. Henderson; Ted Sliwa, WTAM, and Herbert Dawson, Maytag adv. mgr.


ABOUT $20,000 of business goes to Wake Up Hawaii an Inter-island Net-


FIRST direct radio use is assured for Ballou, Johnson & Nichols Co., appliance distributor, with purchase of T was a Communist for the FBI on WEAN Providence, R. I. Signing contract (second from r) is Albert M. Nichols, firm pres. Attending are (l to r) Warren Pierce, gen. mgr. of BJ&N; Noel C. Breault, WEAN sls. mgr.; Mr. Nichols; Howard Lowe, WEAN gen. mgr.

NIGHTLY hour-long record show, Request Granted, was bought on WOL Washington by Phillips' Television, Radio and Appliance Stores. Signing (seated) are Phil and Mika Filderman, pres. and v.p., Phillips; (l to r, standing) Ed Charles, WOL sls. rep.; Milt Grant, disc jockey, and Al I. Miller, partner, Cohen & Miller Adv., Washington.
how
“consumer markets”

can help you sell more national advertising


this is the place your prospects look when they want facts about your market.

The facts about your market are in CONSUMER MARKETS. Every day, all year 'round, they help busy men make important market and media decisions—

Advertising managers with campaigns to make out, or revise.

Account executives drafting original proposals... or defending recommendations.

Research directors making comparative market studies.

Media directors with lists to plan and prepare.

Sales managers with market development plans to work out.

The data in CONSUMER MARKETS tell what your market is. Population. Retail sales. Income.

To connect these facts with your station, you can take space next to your market data to talk coverage... to show how your station serves the trading area, why it does a job in its market.

CONSUMER MARKETS users call these advertisements Service-Ads, when they serve the ultimate aim of the users—which is to pick the stations that best cover the people who can buy their products.

Your market story is already in CONSUMER MARKETS. Isn't that the natural place for your coverage story, too?

More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

CONSUMER MARKETS

The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.
WALTER E. BOTTROFF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois
New York - Chicago - Los Angeles

Here’s how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS, and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts. Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

an important fact — CONSUMER MARKETS is used almost continuously by men seeking market information... but it is never used without an underlying purpose—the purpose of finding the best way to reach the right people in the markets selected.

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.
INKLING on how radio-TV broadcasters will fare on materials for new construction and alteration projects after July 1 may be forthcoming next week.

The National Production Authority is preparing a list of grants based on new applications for scarce metals since its six-months’ compilation last month. At that time, it was indicated that some broadcasters already in the midst of building would receive quotas for the third quarter, while bids for others were still pending (B&T, April 21).

Meanwhile, the government has announced it will partly thaw the freeze on entertainment-amusement construction after July 1 and further relax restrictions on commercial building. Radio-TV broadcasting falls within the industrial category.

In announcing these actions, Henry H. Fowler, NPA administrator, who June 1 also assumes the reins of the Defense Production Administration [B&T, May 12], stated relaxations were in order "because of the needs of the defense construction program will be substantially reduced during the last half of the year." Easing of controls is "subject to change," however, NPA emphasized.

At the same time NPA issued allocation quotas for $337 million worth of commercial, religious, entertainment and municipal projects, with materials to be delivered in third or subsequent quarters. The grants cover applications processed by NPA’s Construction Controls Division and thus no radio-TV projects were included.

The forthcoming industrial list is expected to show grants for new broadcast projects as well as actions taken on applications still pending, with building requests covering past or future quarters.

As of mid-April, applications were still pending in the Industrial Expansion Division for the following radio-TV broadcaster:

- NBC New York and Hollywood, three radio-TV studios projects, $67,000, $65,000, $60,000.
- WJBR-TV Detroit, television station applicant, $125,000.
- WJBR-TV Detroit, television studios, $99,504.

In addition, applications were pending for Lycoming Co., Southern Radio -TV Co., and Havens-Martin—community TV antenna system firms.

WERE-FM Ups Power

WERE-FM Cleveland claims it became the city’s most powerful FM station May 9 when it boosted power to 20 kw. The station's FM tower is 630 ft. above average terrain.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

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

That means WINS to a blue list which includes:

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

You can reach this market economically while it’s listening, relaxed. Just buy ... 1010 WINS ... it sells!

NATIONAL NIelsen RATINGS Top 10 RadiO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephones and Non-Telephones Homes) Regular Week April 6-12, 1952

<table>
<thead>
<tr>
<th>Day</th>
<th>Current Rank</th>
<th>Program</th>
<th>Current Rating</th>
<th>Average Rating</th>
</tr>
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<tbody>
<tr>
<td>EVENING</td>
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<tr>
<td>ONCE-A-WEEK</td>
<td>(Average For All Programs)</td>
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<tr>
<td>7:30 p.m.</td>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td>14.3</td>
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<td></td>
<td>2</td>
<td>Lux Radio Theater (CBS)</td>
<td>14.2</td>
<td></td>
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<td></td>
<td>3</td>
<td>Charlie McCarthy Show (CBS)</td>
<td>11.9</td>
<td></td>
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<tr>
<td></td>
<td>4</td>
<td>Amos ‘N Andy (CBS)</td>
<td>11.6</td>
<td></td>
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<tr>
<td></td>
<td>5</td>
<td>Your Bet Your Life (NBC)</td>
<td>10.7</td>
<td></td>
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<td></td>
<td>6</td>
<td>Arthur Godfrey’s Scourt (CBS)</td>
<td>9.8</td>
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<tr>
<td></td>
<td>7</td>
<td>Dragnet (NBC)</td>
<td>9.8</td>
<td></td>
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<tr>
<td></td>
<td>8</td>
<td>People Are Funny (CBS)</td>
<td>9.3</td>
<td></td>
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<td></td>
<td>9</td>
<td>Our Alan Smaks (CBS)</td>
<td>9.3</td>
<td></td>
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<td></td>
<td>10</td>
<td>Fibber McGee &amp; Molly (NBC)</td>
<td>9.1</td>
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</tr>
</tbody>
</table>

CAMPBELLRENEW Signs CBS, NBC Programs

CBS Radio’s Network Sales Vice President John J. Karol last week cited Campbell Soup Co.’s renewal of the three-a-week Club 15 on CBS Radio, part of the sponsor’s fall expansion in broadcast advertising [B&T, May 12], as new evidence of advertiser acceptance of radio as a “top” sales medium.

Pointing out Campbell’s move came in the wake of the Procter & Gamble renewal of the three-quarter-hour segments from 8:45 to 7:30 p.m. Monday-through-Friday on CBS Radio for 52 weeks, also starting next fall [B&T, April 7], Mr. Karol said: "These two significant renewals by major national advertisers offer continuing proof that sponsors still consider radio the top selling medium—the medium that guarantees top circulation at the lowest cost-per-thousand."

The Club 15 musical series has been sponsored by Campbell on CBS since June 30, 1947, it was pointed out, and is heard five nights a week, Wednesday and Friday 7:30-7:45 p.m.

Other Plans

Campbell also announced it is renewing the half-hour Double or Nothing on NBC Radio five days weekly (10:30-11 a.m.), continuing the half-hour Aldrich Family weekly on NBC-TV (Fri., 9:30-10 p.m.), and will add three half-hours of daytime television weekly through sponsorship of a TV version of Double or Nothing on CBS-TV (2-2:30 p.m., three days a week).

JDA Chairmen Named

ASSOCIATE chairmen in the Joint Defense Appeal’s national $5 million campaign to combat bigotry and safeguard human rights, conducted on behalf of the American Jewish Committee and the Anti-Defamation League of B’nai B’rith, according to Franklin Bruck, JDA chairman and president of the Franklin Bruck Adv. Corp., are Frank Commanday of Commanday-Roth; Samuel Dalmener of Cecil & Presbrey; Henry Jaffe of the Jaffe & Jaffe, law firm, and Sol Leon of William Morris Agency. All firms are in New York.

Do You Want the Most Results at the Lowest Cost in Cincinnati? → See Centerspread This Issue ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

CROSLEY BROADCASTING CORPORATION
SEATTLE AWARDS

Radio Awards

Best commercial announcement copy: First prize—KBKC Seattle ("Value Week") on behalf of several food accounts. Honorable mention—Alaska Steamship Co. and the agency, Frederick & Baker.


Best announcement copy promoting public relations and/or community service: First prize—Senior Safety Patrol, Seattle Safety Council and KOMO Seattle, for series of transcriptions last September.

Best program or programs promoting public service and/or community service: First prize—Weyerhaeuser Timber Co. ("Youth Views the News") and its agency, MacWilkins, Cole & Weber. Honorable mention—Frederick & Nelson, Seattle department store for its daily "Concert Hour."

Television Awards

Commercial on film or slides, one minute or less: Hardahl Mfg. Co. and its agency, Wallace Mackay Co.

Commercial timed program, five minutes or more: National Bank of Commerce and MacWilkins, Cole & Weber.

Commercial live program, five minutes or more: Peoples National Bank and Frederick & Baker & Assoc.

Winner of the newly-created Roy S. Marshall Memorial Award for the most effective integrated advertising campaign was Fisher Flouring Mills Co. and the Pacific National Adv. Agency. Award was accepted by Earl G. Lawrence, sales manager, Fisher's packaged products division, and William H. Horsley, PNAA president.

Trevor Evans, awards committee chairman, said the Fisher campaign utilized six media. Radio received about 40% of the total budget.

Honorable mention for the integrated-campaign award went to Weyerhaeuser Timber Co. and MacWilkins, Cole & Weber.

Mayor William F. Devin observed that success in administering a city in the best interests of all the people is not possible without the kind of public understanding and support which advertising men know how to create.

IBA MEET SET

For Indianapolis May 23-24

INDIANA Broadcasters Assn. will meet at the Athletic Club in Indianapolis May 23-24 with guest speakers including Jim Luce, J. Walter Thompson Co., New York; FCC Comr. E. M. Webster and Joseph M. Kittner, assistant chief, Broadcast Bureau of the FCC.

A sales panel of Indiana broadcasters also will attend, according to President Dan Park, commercial manager of WIRE Indianapolis. The group will see the Indianapolis Speedway trials for the 500 mile race.

Strictly Business

(Continued from page 16)

vision sales boomed throughout the nation.

This success as an advertising manager came as a pleasant surprise to Mr. Henry. He still felt that he was basically an engineer.

Even as a boy, in his native Danville, Ill., he toyed with radio. In high school, he qualified as a "ham" operator and became thoroughly familiar with the inner workings of electronic equipment of that day.

His informal engineering helped him to obtain his first job—with the Dayfan Electric Co., radio manufacturer in the 1920’s at Dayton, Ohio.

Subsequently, he joined the radio manufacturing division of General Motors. Later, he joined Crossley Radio and Stewart-Warner. Then he moved to the Belmont Radio Corp., a subsidiary of the Raytheon Manufacturing Co., as executive assistant to Mr. Dunn. In this capacity, he kept things moving through engineer to production.

Then came the telephone call which interrupted Mr. Henry’s vacation.

Returns to Engineering

After the advertising department began functioning smoothly, Mr. Henry told company officials that he was ready to return to engineering. He was drafted as military contracts administrator, then later promoted to his present position of product manager for Belmont.

In his present capacity, Mr. Henry is in full charge of forward planning for all Raytheon television and radio products. His work includes the coordination of design, engineering and production to make all merchandise available to the

Belmont sales department on schedule.

Mr. Henry is a past president of Hinsdale Country Club, the suburb where he lives with his wife, La-Velle, and three children, Jimmie, 14; Clifford, 10, and Lynne, 7. Civic activities consume much of his leisure time. He is currently president of the district school board. Also, he likes to garden. And, as he expressed it, "Each year seems to bring a different hobby."

BAB Strength Up

BAB has shown an increase of 36 radio stations in the past month, for a total membership of 608 outlets, President William B. Ryan announced last week. Talking at a sales clinic in Omaha, he said the annual BAB budget now is $505,000, a rise of $22,000 during the past 30 days.

BUFFALO'S FIRST STATION

WGR

CBS NETWORK

"America's Favorite Pastime" in Buffalo is a

WGR Exclusive

Thursday, Friday, Saturday, Sunday
covering ALL of Western New York, Northern Pennsylvania and the nearby Province of Ontario, Canada.

Available Now for the "top" listening audience of the summer months ahead call Free & Peters, Inc.
In the “Musical Mystery Melody” contest in Cincinnati, an advertiser (name on request) used four stations. Here are the results:

<table>
<thead>
<tr>
<th>Station</th>
<th>Leads</th>
<th>Expenditure</th>
<th>Cost Per Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>15,312</td>
<td>$6,459</td>
<td>0.42</td>
</tr>
<tr>
<td>Sta. B</td>
<td>10,708</td>
<td>10,100</td>
<td>0.94</td>
</tr>
<tr>
<td>Sta. C</td>
<td>4,900</td>
<td>4,400</td>
<td>0.90</td>
</tr>
<tr>
<td>Sta. D</td>
<td>3,976</td>
<td>2,000</td>
<td>0.50</td>
</tr>
</tbody>
</table>

**WCKY** pulled 43½% of all mail received—almost as much as the other three stations combined.

**WCKY** cost per inquiry was almost one-half that of the average of the other three stations.

Here’s proof that in Cincinnati, **WCKY** gives you the best results, and at the lowest cost per thousand.
To get results at lowest cost, you have to have:

- **AUDIENCE** *(Block Programs of News and Music Plus Personalities)*
- **COVERAGE** *(50,000 Watts—A Bonus Coverage)*
- **LOW RATES** *(As Low As Any In Cincinnati)*
- **LISTENERS LOYALTY** *(WCKY Listeners Buy Your Products)*

*You Get Them All On WCKY*

*Make your next campaign in Cincinnati a success—*

**Buy WCKY**

*Invest your ad dollars WCKY'sly*

---

**CALL COLLECT:**

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

---

*FOUR HOURS A DAY • SEVEN DAYS A WEEK*
John Blair & Co. has done an important service to radio and its customers in conducting the study of how the coincidental inter-view technique has deflated radio sets-in-use figures, and we applaud the undertaking.

The study proves that for the past 3 1/2 years the buyers of the coincidental service have been neglecting to investigate the fundamental nature of the data that was being supplied. Apparently no one, before Blair, really wondered whether the questions upon which the coincidental service is based were the right questions.

Unless the Blair study is wrong, and it is difficult to see how such a thorough job could be, the questions that Hooper has been asking were wrong. How many shows were rejected, dropped or cancelled in those 3 1/2 years because of deflated sets-in-use figures?

However definitive this piece of Blair research, it only goes to show how very much more of the same kind of diligent investigation is needed if the radio measurement muddle is to be straightened out. It seems to us, the chief value of the Blair study. By so thoroughly exploring and explaining one theory that had been accepted as gospel, it suggests that maybe other theories are equally at fault.

Are other research services above question?

A part of the Blair study compared Hooper and Nielsen sets-in-use, finding that Hooper averages had fallen proportionately below Nielsen averages, since the introduction of the combined radio-television question in the Hooper surveys. There is evidence that the true situation is even worse than the one turned up by Blair. Many research experts have questioned whether Nielsen is adequately measuring listening to secondary radio sets.

Though the Nielsen figures are confidential, agency research men who know them say that the Nielsen sample of Audimeters attached to secondary sets is way below what it should be. If that is so, the probability exists that the Hooper deflation is more severe than shown by Blair because the Nielsen figures with which it is compared are deflated.

We hope the example set by Blair will be followed by others and that intelligent reappraisal of radio research will be forthcoming. In the meantime, we hope the Advertising Research Foundation or, preferably, both.

Blue-Noses Anonymous

THOUGH its author may not have intended it to take that direction, there is every indication that the Congressional investigation of "offensive" radio and television presentations may be turned into another prohibitionist campaign for alcoholic beverage advertising restrictions.

In the debate last week that preceded the House's adoption of the Gathings resolution, the most vehement advocates of the investigation were Rep. Joseph R. Bryson (D-S.C.), who also sponsored the late Sen. Arthur Capper of a joint House-Senate bill to ban advertising of alcoholic beverages. That bill died, but Congressman Bryson, in his remarks last week are worth quoting:

"Anyone who listens to the radio and witnesses the exhibitions on television cannot but be impressed with the shocking stories of what we refer to as our rural-urban gap. We suspecting youth of the land is being corrupted, willed and manipulated, by those who would break into the nursery rhymes and childhood stories which we ourselves in other days learned at the knees of our honored mothers, by the introduction not only of words of mouth, but by exhibitions of . . . beautiful ladies elegantly dressed, telling interesting it in drink intoxicating liquors, but teaching the young how to live, how to deal with life. This has caused such much sickness and suffering and death it is incumbent to cooperate . . . in deviling into this important subject.

These are the remarks of a dedicated man and it must glumly be added that he has equal dedication.

As reported months ago in this journal, the prohibitionists have set out to get some kind of anti-alcohol legislation passed in the 82d Congress. Their first effort, the Johnson-Case bill to prohibit hard liquor advertising on radio and television, was killed in the Senate Interstate and Foreign Commerce Committee, but only by the cliff-hanger margin of one vote.

The study of an authorized last week is intended to determine whether new legislation is needed in the radio-TV field. We shall be surprised if the dry lobby and its Congressional errand runners don't attempt laws that would not only ban liquor advertising on the air but also limit references to drinking.

If anyone thinks we're too alarmed about this, he is reminded that the Johnson-Case bill almost got through Congress which mayedly would have if the anti-dry forces had not, at the last moment, got off their seats and put together a convincing argument against it.

The time to begin preparing arguments against the program is now. The House radio-TV investigation is now. Last-minute efforts may not be as successful there as they were in the Senate.

We Vote O'Hara

FOR THE first time truly sensible legislation has been introduced to relieve the broadcaster of the be-damned-if-he-does and be-damned-if-he-doesn't dilemma now confronting him in programming political speeches.

The amendment to Sec. 315 of the Communications Act, introduced a fortnight ago by Rep. Joseph H. O'Hara (R-Minn.) would give the broadcaster a power he does not now enjoy to censor from political speeches defamatory, obscene or other material which mayedly "[the broadcaster] to any civil or criminal action in any local, state or federal court."

The superiority of this approach to that of Rep. Walt Horan (R-Wash.) is obvious. The Horan amendment, which is to the prohibition against censorship of political speeches by broadcasters, would expand the provisions of Sec. 315 to include not only qualified candidates but also spokesmen authorized to appear on their behalf and would immunize broadcasters against court actions ensuing from defamatory or obscene speeches.

The Horan bill, however well intended, is obtuse, awkward and, in the opinion of some able attorneys, unconstitutional. The argument against its constitutionality hinges on the question of whether a federal law can abrogate the rights of citizens to use in protection of their reputations in local or state courts.

Unfortunately, the NABT has endorsed the Horan bill as the best then available. On the advice of the NABT, many broadcasters have written letters to their Congressmen in support of it. It could be said, and probably will be, that to switch support from the Horan bill to the O'Hara bill at this point would delay the legislation relief broadcasters are seeking.

Though delay may be inevitable, we believe the wiser course is to throw the industry's support behind Rep. O'Hara's measure. It would be better to get his eminently practical amendment than none at all, even though not until after the 1952 elections, than to push through the Horan bill, with its impractical and possibly unconstitutional elements.

Hooperuckus

The Congressional investigation of radio and television is an important physical and psychological blow at the hypocritical mores that Father Knows Best and Uncle Sam are trying to obfuscate. Indeed, the public is going to be shocked into a genuine awareness of the fact that the main function of radio and television is to dehumanize and to trivialize the complex problems with platitudes that are soothingly difficult to rebut. As Father Knows Best said, "The real problem is the boredom people feel about the nature of man, and radio and television are the one great source of entertainment and escape for them." The success of Father Knows Best, Town Hall Meeting and similar programs is ample proof of this.
NBC's MEN IN THE NEWS: Chaplin

"The average politician has to carry water on both heads..."

To his off-record comment, W. W. Chaplin might have added that a good newsman should be an ambidextrous phrenologist.

In his thirty years in news, Bill Chaplin has personally experienced enough history to fill considerably more than the three books he's written. He has covered: the Ethiopian war, the fall of France, the Russian resistance, the Invasion, the surrender at Rheims, the Bikini test. He traveled with Dewey in 1948 and has covered five Democratic and Republican Conventions.

Now, Chaplin is right in the middle of the biggest story of the year -- the presidential campaign. So far he has reported the primaries from New Hampshire to Illinois. During the conventions, Bill Chaplin and over 100 other NBC men of news will be putting together the story of politics' greatest show.

Why is NBC's News Center supreme in radio and television? Chaplin is one good reason... Harkness, Henle, Utley, Fleming are others. NBC News Center's larger staff consistently broadcasts more hours of news, more special events on both radio and television than other networks. And day-to-day NBC news programs are highest rated in both radio and television. The fact is... most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America
HOWARD L. CHERNOFF, general manager, KFMB-AM-TV San Diego, elected vice president of city’s Better Business Bureau. . YIN COLLIE, sales representative and sports announcer, WERI Westerville, O., elected president of newly formed Junior Chamber of Commerce. . . JOHN F. PATT, president, WGAR Cleveland, appointed to newly formed committee on freedom of information for northern Ohio. . . C. L. THOMAS, general manager, KXOK St. Louis, becomes member of Rotary Club representing radio. . . CHARLES HAMILTON, supervisor of sales-programs and director of public service, KFI Los Angeles, named radio chairman for Los Angeles Chamber of Commerce locally sponsored World Trade Week, from May 18-25. . .CLYDE SPITZNER, local commercial manager, WIP Philadelphia, elected president of Susquehanna U. Alumni Club of eastern Pennsylvania and Delaware. . . ART FAIRCLOTH, salesman, WNBW (TV) Washington, father of girl, Anne Marie.

CHARLES H. CRUTCHFIELD, general manager, WBT and WBTB (TV) Charlotte, N. C., was principal speaker fortnight ago at final 1962 convention meeting of state’s Junior Chamber of Commerce at Myrtle Beach. . . JAMES MURRAY, manager, KQV Pittsburgh, named chairman of Camp Achievement fund raising campaign and radio-TV chairman of Salvation Army drive in that city. . . J. B. CONLEY, manager, KEX Portland, Ore., presented award on behalf of station by Portland Sorosis Club for KEX’s work in field of children’s programs. . . CARL HILL, account executive, KBIG Avalon, Calif., headquartered in Long Beach, and Janet Macdonald were married May 3. . .

LESLIE C. JOHNSON, general manager, WHBF-AM-TV Rock Island, Ill., is chairman of citizens committee studying city manager form of government for Rock Island. . . JOHN L. SINN, president, World Broadcasting System, N. Y., awarded plaque from Veterans of Foreign Wars for World’s Forward America, one of six shows cited for public service. . . DON DAHLMAN, WLTV (TV) Cincinnati salesman, father of girl, Patricia.

WALTER B. DAVISON, director of West Coast operations, Lang-Worth Feature Programs, named manager, NBC Radio Spot Sales, Hollywood. WILLIAM DOTY EDOUARDE, until now manager, NBC Radio and TV Spot Sales, will now devote attention exclusively to television.

ALBERT T. FISHER, sales promotion manager, WTRF-AM-FM Wheeling, W. Va., promoted to sales manager.

KENNETH M. COOPER, sales manager, WORC Worcester, Mass., elected vice president and named general manager.

DOYLE SEELEY, program director, KRUL Corvallis, Ore., promoted to sales manager.

CHARLES R. KINNEY, formerly with WVKO Columbus and WTWN (TV) that city, to WIKK Erie, Pa., as general manager.

CHARLES H. PHILIPS Jr., former WNBT (TV) New York director of sales and assistant to general manager, to WNBK (TV) Cleveland, as director of sales.

Mr. Cooper

CHUCK YOUNG, sales promotion manager, Illustrate Inc., Hollywood, to KTTV (TV) that city, as account executive.


ALICE DAVIS joins sales staff, WNBW (TV) Washington, replacing LOIS BOYD who transfers to TV sales traffic.

WALT DENNIS, former radio-TV director for Allied Stores Corp., appointed commercial manager of WLS Lansing, Mich.

CHARLES F. JOHNSON joins WOOD-AM-TV Grand Rapids sales staff after release from Marine Corps.

GERALD T. OWENS, national sales manager of Ever-sharp-Chick, shaving instrument division, named assistant to ABE PLOUGH, president of Plough Inc., Nashville, licensee of WMPS there.

BILL RHODES joins sales staff, KQV Pittsburgh.

HOWARD BRIGHT, program director, WSAQ Loganport, Ind., to sales staff as account executive.

EDGAR L. BILL, former president of WBMB Peoria, Ill., and MERLE Y. WATSON, former sales manager there, now affiliated in executive capacities with Insecticide Paint Co., Peoria.

JAMES C. HIRSCH, former senior account executive in charge of sales development, WNNB(TV) New York, to WRC Washington as sales manager.

JIM SMITH, account executive, WSAP Portsmouth, Va., to sales staff, WCAV Norfolk.

SALES CRUSADER

Befold Sir PLUS, in armor plate,
The Mutual knight-errant.
He sallies forth to demonstrate
Two plusses here concurrent:
This network’s famed efficiency
Is up, like Sir P.’s visor;
While costs are like his spurs, you see,
Way down — to please a miser!
— the difference is MUTUAL!

Mr. Dennis

SALES CRUSADER

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For details, THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N. Y. •

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For details, THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N. Y. •
Famed Tabernacle Choir takes to tape for rebroadcasts over KSL-Salt Lake City

Because of the immense popularity of the weekly Tabernacle Choir broadcasts, Station KSL has inaugurated a recorded Sunday evening rebroadcast for local listeners. The Choir's performances are now captured on "Scotch" Sound Recording Tape in all their brilliance and power, from the soaring notes of solo voices to the rumbling basses of the magnificent Tabernacle organ.

"Scotch" Sound Recording Tape was selected for this exacting recording job on the basis of many points of superiority: Lower noise level than any other tape • Greater output sensitivity than any other tape • Better reel-to-reel uniformity than any other tape • Erases cleaner than any other tape • No curling or cupping—always lies flat on head • Lubricated for longer tape life.

RICHARD L. EVANS has acted as commentator on Choir broadcasts since shortly after their inception in 1929, helps set the impressive tone of the programs.

J. SPENCER CORNWALL is the distinguished conductor of the Tabernacle Choir. Working with Dr. Frank W. Asper and Alexander Schreiner, the Choir organists, he has brought the Choir to a level of tonal grandeur seldom equaled by choral groups.


May 19, 1952 • Page 53
CBS STAFF SPLIT
Divides Labor, Personnel

CREATION of separate labor and personnel relations departments for CBS and three of its operating units was announced last week by CBS Vice President Lawrence W. Lowman, who ascribed the move to the pressure of general company expansion.

William C. Fitts Jr., an assistant general attorney for CBS Inc., was named director of labor relations for CBS, CBS-TV, CBS Radio and CBS Labs.

Robert E. Kalaidjian continues as director of personnel relations for these units but will concentrate mainly on administration of the company personnel practices and policies, at the same time continuing to participate in formulation of labor policies.

Both of the new departments will report to Mr. Lowman. Heretofore, a single labor and personnel relations department had served the four units.

Mr. Fitts' Responsibilities

Mr. Fitts, who will be responsible for union negotiations, grievances and contract interpretations, has been with CBS for the past 20 months, handling all labor law problems. He formerly was associated with the law firm of Fly, Fitts & Shuebruk for five years, and, before that, was a member of Cates, Smith, Long & Fitts, and also had served as a general counsel for the Tennessee Valley Authority.

Mr. Kalaidjian joined CBS in November 1948, as a member of the research department, after a brief association with Newell-Emmett Co. He served in the Navy from September 1941 to January 1946, when he returned to CBS as assistant employment manager. He was named employment manager in July 1946, and director of personnel relations in July 1950.

JAMES DUFFY, named promotion manager at ABC Chicago replacing DEAN LINGER, who has resigned to join KNX Los Angeles in same capacity.

JAMES J. ANDERSON, former political science and marketing professor at Cornell U., to Creasley Broadcasting Corp., Cincinnati, as research director replacing DONALD L. MILLER who resigns to join Burke Marketing Research Inc., Cincinnati.

IRA G. McCORMACK Jr., announcer, WSAL Logansport, Ind., promoted to program director. SUE BURRIS, station's women's director, named traffic manager.

OWEN SIMON, continuity director, KQV Pittsburgh, appointed publicity director.

BRUCE MAYER, emcee of Ladies Day, WJBK-TV Detroit, received achievement award from League of Catholic Women for efforts to promote their activities.

NORMAN HOPPS, assistant in advertising-promotion department, KNBN (TV) Hollywood, named floor manager.

GLENN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as program director.

CHARLES HUTAFF, associate director of films, radio and television, Pulier & Smith & Ross, Cleveland, to WTAM and WNBK (TV) that city, as advertising, merchandising and sales promotion director. CLEMENT G. SCERBACK, advertising and promotion manager for WTAM, transferred to WNBK in same capacity.

ALBERT M. HENDERSON will handle press and publicity for both stations and EUGENE R. MYERS promoted to merchandising manager for both outlets.

WILLARD SCOTT and ED WALKER, radio-television stars, American U., Washington, D. C., to WOL there for summer disc show, Gen-A-VOL.

FREDDIE BARTHOLOMEW, associate director, WPIX (TV) New York, promoted to director.

JUDITH WALLER, director of public affairs and education at NBC Chicago, vacationing in California.

DON WILSON, announcer, CBS Radio Chicago, will assume role in 20th Century-Fox feature film, Niagara.

FRANK SCHIORS joins KPIX (TV) San Francisco as promotion manager replacing KAY MULYHIHL who has resigned.

AL HELLENTHAL, show manager, KNXT (TV) Hollywood, to address Wilshire Kiwanis club, today (Monday) in Los Angeles, on "Television Production," subject of his new book soon to be published.

WALLY O'HARA, WEEI Boston announced to deliver commencement address at Bishop-Lee School of Radio and Theatre May 29.

DON JOHN ROSS, morning man and conductor of Friendly Philharmonica show, WJTN -AM - FM Jamestown, N. Y., appointed speech instructor for American Broadcasting Ann.

CAROL COOK, traffic department, KMPC Hollywood, to KBIG Avalon, Calif. as record librarian.

RICK BERRILL, disc m.c., WIND Chicago, CARL BAILEY, disc m.c., KIEV Glendale, Calif., GENE MCGHEE, production staff, CBS-TV Hollywood and JOHN HARADON, announcer, KWJJ Portland, join KBIG as staff announcers.


RUS TOWER, Millie Plagle on NBC-TV's Hawkins Falls, mother of boy, March 28.

JACKIE DORN, production assistant at NBC-TV Chicago, and Boris Yakovenko, commercial motion picture producer, were married April 26.

JOHN GAUNT, director, NBC-TV Red Skelton Show, father of girl, Francis Carmen, May 12.

HAL STARK, announcer, WBBM Chicago, and JOAN BARTLING, actress, were married May 5.

WILLIAM SMALL, continuity writer, WLS Chicago, father of girl, Tamar, May 7.

WALTER BROWN, vocalist, WLW and WLWT (TV) Cincinnati's Midwestern Hayride, father of girl, Christi Ann.

News

JOHN BOSMAN, chief newscaster, WINS New York, named station's news director.

RICHARD W. JOHN, newscaster-public service director, KTSW San Antonio, Tex., to news staff, WKY Oklahoma City.

ROGER KRUPP, former network announcer-newscaster, to WDGY Minneapolis-St. Paul, as news editor.

GREGORY JENSON to KSTP-AM-FM-TV Minneapolis-St. Paul, as newswriter.

GENE STARN, newsmen, WKBN Youngstown, Ohio, promoted to news editor.
to listen effortlessly but still keep up with the world, Mr. Karns has launched an intensive news and music block program schedule on WING, with plans for news feeds and roundups among all three outlets. He has six men covering local news on the Dayton staff alone.

Mr. Karns attended Antioch College, a cooperative school in Yellow Springs, Ohio, where students work and study alternately. In his first two years he worked in fields unrelated to his majors, English literature and dramatics.

During his third year, however, he served as student assistant in the art and aesthetic division, conducting laboratory sessions in art, ceramics and American Indian dancing.

Primarily interested in drama, he received permission from school officials to omit the regulation fifth year and enroll at the Yale Drama School, which normally did not accept students without a degree. He later received his B.A. from Antioch.

Putting classroom and personal theorizing to the test, Adna Karns donned espadrilles and tee shirt after graduation at age 17 to open the Yellow Springs Summer Theatre. He made money every year during the seven years he labored as producer, director and business manager in the old town opera house. His success was occasioned by, in addition to high-quality plays, a liberal public relations policy which insisted on a clean theatre, courteous ushers and weekly visits (with free tickets) for nearby residents who could have been highly vocal in their complaints about the noisy sound effects.

He skipped intermittently to New York, where one season he produced experimental plays at the Provincetown Playhouse in the Village. His group of 18, including a cook, folded up their collective tent after a frigid Christmas Day when the boiler broke down and they had to burn orange crates picked up in the streets.

Mr. Karns also spent a year teaching drama, English and radio at the U. of Montana. His "mis-

...and costs less than other professional turntables!


dates, no kits are necessary. It reaches stable speed—less than 1/4 revolution at 33 1/3 without overshooting. Offers guaranteed accurate timing within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And ... the new Fairchild Model 530 costs less than other quality turntables. Bulletin PB10 contains complete data on Fairchild’s new, wide-range line of playback equipment. Write for your copy.

In Altoona it’s WVAM:

First with top programming—
First in the heart of a rich Central Pennsylvania Market.

“Most Powerful—Most Popular”

first with the finest

DAY AND NIGHT

Weed & Co. representatives
ERNEST LEWIS HALL, executive vice president, Pilot Radio Corp., to Emerson Radio & Phonograph Corp., N. Y., as assistant to President BENJAMIN ABRAMS.

C. V. BLODGETT, RCA Victor home instrument sales staff in New England territory, promoted to manager of company's East Central region with offices in Cleveland.


HENRY MARKS appointed assistant general manager of Jerrold Electronics Corp., Phila.

NORMAN C. OWEN, sales manager sales distributor division, Weber-Chicago Corp., Chicago, appointed company's general sales manager.

W. A. HATFIELD, TV director, Alexander Film Co., Colorado Springs, appointed sales promotion manager succeeded by EARL D. AUSTIN, formerly special TV representative.

JOHN Q. CANNON, assistant secretary of RCA, elected secretary of corporations (AV Dead-
line, March 12).

ANGELO F. LOMBARDI, jr., vice president, Industrial Surveys Co., Chicago, named national sales super-
intendent in company's New York headquarters.

Mr. Cannon

CLIFF LANDIS, sales cl., Jay Jack-
son Heights, N. Y., named sales repre-

ILSE LOWELL, program director, WNBZ Saranac Lake, N. Y., to Buddy Kellison, N. Y. Wilt public relations firm, as assistant to Mr. Basch.

NED E. WILLIAMS, editor of Down Beat magazine, to Jewell Radio & Television Productions as promotion director.

POLEY & GORDON, N. Y., radio-TV producer and management firm, has changed name to George F. Foley Inc.

L. S. THOMASON, general manager of Retailers Television Film Service, N. Y., to Screen Gems Inc., that city, TV film producer and distributor, on sales staff in charge of commercial contacts for Screen Gems TV and for Screen Gems division of United Pro-
ductions of America.

KENILWORTH H. MATHUS, former-
ly of Printers' Ink, to Alfred Pollits Research Inc., N. Y., on three-
month assignment to assist in prepara-
tion of reports and presentation to clients.

EMERSON LEE TAYLOR, Cleveland attorney, and JIMMY LEEPER, show-
man and TV personality, form Tay-
per Productions Inc., 80 W. Broad St., Columbus, to write and produce pack-
tage TV shows and handle talent man-
gement.

What Has TV Done to RADIO in Syracuse?

In spite of the fact that Syracuse is a two-TV-station city—even though 71% of the homes in the Syracuse area have TV sets—two separate surveys* show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These same homes watch TV an average of 4.52 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse; it merely supplements it as a source of entertainment and information.

*Write, wire, phone or Ask Bradley-Read for your FREE Copy of the Surveys
"IT'S MURDER"

Television is a business now—not a spending spree.

Shows are judged by their value, not by their costs. And sponsors who used to say "whatever the cost, produce it" now ask "will it produce"?

If you don't get dollar-for-dollar advertising value for your investment—if television doesn't work for you at a reasonable, economic cost, then you, too, should bring your TV thinking up-to-date.

Du Mont has always considered television a business—advertising business, with the same values as any other medium. And Du Mont has consistently worked to give sponsors value for their money—not just glamour. That is why DuMont costs have been and still are always realistic, always reasonable. It is why an advertising budget on the Du Mont Television Network always produces results.

If your TV advertising is murder to your budget, find out how Du Mont can stretch your dollars into the greatest value in television advertising today.

* Dollars Do More On Du Mont *
ISN'T IT
"TIME FOR BEANY"
IN YOUR MARKET

★★ TV's Top Puppet Adventure Serial ★★
12 minutes on film, 5 times weekly.

THE COST: Surprisingly low for an established nationally-tested program, four years on the air, viewed throughout the country from New York to Los Angeles. Surprisingly low for the winner of two "Emmy" awards for "Best Children's TV Show" and highest Hooperated multi-weekly TV show on the West Coast for the past several years.

Sponsors of "Time for Beany" enjoy exceptional bonus benefits from extensive program exploitation and more than 25 exciting ready-to-use merchandising tie-ups — Beany Explorers Club membership cards, whistles, rings, sundial watches, buttons, fan photos, dolls, puppets, masks, balloons, clocks, aquatic toys, tumblers, soap, bubble bath, hosiery, scarfs, handkerchiefs, crayon coloring books, comic books, wallpaper, cardboard cut-outs, large display figures, lamps, etc.

TV Stations: "Time for Beany" is also available to TV stations with privilege of resale to local advertisers.

Some very good markets still open.

For prices and audition prints — write, wire, telephone . . .

Paramount Television Productions, Inc.
National Sales Office • 1501 Broadway, New York 36 • Bryant 9-8700
KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
By EDWIN H. JAMES
THE FORD Foundation, whose half billion dollar endowment is the biggest in the world, is seriously considering new and lavish grants which would help establish an educational television system and create a national commission to investigate broadcasting, the latter a device that would provide an escape hatch for a Senator who has trapped himself in an awkward political position.

Quite probably, the decision on whether to commit the foundation to this expensive program will be made at a New York meeting of the foundation’s board of trustees July 15-16. In the meantime, educators and sympathetic politicians are doing everything possible to see that the trustees open the till.

Although no official information concerning these activities has been released by the foundation, whose policies run true to the traditional reticence of big philanthropies, the following developments may be reported with authority:

- Foundation officers are studying a proposal by Sen. William Benton (D-Conn.) to set up a national citizens commission for radio and television, with an initial appropriation of about $50,000. This commission, composed of prominent citizens in many fields, would study broadcasting with a view toward recommending improvements.

- Sen. Benton, it may be recalled, is the author of a Senate bill to create a National Citizens Advisory Commission for Radio and Television. If a similar body were established privately by the Ford Foundation, there would be even less need for the Senate’s government-sponsored commission than there is now. The Senator then could withdraw his bill from the pigeonhole where it has been mouldering, with the graceful excuse that the Ford Foundation’s work had made his proposal unnecessary.

- It is known that Sen. Benton suggested the foundation take an interest in forming such a commission in a conversation early this year with C. Scott Fletcher, director of the Ford Foundation and president of the foundation’s subsidiary, the Fund for Adult Education [CLOSED CIRCUIT, Feb. 4.]

The Senator’s words carry some weight with Mr. Fletcher, who is a former Benton employe. Before joining the foundation Mr. Fletcher was president of Encyclopedia Britannica Films, which Sen. Benton owns. As of last week, the proposal was reportedly under careful study at foundation headquarters in Pasadena, Calif.

- Foundation officers also are screening requests of an unknown but reportedly substantial number from educational interests who wish to occupy some of the TV channels reserved by the FCC for non-commercial, educational use.

- These interests have only the will. What they are seeking desperately from the foundation is the way.

- Last year, long before the thaw in which the FCC definitely reserved 242 educational channels, the Ford Foundation was reported by its consultant, James Webb Young, who is also senior consultant to J. Walter Thompson Co., not to be of a mind to finance construction of such stations.

- There has been no statement of the foundation’s policy on this question since then. Conceivably, the policy could change. It must be emphasized that Mr. Young’s statement was issued well in advance of the thaw, when no final allocations had been made; hence the foundation could not have built educational stations if it had wanted to. Further, since that time educational pressure on the foundation has been mounting steadily.

- Conn. Frieda B. Hennock, the educators’ advocate, has been stumping education meetings ever since the thaw, urging a speed-up in plans to occupy the non-commercial facilities. A get-the-money-somewhere urgency is in the educational air these days, and a likely somewhere is the vast treasury of the Ford Foundation.

- There is reason to assume Sen. Benton will not confine his suggestions to the basis of the proposal of a national commission. It would be uncharacteristic of him not to seize whatever opportunity were afforded to advance others of his theories on broadcasting.

- One such theory is that subscription television would provide an excellent means to elevate the general quality of broadcasting. Indeed, one of the major issues to which he hoped his own National Advisory Commission would address itself was that of “interference” to the educational channel.

(Continued on page 68)

GET TV GOING

AN AROUSED Senate Interstate and Foreign Commerce Committee last week urged FCC to speed its processing of TV station applications, a procedure slated to begin July 1.

The commerce group did this by action on two fronts:

(1) In formally called on the Senate Appropriations Committee to recommend a $600,000-plus increase in the FCC budget to be used specifically for the hiring of additional hearing teams. This figure may be raised to $700,000-plus, it was reported at the week’s end.

(2) In effect asked Vice Chairman Rosel H. Hyde of FCC to act as an emissary to the Commission conveying the Senate committee’s desire for swift processing.

Setting for these demands was the committee’s hearing room where Comr. Hyde was questioned last Wednesday on his nomination for re-appointment to the Commission [BVT, May 12].

Shortly after the brief questioning ended, the committee unanimously approved President Tru- man’s re-appointment of Comr. Hyde. He was confirmed by the Senate late Thursday.

Discussion on the TV application load was set off by the commerce committee’s Chairman Ed C. John- son (D-Col.). He asked how rapidly the Commission could expect to handle applications.

"You have a log jam," Sen. John- son asked, "What do you expect to do about it?"

Comr. Hyde painted this picture:

(1) FCC expects to first make TV grants to the “larger cities” in areas where there is currently no television service.

(2) However, all applicants will be given equal opportunity since the cut-off date of July 1 assures a "period of protection for filing."

(3) FCC hopes to be able to appoint additional examiners for processing.

“Our greatest difficulty," Comr. Hyde said, will be in expediting those cases in which there are con- flicts of interest. In time, he said, by working from the larger cities where conflicts are great to the "smaller markets" where "there are fewer conflicts of interest," FCC hopes to process applications at a faster pace.

He said the Commission expects a contest for each channel in every large market—that is, where there (Continued on page 68)
NATIONAL Collegiate Athletic
Assn. fumbled its football research project when it hired a former
monopoly blackout television policy
defender last fall, judging by the observations of two leading
researchers.

Published a week ago [B+T, May
12] by NCAA, the research study
drew quick comments from Richard
M. Allerton, NARTB research di-
rector, and Lt. Jordan, independ-
ent researcher who has made
extensive studies of TV's relation
to sports.

Said Mr. Allerton: "There is nothing in the NCAA report that
definitely proves TV has a nega-
tive effect on attendance at college football games."

And Lt. Jordan—"The real facts
in the NCAA research do not sup-
port the claim that television hurts
college football attendance badly."

It's not hard to find Chicago
NCAA's stacks of tables fail to prove the
point on which NCAA bases its
football monopoly policy, Lt. Jordan
called NCAA in a bit of publicity
literature, in which he said:
"The most important fact proved
by the NCAA survey was omitted
from the publicity release. This
was the admission in the research
report, that colleges in TV areas
'reported only a moderate loss of
4% from their 1950 levels, com-
pared to a more serious 10% decline
for colleges with no TV competi-
tion.'"

Mr. Allerton dug up a statistical
blunder that was declared to throw
the admission in the research
report under a cloud of suspicion.
NCAA's official report carries
a table (18) which claims that 34% of
TV owners are the "lower
economic level," with 9% of
owners in that level.

Then NCAA accompanies the table
with the following, non-compli-
mentary statement, "Nationwide,
only 9% of the TV owners are
found in the lowest economic
class, compared with 34% of the
owners."

Most studies show that TV owners
are more numerous among the
lower and middle income
classes. Mr. Allerton pointed out
that NCR claims that TV owners
are largely in upper and middle
groups.

This is the only major blunder, accord-
FIRST shipment of TV equipment believed to have arrived in that city is received for WROV Roanoke, as Frank E. Koehler (Ill. WROV general manager, checks out RCA equipment and Gordon Phillips (r), assistant manager, "handles with care." Applicant for Channel 7 for over a year, station expects more equipment this month.

**Television applications**

*Digest of Filing That with FCC May 9 through May 15*  
(*Indicates pre-thaw application refiled.*)

<table>
<thead>
<tr>
<th>Listed by States</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
</table>
| QUINCY, Ill.-Lee Bestco, Ch. 10 (195-199 mc), ERP 115 kw visual; antenna height above average terrain 803 ft., above ground 804 ft. Estimated construction cost $324,256.45, 1st year operating cost $174,461, revenue $239,148. Studio location 810 Main St., Quincy. Transmitter location 4 1/2 miles N. E. of Quincy, 35° 58' 22" N. Lat., 119° 19' 54" W. Long. Studio equipment DeMont, transmitter DuMont, antenna RCA. Legal counsel Fisher, Weyland, Durham; Dunvall & Southmayd, Washington, Consulting engineer J.D. Page Consulting Engineer, Washington. Applicant is licensee of WDAM-AM-FM Quincy, 60% owned by Lee Radio Inc., which in turn is licensee of KGW-AM-FM Mason City, Iowa. Lee Radio Inc. is owned by Lee Newspapers, which publishes the Quincy (Illinois), Tribune & Leader Press, Galesburg Daily, Galena, and WYTV La Crosse, Wisconsin. Applicant is owned by WJTV-FM-AM Fremont, Nebraska. Applicant is licensee of WJTV-AM-AM Fremont.
| KANSAS CITY, Mo. Midland Bestco, Ch. 9 (186-192 mc), ERP 81 kw visual; antenna height above average terrain 496 ft., above ground 507 ft. Estimated construction cost $311,256.53, first year operating cost $174,156, revenue $596,000. Studio location West 222 Eleventh St., Kansas City. Transmitter location 1330 Balti- more Ave., Kansas City. 39° 06' 24" N. Lat., 94° 35' 04" W. Long. Studio equipment RCA transmitter, antenna DuMont, antenna RCA. Legal counsel, Loews, Ziba, Young & Janisky, Washington, Consulting engineer Janisky & Bailey, Washington. Applicant is licensee of KMBC Kansas City and KFPR Concordia. Principals include: President and Treasurer M. W. B. Church (38%), director for KMBC Kansas City and KFPR Concordia. Principals include: President and Treasurer M. W. B. Church (38%), director for Midland Radio & Television Schools of Georgia Inc., president and director M. W. B. Church (38%). Applicant is licensee of KFHJ Kansas City.

**Comments**

**TWO TV BIDS**

Four Amendments Filed

ONLY two new TV applications were submitted for the FCC last week—they were both for VHF stations—but there were four amended applications filed.

Filing for the first time is KXAX Seattle, which is 28% owned by Wesley L. Dunn, president of KSFO and KPIX (TV) San Francisco. Other stockholders include Ray V. Hamilton, of Blackburn-Hamilton radio station brokerage house, and Phillip Miller, general manager of KSFO and KPIX (TV); Robert B. Gaylord and Robert B. Gaylord Jr., partners in the law firm of Gaylord & Gaylord, San Francisco, and stockholders in KSFO and KPIX (TV), and Lincoln Miller, general manager of KXX. Group seeks Channel 7 and plans to build a 200 kw transmitter on Newcastle Hill, ten miles east of Seattle.

The other new application was from WFTG Greenville, N. C., which is applying for Channel 9. Transmitter and studios will be in the same building about four miles from Greenville. Construction cost for the 65 kw station is estimated at about $201,000.

Amended application came from WTAD-AM-FM Quincy, Ill., affiliated with Lee Newspapers Inc., which has substantial daily newspaper holdings throughout the Midwest and also owns KGLO-AM-FM Mason City, Iowa, and WVTY La Crosse, Wis. It asks for Channel 15 with 316 kw.

WPTF-AM-FM Raleigh, N. C., owned by the Durham Life Insurance Co., amended its earlier bid for a channel in the tobacco country. It requests Channel 6 with 316 kw and projects to spend $232,000 on construction.

**KMBK Amends Bid**

Arthur B. Church's KMBK Kansas City, Mo., filed an amended application for Channel 9. Cost was given as $61,251. Mr. Church and his wife own about 72% of KMBK as a sister-station, KFRR Concordia.

The Youngstown Vindicator, which owns WFMJ-AM-FM Youngstown, Ohio, amended its application and asked for UHF Channel 33 with 185 kw and a 1,000 ft. antenna. The estimated cost is nearly a million dollars, with first year operating cost $11,650,000, and total cost $131,000,000 more than the expected revenue.

KSTA San Antonio, Tex., owned by the San Antonio Express and Express News, announced that it would file an amended application asking for Channel 12. Plans call for 1,000 kw. tower with 316 kw ERP.

WICC Bridgeport, Conn., reported last week that it plans to file for UHF Channel 43. It will build a 600 foot tower north of Bridgeport and will use a 10 kw transmitter.

WHEN (TV) Syracuse, N. Y.,
FIRST support for the FCC's TV allocation plan [B*T, April 14]—tempered somewhat by an expression of doubt regarding its economic basis—came last week from former FCC Commissioner T. A. M. Craven, now a Washington consulting engineer (Craven, Lohnes & Culver).

At the same time, the first concrete statement that the allocation plan would be taken to court was made by Paul M. Segal of the Washington law firm of Segal, Thie & Hennessey.

Mr. Segal said that WWSW Pittsburgh would appeal that city's assignments in an action to be filed before June 12 in the U. S. Court of Appeals in Philadelphia [B*T, April 28, 21].

Further opposition comments are expected from FCC Commissioner Robert S. Kiprusoff, who was in Pittsburgh Advertising Club May 20, and a luncheon meeting of the Federal Communications Bar Assn. in Washington May 27.

Comr. Jones dissented in toto, and vigorously, from the Commission's Sixth Report and Order. He repeated his opposition to the final TV proposal in a statement, and in a statement before the Ohio Association of Broadcasters meeting in Columbus early this month [B*T, May 5].

Mr. Craven said, in a speech prepared for delivery to the Institute of Radio Engineers' southwestern conference in Houston, Texas, Saturday, that the FCC approach in the allocations plan "makes sense, provided the policy objectives are practical and provided there is not too much inflexibility in making necessary changes in detail."

He termed Comr. Jones' approach flexible and containing "engineering common sense."

Basis of his talk was the unknown factors in UHF propagation which, as in UHF allocation problems, he pointed out, makes engineers wish "that we could have had foresight equal to our hindsight."

... I do not intend to imply that the Commission's plan of allocation is unsound from an engineering standpoint, assuming, of course, that the engineer's lack of foresight is not the engineer's fault. On the contrary, it represents, and has taken into consideration, the best engineering knowledge available today. At least it is a plan which we can use in an orderly fashion to commence operation television stations throughout the country.

The Commission's plan, however, "does not parallel the economics of the television broadcasting business," Mr. Craven admonished. "There is a dearth of freedoms in some markets which could support more stations than are provided for by the Commission, and an abundance of channels in markets which possibly might not support any one television station.

"Any inflexible plan of allocation of a limited number of television channels which affords an abundance of facilities to poor markets and a scarcity of facilities in the better markets.

"Therefore, it is possible that, as experience is gained in the future, the Commission will have to take economic laws and, in so doing, they may resort to a reallocation, as was found necessary in Standard Broadcasting. Likewise, they may abandon their rigid plan and solely on mileage separation, and

AN INCREASE in business has prompted realignments and expansion of operations for Ziv Television Programs, major film production-distribution firm, M. J. Rifkin, vice president in charge of sales, said last week in announcing six additions to his staff and expansion of a seventh post.

Albert Goutien, formerly with the Blair representation organization, has joined Ziv as Mr. Rifkin's assistant "in the eastern division, while the duties Louis J. Michan, Sillerman, eastern sales manager, have been increased to include the charge of sales for New York City.

Other additions to the sales staff are Charles Britt, named an account executive in the Memphis division; James Bonfils, formerly with CBS, assigned to the New Orleans and Mississippi division; Leon Bernard, to assume the comparable position for upper New York area; Morton Katz, formerly with WOR-TV, assigned New York account executive and Vincent Van Buren, Bothwell Advertising Agency, named to specialize in television drug cooperative programs.

A package that new staff members will have a chance to handle, Mr. Rifkin said, is the latest series of Fireside Theatres programs, to be distributed locally by Ziv as Your TV Theatre.

Reviewing recent sales successes of Ziv TV series which include The Cisco Kid, Boston Blackie, Story Theatre, Yesterday's Newsreel, Sports Album and Living Book, Mr. Rifkin recalled that his company's The Unexpected would have been among the first AM or TV program ever to be sponsored by the Liebmann Brewing Co., producers of Rheingold and reputedly the largest advertiser in the New York market.

The program was introduced in a midweek, late-evening time spot as a direct bid for the large audience coverage of fights on an opposing network. Previous occupant of the same time slot had drawn less than a 3.0 rating, he recalled. The first program of The Unexpected drew what, for others, was an unexpected rating of 4.6. Mr. Rifkin smiled plaintly four weeks later when the drama was topping the fights 17 to 14 and beating out by four points another popular drama series.

Narrated by film actor Herbert Marshall, The Unexpected produced equally good results in other markets, the Ziv sales manager continued, drawing a 5.5 rating on KING-TV Seattle where it competed with other highly rated programs and a 27 to 1 on KRON-TV San Francisco, a multi-station market.

Similar results have been demonstrated by other Ziv film packages, Mr. Rifkin said. Boston Blackie, produced only for CBS byvision with Kent Taylor assigned to the leading role, averages a 3.21 rating in 20 markets, only six of which are single-station, he noted.

Coupled familiar Hollywood names with stories based on well-known works of fiction has proved successful for a success formula which has helped build Ziv successfully. An example is The Cisco Kid, which stars Duncan Renaldo in the title role with Leo Carillo, Andy Devine, and other familiar Hollywood actors filling supporting roles.

Story Theatre is another series utilizing such movie-oriented programs as The Real Thing, Mark Twain's Celebrated Jumping Frog and Charles Dickens' Cricket on the Hearth, it was noted.

Hollywood players also are featured in The Living Book, a pictorial history of the Bible which has been praised by church leaders throughout the nation.

Yesterday's Newsreel, narrated by top network voices, is a review of men and events in the first half of this century, and Television Sports Album is a fifteen-minute program with Bill Slater as narrator, reviewing sports highlights.

Mr. Craven's speech was the third public analysis on the TV final report by a member of the radio-TV industry. In addition to Comr. Jones' Ohio talk, Attorney Arthur W. Scharfeld, president of the FCBA, enumerated some of the possible causes for court actions in a talk before the Georgia Radio-TV Institute at Athens, Ga., two weeks ago [B*T, May 12].

Cites Minute Difference

Essence of WWSW's court appeal will be, it is understood, the minute separation differential on Channel 62. FCC-allocated between the Commission's 170 mile minimum and the actual 169.39 miles between Pittsburgh and the transmitter of WWSW.

It will accuse the Commission of "arbitrary and capricious" action in failing to assign this additional VHF channel because it would be 3,000 feet below the minimum.

It will also claim that the Commission avoided its responsibilities under the public interest and fair and equitable distribution of facilities clause of the Communications Act in maintaining so rigidly the separation formula.

Meanwhile, WHIS Bluefield, W. Va., asked the Commission to put all of its stations in Zone I rather than to divide them between Zone I and II [Closed Circuit, May 5]. If that is done, VHF Channel 4 could be assigned to Bluefield, and Channel 6 to Beckley and Channel 6 could be reassigned to Bluefield, the station said.

WHIS asked that the Commission request a reconsideration of changes in the allocations plan for one year be waived in this instance.
WHAS-TV covers the Derby for CBS...

and the nation Applauds!

New York Times
"the camera coverage was excellent and the set owner had a fine view of the entire event as well as the finish."

Salt Lake City Tribune
"It came through better than I was able to see from the infield in the 1946 race."

Racing Form*
"This was the first TV Derby and it couldn't have been better. This was racing at its best. This was television at its best."

Variety
"in some respects ... better than afforded to in-person patrons... Technical details were handled locally by the WHAS-TV crew headed by Orrin Towner. Sandy Sanders, WHAS-TV camera director, used good judgment in making the camera switches."

Broadcasting-Telecasting
"Racing fans and those attracted by the glamor of the historical event were given 45 fascinating minutes of viewing, climax by the two-minute race."

New York Journal-American
"a TV show as lovely as the sunny day delivered to Wm. Corum."

New York Daily News
"the cameras were expertly handled and seeing the event was so superior to hearing about it that there simply could be no comparison."

The same know-how makes WHAS-TV local shows tops in 7 out of 8 categories. (PULSE)

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

WHAS-TV
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES  •  VICTOR A. SHOLIS, Director  •  NEIL D. CLINE, Sales Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

May 19, 1952  •  Page 63
Merger Hearing Seen Running Two or Three More Weeks

Far from being in the home stretch, the ABC-United Paramount Theatres merger hearing appears to have 2-3 weeks to run as the FCC counsel announced last week more witnesses.

The week before, FCC attorneys said they planned to call six theatre operators to testify [B+T, May 15]. List of names was to be expanded to eight more names to their list: Ralph Goldberg, Dave Edwards, Donald B. Leverette and Edwin Silverman.

But, according to the film schedule, the ten Commission witnesses would be on the stand through the last of May. And still to return for more examination are Dr. Allan B. DuMont, president, Allen B. DuMont Labs, and Barney Balaban, president, Paramount Pictures Inc.

The augmented list of FCC witnesses caused anguished reactions from attorneys representing Paramount Pictures and United Paramount Theatres, who were hoping the last week on the witness stand would see the end of the four-month hearing.

After a lengthy off-the-record discussion, FCC Hearing Examiner Leo Resnick suggested that FCC counsel and counsel for UPT get together in "their leisure hours" to reduce the length of the list.

But, big as it was, FCC attorneys indicated that their array of witnesses was not as large as it might have been. Many of the individuals they wanted to interrogate are either dead or too infirm to testify, they explained.

On the stand last week were ALEXANDER QUILTS

Joins RHC-Cadena Azul

CLARENCE G. ALEXANDER, operations director of the DuMont TV Network, joins the new U.S.-Cuban ownership of the RHC-Cadena Azul network in Cuba on June 1 as network manager of operations.

He thus becomes the second U.S. broadcaster to take a key operational role in the Cuban network, which CBS Radio's News and Information Service, Inc., and American Broadcasting Co. president Chris J. Witting, have combined with a U.S. broadcasting company to be named RHC-Cadena Azul, Inc.

Mr. Alexander Public Affairs Director for the company, also is director of the network in Cuba.

Mr. Alexander has been associated with DuMont for approximately two years. He moved to that network from WITZ in 1953, serving as administrative assistant to Mr. Witting, DuMont director and general manager.

One of the pioneers of television, Mr. Alexander has been associated with NBC-TV for approximately two years. He moved to that network from WITZ in 1953, serving as administrative assistant to Mr. Witting, DuMont director and general manager.

STILES RESIGNS

Oregon TelevisiOn Inc.

WALTER STILES JR., who resigned last week from the engineering department of ABC-TV Western Div., Los Angeles, has joined Oregon Television Inc. as general manager.

Oregon Television is expected to apply in the near future for a TV channel at Portland, Ore., and for other northwest systems.

Before joining ABC-TV in Los Angeles in 1950, Mr. Stiles supervised construction of KPHO-TV Phoenix; Ariz., and the change of KPHO from 250 to 5 kw. KPHO-AM-TV was sold recently to the Meredith Pub. Co. for $1.5 million [B+T, May 5].

In 1935, Mr. Stiles joined CBS in New York as an engineer, moving in 1942 to become chief engineer of the company's owned and operated WEEI Boston. In 1946 he opened an engineering consulting office in Boston and the following year in Washington, under the name of Stiles & Waring. Mr. Stiles was the first winner of the William S. Paley Award for technical achievement in 1935.

Principals Involved

Oregon Television is owned by Portland businessmen Jack Meier, Huntington Malrkey and Henry White. Mr. Meier, the son of a former Oregon governor, is a member of the family that owns the Meier-Frank department store in Portland. Mr. Malrkey has lumber interests in the Northwest. Mr. White is a shipbuilder.

They plan to spend $400,000 in building the Portland TV station and estimate $255,000 as costs for the first year of operation. Equipment has already been purchased, and a closed circuit operation is planned for the near future.

KECA-TV Sales Up

More than $500,000 in new local business was signed by KECA-TV Los Angeles during the week ending May 9, according to Phil Hoffman, sales manager, and Frank King, sales manager. April and May of this year have been the largest two months' billings on the station since its start in September 1949, they said.

KNXT (TV) Business

SETTING a new high, KNXT (TV) Hollywood made $200,000 in new program sales for the week ending May 9, including eight quarter-hour packages totaling $100,000; in business, plus one renewal and two sales of segments of KNXT 10 "O'Clock News," according to Wilbur Edwards, general manager.
HERE is further proof that among the three San Francisco TV stations, KRON-TV has established—and maintains—clear-cut leadership. Evidence of this leadership grows month after month because...

- With the market's highest TV antenna, KRON-TV provides unparalleled "Clear Sweep" coverage
- KRON-TV presents the largest number of top-rated shows—more than the other two stations combined (Pulse and Tele-Que)
- KRON-TV attracts the most viewers in every audience segment—men, women, teenagers, children (Tele-Que—Pulse does not measure)
- KRON-TV serves the largest number of advertisers (Rorabaugh)
- KRON-TV offers the greatest percentage of audience...both day and night, and throughout the week (Tele-Que)

Check with FREE & PETERS for availabilities!

KRON TV

SAN FRANCISCO CHRONICLE • NBC AFFILIATE
SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in The Chronicle Bldg., 5th and Mission Streets, San Francisco
TV CODE

NARTB's television code enforcement machinery was completed last winter when J. Edwards, an account executive at WBNS-TV, and Mr. Bronson joined the NARTB TV Code Board. The NARTB now has religious groups and broadcasters who have helped enforce the Code.

Mr. Bronson

NARTB Names Bronson To Direct Liaison

The job of directing TV Code Affairs was authorized by the NARTB Board last February 11th. Details of the post were drawn up by the Television Code Review Board in March.

Mr. Bronson's attention will be devoted to problems of code interpretation, preparation of complaints, correspondence, relations with the public, and with legislative and civic groups concerned with code matters as well as with stations subscribing to the code.

Now near the end of its third operating month, the TV Code is drawing a steadily rising amount of attention from viewers and organizations. The job of processing this work has been handled by Mr. Brown's staff in cooperation with the Legal Dept. The Code Review Board is a voluntary group directly assigned to code matters, and it in turn can recommend punitive action to the NARTB Television Board.

Dr. Elsner, chairman of the Code Board, is a voluntary group, and NAB, its parent organization.

The charge for television time to churches and religious bodies is not recommended.

NAB describes itself as "the strongest body of believers in the nation, as confirmed by the number of denominations and churches affiliated and delegates in attendance at their annual conventions," according to Emma B. Veacock, of NAB's eastern division.

Mr. Bronson is expected to assume his new NARTB duties June 1. He has an extensive radio industry record, starting his career at WCOL Columbus in 1926. Serving as assistant manager, he moved to the Office of Censorship with outbreak of World War II. There he served as an assistant to J. Harold Ryan, of Stormer Broadcasting Co., and later as assistant to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship for broadcasting.

After World War II, Mr. Bronson joined WJEF in Grand Rapids, Mich., as station manager, in association with the station's owner, Mr. Fetzer, now chairman of the NARTB board. The station's first 12 hours were handled by Mr. Bronson returned to Columbus in 1948 in putting the new WBNS-TV on the air serving as station director. He is married and father of two children: member of Sigma Delta Chi, and member of SDA's Central Ohio Professional Chapter board.

Mr. Bronson was formerly with WMAL-TV Washington, who joined the NARTB TV organized last autumn, serves as executive assistant to the television director.

MATERIALS' BAN

NPA Mulls Easing of M 90

COMPROMISE regulation designed to ease restrictions on production of color television equipment was still under consideration by the National Production Autority last week.

The proposed revised order (M 90) did not come before the agency's Clearances Committee, meeting in executive session last week. They held out hope, however, it would be issued by this month's end.

The plan is to relax the prohibition against manufacture of colorcasting receivers and adapter converter equipment in certain instances. Department stores, experimenting with closed circuit theatre telecasting and theatre video interest, as well as electronic manufacturers who show just cause for authorization to use existing materials, would stand to benefit.

NPA has fast plans that regarding degree of relief, shortage of technical skills will necessitate retaining the lid on mass production of colorcasting sets [B&T May 12].

NPA Administrator Henry Fowler re-emphasized this factor anew last Thursday. Addressing the Construction Mobilization Committee of the U.S. Chamber of Commerce, Mr. Fowler stated the shortage of engineers "could well become a serious impediment to defense" in the event of a future meeting of urgent coordination of technical skills among all industrialists.

Mr. Fowler also told the Senate Banking Committee there is little hope of colorcasting sets before the spring 1953—a statement of paramount interest to existing and potential TV broadcasters. He also threw cold water on any prospect of overall decontrol this year.

Mr. Fowler appeared before the committee on behalf of his nomination as Defense Production Administrator (which Manly Fiescheim, resigned), which was unanimously approved.

DUROCHER SERIES

Stations Buy UTP Program

TWO more television stations contracted last week for United Television Programs' film series, "Play with Durocher and Dupee," according to Aaron Beckwith, UTP sales director, who said the package had been sold to KFMB-TV San Diego and WDTD-TV (TV) New York.

The program, which Mr. Beckwith said has received added impetus from the start of the baseball season, features Leo Durocher, manager of the New York Giants, and his actress wife, Laraine Day, in a series of informal interviews with persons prominent in sports.

The program, completed last week by the TV film distributor include The Chimps, produced by Bing Crosby Enterprises, to WMAL-TV Washington; Hollywood Off Broadway, produced by Don Cott, WNYT-TV New York, and Roger Clipp, WTEL-TV Philadelphia. Three of the second TV clinics will be held Thursday and Friday at the Palmer House in Chicago, and the third will be next Monday and Tuesday at the Beverly-Wilshire in Hollywood.

BMI CLINICS

TV Sessions Begin Today

FIRST of three two-day television clinics scheduled by BMI opens today in New York, on the heels of BMI's completion of 42 radio programs for the U. S. Public Broadcasting System in Canada within a two-week period.

Subjects to be considered include low-cost local TV programming, reduction of production costs; handling of local programs and special events; local TV advertising; public service, educational, religious, agricultural and political coverage; camera technique; public relations; local news, and music clearance and legal problems.

Speakers for the clinics are scheduled to include Robert Snevesky, WGBI-TV New York; Chris Witting, DuMont Network; Chuck Bolden, ABC-TV; Paul Adanti, WJEN-TV (TV) Syracuse; Ralph Burgin, WBNW (TV) Washington; Joel Chaseman, WAAM (TV) Baltimore; Don Feddersen, KLAC-TV Los Angeles; Klaus Landberg, KTFA (TV) Los Angeles; George Moscovitz and Bill Edwards, KDAY-TV Los Angeles; Inman P. Purcell and Richard Moore, KTTV (TV) Los Angeles; Philip Lasky, KPRC (TV) Houston; Don Tatum, KECA-TV Los Angeles; Walter Preston, WBKB (TV) Chicago; Bruce Wallace, WTMJ-TV Milwaukee; Stroebert, WRDB-TV New York; Walter Emerson, WENR-TV Chicago; Don Norman, KQED-TV San Francisco; Earl L. Wrigth, KHJ-TV Los Angeles; Jules Herbeuvaux, WNBQ (TV) Chicago; Frank Fowler, WTVW-Omaha; Ted Cott, WNBV (TV) New York; and Roger Clipp, WTEL-TV Philadelphia.

Two more television stations have contracted for clinics to be held in February and March, in out.
This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore
WBAL-TV
NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY
Ford Foundation

address itself, if, of course, the commission had materialized, was the discovery of means to force FCC adoption of subscription television. It may be speculated he would be less interested in seeing such a project undertaken by a private commission organized by the foundation.

Although it would be extreme to say Sen. Benton exerts control over any activity of the Ford Foundation, his past associations and personal friendships with several of the foundation’s officers would indicate he must have at least some influence.

In addition to Mr. Fletcher, his former employee, Sen. Benton has more than passing acquaintance with Paul G. Hoffman, foundation president now devoting his time to the Eisenhower campaign, and with Robert Hutchins and Chester Davis, foundation associate directors.

Mr. Hoffman is a director of Encyclopaedia Britannica, Inc., which is Sen. Benton’s property, and was chairman of the board of trustees of the Committee for Economic Development at the time Sen. Benton was chairman.

Dr. Hutchins was president of the U. of Chicago when Sen. Benton was vice president (1937-45) and was chancellor of that university when Sen. Benton was assistant to the chancellor (1945-46).

Mr. Davis, former president of the Federal Reserve Bank of St. Louis, is also a member of the board of trustees of the Committee for Economic Development when Sen. Benton was vice chairman of the board of trustees.

At the Pasadena headquarters of the Ford Foundation last week a spokesman admitted the organization, which he characterized as “extremely interested in the field of radio and television,” was considering two basic problems: the allocation of television channels for educational and future potential of radio-TV programming.

He emphasized that no plans had been made and that it was unlikely any would be until the July meeting of the board of trustees.

In the past year, the foundation and its subsidiaries have made grants to radio and television stations totaling $2 million. The biggest sum, $1.5 million, went to the Television-Radio Workshop which is producing programs for broadcasters over educational facilities. A fortnight ago the Joint Committee on Educational Televison, central aggregating body for educational stations, received a $65,000 grant, more than it received from the foundation the year before. Additional grants of $260,000 and $300,000, respectively, have gone to Iowa State University and WOI-TV Ames, Ia., for experimental TV programming and to Lowell Institute, Boston, for production of educational TV programs in cooperation with the National Assn. of Educational Broadcasters.

“LULU” award for best television commercial spot campaign is presented in the sixth annual Frances Holmes Award Competition. L to r: Film star Barbara Stanwyck, awarding statuette; Gunther Shirley, vice president, Metropolitan Federal Savings; Doria Balli, professor, TV Ads, and Kirke Beard, account executive, Anderson-McConnell Adv. The Los Angeles firms, Metropolitan and TV Ads, which produces TV film commercials, shared in the honors. Anderson agency services the account.

Get TV Going

(Continued from page 59)

in “a large concentration of population.”

Committee Chairman Johnson said it is in his understanding that only five hearing teams (examiner, engineer, attorney, secretary, clerks) will be available to process applications in television and at the current pace of processing it would take a “long time” for them to wade through the present allocations. He said he was disappointed Phillips had not made this clear to Congress.

Sen. Homer E. Capehart (R-Ind.) asked whether newspaper applicants would be given equal opportunity to obtain TV stations.

‘No Discrimination’

Conr. Hyde asserted there would be no discrimination against “any business activity.”

No one applicant, regardless of business interest, he said, should be excluded from the granting of a license in the public interest because of his legitimate business interest. Neither does FCC intend to discriminate against AM station licensees, he said.

However, the Commissioner said he could not discuss the AM licensee situation at length because AM station applications may be contested in hearing by other interests and the so-called other party may invoke the argument of diversification of media in the community. But, he added, the factors of experience, objectivity in operation and recognition of public interest, may weight the presentation of many AM station licensees who seek TV licenses.

In answer to a query by Sen. Lyndon B. Johnson (D-Tex.), who pointed to a conflict from a complaint that certain AM stations have been given licenses before asking for local revision of the final FCC allocations report, Conr. Hyde said it would be desirable if administration changes could be made in the report but that the Commission does not want to re-litigate the issue.

If FCC did not have to hear applicants on the grant of each channel, it would have had to move its allocation report, Conr. Hyde explained. However, he said, FCC has announced it would not be able to consider local changes until one year capital has passed—otherwise, it would have to “re-open the allocations proceeding.” This, he said, is “a reasonable regulation.”

“Diversification” as the case in his state where the constituent is located in a “rather small city” which is 183 miles from a larger city which has been assigned two VHF stations. At this time, Sen. Lyndon Johnson said, there are no applicants for the stations and his constituent would wish to apply for one of the stations but does not come within FCC standards which preclude two stations operating on the same channel unless 190 miles apart.

Conr. Hyde explained that hearing officers now have on their desks “25 proceedings involving some 69 cases other than TV matters.” They had hoped to handle 15 cases per year. But, he said, in 1951 the number was eight and in 1950 it was 10.

“Efforts of litigants to present strong cases” will slow the hearing procedure in TV even further, he added.

Sen. Capehart, doing some quick accounting, estimated it would take 10 years for FCC to put 1,000 TV stations on the air, according to current facilities. Committee Chairman Johnson noted that the average potential telecaster ties up $500,000 to a million dollars in assets in waiting for a license. It’s unfair, the Senator said, to have waited two years.

Sen. Ed Johnson said the cost of 20 examiner teams (the Senator has been urging the hiring of 13 additional teams above the current seven) at a $600,000-$700,000 expense to the government, would be less than having seven examiner teams process applications for some 20 years (to put about 2,000 TV stations on the air).

Sen. Capehart at this point moved that the committee go on record requesting and urging the Senate Appropriations Committee to provide additional funds in the independent offices appropriations for the coming year for the specific purpose of employing additional hearing-examiner teams to process television applications.

Later in executive session the commerce group unanimously approved the Capehart motion.

Other data revealed by Conr. Hyde:

FCC investments in receivers and servicing of sets since 1948 total $6 billion. Average cost of a TV station, according to figures taken from the 109 stations now operating, is $480,000.

The most expensive procedure in both time and energy as well as dollars to the Commission is its necessity of explaining each case and every delay in expediting the TV problem.

FCC estimates it will take another two years before it can plan another TV station in St. Louis (a one station city). Forty cities are in a comparable situation.

It is his own opinion that if the FCC budget remains cut without additional funds for hiring more examiner-hearing teams, the Commission should consider Congress for a supplemental appropriation. But, of course, FCC would prefer the funds be given now in the 1953 budget before Congress adjures.

The House last March voted $6,108,460 to operate FCC in fiscal 1953, $1,966,840 less than the requested $8,075,000 sought in President Truman’s budget [B'T, March 24].

Idaho Senator Republicans Henry C. Dworshak and Herman Welker influence the commerce group on their endorsement of Conr. Hyde’s appointment.

AUTY TO APPEAL

Film Rights Ruling

COWBOY singing star Gene Autry said he plans to appeal a decision by Federal Judge Ben Harrison last Tuesday giving Republic Pictures its sublicense of some Hollywood Television Service Inc., the right to release more than 50 old Gene Autry western films to television.

Judge Harrison’s decision was diametrically opposite to a ruling made last October in favor of cowboy star Roy Rogers by Federal Judge Peirson M. Hall in a similar suit brought against Republic and subsidiary.

Judge Harrison held that Republic’s “unrestricted ownership right to the film includes ‘rights to license their exhibition on home television receivers.’ He said spot advertising is common practice in most conventional movie theatres and therefore Mr. Autry could not hope to control advertising.
NOW! SARRA'S OWN NEW FILM PROCESSING LABORATORY

BRINGS YOU

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TV COMMERCIALS

We are pleased to announce the completing link in the SARRA chain of quality control... our own modern new film laboratory, designed, staffed and equipped to deliver the ultimate in TV selling messages - the VIDE-O-ORIGINAL

VIDE-O-ORIGINAL... WHAT IT IS
It's Sarra's name for a quality-controlled motion picture print, produced in a laboratory designed especially for the making of TV prints. Each and every print is custom-made and whether it is 1-minute or 8-seconds, it receives individual attention in quantities of one or hundreds.

VIDE-O-ORIGINAL... WHAT IT MEANS
It means that all of Sarra's creative photography, all of Sarra's visual selling ability, reaches the television screen with maximum fidelity. VIDE-O-ORIGINAL prints combine Sarra standards with station requirements.

VIDE-O-ORIGINAL... WHAT IT DOES
It provides complete quality protection from storyboard to home reception... it insures your investment of time, talent and money in your TV presentation.

On your next television film commercial get a SARRA VIDE-O-ORIGINAL... get top quality from start to finish!

Sorry... our lab service is available for SARRA productions only.

Vide-O-iginal

TV FILM PRODUCTION FOR REPRODUCTION

IDEAS • SCRIPTS • STORYBOARDS • ANIMATION • PHOTOGRAPHY • PROCESSING

BROADCASTING • Telecasting

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Also, been more owners. of football, game, Lt. of foot ownership increases, college comparisons made helped."

Mr. Allerton observed, "There has been no opportunity given to demonstrate conclusively that television, in the long run, favorably or adversely affects college football; game attendance. The Jordan reports would indicate that, in the long run, attendance would be helped."

He added this comment, "The comparisons made in the NCAA report: are between non-televising are and a college where an attempted blackout of local games was in existence." This, he said, supports the charge that nothing in the report definitely shows that TV has hurt attendance at college football games.

Novelty of TV Theory

Lt. Jordan said NCAA figures actually support "the novelty theory of TV's effect. As length of ownership increases, attendance recovers from the initial TV hurt, and television begins to help build new fans. That may be why college football attendance has not dropped more as a result of a 15% decline in male students."

In citing data showing that 45% of men and 66% of women have never attended a college football game, Lt. Jordan said, "College football, as well as other sports, has a great opportunity for increased attendance if they can arouse interest in that vast segment of the population. Anycurtailment of the publicity afforded by newspapers, radio or television will tend to prevent that growth from becoming interested."

"The city of Pittsburgh should prove an object lesson to sports promoters in telecasting. The TV filming of athletic events in Pittsburgh than in any other city with big league sports. The NCAA report shows the result. Attendance among the younger group of TV owners (under 40) is significantly lower than among non-owners. This condition is not true in Boston where sports events have been more frequently televised. Also, there is an indication that attendance is increasing with the length of TV ownership in Boston, while it is decreasing in Pittsburgh. These figures suggest that the continuation of a TV ban may backfire."

Colleges should study that section of the report dealing with the public's attitude toward the NCAA plan, Lt. Jordan said, referring to the admission that "the majority of those who hold opinions about it are unfavorable."

He added that the NCAA report shows "by far the largest attendance decline last year occurred in the Mountain District, one of the two six NCAA districts with practically no TV. Away from seven NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those TV covered, recruiting TV attendance if they had not been advertised."

Panitt Opinion

Critical comment on the NCAA report was given by Merrill Panitt of Philadelphia Inquirer sports commentator, who caught the revelation that attendance "dropped less in areas where football games were televised than it did where there was no televised football."

Mr. Panitt referred to NCAA in these terms, "You remember the NCAA, don't you? That's the group of sweethearts who decided they were bigger than both of us—the television industry and the viewers—and then proceeded to dictate exactly what college football games could be televised, where they should be televised and when the nation's largest cities should suffer Saturday afternoon football blackouts." He observed that the survey was conducted by "the National Opinion Research Center of the U. of Chicago, an institution that luckily gave up football before NCAA got its claws into the game."

TV Applications (Continued from page 61)

San Francisco, Applicant is licensee of KKA Seattle. Principals include President M. E. Dumm (20%), president of KSFO San Francisco and majority stockholder of KPIX (TV) San Francisco, and owner of investment business in Pasadena, Calif.; First Vice President Robert B. Gaylord (46%), officer and director for KSFO and KPIX (TV), director for KKA and partner in San Francisco law firm of Gaylord & Gaylord; Vice President Philip L. White (15%), executive officer and general manager of KSFO and KPIX (TV); Vice President Joseph Mullen (5%), general manager and director for KKA; Treasurer F. M. Dunn (9%), officer and director for KSFO and KPIX (TV), minority stockholder of KPIX (TV), and treasurer and minority stockholder of KKA; Secretary Robert B. Gaylord Jr., assistant secretary of KPIX (TV), stockholder in KKA, secretary and director for KXOASacramento, and partner in KKA law firm of Gaylord & Gaylord, and Ray V. Hamilton (7%), Blackburn-Hamilton Co., radio station and newspaper brokers.

ELECTRONICALLY operated model of the 15-acre CBS Television City under construction in Hollywood is being exhibited by CBS in New York. Miniature TV city above measures 15 x 14 feet and weighs approximately two tons.

Now It Winks

CBS-TV network added another improvement last week—this time on its own trademark. The network's signature—a dial eye—had been shown on a Telop slide since it was first introduced nine months ago, but as of 10:59 a.m. EDT Friday, the eye began to move. Set-owners will notice, as the first of three variations to be produced on film, the eye now opens and closes. Revamping the trademark, like its original design, was supervised by William Golden, creative director of CBS-TV advertising and sales.

GREAT BRITAIN TV

GREAT BRITAIN White Paper last Thursday announced commercials will not be carried on the country's TV for at least another three or four years. The Conservative government is said to favor sponsorship of TV programs by the country passes over the rough spots of its arms and export drives. The forecast for this road to recovery perhaps as "at least three or four years" from now. The nation's only TV channel and the three radio networks in Great Britain are operated by the British Broadcasting Corp., which is government owned and operated. No advertising is carried on broadcast media there.

HOLCOMB NAMED

To New KNXT (TV) Post

GRANT HOLCOMB, newscaster and commentator with KNXT (TV), CBS-TV O&o station in Hollywood, has been appointed to newly-created post of director of news and special events for KNXT and CBS Tele-"vision Network in Hollywood, Wilbur S. Edwards, KNXT general manager, and Sig Mickelson, CBS-TV director of news and public affairs, announced last week. In his new post, he will supervise local and network news and special events originating in Hollywood.

CBS-TV CITY

Two-Ton Replica on Display

TWO-TON replica of the CBS-TV Television City, flown from the West Coast to demonstrate how the 7 million studio building now under construction in Hollywood will operate, was shown in New York last week. The 14 by 15 foot model, said to be one of the largest scale and precision-built architectural miniatures constructed, will be exhibited publicly in a national tour beginning this month, J. L. Van Volkenberg, CBS-TV president, said. Equipped with electric controls which will raise and lower roof sections, provide both day and night lighting conditions, demonstrate rotary stage equipment, and, detailedly, spin a miniature recording on a miniature turntable, the model was constructed by Dale Clark & Assoc., Los Angeles. Special features of the scaled construction are a two-way mirrored floor to show space arrangement, a main studio and anaiding drawer panel which, pulled out, indicates workshop areas as they will be built in the building's lower level. The actual building is expected to be erected on a 15-acre site at Beverly Blvd. and Fairfax Ave., Hollywood. Scheduled to be completed about Oct. 1, the structure was designed exclusively for TV production needs and contains four studios with 12,100 square feet of space each, arranged with their subsidiary units to allow for completely separate flows of three main program elements: performers, production equipment and audiences. The building was designed so that additional and similar units can be added. Final plans call for 20 studios plus a 13-story administration unit.

MALCOLM O'MARA, TV station consultant; William H. Rich, Music Corp.; and Philip Cohen, WJZ New York, have been added to sales unit of WPIX (TV) New York's merchandising staff in "preparation for a concerted drive for fall business," station spokesmen have announced.
WOAI-TV will join the live network on July 1st! Local TV dealers and distributors are giving enthusiastic reports about the tremendous surge in set sales in the San Antonio market.

YOU SPOT ADVERTISERS CAN STILL BUY WOAI-TV AT RATES BASED ON SETS IN THIS MARKET ON JULY 1, 1951 — OVER 11 MONTHS AGO. TV SETS HAVE INCREASED MORE THAN 57% SINCE THAT TIME.

Get Petry to give you availabilities on announcements and program time on WOAI-TV. IT'S A BONUS BUY on San Antonio's First TV station. First on the air — First in audience!

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS,
DALLAS, SAN FRANCISCO, DETROIT
DuMONT WAGES
Are Hiked; Strike Off

STRIKE threatened against the DuMont Television Network's home station, WABD (TV) New York, and expected to involve the DuMont-owned outlets WTTG (TV) Washington and WDTV (TV) Pittsburgh, was avoided last week when the network agreed to a cost-of-living increase and an adjustment in rates to those current in New York.

Technical employees who had voted to strike a week earlier were members of Local 784, Television Broadcasting Studio Employees Union, a unit of the International Alliance of Theatrical and Stage Employees (AFL). Their strike was to have been paralleled in Washington and Pittsburgh by fellow unions there, where the disrupted negotiations have been resumed by the network.

GATHINGS QUIZ
Coverage Right Asked
WMAL-AM-TV Washington last week requested permission to air the "morals" investigation by the House if the probe does materialize.

Kenneth H. Berkeley, vice president-general manager of the Washington Evening Star stations, pointed out that the hurdle of House Speaker Sam Rayburn's (D-Tex.) ban on broadcast media would have to be cleared.

With similar resolutions in the House, noted that the pictures on television are made by the adults and "are not made by the children or the young folks themselves . . . then [the adults] expect the young folks to have a high respect for the morals of our country . . ." He added:

We do not want to be in a position of seeming to censor everything that comes along. On the other hand, I think it is a pretty good idea that the Congress . . . sort of keep a hand in on this thing and give it a little policing once in a while . . .

In addition to this frank admission of "policing," his colleague, Rep. Gathings, declared that one of the objectives of the investigation would be to determine whether increases in crime are incited by TV programs.

Rep. William M. Colmar (D-Minn.), warned that those who put programs on the air should be diligent that the "impressionable youth of the country" do "not get the wrong concept or philosophy of life."

Veteran debater Clare Hoffman, Michigan Republican, asked about the meaning of the resolution's language referring to "or otherwise offensive matter."

"Just how far are we to usurp the province, the duties of fathers and mothers?" he asked the House. Noting a letter from a constituent protesting against a beer ad, the congressman said:

He wants the Congress to act as censor. Why does not Dad just turn off the objectionable program. Congress should not be required to enter the home and, assuming the duties of parents, tell the children what they can and cannot see or hear. Should we attempt to censor all of these things, we could get into a terrible fix . . .

Rep. A. L. Miller (R-Neb.) asserted:

The industry, movie and television, is to set up with enforce a high standard. Congress ought not to have this task. It is impossible to legislate morals, and it is difficult to say what we should or should not teach. The compound can render a service to the public by a wise and cautious approach. I come sure the industry will assist in every way. I hope no censorship or iron hand of authority will be forced on the growing industry of television. Cooperation is the need.

The responsibility of entertaining the public through television belongs to the industry. They should police the shows and assure the public that lewd, obscene, indecent, and vulgar shows or words will not be used on the programs. A penalty should be established for violation.

Mr. Fellows in his statement also warned that the Gathings move could establish a dangerous precedent in this nation . . . For there could emerge from the 'investigation' proposed the thought of a governmental legislative action to eliminate offensive and undesirable radio and television programs."

But, he asserted, "the proposal does not indicate the criteria for determining what might be considered 'undesirable' or offensive." Calling the House action a "fundamental disregard of our traditional American freedom of speech concept," Mr. Fellows said that when Congress enacted communications law it "specifically withheld from the governmental regulatory body the power of censorship over the programs broadcast by the licensees."

"The best thing I can see coming out of this so-called investigation is the opportunity it will give broadcasters to discuss with Congress some of the things that industry itself is doing."

Industry Doing Something
He said the industry already has been receiving comments from public and private groups about TV programming and "the industry is doing something about the situation."

An amendment to the resolution on comic books and pocket-sized books offered by Rep. Rees would have included "other publications." However, this amendment was beaten down in the House as it was feared it would include investigations of newspapers.

Rep. Joseph P. O'Hara (R-Minn.), a member of the commerce committee, said later, "I have some doubt as to just what the committee will do. The resolution is as wide open as the pole."
"We live in a fringe area but Channel Five comes in clear."

... Says Mrs. Joe Merchant of Middletown, California

Some 70 air line miles from San Francisco, Middletown, California, with 4,500 feet of Mt. St. Helena and other coastal mountains shadowing reception, is scarcely a place to look for an enthusiastic TV audience.

But Mrs. Joe Merchant and her family are none the less ardent KPIX viewers. Channel Five, she writes, offers "all the programs a family could wish to see ... drama, comedy, musicals, wrestling, boxing, children's shows we parents approve of."

Greatest shows ... brightest stars ... to delight the "fringe" audiences as well as the great San Francisco-Oakland Bay Area make KPIX, the "sell" station of Northern California, your first choice in television. Ask the Katz man!
Amercian Research Bureau national rating for April show
I Love Lucy, starring Lucille
Ball and Desi Arnaz, in first place
both in numbers of homes reached
and ratings—17.0.
The program had a rating of 63.2
and tests show that it was viewed
in 10,600,000 homes, reportedly
the greatest number of electronically-
any regularly scheduled program in
television history. Figures for the
week April 1-7:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I Love Lucy (CBS)</td>
<td>17.0</td>
</tr>
<tr>
<td>2</td>
<td>Green Acres (CBS)</td>
<td>15.0</td>
</tr>
<tr>
<td>3</td>
<td>Bonanza (CBS)</td>
<td>14.4</td>
</tr>
<tr>
<td>4</td>
<td>T.N.E. (CBS)</td>
<td>13.7</td>
</tr>
<tr>
<td>5</td>
<td>The B. H. Show (NBC)</td>
<td>13.2</td>
</tr>
<tr>
<td>6</td>
<td>The B. H. Show (CBS)</td>
<td>12.5</td>
</tr>
<tr>
<td>7</td>
<td>Farewell (NBC)</td>
<td>11.8</td>
</tr>
<tr>
<td>8</td>
<td>The Bob Cummings Show (CBS)</td>
<td>11.0</td>
</tr>
<tr>
<td>9</td>
<td>Star Theatre (NBC)</td>
<td>10.9</td>
</tr>
<tr>
<td>10</td>
<td>Fireside Theatre (NBC)</td>
<td>9.5</td>
</tr>
</tbody>
</table>

Camera Improvements

IMPROVEMENTS IN the Wall camera
system, to minimize the time consumed by the synchroniza-
tion process, were announced last
week by Telenews Productions,
New York, whose cameramen rede-
signed their equipment in conjunc-
tion with Douglas Electronic Labs.

The redesigning can provide
perfect synchronization of sound
and picture, it was said, so that the
negative can be put directly on the
air—and reversed electronically
while only one out of ten felt
charges were "too high.

Fully 88% of owners reported
their servicemen as "pleasant and
courteous" and another 6% consid-
ered his manner "satisfactory" while
6% did not reply, he said.

Three out of four persons thought
service work on their TV sets
had been done in a reasonable
time. Only one out of five felt he
had to wait too long, he said.

An investment of more than $200
millions is represented in the tele-
vision service industry, Mr. Cahill
reported, including elaborate test-
ing equipment and trucks and tools.

Set Sales in Canada

SALES OF TV receivers in the first
three months of 1952 totaled 13,851
units valued at $6,925,240, as
compared to 14,092 units valued at
$7,090,856 in the first three months
of last year, according to the
Radio-Television Mfrs. Assn. of
Canada. Total of Canadian TV set
sales to end of March 1952 was
92,289 sets valued at $4,450,255.

Inventories at March 31 were 14,284
sets.

Weekly Television Summary—May 19, 1952—Teletancing Survey
THE FIRST JOINT AWARD to be made by the
George Foster Peabody Board went to Atlanta’s WSB and WSB-TV.
The citation was for "meritorious regional public service".
And advertisers are given another insight on why,
in every audience survey ever made in Atlanta by a recognized
authority, these stations have been dominant firsts.

wsb | wsb-tv
The Voice of the South | World’s tallest TV tower

Affiliated with the Atlanta Journal and Constitution. Represented by Edward Petry & Co., Inc.
Film Spots Planned In Air Cadet Drive

RECRUITING

Filmed spots to encourage Air Force cadet enlistment loom important in the extended media allocations plan being mold for military recruiting. It was revealed last week.

A series of one-minute and 20-second announcements will be distributed to the nation's 108 TV stations by June 1, with the request that they incorporate them in their programming as a public service.

This was the latest development in the new advertising program being planned by Grant Adv. for the Defense Dept.'s Military Personnel Procurement Service, handling Air Force and Army recruitment. An estimated $200,000 is to extend the recent interim campaign, with a portion earmarked again for radio spots and other select media (B&T, May 5).

The film spots will promote Air Cadet enlistments primarily. It was understood. Similar films during the recently-concluded interim drive stressed pilot training and aircraft observation. A series of three prints was prepared at an estimated $7,000, with virtually all for TV production. There was no immediate indication of cost for the new series.

It was revealed that the Air Force will spend $20,000 to run $80,000 ad budget for radio spots. The supplemental campaign got underway May 11 and will run through June 29. Hope was expressed that more funds will be made available.

The new media program just launched is smaller than the original campaign because of the less substantial fund allocation. Of the $200,000 now available—compared to $500,000 spent in the first drive—it was estimated authoritatively that radio will derive perhaps $25,000-$50,000 at the outset for both Air Force and Army recruiting.

Radio's share in the last campaign was approximately $95,000.

Spot Schedule

The radio spot schedule calls for spots over independent outlets of the Keystone Broadcasting System and 150-kw area stations. In other cases, the announcements will support printed advertisements in Sunday supplements.

A Grant executive told Broadcasting that without radio's support, spots, the campaign could not be successful. "We need radio's impact to provide the closer in these areas—to get our target audience to respond to what we've read," he explained, referring particularly to college students as prospective aviation cadets. Field recruiting officials attest to radio's effectiveness here, he added.

The Air Force made recruiting of women one of its most ambitious activities during the last interim campaign, allotting $65,000 for a series of ads in the national network for WACS and 11 for nurses. Neither Pentagon personnel nor Grant Adv. could report actual results on any specific enlistment drive.

Meanwhile, a Senate Appropriations subcommittee under Joseph O'Mahoney (D-Wyo.) has begun hearings on the Defense Dept.'s overall 1963 budget. It was believed recruiting authorities would be called to testify later this month.

Of prime importance is the $1,050,000 requested for radio, TV and other media, which the House indirectly slashed in the first period. The_TV_ and radio-operating funds containing $12.5 million for overall recruitment (B&T, April 14).

While hearings will center on the '63 budget, discussion almost certainly will arise on the $2.4 billion still attached in the 1962 Military Appropriations Act. Basis for this belief is the report that some Appropriations members of Congress would be willing to thaw the freeze if part of the monies are deducted from the '63 budget (CLOSED CQ, May 5). This possibility, it was understood, was posed by House members earlier this year.

PHILCO SALES

Over $84 Million Reported

PHILCO Corp. sales for the first quarter of 1962 totaled $84,239,000, William Balderston, president, announced last week.

This figure was larger than for any similar period in the corporation's history except that of a year ago, when customers were anticipating serious shortages of appliances and TV receivers, Mr. Balderston explained.

Earnings after taxes for the first three months of 1962 were $2,341,000 or 64 cents per common share after preferred dividends, he revealed.

In the same period last year, Mr. Balderston continued, sales were $113,524,000 and net income, which has been restated to give effect to the transistor increase in federal income taxes, was $5,621,000 or 97 cents per share of common stock.

Mr. Balderston reported on the work that Philco has been doing in transistorizing, in outlining transistor advantages, he said that transistors' major contribution "will be to extend the applications of electronic equipment into new fields and to greatly extend the present frontiers of communication."

DuMont Sales Spurt

HERBERT E. TAYLOR, manager of Allen B. DuMont Labs. Television Transmitter Div., last week reported, "sharp upswing" in supplying equipment for manufacturing and sales. He said deliveries for the first four months of 1962 averaged over 300% more than for the same period in 1961. Transmitter sales were 190% greater.
Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure your station is on the schedule of the GPL Mobile Unit Tour. See why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory

Incorporated

Pleasantville New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
DENVER HOME SHOW
On KFEL Closed Circuit
ENTERTAINMENT aspects of the sixth annual Metropolitan Denver Home Show, May 11-18 at the U. of Denver, were telecast via KFEL Denver closed circuit on 28 exhibitors' TV receivers. KFEL reports it the most ambitious closed circuit video production in Denver to date. The telecasts enabled thousands of home show visitors to view the entire stage performance on the exhibitors' receivers.

WORLD VIDEO ENDS
CBS-TV Gets Last Show
A STOCKHOLDERS vote April 25 brought about discontinuation May 2 of operations by World Video Inc., pioneer television packaging firm organized in December 1947 and which had been a "school" for such executives and talent as Henry White, Dick Gordon, Wendy Barrie and Faye Emerson.

Independent's demise, although it had been operating in the black, was brought about when its last show on the air, Celebrity Time, was taken over for the sponsor, B. F. Goodrich Co., and its agency, BBDO, by CBS Television. Network was understood to have made "certain concessions" in taking over production and to have offered plans for lifting the program's rating to meet the competition of Red Skelton, opposing on NBC-TV.

TELEVISION station coverage will be extended this year in 25 TV areas, with stimulation of receiver sales, according to the Sales Managers Committee of Radio-Television Mfrs. Assn. The committee has completed a study of immediate effects of the FCC thawing of TV station congestion.

First TV areas to benefit, the committee reports, will be cities in which 30 channel shifts of existing TV stations have been ordered by the FCC. "This will result from expected increases in transmitting power which will be available to these stations at the same time they change channels," according to the committee.

Data on station power increases were received by the committee from W. L. Stickel of Allen B. DuMont Labs, Mr. Stickel told the committee TV markets in the 25 areas may be expected to be extended several miles by reason of power increases that vary according to channels involved.

Cite Priority
Committee chairman is R. J. Sherwood, of Hallicrafters Co. The committee reminded that FCC has stated it will give priority to processing of applications for channel shifts ordered in its recent allocations report and to requested power increases, beginning July 1. It added that hearings are not likely to be necessary in most instances. Cities in which TV channel transfers have been ordered, with stations and channels involved, follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Channels</th>
<th>Proprietor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Providence</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Natchez-Portsmouth</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Louisville</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Anaheim-Torrance</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Schenectady, N.Y.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Rochester</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Mampaign</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<tr>
<td>Dayton, Ohio</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<td>Wittenberg, Del.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<tr>
<td>New Haven, Conn.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<tr>
<td>N. Beltway, Pa.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<td>Doverport, Is.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<tr>
<td>Providence, R. I.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
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<td>Lancaster, Pa.</td>
<td>WBBK (TV) 3</td>
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<td>Hamburgh, N. Y.</td>
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<td>Asheville, N. C.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
<tr>
<td>Ames, Ia.</td>
<td>WBBK (TV) 3</td>
<td>WBBK (TV) 3</td>
</tr>
</tbody>
</table>

RTMA announced last week that 1,277,512 TV receiving sets had been shipped to dealers in the first three months of 1952, compared to 1,814,767 sets in the same period of 1951. March shipments, estimated at 471,016 sets, were over the 456,806 sets shipped in February.

First-quarter set shipments:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>15,518</td>
</tr>
<tr>
<td>Arizona</td>
<td>3,180</td>
</tr>
<tr>
<td>Arkansas</td>
<td>3,689</td>
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<tr>
<td>California</td>
<td>114,537</td>
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<tr>
<td>Colorado</td>
<td>5,997</td>
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<tr>
<td>Connecticut</td>
<td>33,349</td>
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<tr>
<td>Delaware</td>
<td>4,776</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>17,080</td>
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<tr>
<td>Florida</td>
<td>12,324</td>
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<tr>
<td>Georgia</td>
<td>26,855</td>
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<tr>
<td>Idaho</td>
<td>18</td>
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<tr>
<td>Illinois</td>
<td>73,418</td>
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<tr>
<td>Indiana</td>
<td>56,122</td>
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<tr>
<td>Iowa</td>
<td>25,579</td>
</tr>
<tr>
<td>Kansas</td>
<td>8,551</td>
</tr>
<tr>
<td>Kentucky</td>
<td>18,888</td>
</tr>
<tr>
<td>Louisiana</td>
<td>9,986</td>
</tr>
<tr>
<td>Maine</td>
<td>7,472</td>
</tr>
<tr>
<td>Maryland</td>
<td>21,757</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>57,506</td>
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<tr>
<td>Michigan</td>
<td>55,596</td>
</tr>
<tr>
<td>Minnesota</td>
<td>20,111</td>
</tr>
<tr>
<td>Mississippi</td>
<td>2,844</td>
</tr>
<tr>
<td>Missouri</td>
<td>35,323</td>
</tr>
<tr>
<td>Montana</td>
<td>9,893</td>
</tr>
<tr>
<td>Nebraska</td>
<td>11,659</td>
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<tr>
<td>New Hampshire</td>
<td>4,957</td>
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<td>New Jersey</td>
<td>51,883</td>
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<tr>
<td>New Mexico</td>
<td>12,757</td>
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<tr>
<td>New York</td>
<td>155,236</td>
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<td>North Carolina</td>
<td>27,672</td>
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<td>North Dakota</td>
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<td>Ohio</td>
<td>109,377</td>
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<td>Oklahoma</td>
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<td>Oregon</td>
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<td>Pennsylvania</td>
<td>125,589</td>
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<td>Rhode Island</td>
<td>9,360</td>
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<td>South Carolina</td>
<td>6,559</td>
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<td>South Dakota</td>
<td>3,780</td>
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<tr>
<td>Tennessee</td>
<td>17,411</td>
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<td>Texas</td>
<td>39,655</td>
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<tr>
<td>Utah</td>
<td>7,359</td>
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<tr>
<td>Vermont</td>
<td>24,646</td>
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<tr>
<td>Washington</td>
<td>14,927</td>
</tr>
<tr>
<td>West Virginia</td>
<td>14,541</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>22,372</td>
</tr>
<tr>
<td>Wyoming</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,277,512</strong></td>
</tr>
</tbody>
</table>

NEW FTL DEVELOPMENT
Is Antenna-Amplifier Unit
HIGH-GAIN antenna and high-power amplifier unit, designed to meet the new FCC specification of 310 kw maximum effective radiated power, was announced last week by Federal Telecommunication Labs., Nutley, N. J., research associate of the International Telephone and Telegraph Corp.

Of light weight and simple base structure, the antenna-amplifier combination can be installed with relative ease on either new or existing towers and requires only one transmission line, company said. The equipment can be driven from any existing 5 kw TV transmitter without modification to the driver, and its input impedance is said to be sufficiently resistive so that physical location is not a critical matter.

TV PROBLEMS
Fought Cites in 'Look'
"THE future of television hangs in the balance," according to Dr. Millard C. Faught, New York public policy adviser identified as a television economics consultant, in the May 6 issue of Look magazine.

Lifting of the TV freeze, Dr. Faught will be "just the headline of hope until a long list of TV problems are solved." What it boils down to, he observed, is that "we are trying to build television's future on a single source of revenue—the advertiser's dollar."

Dr. Faught said he was "immediately assailed or ignored" by the broadcasting industry in 1949 when he predicted that a network of 1,000 TV outlets, programming only 70 hours a week, would require the "appalling" sum of $17,740,325,800 in advertising. Advertisers would have to sell more than $30 billion in goods via TV to justify such a TV outlet. "Now we are talking about building twelve more or priority channels, my 1,000 and programming them twice as many hours a week."

Look magazine itself guesses that 1,000 stations programming 70 hours weekly now require an annual budget of $8,500 million.

Predicting that many areas will continue without TV stations—even though the freeze has ended—because they will not be able to support local service on advertising alone, Dr. Faught, a consultant to Zenith, developer of Phoneline, suggested that a pay-a-you-see plan is the solution.

Truman Gets Tour Film
BARNEY BALABAN, president, Paramount Pictures Corp., last week presented President Truman with a 50-minute, 35mm film recording of the President's personally conducted tour of the White House May 3. The film will become a part of Mr. Truman's personal film library.

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 Huntington, Riglester & Parsons, Inc.
"10,000 FEET AND EVERY FOOT IS GOOD"

Mr. J. A. Maurer
Z. A. Maurer, Inc.
316-331st Street
Long Island City 1, New York

Dear Mr. Maurer:

I am enclosing with this letter a picture taken at Oak Creek Canyon in Arizona during the filming of my new picture, "Tumbleweed, U. S. A.", thinking you might like to use it.

You might be interested to know that until my purchase of a Maurer Camera I never had the beautiful negative we now obtain through the use of his fine camera. I have shot over three thousand feet of Kodakchrome film on every foot in sight. It has operated under extreme conditions in sand storms, extreme heat and some cold weather and has functioned perfectly on every set up.

This certainly speaks well for the Maurer Camera and I fear one would never be without it.

N. D. Reiss

N. D. REISS, (author of the letter at left) of Reiss Public Address Systems, Detroit, shown in action with his Maurer 16mm.

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND SALYANDER A complete light-modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

THE MAURER 16MM. designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° revolving shutter, automatic fade control, view-finder, shade and filter holder, one 400-foot gear-driven film magazine, 60-cycle 115-volt synchronous motor, one 8-frame hand-crank, power cable and a lightweight carrying case.
ADVERTISING budget assigning $314,928 to radio and television has been approved by the Florida Citrus Commission of Lakeland. The figures were unchanged from the tentative budget proposed in early March by J. Walter Thompson Co., New York [B'T, March 17]. Of the total, $125,000 is earmarked for radio; $399,928 for TV.

The lion's share of the overall commission's advertising budget, $230,000,000, for the year beginning July 1, goes to the J. Walter Thompson Co. The agency holds a reserve fund for citrus advertising which is allocated as special needs arise. The agency's most recent expenditure, in addition to the regular radio-TV budget, was $14,200 spent on the NBC-TV show "Today."

Present from the New York office of the J. Walter Thompson Co. at the advertising committee and full commission meetings were Don Franciscio, vice-president, and David O. Corey, manager of the Lakeland office is J. H. Forslew. Ralph Henry is advertising manager of the Florida Citrus Commission.

Cuts of $15,000 and $28,000 were made in advertising budgets for consumer publicity advertising and medical advertising, handled by Dudley, Anderson & Yutz, N. Y., and Noyes & Sproul Agency, N. Y., respectively. Presentations on their work during the past year were made by George Anderson and Kay Titus of Dudley Anderson & Yutz, and by Dorothy Noyes of Noyes & Sproul Agency.

Under the budget just adopted, Dudley, Anderson & Yutz will receive $40,000 and the latter agency, $75,000. These appropriations may be reconsidered at the June meeting.

NEW hour-long children's Sunday audience-participation show has been introduced on KTTV (TV) Hollywood. Show, "Mr. Whistle," features Nick Nelson, radio's Uncle Whoo Bill, and is packaged by Television Assoc. Productions, Los Angeles.

SUCCESS STORY
by WOC-TV

Feature Film Series
SKYROCKETS
LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of the 3 cars by 11 a.m. Friday, Piggott had moved 31 new Nashes 3 demonstrators. . . . ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theater" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV Sells . . . for further proof get facts from your nearest F & P man . . . or us, direct.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities
Channel 5

WTMJ-TV Milwaukee's Milwaukee Newsreel, sponsored by Milwaukee Gas Light Co., has been declared first award winner among video shows sponsored by a public utility firm. The show is one of 120 similar programs broadcast by the WTMJ-TV news staff, headed by Jack Kreuger, news editor. Art Olsky supervises assignments and editing, and writes the continuity. Filming is by Cliff Sager Productions, Milwaukee. Narrator is Bob Kelly and director is George Marr, both of WTMJ-TV. Ken Hegard, of the Kramer-Kassel Agency is account executive.

PUPILS ON TV
WMAR-TV Undertakes Series

TV VIEWERS in Baltimore are watching their children at school-room activities after the inauguration May 8 of Your Child in School on WMAR-TV there.

The Thursday morning half-hour program will continue through June 5, having figured televising of a group of six-year-olds studying plant life in the first grade at Glendale school, Harun- dale, and this Monday, it picks up the classroom techniques used by teachers and the responses of children as they learn.

TV version was adapted from a feature of the same name which has run in the Evening Sun, published by the A. S. Abell Co., licensee of WMAR-TV, since September 1948 and which in 1949 brought the newspaper the annual award of the Education Writers Assn. for the articles by Robert S. Matz, former Evening Sun reporter. The TV program Thursday featured a mock political convention at Baltimore Poly-technic Institute. Other programs set are a "soap opera unit," home economics and physical education activities.

Aimed at showing the day-to-day learning processes of children from kindergarten through high school, the newspaper feature has reported the names and activities of nearly 7,700 pupils in more than 200 classrooms.

CANADIAN HOCKEY

Imperial Oil to Telecast

FIRST commercial television account known to go on Canadian stations at Toronto and Montreal, will be Imperial Oil Ltd., Toronto, with 18-hour Wednesday evening hockey broadcasts all winter. Imperial Oil uses Trans-Canada network radio for its weekly hockey broadcasts. It will test the station's "beauty unit," home economics and physical education activities.

Aimed at showing the day-to-day learning processes of children from kindergarten through high school, the newspaper feature has reported the names and activities of nearly 7,700 pupils in more than 200 classrooms.

NCAA Meet Postponed

NEWS conference was called for Thursday by the National Collegiate Athletic Assn. early last week, purportedly to explain the telecasting committee's 1952 plan for football telecasts [B'T, May 12]. Conference was later post- poned to an undetermined date, however, with director Asa S. Bushnell attributing the move to "technical difficulties."

CBC-TV RATES

Set for Toronto, Montreal

RATES have been announced by Canadian Broadcasting Corp. for its first television stations at To-onto and Montreal effective Sep-tember 1, 1952. Rates include station time, production staff and technical facilities for rehearsal and production of program, and re-lease of commercials to a limited time.

Rates start with one hour at $1,800 at CBC-TV Toronto, and $1,600 for Montreal, with 4 hours rehearsal time included.

Until a microwave relay system is in operation between Toronto and Montreal, expected early in 1953, CBC will provide kinescope recordings without charge for spon- sors using a live show on both sta-tions originating at either Toronto or Montreal.

For microwave relay of Ameri-can originating programs from Buffalo to Toronto, which service now is almost ready, CBC charges stations $100 for 30 minutes and $75 for 15 minutes.

Rates at Toronto are $1,280 for 45 minutes, 3 hours rehearsal; $960 for half-hour, 3 hours rehearsal; $800 for 20 minutes, 2 hours rehe-arsal; $640 for 15 minutes, 2 hours rehearsal; $560 for 10 minutes and $400 for 5 minutes, with one hour rehearsal in both cases. Flashes are $240 for 20 seconds, $120 for 8 seconds, with no rehe-arsal time given. Rehearsals for more than time given is at rate of $60 for each half-hour or fraction thereof.

At Montreal, same rehearsal times apply and rates are $400 for 45 minutes, $300 for 30 minutes, $260 for 20 minutes, $200 for 15 minutes, $175 for 10 minutes, $125 for 5 minutes, $75 for 20 seconds and $57.50 for eight-second flashes.

Different rates between To-onto and Montreal are due to number of TV receivers. In the Toronto area there are about 50,000 sets now in use, tuning to WBEN- TV Buffalo, Montreal has less than 100 sets at present, but expects big sales there this summer and fall.

'Milwaukee Newsreel'

WTMJ-TV Milwaukee's Milwaukee Newsreel, sponsored by Milwaukee Gas Light Co., has been declared first award winner among video shows sponsored by a public utility firm. The show is one of 120 similar programs broadcast by the WTMJ-TV news staff, headed by Jack Kreuger, news editor. Art Olsky supervises assignments and editing, and writes the continuity. Filming is by Cliff Sager Productions, Milwaukee. Narrator is Bob Kelly and director is George Marr, both of WTMJ-TV. Ken Hegard, of the Kramer-Kassel Agency is account executive.
The varied transition techniques and special effects required for up-to-date programming can be accomplished with the utmost operating ease by the FTL-93A. The key to its many applications is its four channel video switcher for the two self-contained slide sources plus any two external signal sources—film, network, studio, or remotes. It permits montages, superimpositions, wipes, lap dissolves, 3 speed automatic or manual fades of all four signals to be done skillfully and effectively at one convenient operating position.

Call your Graybar distributor and have him explain how the Poly-Efex Scanner can serve your programming facilities.
ATOMIC TELECAST
KTLA Covers Second Blast

ATOMIC test May 1 at Yucca Flat, Nev., was covered exclusively by KTLA (TV) Hollywood, the station reported. Blasts were picked up with a 40-inch lens from atop Mt. Charleston, 9,000-ft. peak 40 miles from the detonation site.

Operation was under supervision of Klaus Landsberg, KTLA vice-president-general manager, who employed specially calculated filters to reduce glare. In addition to filters and special lens, KTLA used a Univox Zoomar and other telescopic lenses, and a special relay system which Mr. Landsberg had set up for the April 22 atomic telecast [B*T, April 28].

SEG Pact Approved

AFL Screen Extras Guild members have approved a new six-year collective bargaining contract covering TV as well as movies. Made with the Assn. of Motion Picture Producers, the pact increases general extra rate from $15.56 to $18.50 per day and dress extras from $22.23 to $25 [B*T, April 14]. Running to Jan. 2, 1956, both SEG and producers have the right to reopen the contract at the beginning of 1954 and 1956 if the cost-of-living index rises 5% or more above Oct. 15, 1951. SEG has the right to reopen the contract for negotiations on wage rates only.

Mr. Landsberg (l) and Lt. Thomas Young discuss last minute details of atomic test coverage.

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ATLANTA ASPIRANTS
Jaycees Pay WLTW(TV) Tab

POLITICAL telecasting was subject of a new twist last week when WLTW (TV) Atlanta and the city's Junior Chamber of Commerce combined forces on a commercial basis to present a set of four feature-type programs, Meet the Candidates, to the area's TV audience. Thirty-two candidates who figured in Fulton County primary elections on May 14 were brought before the TV camera on four successive evenings.

Unique feature of the series was that time consumed by the telecasts was purchased at straight card rates by the Junior Chamber of Commerce. The programs, according to William T. Lane, WLTW general manager, attracted a first-rate audience and proved to be profitable as well for the station. Funds for the time purchased were contributed by prominent civic minded Atlantans.

WKBK(TV) DRIVE

Hits $250,000 Palsy Goal

WKBK (TV) Chicago passed its $250,000 cerebral palsy telethon goal May 10-11, after 21 1/4 hours of telecasting, the last 13 hours also broadcast by WCFL, the Chicago Federation of Labor station.

M.C. Irv Kupcinet, Chicago Sun-Times columnist and local radio and video personality, appeared with a varied panel of celebrities to answer telephone calls for cash donations, backed by more than 400 volunteer telephone operators working with 66 telephone lines.

The telethon took place in the Garrick Theatre, last year's station sponsored microwave relay facilities will be taken over by the American Telephone & Telegraph Co.

Mr. Gross said this move was part of a comprehensive new building program designed to serve the central Michigan area better. AT&T Long Lines Dept. is completing construction of microwave links at Detroit, Milford, Dansville and Lansing, it was further explained last week.

CHICAGO MOVIE HOUSES

Get Tax Aid for TV Inroads

MOVIE HOUSES in Chicago's Cook County will get tax relief for damages suffered as a result of televising. This was reported last week by Frank Keenan of the Board of Tax Appeals, who said 100 of 400 county motion picture theatres have closed since television became popular.

He said 110 other theatres have applied for tax reductions on theatre structures. Relief will be proportionate to damage, and theatres operating only the main floor of a building may get a 20% lower valuation on the structure, he said.

KNXT (TV) POSTS

Linger Heads Sales Dept.

DEAN LINGER, for past 16 months advertising and sales promotion manager at ABC Central Division, Chicago, has been appointed manager of the enlarged sales promotion and publicity department at KNXT (TV) Hollywood, CBS-owned-and-operated station, effective today (Monday).

Mr. Linger, it was revealed by Wilbur Edwards, general manager, that Wayne Kean, promotion manager at KSL Salt Lake City, joins KNXT (TV) as assistant sales promotion manager in charge of trade promotion. Ethel Glirsch, KNXT promotion copywriter for the past year, has been elevated to assistant sales promotion manager in charge of audience promotion.

In his new capacity, Mr. Linger will direct a seven man department which will include publicity as well as sales, audience and trade promotion. Mr. Linger headed ABC's Chicago press department following World War II, and became assistant promotion director for the network in that city. In February 1949 he joined WXYZ Detroit as sales promotion manager, but returned to ABC a year later to assume the post he recently resigned.

Mr. Kean during past seven years has been associated with both KSL and KSL-TV in various capacities. Miss Glirsch came to KNXT from NBC-TV where she organized the first audience promotion campaign for its affiliated stations as a sales and consumer promotion writer.
WBZ-TV program brings 25,000 viewers into sponsor's salesrooms

Can we do for others what we did for the Pontiac Dealers? Maybe even more... because WBZ-TV's influence keeps getting stronger every day. For availabilities, check with WBZ-TV or NBC Spot Sales.

WBZ-TV

CHANNEL 4
BOSTON, MASS.

WESTINGHOUSE RADIO STATIONS INC
KDKA - KYW - WOWO - KEX - WBZ - WBZA - WBZ-TV

Sales Representatives for the Radio Stations, Free & Peters
New series of 13 15-minute films for television featuring sewing expert Macellic Rice, will begin in early June by George F. Foley Inc., New York. Offered for early fall release, the series will be syndicated for sale to stations.

Al Buffington, Hollywood TV program packager-producer, is starting a 13 quarter-hour TV film series at General Service Studios, titled Moments of Inspiration. Narrating the films, dealing with inspiration as related to important people of history, is Roy Maypole, m.c. - producer - announcer, KTTV (TV) Hollywood.


Travelogue library of Burton Holmes, recently acquired by Elesa, is to be edited into 26 half-hour TV film series and released under title It’s a Wild World.

Elaine Starr, of Elaine Starr Productions, N. Y., has signed with Leslie Rausch & Production, for production of new drama-documentary series of TV films titled Hand and Seal. Presented under name Rausch-Starr Production, the first drama series will be called Let It Be Done. Filming will begin May 26.

MCA TV announces start of a new series, Secret Agent, being filmed in Hollywood by Revue Productions.

Van Praag Productions, New York, film producer and distributor has announced formation of a new foreign language film production unit, specializing in film commercials, notably in Spanish. When Van Praag, firm’s executive producer, said the move was prompted by “rapid expansion of TV outlets in the Latin American States, particularly in Mexico and Cuba.” He noted that 10 Spanish-language television stations already are in operation and nine under construction or broadcastingExperimental patterns, in addition to 24 television permits issued in Mexico. The new Van Praag division will dub sound tracks and titles on existing film commercials and distribute new films in English and Spanish simultaneously.

Stage Society, Hollywood, formerly the Arthur Kennedy Little Theatre Group, will develop talent to be utilized by series for Sonal Repertory Theatre Inc., recently formed for production of TV films being financed and distributed by Interstate Theatre Corporation.

Bing Crosby Enterprises, Culver City, has signed Bobbi Driscoll, film actor, for the starring role in The Best Years, second half-hour film in writer Louis Bromfield’s TV series.

The firm’s Corney Johnson, half-hour TV film series, will star Richard Rober, stage-film actor, with Bernard Gyrard and Richard Dorso co-producing.

Penalt Productions Inc., Hollywood, signs Talent Assoc. (casting agency) headed by Fred Messenger and Jack Murtin, to cast 15 half-hour Date With Destiny TV film series.

Sales...

Stegmaier Brewing Co., Wilkes-Barre, Pa., has started Televedio Theatre, series filmed by Screen Televido Productions, Beverly Hills, and originally titled Electric Theatre, on WGA-TV Lancaster, Pa., and WSNR-TV Binghamton, N. Y. The contract is for 13 weeks through McManus, John & Adams, New York.

Screen Gems Inc, N. Y., last week announced the sale of its TV Disc Jockey Toons to Radio Tupi (REF-3 TV) Sao Paulo, Brazil - said to be the first Latin American television station to air the package. RCA’s International Div. has acquired exclusive rights to TV Disc Jockey Toons and telecasts of the feature will begin shortly, Screen Gems spokesman said.

Availability...

Hygo Television Films Inc, N. Y., has acquired 100 features and 85 short films for television which are available for immediate use, the firm announced last week.

Film People...

Edward Sedgwick, motion picture producer-writer-director, has been signed by Desilu Productions, Hollywood, as production supervisor on CBS-TV’s Love Lucy series for Philip Morris & Co. Directing films of May 30 and June 6 is Stuart Angel, TV film director, replacing Marc Daniels who has recently resigned to develop TV film properties of his own.

Wally Fox has been set to direct the first cycle of 13 pictures of the Ramer of the Jungle series for Arrow Productions, starring Jon Hall. Production starts May 26th.

DTN NAMES TWO
Herbert J. Jacobs, general Sales

HERBERT J. JACOBS has been appointed sales manager for the DuMont TV Network’s Film Dept., and Wilmer S. Clark has been named California representative for the department, Manager Donald Stewart announced last Monday.

Mr. Jacobs resigned as vice president and general manager of Sutton Television to join DuMont. He probably has filed comparable posts with Abbey Television and Atlas Television. He also was general manager for several motion picture chains during the previous 15 years, and has directed advertising and public relations for hotel and retail store chains. Mr. Clark has been associated with broadcasting since 1934, when he joined the sales staff of WOOD Grand Rapids. He subsequently was with Howard H. Wilson Co., station representative firm, as eastern office manager, and with WHDH Boston as sales director. Most recently, he has been sales manager of WJEF Grand Rapids.

UTP INCREASES SALES
Four More Reported

SALES in four more markets have been reported by United Television Programs, New York film distributor with ABC’s WJZ-TV New York listed as having contracted for Hollywood Off Beat, series in which actor Melvyn Douglas plays a detective. Same program was also sold to WTVT (TV) Bloomington, Ind.

Other contracts recently completed by UTP sales representatives according to Aaron Beckwith, sales director, were for Double Play With Durocher and Day, which was purchased by the Aluminum Works and Awnng Co. through Allmayer-Fox agency for WDAY-TF Kansas City.

Movie Quiz Quick, 15-minute quiz package prepared for five programs weekly, was placed on WDTV (TV) Pittsburgh, starting June 19. Braun Baking Co. will sponsor. Ketchum, McLeod & Grove is agency.

film report

Production...

Hoffberg Productions Inc., N. Y., has signed agreement with Video Interfilm Corp. of Berlin, Germany, to produce series of 15 half-hour ballet and operatic films plus 26 15-minute symphonic and ballet films in Western Germany. Each feature will carry an English commentary. The Bavarian Symphony & Opera Co. and Bavarian State Ballet will be featured.

Adolphe Wenland Productions, a newly-formed subsidiary of Adolphe Wenland & Assoc. (Hollywood radio-TV give-aways), has completed its first half-hour film in TV series tentatively titled Around the World For a Song. The films, produced at Cinemagracia Cuanhlemo, Mexico City, star Andre Toffel, French actor-singer, and feature European musical talent. Henri Lube is producer, Hal Smith, director, and Fabian Andre, musical director-composer. Burt Wenland represents his father on series.

Revue Productions, Hollywood subsidiary of MCA (talent agency), planning on 26 more half-hour TV films in Adventures of Ku Carlson series starring Bill Williams. Shooting is scheduled for July with Sloan Niblley, Western motion picture producer-writer, in the supervisory capacity.

A new TV series, featuring motion picture personalities, will be filmed by company with Jennings Lang of MCA, heading this project.

Production has started on five new half-hour films by Screen Gems Inc., Hollywood, for duPont’s NBC-TV Cavalcade of America series. Scheduled are Thomas Jefferson by Brown Holmes for May 16 shooting; Samuel Morse by Richard Blake for May 23; Nathaniel Hawthorne by David Dortort for June 6; Jefferson Davis by Warner Law for June 20, and John Kennedy by Mr. Dortort for June 27. Jules Bricken, assisted by Eddie Sacca, is producer-director.

RANGERTONE best for WEST VIRGINIA

RANGERTONE

INDUSTRIAL FILMS TV SPOTS PROGRAMS

UNIVERSITY OF NORTH CAROLINA

100 E. 56TH ST.
N.Y. 21, N.Y.  "Plaza 9-3600"

523 Madison Ave.
N.W. 22, N.Y.

BECKWITH FILMS

"BECKWITH FILMS"

THE "BECKWITH" FILMS COST 2¢ PER EXPOSURE

Page 84 • May 19, 1952

BROADCASTING • Telecasting
TV FILMS AND FEATURES

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LONGACRE 4-5592
JULES B. WEILL, PRES.

TV TOPS... Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, Borneo, Baboon, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 3-5044
Write * Wire * Telephone
For Audition Prints

WORLD’S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of SCHUMANN * SCHUBERT * WAGNER * MENDELSSOHN * GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station’s film budget.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 3-5044
Write * Wire * Telephone
For Audition Prints

Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LONGACRE 4-5592
JULES B. WEILL, PRES.

THE BIG GAME HUNT... IN ACTION...

VIDEODEX REPORTS
LOS ANGELES...
Top Film Show For Weekdays #2 of Ten Top TV Shows
DETROIT...
In Ten Top TV Shows Best for Ratings
Book it for Big Results In Your Market

Telecast Films, Inc.
112 W. 48TH STREET
NEW YORK 36, NEW YORK
Judson 6-5480

Strange and little known actualities gathered from all corners of the world. It’s a show for the entire family. Your audience will anticipate each program. Be sure to send for our brochure for your program department.

British Information Services,
30 Rockefeller Plaza
New York 20, N. Y.
Lester Schoenfeld, Distrib. Mgr.

"OUT OF TRUE" An earnest and factual 40 minute account of a women’s mental breakdown and subsequent recovery in a hospital where modern analysis and sympathetic treatment bare the cause of her troubles. This documentary is a slashing indictment against ignorance and fear of mental institutions, hailed by critics as greater than SNAKE PIT in its honest treatment of a great social problem. Contact us for booking information and rates in your area.

For more information please write direct to the distributors.

BROADCASTING * Telecasting
May 19, 1952 * Page 85
FCC actions

MAY 9 THROUGH MAY 15

May 12 Decisions...

BY FCC BROADCAST BUREAU

Granted License

KALE Richland, Wash.—Granted license covering E. facilities, installation of DA-N, changes in ant. and redescibe trans. and studio locations; cond.: TY—Ch. 8

WHEN Syracuse, N. Y.—Granted mod. CP to change Vis. to 1.2 kw, aural to 0.6 kw, from 936 ft. and change trans. location.

Extend Completion Date

KEZJ Kaysville, Mo.—Granted mod. CP for extension of completion date to 6-15-52; cond.: WHEC Urbana, I1l.—Granted mod. CP for extension of completion date to 11-15-52.

WBAL-TV Baltimore, Md.—Granted CP to extend completion date to 7-30-52.

Following were granted mod. CPs for extension of completion date as indicated:

1290 AM WQAW Mundelein, Ill., to 7-1-52; cond.: KNJ Beckley, W. Va., to 11-12-52; cond.: WNBK Muskegon, Mich., to 11-15-52; cond.; WJAT-FM Swainsboro, Ga., to 8-6-52.

Te Change Antenna

WMAR-TV Baltimore, Md.—Granted CP to change type of ant.; ant. height 391 ft.

Granted License

KEPO El Paso, Tex.—Granted license covering increase in power and changes in DA; cond.: 690 kw, 10 kw-uni., DA-E.

FKFD Nampa, Idaho.—Granted license covering increase in power and change to DA-N; cond.: 380 kw, 5 kw-uni., DA-E.

Granted CP

WCHI East Point, Ga.—Granted CP to make changes in ant. system; cond.: KROW Oakland, Calif.—Granted CP to change trans. location and install new ant. system.

124-hour Broadcast Day

KHTG Lampassa, Tex.—Granted authority to operate between 7 a.m. and 1:30 p.m. local time for period of 90 days.

Fund for dismissal as moot of its application.

By Hearing Examiner J. D. Bond

Gulf Beaches Best Co., St. Petersburg, Fla.—Granted petition for leave to amend its application by substituting revised engineering statement and exhibits revised engineering statement and exhibits further.

Gulf Beaches Best Co., St. Petersburg, Fla.—Granted petition for leave to amend its application for heretofore denied, so as to substitute in engineering statement and exhibits revised engineering statement and exhibits further.

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124-hour Broadcast Day

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Sell KTRC for $65,000

SALE of KTSC Santa Fe, N. M., to J. Gibbs Spring of Albuquerque for $65,000 was announced last week. FCC approval is necessary. Mr. Spring was formerly part owner of WASH Lafayette, Ind. Seling the 250 w ABC-LBS station on 1400 kc are owners H. W. Wim- berly and A. M. Cadwell. They retain the ownership of KOAT Albu- querc and KBSN Los Alamos, both 250 w stations, on 1240 kc and 1400 kc respectively. KTSC sale was handled by Blackburn-Hamilton Co.

APRIL BOX SCORE

STATUS of broadcast station authorizations at the FCC on April 30 follows:

AM FM TV

Total authorized 2,415 646 108

Total on the air 1,906 592 93

Licensed (off air) 519 357 94

Consecutive pending 68 16 14

Total applications pending 976 132 144

Total applications dismissed 517 8 8

Requests for new stations pending 224 39 536

Requests for new stations in hearing 209 13 83

Deletion of licensed stations in April 0 4 0

Service Directory

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Sterling 3626

TOWERS

AM FM TV

Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.

Portland 11, Oregon

COMMERICAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. 0. Box 7037 Kansas City, Mo.
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 AFCCB

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCB

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J., Mo. 3-8000
Laboratories Great Notch, N. J.
Member AFCCB

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. Fl. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 3302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCB

There is no substitute for experience
GILLET & BERGQUIST
982 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCB

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCB

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3670
WASHINGTON 5, D. C.
Member AFCCB

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C.
Member AFCCB

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3833
WASHINGTON, D. C.

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCB

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 4, D. C.
Member AFCCB

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 Q St., N. W.
EX. 8073
Washington 5, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCB

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abrum
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(Chicago suburb)

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Telephony-Communications
1523 M St., N. W., Wash. 6, D. C.
Executive 1219—Executive 1413 (Nights-holidays, Lockwood 5-1819)
Member AFCCB

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-2846

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360 APTOS—3332
Member AFCCB

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2543 CRESTON WAY NO 9-3266
HOLLYWOOD 28, CALIFORNIA
Member AFCCB

station, for extension of completion date.
License Renewal
Following stations request renewal of license:
WEBJ Brevard, Ala.—KLK Monroe, La.—WJPW Kirksville, Mich.—WBDC Jackson, Miss.—KWIL Albany, Ore.—WOKK Sunbury, Pa.—WDXJ Jackson,
Tenn.—KMHD (FM) Wichita, Kan., and KOTV (TV) Tulsa.

TENDERED FOR FILING
AM—500 kc
KSGM Genevieve, Mo.—Requests CP to increase power from 500 w-d to 1 kw-D and to change from DA-DN to DA-N.
APPLICATION DISMISSED
Chapman Radio & Television Co., Birmingham, Ala.—DISMISSED application for CP new AM station on 1220 kc with 1 kw-D (contingent of WEVR relinquishing 1220 kc).

APPLICATION DISMISSED
Granby Best Corp., Guthrie, Okla.—DISMISSED application for CP new AM station on 1560 kc with 1 kw-D.

APPLICATION FORFEITED
WWSC Glenn Falls, N. Y.—FORFEITED CP which authorized change in frequency from 1400 kc to 1410 kc, power increase from 250 w to 1 kw and DA-N.

APPLICATION RETURNED
KLX Oakland, Calif.—RETURNED application for CP to install new auxiliary tower.
KWPM West Plains, Mo.—RETURNED application for CP to change frequency from 1450 kc to 1530 kc, increase power from 250 w 1 kw-D, 500 w-N, and install DA-N.

(Continued on page 91)

May 19, 1952 • Page 87
Help Wanted

Salesmen

Wanted immediately. Engineer for sales in broadcasting field. Must be able to travel—Chicago and vicinity. Excellent opportunities with established company. Box 409, BROADCASTING TELECASTING.

Salesman—Progressive upstate New Yorker. AM-TV station offers excellent lifetime opportunity to aggressive young man with good creative ability and ability to handle travel—Chicago and vicinity. Excellent opportunities with well established company. Box 409, BROADCASTING TELECASTING.

No charge for blind box number. Send box replies to:

BROADCASTING TELECASTING, 870 National Press Bldg., Washington, 4, D. C.

*Applications: If transcripts or bulk packages submitted, $1.00 charge for mailing. All transcripts, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING TELECASTING expressly exculpates any liability or responsibility for their custody or return.

Help Wanted (Cont'd)

Announcer, accent announcing. $70.00 start. Contact Manager, WOCL, Columbus, Ohio.

Wanted: Staff announcer who can also do good newscast. Please send all information and references to Box 2569, BROADCASTING TELECASTING.

Announcers with first class licenses, experience desirable but ability and other qualifications more important. Send audition tape, details and references by air mail to KMV1, Walla Walla, Hawaii.

Immediately—Combination first ticket, good voice, $95 per month start, extra, progressive station. Heart of trout fishing country and elk country. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for 250 watt station, good voice. Chances to learn unlim. State full particulars and starting salary required. Box 456, BROADCASTING TELECASTING.

Classified

Wanted, a combination engineer—anouncer—newsman. Starting salary 90 dollars per week. Box 456, BROADCASTING TELECASTING.

Chiefl engineer, Birmingham area. Per- manent, Excellent opportunity. Complete W.E. installation. $56—10—15 watt transmitter. 2–E consoles. All monitoring equipment. Also model TVA receivers. Box 456, BROADCASTING TELECASTING.

Anyone who regards work a pleasure, can certainly have fun at this Montana 250 watt station. Will have first class ticket, some announcing and copying, and a desire to go hunting and fishing; a good chance to learn. BROADCASTING TELECASTING.

First phone combination man, small Florida station. Salary adequate, no experience necessary. Box 182P, BROADCASTING TELECASTING.

First class engineer, key position, $72.00, forty-four hour week. State location with congenial staff. Wage to qualified. Box 184P, BROADCASTING TELECASTING.

Southern regional engineer first class engineer, AM and FM operation. Ap- plicants must have own monitoring equipment. Convenient to bus lines. Strong background in voice, music, and Kurklowe- rski experience. Box 214P, BROADCASTING TELECASTING.

Combo man 1st phone announcing, nearby Detroit, progressive engineer, high salary, ideal conditions, car necessary. Rush audition tape background information. Box 250, BROADCASTING TELECASTING.

Announcer, first class, complete background information. $285 per month start. Box W. E., BROADCASTING TELECASTING.

Will have opening first class announcer. Good pay. No experience required. Send details to Box 252, BROADCASTING TELECASTING.

Local news, newscasting and sales manager. Fresh graduate preferred. Box 234P, BROADCASTING TELECASTING.

Immediate opening for announcer-engineer. Please send photo, tape, experience and qualifications. Staff manager desires change of venue to eastern stations. Box 458, BROADCASTING TELECASTING.

Immediate opening for first class announcer-engineer. No experience necessary. Please send photo, tape, experience, qualifications. Box 458, BROADCASTING TELECASTING.

Secretary, radio or advertising experience helpful but not essential. Good opportunity for advancement. Applications to be made to representative firm in Chicago and New York. Please send resume in addition to this notice. First day work. Permanent. Applicant must have own transportation or car. Please submit details of experience, written background and references. Box 186P, BROADCASTING TELECASTING.

Wanted experienced girl copywriter for continuity and promotion department. Will be responsible for all station eastern stations. Opportunity for advancement. Send all details of experience and photo to WWVA, Wheeling, West. Virginia.

Television

Announcers

Announcer-MC for nation’s first 50,000 watt station. Camera experience and photo first letter. Prefer age, experience and salary. Box 146P, BROADCASTING TELECASTING.

Successful, local sales minded manager desires change to bigger market or kilo- watt daytime station. If you are losing or breaking even, contact this 32 year old ex-local station manager and start making money. Reply Box 909, BROADCASTING TELECASTING.

Manager same station 12 years, desires change of environment. Excellent opportunity in 130 thousand watt station. Box 148P, BROADCASTING TELECASTING.

Former station owner wants to get back to the business. Manage, sell, program, write, announce. 38 years experience. Have made money for others (and myself) in 13 straight years as station owner. Box 150P, BROADCASTING TELECASTING.

General or commercial manager. Experience necessary. Write for full particulars. Box 403P, BROADCASTING TELECASTING.

Television Announcer

Help Wanted (Cont'd)

Telecasting

Wanted for first class ticket. No announcing. Permanent, excellent starting salary. Box 215P, BROADCASTING TELECASTING.

Wanted, a combination engineer—anouncer—newsman. Starting salary 90 dollars per week. Box 456, BROADCASTING TELECASTING.

Chief engineer, Pittsburgh area. Per- manent, Excellent opportunity. Complete W.E. installation. $56-10-15 watt transmitter. 2-E consoles. All monitoring equipment. Also model TVA receivers. Box 456, BROADCASTING TELECASTING.

Immediate opening for first class license. No experience necessary. Please send photo, tape, experience, qualifications. Box 458, BROADCASTING TELECASTING.

Wanted—Illinois network station desires copy writer. Send photo, tape, experience and references. Box 149P, BROADCASTING TELECASTING.

Announcer-engineer. Evening shift. Contact Manager, WOCL, Columbus, Ohio.

Help Wanted (Cont'd)

General Sales Manager, Position open. Applicant must have background and skill. Experience in the business is necessary. Box 283P, BROADCASTING TELECASTING.

Manager, sales position. Replies must be made by personal interview. Box 284P, BROADCASTING TELECASTING.

General Sales Manager, Thoroughly experienced all phases of TV in radio with six years station management. Desires position in larger market. Can put station in profit column. Box 185P, BROADCASTING TELECASTING.

A good manager knows radio from the tube to the written word. Good manager can talk to every staff member in the language of his pay. A good manager promotes civic affairs and never uses his station as a personal box. Box 294P, BROADCASTING TELECASTING.

Wall Street Journal

No charge for blind box number. Send box replies to:

BROADCASTING TELECASTING, 870 National Press Bldg., Washington, 4, D. C.

*Applications: If transcripts or bulk packages submitted, $1.00 charge for mailing. All transcripts, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING TELECASTING expressly exculpates any liability or responsibility for their custody or return.
Commercial or general manager available, 16 years experience in radio as sales, engineer, traffic and station manager in independent and network operations. Extensive knowledge of sales, marketing, profit, best references. Guaranteed results. Familiar with all aspects of radio. View O. R. "Jim" Bellamy, R. 1, Bloomville, Ohio, 43915.

Announcers

Experienced young disc jockey with first phone desires location in good man. Will work day shift, evening or night shift or both. New York City area preferred. Including production as well as participation in news, sports, features. Available immediately. Box 11P, BROADCASTING TELECASTING.


Production-Programming, others

Farm service director, also staff announcer. Draft exempt, excellent reference. Wanted, immediately. Box 12P, BROADCASTING TELECASTING.

Experienced TV director, producer, news writer. Has been an announcer in the midwest for over 10 years. Has hosted the morning newscast, produced, written, and directed shows. Studio, control experience. Valuable staff man for your station. Box 50P, BROADCASTING TELECASTING.

Money not important. Job in this in- dustry. Will work any shift. Experience. 10% of class, degree in radio-TV, midwest. Has been an announcer in the west. Writer, producer, director. Has been a disk jockey, file phone, ex-serviceman, no draft worries. Available now. Box 10P, BROADCASTING TELECASTING.


Newscaster. Other duties. Experienced announcer, single, draft exempt, available immediately, write or call. Box 9P, Radio Station, Galena, Ill.

Experienced broadcast engineer, 20, currently employed at Amarillo, desires staff job in California area. Excellent references. Ex-Serviceman. Box 9P, BROADCASTING TELECASTING.


Experienced announcer, single, draft exempt, available immediately, write or call. Box 20P, Eau Claire, Wis. Tel. 22728.

Experienced announcer, 20, currently employed at Amarillo, desires staff job in California area. Excellent references. Ex-Serviceman. Box 111B, West B 18 St., Amarillo, Texas.


Experienced announcer, single, draft exempt, available immediately, write or call. Box 9P, Eau Claire, Wis. Tel. 22728.

Commercial Manager Wanted!

One of radio's most successful regional station managers (with TV operation Panama) offers a one-in-a-lifetime opportunity to the right man. A substantial TV and radio network executive with a Pan American background has immediate need for a man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, be well organized, have the ability to handle others, highest character references, the desire for permanency and a willingness to work. He must have had five or more years' experience as Commercial Manager or Assistant GM in a competitive metropolitan market with annual earnings of $10,000 or more per year, and must have been a segment manager in radio stations, and be of the highest type of personal and business ethics. He must be physically able to travel and work. He must have a high degree of organization and self-motivation. Only address and telephone number requested. One week's salary in advance for details. In reply, give all pertinent information including years of experience, salary, etc. Box 10Q, BROADCASTING TELECASTING.

Assistant Account Executives

WANTED! Excellent opportunity for your able, energetic and dependable sales account executive. Familiar with radio and TV. Must have a sales emphasis and a proven sales record. Must live in the area of: New York, New Jersey, Connecticut. Excellent salary plus sales commission. Experienced salesmen welcome. Box 11Q, BROADCASTING TELECASTING.

WANTED: Four or more good account executives. Experience in TV and radio sales a must. Excellent opportunity for the right man. Good salary plus sales commission. Presently staffed in New York City area. Box 8Q, BROADCASTING TELECASTING.

WANTED: Supervising Account Executives. Must have a minimum of five years' sales experience. Excellent opportunity in a growing organization. Experience in radio and TV sales desirable. Salary with commission. Box 7Q, BROADCASTING TELECASTING.

WANTED: Account Executives. Must have a minimum of three years' experience in radio and TV advertising sales. Must be thoroughly familiar with complete aspects of the business. Excellent opportunity. Salary with commission. Box 6Q, BROADCASTING TELECASTING.

WANTED: Account Executives. Must have a minimum of three years' experience in radio advertising sales. Must be thoroughly familiar with complete aspects of the business. Excellent opportunity. Salary with commission. Box 5Q, BROADCASTING TELECASTING.

WANTED: Account Executives. Must have a minimum of three years' experience in radio advertising sales. Must be thoroughly familiar with complete aspects of the business. Excellent opportunity. Salary with commission. Box 4Q, BROADCASTING TELECASTING.

WANTED: Account Executives. Must have a minimum of three years' experience in radio advertising sales. Must be thoroughly familiar with complete aspects of the business. Excellent opportunity. Salary with commission. Box 3Q, BROADCASTING TELECASTING.

WANTED: Account Executives. Must have a minimum of three years' experience in radio advertising sales. Must be thoroughly familiar with complete aspects of the business. Excellent opportunity. Salary with commission. Box 2Q, BROADCASTING TELECASTING.

WANTED: Account Executives. Must have a minimum of three years' experience in radio advertising sales. Must be thoroughly familiar with complete aspects of the business. Excellent opportunity. Salary with commission. Box 1Q, BROADCASTING TELECASTING.

FOR SALE

Wanted! Two-way FM broadcast transmitter, 10 kw. Box 10Q, BROADCASTING TELECASTING.

Wanted—Two FM broadcast transmitters, fixed-frequency FM monitor receiver, or even two broadcast transmitters. Box 10Q, BROADCASTING TELECASTING.

Wanted—500 watts, more or less. FM broadcast transmitter. WIVY, Jackson, Miss. Box 10Q, BROADCASTING TELECASTING.

Transmission line, 1½ inch. Advertise quantity and price wanted. WIND, Orangeburg, S. C.

Help Wanted

Commercial Manager Wanted!

FOR SALE

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receiver, or even two broadcast transmitters. Box 10Q, BROADCASTING TELECASTING.

WANTED 550 watts transmitter. Send full details and lowest price. Box 10Q, BROADCASTING TELECASTING.

WANTED—500 watts, more or less. FM broadcast transmitter. WIVY, Jackson, Miss. Box 10Q, BROADCASTING TELECASTING.

Transmission line, 1½ inch. Advertise quantity and price wanted. WIND, Orangeburg, S. C.

Production-Programming, Others

A seasoned, all-round writer for radio and television wanted by major network affiliate. Good pay. Address Box 75Q, BROADCASTING TELECASTING.

Television

Managerial

Radio manager with thirteen years experience in TV. Leverage-skilled in buying, selling, writing and managing all phases is interested in location in or near radio or station with definite TV plans. Strong on sales, promotion, technical aspects and like to work hard. Best references. Must be have phone will phone or visit promising possibilities. Box 13Q, BROADCASTING TELECASTING.

Technical

Young man, draft deferred, travel, SRT graduate. Interested television cameraman and editor. Commercial executive or related experience. Some experience. Box 9Q, BROADCASTING TELECASTING.

Television

Managerial

Production-Programming, others

WANTED

Radio-TV engineer. Married, settled, with ten years experience which includes TV construction transmitter, antenna, studio, transmitter, remote penetration and Administrative ability. Available immediately. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

WANTED TO BUY

Equipment, etc.

WANTED—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receiver, or even two broadcast transmitters. Box 10Q, BROADCASTING TELECASTING.

WANTED—550 watts transmitter. Send full details and lowest price. Box 10Q, BROADCASTING TELECASTING.

WANTED—500 watts, more or less. FM broadcast transmitter. WIVY, Jackson, Miss. Box 10Q, BROADCASTING TELECASTING.

Transmission line, 1½ inch. Advertise quantity and price wanted. WIND, Orangeburg, S. C.

Help Wanted

Commercial Manager Wanted!

FOR SALE

WANTED

Radio & Television

Prog. Dir./Prod. Mgr. Producer

NOW AVAILABLE

Best reference, 15 yrs. exp. Information of all requests. Write Box 186Q, BROADCASTING TELECASTING.

(Continued on next page)
JOINT PROMOTION

JOINT promotion has been agreed to by WIP Philadelphia and Baseball magazine. In May issue, publication is carrying feature story describing activities of Phillies team. WIP's sports director, Jim Learning, will highlight the article on his Sports Shouts program, which in turn will be plugged by Baseball with two-color posters of Mr. Learning on display at newsstands.

LITERAL SLOGAN

TO 11-year-old Bobby Benhard of Milltown, N. J., the meaning of the slogan “Wherever You Go There's Radio” is both literal and far-reaching. When Bobby had his appendix removed recently, WCTC New Brunswick in cooperation with the hospital made on-the-scene miniature tape recordings of every step of the boy's treatment from the day he was admitted, through the actual operation, to the removal of stitches six days later. Project titled The Story of An Operation was engineered by hospital’s public relations director for broadcast on Hospital Day.

WTJV (TV) ENTERTAINS

PRODUCERS, directors and technicians joined with staff artists at WTJV (TV) Miami, Fla., to present a variety show at Veteran's Administration Hospital in Coral Gables May 11. Ted Clark was emcee of a program of dancing, comedy acts, singing and pantomime. Production was under direction of Harry Bory. Cast included: Ash Dawes, promotion manager; Hugo Malaga, studio technician; Ray Gabor and Shannon Ware, producers; Bob and Bob Althouse, directors; Jack Cobb, announcer, and Dod Farrell, Elaine Krassner, Gale Fisher and Al Reiser.

WKC-TV AUCTION

DEBT of gratitude was paid May 11 to the Salvation Army by WKC-TV Cincinnati, when Swap Shop program was used to auction off items such as Arthur Godfrey’s tea cup and Ken Murray’s cigar. Salvation Army’s fund drive, diverted its own efforts to help the station in its campaign to aid South Sioux City, Neb. From the auction, the band turned over to the Salvation Army.

BOOKLET PROMOTION

NEW binder type promotion booklet has been distributed by CKWX Vancouver on the Vancouver and British Columbia market. Complete with a number of maps of the province and the Greater Vancouver area, booklet gives facts and figures and shows markets served by the station as well as services which CKWX offers advertisers.

WAVE POLITICAL NEWS

WAVE Louisville is going all-out in political coverage this year, a station news release reports. WAVE and its broadcast division, NBC, have broadcast all state primaries to date plus the Kentucky Republican Presidential delegate nominations and various political educational features. WAVE plans to broadcast other state primaries, the state Democratic delegate nominations, both national party conventions and the election in November.

HIGH SCHOOL REMOTE

ED PEARSON, WPJB Providence, R. I. personality, taped all but news segments of his ‘teen-age talent show, Open House, at a local high school. For nearly a half-hour before the show was taped, students had been voting on disc favorites. Mr. Pearson, Harmon Hyde, program director and Norman, engaged and moved equipment into the high school where nearly 300 pupils put their talents on tape.

POOLSIDE BROADCASTS

AIRING of WFBR Baltimore’s Melody Balroom will take place from Meadowbrook, the city's largest privately-owned pool June 8-Aug. 26. The disc jockey show features Ralph Phillips and Bill LeFevre. John E. Surrick, WFBR vice president-general manager, said that the idea was brought to the station during the usual dull months.

BASEBALL QUIZ

YOUTHFUL members of baseball teams in the WTCN-TV Minneapolis-St. Paul area are taking part in the quiz-type Baseball Clinic TV show by the station Saturday mornings, with prizes awarded to youngsters who answer questions correctly.

REAL ESTATE DRIVE

KDYL Salt Lake City is airing an aggressive campaign on behalf of the Caspion Realty Co., Salt Lake City. Through a new quarter-hour quiz show called Home-It, the station is helping sell real estate. Caspion ads in newspaper classified space cross-promote the radio show and stress the answer to the broadcast quiz question.

WSM-TV RESULTS

MAILING piece from WSM-TV Nashville tells how the C. B. Ragland Co. of Nashville, for its Colonial Foods, put on a spot campaign concentrating on one of its many canned products at a time. Julian P. Ragland, firm vice president, wrote, “We are very pleased to tell you that since starting these spots, our sales comparisons have been extremely favorable, with the product sales showing immediate gains from 10% to 150%.”

BDB DRAMA

PLAYS adapted for radio highlight the Madisonings of WFUV-FM New York, Fordham U. station, in collaboration with the British Broadcasting Corp. Among the special dramas selected for FM presentation are William Shakespeare's "Measure for Measure," Moliere's "Tartuffe" and Stanley Weyman's "Under the Red Robe." Weyman play, an outright BBC production, will run six consecutive Mondays, 10-30-11 a.m., starting May 26.

BOWLING TOURNY

WHEN the American Bowling Congress moved into Milwaukee for its 49th annual tournament, the A. Gettelman Brewing Co. launched a full-scale local drive to promote the sports event. Company tied in retail promotion with exclusive TV coverage of tourney on WTMJ-TV every other Thursday through out 84 days competition. TV program was developed around special prize of $300 in cash dollars, and 25 crazy 40-dealer tie-ins and media were used to publicize tourney. Gettelman agency is Hoffman & York Inc., Milwaukee.

EASTERN NETWORK

$30,000.00

A profitable combined operation showing consistent increase. This fulltime network facility is the only station in an attractive small eastern market.

SOUTHWEST REGIONAL NETWORK

$185,000.00

A well established network facility, dominating wide area from a fast growing market. Investment will show better than a twenty-five per cent return on the basis of five year average profits. Liberal financing.

Granted Channels

KWOQ-FM Missoula, Mont.—Granted to change ERP from 1 kw to 15 kw. plus 10 kw. antenna height. WBSM-FM Michigan City, Ind.—Granted to change ERP to 10 kw. antenna height of 300 to 160 ft. (FM) Greenwich, Conn.—Granted to allow station to remain silent from May 25 to Aug. 15.

Denied Petition


Granted Temporary Extension

WRBH (TV) Schenectady, N. Y.—Granted further extension of temporary commercial TV station license for period extending Sept. 1, 1953.

KEKZV (General Electric Co.) Syracuse, N. Y.—Granted further temporary extension of commercial TV station license for period extending Sept. 1, 1953.


Following were granted further temporary extensions of experimental TV station licenses for period ending Sept. 1, 1952:

KEKZD near New York; KEKZX near New York; KEKXXB near Los Angeles.

FCC Actions

May 15 Decisions

BY COMMISSION EN BANC

Designated for Hearing

The Heart Administration, Rapid City, S. D.—Designated for hearing at Washington, D. C., on June 30, application for modification of license for station, to operate on 10 kw. to 10 kw. plus 10 kw. antenna height on 1300 kc.; and made KNRY Valley Falls, Tex., parties to proceeding.

KIMP Mt. Pleasant, Tex.—Designated for hearing application for station on 1320 kc. 250 kw. plus, and made WDYK Cumberland party to proceeding.

KOB, WJZ ISSUE ABC Again Petitions FCC

DONT approve the transfer of KOB-AM-TV Albuquerque from T. M. Pepperday (Albuquerque Journal) to Time Inc. and former FCC Chairman Wayne Coy [B*T, April 28, March 31] without clearing up the status of KOB on 770 kc. ABC petitioned the FCC last week. ABC’s WJZ New York is the Class I station on that wavelength.

The network asked the Commission, when and if it approved the FCC’s order, to simultaneously order 50 kw KOB back to its authorized 1630 kc.

KOB has been operating since 1941 on 770 kc under special services authorization. It originally was granted a CP on 1180 kc in 1940, but that frequency was deleted from U.S. assignments by the first NARBA. The FCC then changed KOB to 1030 kc, but this was opposed by WBZ Boston, a Class I station on that frequency. The Commission next granted KOB an SSA on 770 kc and the Albuquerque station has been operating under extensions of that temporary authority ever since 1941.

ABC has protested that assignment over the decade, appealing in a further extension to the U.S. Court of Appeals last year. The court remanded the case back to the FCC with instructions to come to a decision on the matter [B*T, July 23, 1951].

ABC asked the Commission to (1) dismiss KOB applications for CP, and license on 770 kc, (2) make approval of the transfer of KOB properties condition on clarification of the AM station’s assignment, (3) carry out the instructions of the U.S. Court of Appeals, and (4) reissue station’s SSA to operate on 770 kc.

ARRL TV PROGRAM

Expansion Is Voted

CONTINUANCE and expansion of the TV interference program [B*T, May 5] has been voted by the board of directors of the American Radio Relay League. At its annual meeting in Hartford, Conn., for example, Goodwin L. Dosland, an attorney from Moorhead, Minn., was elected new president of ARRL.

The ARRL board also voted to ask the FCC to permit "hams" radiotelephone privileges on 2700-7300 kc and 21.25-21.65 mc, or addition of radiotelephone privileges from 28.5 to 28.25 mc. The ARRL will also ask the FCC to permit 2775-5000 kc for mobile radiotelephone operation 7150-7200 kc and 51-53 mc for novice operation.

The board, which represents 35,000 radio amateurs, selected Houston, Tex., for its 1953 convention and established a special membership rate for blind amateurs.

Meanwhile, the Sales Division of Aereo Manufacturing Corp. assured owners of its TV receivers that they need not worry about interference from amateur operation on the 21-21.45 mc band. The intermediate frequencies of Crosley TV sets are 21.9 mc, an announcement explained, and thus puts its receivers "well beyond the amateur interference range under normal conditions."

BROADCASTING

Summary Through May 15

AM Stations

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(Also see Actions of the FCC, page 86.)

New Application

AM APPLICATIONS

Listed by States

Madera, Calif.—Madera Bestc. Co., 1500 ft. 25 kw, full time. Estimated construction cost $14,724.90, first year operating cost $36,000, revenue $40,000. Preferred stockholders are: Rollin Smith, general manager of WLBQ-Laurence, R. C. and Betty B. Smith (his wife), who together have 18% interest; Paul R. Smith (13.5%), 1/6 interest in and partner of Calvinis & Holden, Carlock, McClintock & Smith, New York; Samuel R. Smith (13.5%), national sales manager, adding bookkeeping and calculating machine division of Remington Rand Inc., New York; Lynn C. Smiley (13.5%), radio consulting engineer, Washington, D.C.; Phyllis E. Condron (9%), BDC TV advertising copywriter for D’Arcy Adv., New York; and Joseph E. Smith (9%), TV Director at NBC New York; Albert J. Sleser (9%), Med Sewell, New York; W. M. Head, New York; Arthur S. Smith, New York; Leslie Smith (9%), National General and New York, and three other minority partners.

FM APPLICATION

Emporia, Kan.—Kansas State Teachers College, Emporia, 91 mc., 25 kw. Estimated construction cost $1,800. Applicat is state college. Filed May 24.

NARND MEETING Cleveland Named as Site

NATIONAL Assn. of Radio News Directors has named Cleveland for its 1952 convention, President Jim Bormann, WCCO Minneapolis, announced last week.

Mr. Bormann said that the annual meeting will be shifted from mid-November to Dec. 1-3.

WHEE Again Is WBMS

WBMS Boston, which changed its call letters to WHEE in April 1951, has changed back again to its former call letters, Norman Furman, WBMS general manager, announced last week. FCC reported that approval for the change back to WBMS was given earlier this month.

Arthur E. Rydberg

ARTHUR E. RYDBERG, 49, veteran WHO Des Moines transmitter engineer, died of a heart attack while on duty May 10. He had been in active service since 1934. Surviving are his wife, Violet, and a son, Garry, 14.

YOUR APPLICATION CAN BE PROCESSED FOR IMMEDIATE OPENINGS IN FORTY-TWO STATES.

ONE WEEK'S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.

(Application)

17 East 48th Street, New York 17, New York

PL 5-1127
LAST of 42 BMI radio program clinics were completed last week [B*T, May 12] with meetings in Maine, Alabama, New Brunswick and Ontario, while plans got under way for BMI television clinics in New York today and tomorrow (Monday and Tuesday), in Chicago May 22-23 and in Los Angeles May 26-27. (See story, page 66).

Attendance at the 42 clinics was well above the 3,000 mark and broadcasters seemed well satisfied with results.

Fuller reports on three clinics, held in Boston, Gainesville, Fla., and Seattle, were received last week:

**BOSTON, May 9**


Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the big group that he expected a rise in advertising volume to $9 million, or 50% more than at present, to maintain the present $500 billion economy in peace-time.

He said more and better selling will be needed "to find customers for the enormously increased output of our U. S. plants once our defense tooling-up is completed."

Mr. Gamble described the advertising structure as having three parts: (1) The billing and collection system of agency compensation, (2) recognition of agencies (3) the 2% cash discount.

Dismissing first as a great incentive system, but "no problem," he said of agency recognition:

"Is it a bona fide agency, independently owned? Is it free from control by any advertiser, so that it is unprejudiced and unrestricted in its service to all clients? Is it free from control by any medium owner? Does the advertising advice to advertisers in the selection of media?

"Does the agency keep all the commissions allowed and devote (b) to the service and development of advertising as you request? That is, not part of the commission to any client. . .

"Does the agency have adequate experience and ability to service advertisers? . . . the know-how to make advertising succeed . . .

"Is the agency financially sound? This means the agency should have financial integrity, collect promptly from its clients, pay your station on time and have enough capital on hand to meet emergencies."

On the third part of the structure, Mr. Gamble advised broadcasters to follow the lead of "most other media" in providing "agencies and themselves" with "the customary 2% cash discount" for payment of bills on time. He said that other media do not pay the 2% discount "out of their own revenue. They make allowance for it in setting their rates so as to receive the net return they wish."

**GAINESVILLE, May 8**

Representatives of 18 Florida radio stations and faculty members from four Florida universities held a one-week BMI program clinic, sponsored by the Florida Assn. of Broadcasters, with FAB President S. O. Ward, managing director, WLYC, Jacksonville, and Garland Powell, director of WRUF Gainesville, as chairman of the arrangements committee.

Fritz Sorenson, program director, WRKJ, Gainesville, Ill., told how his station is "Making Local News Pay Off," and Frank McIntyre, production manager, KLIX Twin Falls, Idaho, said management's main problem is keeping a high staff morale.

Ray Clancy, general manager of WMJF Daytona Beach, urged that "there be imaginative and endearing building programs. "Radio is show business and must use showmanship," he said.

Three factors important in adjusting the current rate card, according to Robert R. Tincher, vice president and general manager of WJAX Yankton, S. D., are (1) audience flow, (2) audience turnover, and (3) ratio between sets-in-use and ratings.

Hale Bondurant, also a Columbia, S. C., clinician speaker, told listeners that radio alone delivers "Triple Plays," combining (a) rural non-farm and rural) to the advertiser. All of these markets, he said, can be served at the same time, but the station should build its character and individuality.

Profs. Tom C. Balton and John Paul Jones, Jr. of Florida, also spoke.

**SEATTLE, May 6**

The Seattle BMI program clinic [B*T, May 12], co-sponsored by the Washington State Assn. of Broadcasters, was attended by 80 radio and television executives with Leo H. Beckley, president of KECB Mt. Vernon, opening session and president of WSAB, opening the sessions.

William Holm, general manager of WLPO LaSalle, Ill., who also spoke at the San Francisco and Vancouver clinics, described his 250 w station's commercially successful news programs in a market saturated with news. Harry McGtighe, president of WINN Louisville, also a speaker at the San Francisco and Vancouver clinics, emphasized block programming of music.

Robert Wesson, program manager of KHQ Spokane, told the group that "intelligent planning by the program department means inclue selling salesmen on the idea that they are marketing programs, not merely time."

Network Cancelled Time

(Continued from page 25)

**lem for CBS-TV. When Pillbury Mills takes over the last-quarter-hour of a show on television (10:45-11 a.m.), the program will be followed by the regular Bride and Groom show, which is sponsored by the rival General Mills, thus causing a glut of products on succeeding shows. Problem is yet to be resolved.

The Gulf Oil purchase is for five quarter-hours a week (10:10-10:15 p.m.) of John Daly and the News on 225 ABC network stations, effective June 16 (see story page 14).**

**Wrigley-CBS Radio contract placed through Arthur Meyerhoff Agency, Chicago, calls for continuation of Wrigley's current two half-hours a week through the summer with replacement shows, plus the equivalent of four other half-hours a week with various starting and termination dates.**

**Summer replacements for the advertiser's regular shows will be Lineup from June 3-Aug. 5 in the Tuesday 9-9:30 p.m. EDT spot now occupied by Life With Luigi, and Broadway Is My Beat from July 5-26 in the Saturday 8-8:30 p.m. period replacing Gene Autry Show. Other shows to be sponsored by Wrigley are the following, each scheduled in the 9:30-9:30 p.m. EDT segment (some pre-emptions by coverage of the political conventions in July are expected):

Meet Millie, Sundays, July 6-Aug. 10; Romance, Mondays, July 14-Aug. 25; Johnny Dollar, Wednesdays, July 5-Aug. 20; Mr. Chameleon, Thursdays, July 3, Aug. 21.**

**CBS Wage Increase**

WEELKLY 15% wage increase for employees has been approved by the Wage Stabilization Board in CBS Hollywood contract with Office Employees International Union. WSB, however, rejected proposal for a three week paid vacation for employees with five years of service. OEIU plans to appeal latter decision. Further arbitration covered in contract starts May 20.

**Constant Service of Highest Type Will Net Sponsors Increased Sales in Halifax**

NO'A SCOTIA JOS. WOOD & CO.

350 Madison Ave., New York, (Rep.)

5000 Watts—NOW!
Liberty Suspends

(Continued from page 25)

realized the expense of such an operation.

Stations frequently claimed they had trouble getting instructions and decisions from the Dallas head-
quarters. They felt the network was built around the president, with officers at the vice presidential
level unable to make decisions. Ac-

According to one version, LBS was
“all generals and no privates.”

Lacking official instructions after the network suspended, affiliates were wondering about details of their business relations with LBS.

B. R. McLendon and Mr. Cullen have been generally tight-lipped as to the financial backers of the net-
work. The elder McLendon has extensive theatrical interests in the Southwest. Mr. Cullen is a na-
tionally known Texas with oil in-
terests.

Network originating points have been Dallas headquarters, New York and Washington. LBS has announced recently that its key outlet was being moved to KLBS Houston, formerly KLEE [B+T, May 5]. Transfer of LBS head-
quarters was being effected though operations were still being directed out of Dallas.

The LBS sales staff in New York was curtained last March, when rumors about its future were active. At that time, Mr. McLendon strongly denied that the network was having serious troubles.

Failure of Falstaff to renew its baseball sponsorship was felt by some affiliates to have started the 1952 crisis. A fortnight ago, it was understood Sears, Roebuck & Co. was not renewing its Liberty contract for Coldspot freezers, effective May 18. Other national advertisers are said to have voiced concern about signing sponsorship contracts during pendency of net-
work litigation.

WOL, Washington, owned by Peoples Broadcasting Corp. (also owner of WRFD Worthington, Ohio), provided news, commentary, capital events and program service to the network.

Earlier last week, WCFL Chi-
cago and LBS severed relations as

ENJOYING Florida sun after semi-annual management meeting are these Stover Broadcasting Co. executives: (first row, l to r) Gayle Grubb, vice president-managing director, WJKB-AM-TV Detroit; and Glenn Jackson, managing director, WAGA-AM-TV Atlanta; middle row, A. Garrin Ferrise, managing director, WMNN Fairmont, W. Va.; George B. Storer Jr., vice president-managing director, KEYL San Antonio; J. Robert Kerns, vice president-

Managing director, WSAD Cincinnati; Allen Heid, vice president-man-

aging director, WSPD-AM-TV Toledo, and Miller Bebock, managing director, WGBS Miami; third row, William Rine, regional vice president, central dis-

trict, and managing director, WWYA Wheeling, W. Va.; Tom Harker, vice president-national sales director; George B. Stover, company president; Lee B. Walles, executive vice president, and Stenton P. Kettler, vice president, southern district.

WCFL took over rights to White Sox baseball games. Liberty had bought Sox games for the network earlier in the season, with WCFL as Chicago outlet. The network is understood to have been given a rebate on the purchase price by the White Sox, which then is be-

lieved to have obtained about $100,000 from WCFL for the rest of the season.

WOPA Settlement Reported

WOPA Oak Park, Ill., originally an LBS affiliate, was reported last week to have reached an out-of-
court settlement with Liberty after it charged breach of contract. This, it was understood, restored af-

filiation to WOPA.

Liberty’s suspension found the network holding costly rights to broadcast the two major political

campaigns from Chicago this summer. Peoples Broadcasting Corp. was considering a proposal
to take up the facilities.

In a statement quoted Friday by Associated Press, the elder Mc-

Lendon said LBS was not in fi-
nancial difficulty, adding, “We are not contemplating bankruptcy pro-

ceedings and reports that we may file in bankruptcy court in Dallas are untrue.”

Herbert E. Evans, general man-

ager of Peoples, said Friday his organization is considering offer-

ing, through WOL, news and other services to stations in mid-Atlantic

states on a cooperative basis.

Interested stations will meet soon to see what can be worked out, he said, “probably on a non-

profit basis with stations sharing expenses and earnings of such a project. The only information we have today is that Liberty has sus-
pended operations. Whether or not this suspension is permanent is still to be learned.” He said the LBS suspension will not materially affect Peoples operations.

POLITICAL FUNDS

House Votes for Inquiry

HOUSE approved by voice vote last Monday’s a resolution to set up a special committee to look into campaign expenditures of House candidates [B+T, March 24]. It was sponsored by House Majority Leader John W. McCormack (D-

Mass.).

In addition to investigating methods of contributions, expenses, money raised or subscribed by candidates, individuals, groups and corporations, the resolution (H Res 858) provides for study into “use of advertising space, radio and television time . . . moving pictures film” and other services made available to the House candi-
date in his campaign.

WALKER LETTER

Acknowledges Ad

EXCERPTS from FCC Chairman Paul A. Walker’s speech at the NARTB convention were printed and praised in an advertisement placed by WTWA Thomson, Ga., owned by Edgar H. Kobak, in the McDuffie Progress, of Thomson, published by Mr. Kobak.

Last week, after the compli-

mentary ad had been brought to his attention, Chairman Walker wrote to Mr. Kobak:

“Now that this generous helping of rich, purple prose from my Chi-
cago exhibition has been forever

embrased in the pages of the Mc-

Duffie Progress for posterity and beyond, I really have nothing more to live for . . .

“This issue also gives me some inkling as to the irresistible at-
traction the city of Thomson has for you. The cafe society, the night clubs and the teeming crowds of New York apparently pale into insignificance beside the Saturday night barn dances, the rodeos and the strawberry shortcake festivities of the Camellia City of the South.”

JACK BERCH, star of ABC radio

Jack Bench Show, tells of Western Child Safety Week at meeting of Hollywood Ad Club today (May 19), with talk on “Value of Advertising Child Safety.”

WJPG, GREEN BAY, WIS.

McGILLYVRA, Rep., N.Y.-Chi.

BROKERS & FINANCIAL CONSULTANTS
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RADIO STATIONS—TELEVISION STATIONS
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WJPG THE RADIO SERVICE
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GREEN BAY, WIS.

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Chicago 11, Ill.

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Michigan 6-4411

BEST BUY IN GREEN BAY

MORE THAN
EVER BEFORE

“MORE REASONS FOR
MORE PEOPLE TO
LISTEN MORE OFTEN!”

RESIDENT

20 W. Wisconsin Ave.
Green Bay, Wis.

Phone
Vine 3-2531

GREEN BAY PRESS-GAZETTE

POLITICAL FUNDS

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date in his campaign.

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REBROADCAST RULE HAILED BY BROWN

GORDON P. BROWN, owner of WSAV Rochester, N. Y., and long-time gadfly of networks, jubilantly hailed FCC's interpretation of rebroadcasting provisions of Communications Act at Washington luncheon news conference he hosted Friday. Mr. Brown's attitude was that Commission's opinion (see story on page 14) simplifies control of networks over rebroadcasting of programs, aided bargaining position of affiliates via-a-vis networks.

If sponsor approves rebroadcast of his program, Mr. Brown explained, then station which originally broadcast it should have no hesitancy in approving rebroadcasts. Mr. Brown alluded to Commission's order which requires station which declines rebroadcast permission to justify its refusal in writing to FCC.

Commission also, Mr. Brown believed, invited Congress to pass Sheppard bills (HR 10 and 72) which would legislate control of programs out of networks into hands of sponsors or package owners.

Rebroadcasting means more income for independent stations and affiliates, Mr. Brown contended. He distributed booklet to show that topnotch network shows get higher rating on rebroadcasts than they did on original airings. (e.g., July 17's CBS at 4 p.m. on Pacific Coast had rating of 15.7, rebroadcast by same station at 9:30 p.m. brought him rating of 20.7.) Basis of Mr. Brown's belief seems to be that rebroadcasts attract large new audience to show.

Mr. Brown, who claimed to have spent $40,000 of his own money in fighting networks and to be responsible for FCC's duopoly rule, forecasts sale of Blue Network by NBC, and other Chain Broadcasting regulations, also announced formation of American Assn. of Affiliated & Independent Radio & Televison Broadcasters (AAAIRBD).

WSSV APPLICATION

TOTAL new television station applications filed last week raised to three Friday when WSSV Petersburg, Va., filed for Channel 8, with 27.8 kw ERP (see early story page 61). Principal WSSV stockholder is Louis H. Peterson, owner of WJOR Norfolk, Va., and Peterson Adv. Agency, Petersburg. Cost of new TV outlet estimated at $248,283. Application estimated first year's operation would be in red—with $200,000 operating cost and $175,000 expected revenue.

Amended application, requesting UHF Channel 69, was filed by WFMJ Lafayette, Ind. Cost for 20 kw ERP station was given as $156,000. Sole owner O. E. Richardson.

Thirty-year-old KGU Honolulu, Hawaii, owned by Honolulu Advertiser, announced it plans to apply for Channel 4 with 37.2 kw ERP. Antenna will be atop AM tower, on top of Advertiser Bldg.

SAG ISSUES THREAT

SCREEN ACTORS GUILD will "assert its legal rights" and cancel existing working agreement with the National Association of Television Film Producers unless agreement on new collective bargaining contract is reached by June 24 to comply with 60-day notice regulation. Original SAG-ANPF contract expired last December but was extended on temporary basis during negotiations.

CO-OPS ON CONVENTION

LOCAL AND REGIONAL advertisers will be able to sponsor on network coop basis Democratic and Republican national conventions direct from Chicago over MBS in July, William H. Fineshriber, Mutual executive vice president, announced Friday.

Mr. Fineshriber said after Mutual's 550 stations reported that they had been swamped with local and regional requests to share convention time, Mr. Fineshriber said.

PAULEY FILES PETITION IN PRO FOOTBALL CASE


Mr. Pauley, major stockholder in San Francisco TV, announced, Television California, told court that opposed club's adherence to league's policy, adding he had no control of club affairs under agreement giving Daniel F. Reeves, 30% partner, full operating powers. Last January, Rams were only club voting against continuation of league rule binding all members to follow league policies. Mr. Pauley said he has consistently opposed this.

TALL TOWER PROBLEMS ASSIGNED TO SUB-GROUPS

ORGANIZATION of industry-government committee working on tall tower problem [S *T, May 12] into subcommittees to explore facets of situation—including one to determine, if any, of antitrust or navigational—was decided Friday at second meeting of "ad hoc" committee.

To study whether problem exists, and if so to what extent it should be put under a commission comprising Robert E. L. Kennedy, Assn. of Federal Communications Consulting Engineers; Neal McNaughton, NARTB; John Evans, FCC and D. D. Thomas, CAA. Preliminary study by Mr. Kennedy indicated that of 1,249 TV channel assignments in continental U. S., 170 are to cities with populations over 50,000; 549 in 10,000 to 50,000 class; 550 to cities under 10,000 class. Other subcommittees were set up to make detailed study of FCC's recommended criteria, to investigate corollary matters—such as feasibility of using common sites for all TV antennas in one city, etc. CAA and FCC also constituted a special group to review regulations for making and lighting of towers.

CBS-TV BUYS PROPERTY

CBS-TV has purchased property of Sheffield Farms located at 56th st. and 10th ave., N. Y., with nine acres of floor space which will be converted in fall into largest TV plant on East Coast, officials say. It will house 10 studios and will be large enough for helicopters to land on roof with last-minute news film.

STOCKHOLDER DIFFERENCES RESOLVED SAYS SNADER

LOUIS F. SNADER, president of Snader Tele- scripts Corp., Los Angeles, declared firm is not in financial difficulties or for sale, calling reports to that effect "unfounded and untrue" following policy meeting last week. Differences with principal stockholders have been resolved.

Mr. Snader asserted all phases of business are in soundest possible financial condition. Some 42 remaining telescriptions in second series yet to be filed, he said, with contract for additional productions to be concluded in time for next board meeting July 2.

In reorganization, E. Jonny Graff, executive vice president in charge of sales, takes over sales of Snader Tele-scripts Sales Inc., STC subsidiary. He replaces Reub Kaufman, president, who is leaving organization.

GE TRANSMITTER

UHF transmitter rated for 1,000 kw radiated power was announced by General Electric Co. In speech by Lewis E. Paine, broadcast specialist, before Southwestern Institute of RI&E in Houston Saturday. Transmitter has rated power of 60 kw and combines with GE helical high gain antenna to radiate up to megawatt in vertical test. As a transmitter, four tubes in GE's UHF line, is Klystron type. No price has yet been announced for new 60 kw transmitter. GE sells 100 w UHF transmitter for $37,000, 1 kw for $65,000, 12 kw for $140,000. These compare to VHF transmitters as follows: 5 kw, $65,000; 5 kw, $145,000; 50 kw, $505,000. Prices for GE's helical antenna were reduced last week—three-bay antenna, from $18,500 to $9,000; four-bay, from $18,000 to $12,000; five-bay, from $25,000 to $15,000.

NEW UHF TUBES

AVAILABLE of two newly developed UHF tubes announced Friday by tube department, RCA Victor. New tubes are forced-air-cooled "1 kw" power type for UHF TV transmitters and miniature oscillator triode for station selectors in UHF home receivers. Forced-air-cooling principle of power tetrode, designed to operate at high frequencies with high efficiency, allows for simplification in transmitter design, it was said, as well as "substantial" operating economies. Oscillator triode was described as incorporating numerous design features to minimize magnetic effect of field, other limiting factors which affect stability of conventional UHF tubes.

People...

HAROLD FRAZEE, president, Wiley, Frazee & Davenport, to Scheiderle, Beck & Werner Inc., N. Y., as executive head of agency's new drug and cosmetic division.

NANCY KEARNS, Paul H. Raymer Co., N. Y., station representatives, to Hicks & Gristie Inc., same home offices to radio and television director, Peter Krug.

JAMES E. DUFFY has been named manager of advertising and promotion dept. of ABC's Central Division, Chicago, effective last Fri.

WENDELL HOLMES, D. P. Brother, Detroit, to Kenyon & Eckhardt, that city, as copychief.

RICHARD L. FELZMAN, formerly head of his own firm in Washington, named eastern films syndication manager of Ted Baldwin Inc., N. Y., promotion and public relations firm.

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Broadcasting • Telecasting
Esso does a complete job . . .

So do Havens and Martin, Inc. stations . . .

From oil well to refinery to gas station to motorist, and all the numerous steps in between—Esso truly knows its business well. Its skilled geologists probe beneath the surface for oil; its skilled advertising men use the air (WTVR and TV) with standout effectiveness.

In the rich Virginia markets around Richmond, Havens & Martin, Inc. Stations also do a full and fruitful job. Pioneers in TV, AM, and FM, these first stations of Virginia comprised the first complete broadcasting institution in the South. They know their business well, as any Blair man can quickly prove.

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company.
they keep listening
...’round the clock
...’round the calendar

One reason that folks in Northern Ohio listen most to WGAR... both
daytime and nighttime, winter and
summer alike... is the parade of
our own popular local stars, marching
the air waves daily along with the big
name talent of CBS. Good reason, too,
why WGAR offers the most intensive
and economical selling force for
your summertime campaign in one of
America's most prosperous markets.

BOB SMITH
His early morning "Town & Country", with music, weather reports and market
prices, is an eye-opener for everyone
from factory worker to farmer

BILL MAYER
Men tune for him on the way to work.
The ladies listen as they turn to AM chores.
To thousands of friends, he's the official Mayer of the Morning

HENRY PILDNER
Father catches his laughs and music while
headed for home. Mom gets his show
via the kitchen radio while she prepares
dinner. The whole family likes the way
"Henry Pildner Entertains"

TOM ARMSTRONG
His tuneful "Polka Parade" following the
dinner hour grabs a huge audience in
this cosmopolitan area which has become
famed as "the Polka capital of the nation"

HAL MORGAN
Late hour listeners go regularly to his
mythical night club that features the top
bands and vocalists... plus personal
interviews with outstanding celebrities

Ask now about summer availabilities of spots and
segments in these big-audience, low-investment
local programs

WGAR Auto-Radio Audience Survey
available on request.

in Northern Ohio... WGAR the SPOT for SPOT RADIO

RADIO... AMERICA'S GREATEST
ADVERTISING MEDIUM

WGAR Cleveland 50,000 WATTS CBS
EASTERN OFFICE: 665 FIFTH AVE., NEW YORK CITY

Represented Nationally by
Edward Petry & Company