"TONIGHT’S NEWSREEL" on WOR-tv, channel 9 delivers an average of 442,900 commercial impressions per week... for only 85¢ for 1,000 viewers per minute of commercial.*

*Based on May, 1952 Telepulse Ratings

Channel 9 — New York’s lowest cost tv station — offers advertisers a unique buy, “Tonight’s Newsreel.” The only continuous newsreel on New York television, this show delivers...

- New York’s late-evening news audience
  - Newsreel goes on at approximately 11:00 P.M. following Main Event on Sports.

- Audience turnover
  - It runs over and over, exactly like a newsreel theatre... delivering a new audience with each run.

- Commercial impact
  - “Tonight’s Newsreel” delivers 442,900 commercial impressions per week.

- Low cost
  - Single sponsorship costs only 85¢ per 1,000 viewers per minute of commercial... or 12 viewers per penny!

WOR-tv channel 9 1440 Broadway, N.Y.
For more than 20 years, the Bulova Time Signal (on radio and now TV too) has helped regulate America’s daily activity. Behind this vital service is the genius of a man who coupled American skill and technology to build, in a handful of years, the world’s foremost watch firm. Bulova knows his business well.

Havens & Martin, Inc. Stations (serving the rich Virginia markets centering around Richmond) know broadcast advertising. Together they comprise Richmond’s one and only complete broadcast institution. Advertisers know the value of telling their story via the First Stations of Virginia

**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
Salesmaker for the Nation's Smokers

For twelve years Prince Albert's Grand Ole Opry via NBC has played a dominant role in keeping the tidy red pocket tin out in front as the favorite tobacco for smokers of pipes and "makin's" cigarettes.

Prince Albert's Grand Ole Opry originates at WSM, employs WSM talent exclusively, is an integral part of that 26 year old, four hour long Grand Ole Opry which has, virtually single handedly shifted the musical center of gravity to Nashville...Music City, USA!

WSM
Nashville 650
CLEAR CHANNEL — 50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative
On the evening of May 7, more than 1250 youngsters—some of whom are pictured above—were in the stands at Lancaster's Stumpf Field for the first "Knot Hole Gang" night. As guests of WGAL and WGAL-TV, they were watching the Lancaster Red Roses, of the Inter-State League, play ball. These youthful baseball fans are entitled to attend fifteen admission-free games during the 1952 season.

The "Knot Hole Club" had its inception on WGAL and WGAL-TV a few weeks ago. Youngsters under fourteen were invited to join the club. After only two programs, over 1,000 had enrolled—and the membership list is now in excess of 10,000.

The "Knot Hole Club" meets at WGAL and WGAL-TV every Saturday morning. Members of the club participate in all programs. The stations' Sports Editors preside, and guests from the Inter-State League and elsewhere are on hand to answer the boys' baseball questions.

BIDS FOR KUKLA • Four or five advertisers are understood to be bidding for sponsorship of Kukla, Fran & Ollie in its new time slot next fall, half-hour weekly (Sunday, 6:30-7 p.m.) on NBC-TV. Network also about to sign off sponsor for its Dragnet (Thursday, 9-9:30 p.m.).

SUMMER REPLACEMENT • Block Drug Co. (Amm-i-dent) will sponsor Blind Date as summer replacement for first half-hour of Your Show of Shows, effective June 7 (NBC-TV, Sat., 9-9:30 p.m.). Agency, Cecil & Presbrey.

AMANA ON MUTUAL • Amana Refrigeration Co. (food freezers and refrigerators), Amana, Iowa, through Maury, Lee & Marshall, N. Y., to sponsor Mon.-Wed.-Fri. Paula Stone Show on Mutual network, effective June 9. Program to be heard 2:30-2:45 p.m. EDT in eastern areas, other times in other zones.

FURNACE FIRM ON RADIO • Holland Furnace Co., Holland, Mich., enters network radio July 13 with King Arthur’s Roundtable with Arthur Godfrey on 148 CBS stations for (Continued on page 94).

McLENDON GIVES NAME TO NEW NETWORK • GORDON McLENDON, president of suspended LBS, late Thursday announced formation of McLeod Broadcasting System. New network, composed of 26 stations, will begin operation June 7, Mr. McLeod said. Although none of stations have signed contract, Mr. McLeod said he had verbal agreements with all. Los Angeles feeder station expected to be announced early this week. Network incorporated in Los Angeles.

At first, programming will be limited to three hours of re-created baseball and half-hour of news and commentary, reported Mr. McLeod, adding that he planned to expand programming to 12 hours by Oct. 1. Mr. McLeod is president of new network; Ben Paschall, former LBS West Coast vice president, is vice president of new firm.

Plans are afoot, Mr. McLeod revealed, to join with another new network now forming in Southwest. LBS suspended operations May 15 [B*T, May 19]. Formation of several regional networks was being considered [B*T, May 26].

RUSSELL NAMES JOHNSON • SEN. EDWIN C. JOHNSON (D-Col.), chairman of Interstate & Foreign Commerce Committee, named by Sen. Richard B. Russell (D-Ga.) to manage his campaign for Democratic Presidential nomination.
EVANSCVILLE COULD HAVE MORE TV, SAYS JONES

EVANSCVILLE (Ind.) could have three VHF TV channels instead of one as allocated by FCC if channels were spaced 155 miles apart rather than 250, FCC Commr. Robert F. Jones said last week. Commr. Jones spoke at Evansville Sales Executive Club dinner meeting.

Reiterating his long dissent from allocations plan [B, May 26], Commr. Jones argued again for closer spacing. He charged FCC “has approached television with its experience in radio and is, therefore, driving with a rearview mirror.”

TRIBUNE STAFFERS HELP ABC COVER CONVENTIONS

NEWS EXPERTS from New York Herald Tribune to participate in ABC Radio-TV reportorial and analytical coverage of both national political conventions, “沧桑” Votta, ABC Vice President, announced Thursday. Leading editorial personnel of New York publication assigned to ABC radio and television work—to be sponsored by Admiral Corp., includes Mark Kelley, national editor; Bert Andrews, head of Washington bureau and his assistant Jack Steele; David McConnell and Don Irwin, both of the paper’s Washington office; John O’Reilly, humorist and feature writer; Robert J. Donovan, White House correspondent; Judith Crist, feature writer; Murray Snyder, legislative correspondent, and Richard L. Tobin, radio and television director. ABC will assign its own top newsman and commentators, to be headed by John Daly.

EFFECT OF COURT RULING IN AGENCY CASE EXPLAINED

NEIL P. CULLOM, counsel for defendants in case of Duane Jones Co. against nine of its former officers and Frank J. Burke and Management Soap Co. (early story, page 24), said Thursday: “The appellate division yesterday sustained the sufficiency of the complaint in the above caption. The court thus gave its opinion. The effect of this decision is simply as a matter of form the complaitant’s sufficiency has been upheld. The court expressed no opinions as to any principle of law or issues of fact, as asserted by the attorney for Mr. Jones, and there is a vast difference between what a plaintiff may allege in a pleading and proof in a trial.”

RCA VICTOR ON WIND

RCA Victor Distributing Corp., Chicago, one of 50 distributors to use factory co-op funds for local radio this summer, has purchased half-hour Sunday night show on WIND Chicago for 13 weeks from June 8. Spots will be used also in campaign to plug leading popular records. Al Paul Lefton Co., Inc., New York is agency.

TV TUBE SALES DROP

SALES OF TV picture tubes to set makers in April totaled 270,781 tubes valued at $6,074,540 compared to 370,206 units valued at $8,582,558 in March and 278,955 units valued at $6,699,161 in April year ago, according to Radio-Television Mfrs. Assn. Sales of receiving tubes in April totaled 36,247,586 units compared to 36,383,672 tubes in same period in 1951.

In this Issue—

CBS Radio affiliates will meet with top CBS executives July 1-2 in New York to figure out what is to be done about network radio. The meeting is called by nine prominent affiliates, but CBS management agrees to attend. The nine sponsors of the conference urge all affiliates to be there, for the situation in radio network business “offers cause for great concern.” Page 23.

Broadcast Advertising Bureau’s executive committee approves $600,000 budget for the bureau for the next 10 months. Included is a $15,000 appropriation to help pay for the Advertising Research Foundation’s important study into radio measurement services. Page 27.

Transit Radio Inc., whose operations are declared constitutional by the U. S. Supreme Court, plans ambitious expansion. Officers and directors will meet tomorrow to figure out how to expand nationally. Page 25.

House investigators will begin to look into radio-televisual morals tomorrow. Chairman Harris of the investigating committee wants to keep the probe “within bounds,” though he doesn’t make clear what those bounds are. Lead-off witness will be Rep. Gathings who will introduce a resolution calling for the investigation. Page 26.

Soap companies are in a lather buying broadcasting time. Here’s a roundup of new radio and television purchases by such big spenders as Procter & Gamble, Lever Bros. and Colgate-Palmolive-Peet. Page 27.

Senate Appropriations Committee okay bigger budget for FCC to finance processing of TV applications and hasten development of television. If the appropriation goes through, the Commission can gain 15 examiner teams. Page 31.

New tax bill introduced in the House promises radio broadcasters who also operate other businesses a chance for some relief in excess profits taxes. Page 28.

FCC’s Sixth Report (the TV thaw) is challenged by KVL-AM-FM Lafayette, Ind., which petitions FCC for rehearing or reconsideration of final assignments to Lafayette. Page 62.

Radio and television paid $203 million to American Federation of Musicians members in 1960, according to a new AFM report. Page 40.

Upcoming

June 3-5: Public hearing, House Commerce subcommittee, investigation “immoral” radio and TV programs. 10 a.m. 3334, New House Office Bldg., Washington.

June 3-5: Kentucky Broadcasters Assn., Sewickley Hotel, Pittsburgh.


(Broadcasting page 94)

Closed Circuit

(Continued from page 5)

from Pedlar & Ryan to join Benton & Bowles' timebuying staff.

EFFECT of decision of U. S. District Judge Herbert Christenberry last week in New Orleans against Times-Picayune Publishing Co. was in violation of anti-trust act by requiring advertisers to buy space in combination in morning and afternoon papers, expected to bring mild business windfall to radio. Competition rates are bid up by more than 170 morning and afternoon newspapers under joint ownership. If decision is sustained, this would release money heretofore spent in forced tie-in advertising to other media, and with radio and TV in position to reap most of harvest, both national and local.

CBS BOARD Chairman William S. Paley will wind up his government assignment as chairman of President's Materials Policy Commission or about June 23 and will return full time to his CBS duties. He's now in final draft of report to President Truman and is devoting about one day per week to his Washington task which began January, 1951. He's already looked to participate in radio network problems of which affiliates conference called for July 1-2 (see story page 23).

PETRO Assoc. of Wyoming considering five-minute new radio programs in numerous market sets for one-week test, to promote investments in 48-acre oil leases in Wyoming. If successful, radio will be used indefinitely. Listeners will be asked to invest money in lease; if invested land strikes oil, investor profits. H. A. Lifton Assoc., N. Y., is agency.

FRANK K. WHITE, former MBS president who joins NBC June 10 in executive capacity, slated for election to NBC vice presidency at next upcoming meeting of NBC board. His assignment not indicated but could be overall Trouble-shooting, with first mission, as announced, coordination of TV film syndication operations.

CHEERFUL hopes expressed by some twoborough mid-Atlantic stations interested in new Washington-keyed program wire proposed by Peoples Broadcasting Co. stations (WOL Washington, WFRD Worthington, Ohio), Stations meet in Washington Thursday-Friday to discuss regional project growing out of Liberty's suspension.

R. MORRIS PIERCE, on leave as president of WDOM Cleveland, is completing round-the-world trip of all Voice of America construction projects embodied in so-called “Ring-Plan.” He returns within fortnight to prepare his final report after which he will resume association with WDOM.

TIME REQUESTS

OFFICIALS of three radio-TV networks were meeting independently Thursday afternoon to consider requests from Presidential campaign leaders Estes Kefauver and Robert Taft for network time that has been scheduled for Gen. Dwight D. Eisenhower’s Abilene, Kan., speech Wednesday. Answers were not expected until this week, but it was generally assumed negative replies would be given, probably on basis that Eisenhower has no particular interest and his speech of military importance. Only network unruffled was DuMont which, late Thursday, had not scheduled Abilene event.

for more AT DEADLINE see page 94
All It Took was a Snowball...

... Thrown by a colonial urchin, to spark a chain reaction that terminated with the "shot heard 'round the world" on Boston Commons.

History records, too, another eventful snowballing — the growth of radio KOWH to a position of dominance in the Omaha, Council Bluffs area. Hooper tells the story... evident in the chart below of the KOWH share-of-audience averaged for 8 A.M.-6 P.M., Monday through Saturday, October, 1951, through March, 1952.

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951, thru March, 1952.)

- Largest share of audience, in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)

Represented Nationally by
The Bolling Co.
"Go North, young man, go North!"

Wise men are heading North today—to the land of the aurora borealis, to prosperity, to Canada. For Canada is the United States' best customer abroad.

Yes, Canada buys 20% of everything made in the United States that's sold abroad—and pays CASH, too! As a new market for you, Canada is unsurpassed.

Geographically, Canada is your next door neighbour.

Industrially, she leads the world in numerous things. For instance, Canada is the world's largest producer of—

- Nickel
- Radium
- Platinum
- Asbestos
- Newsprint

56.5% of the world's newsprint was produced by Canada in 1949.

It's these natural resources that have helped to make the Canadian dollar worth 1% more than the U. S. dollar—a hard fact in support of the statement that Canada is a profitable market for you.

But—how to reach it?

Radio is the answer. It's easy enough to reach the densely populated centers. But that leaves 41.5% of Canada's total retail sales market untouched—an area that accounted for $3,622,465,000 in retail sales in 1949. In this rural market Radio can give you a better sales performance than any other medium—plus high performance in the "High Density" areas.

For 94% of all Canadian homes there is a radio! And

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

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St. 37 Bloor St. West.
Ottawa. Toronto.
May 31, 1952

To the PRESS and RADIO:

Subject: ONE WAY TO HAVE BETTER ROADS

Everybody wants good roads -- and having them means protecting the roads we have, as well as improving them.

That's why everybody has an interest in the results of a series of road tests conducted for eleven state highway departments on a paved highway in Maryland which is typical of many thousands of miles in the United States.

These tests demonstrated scientifically that there is a basic and inescapable relationship between the strength of a roadway and the weight of the vehicles which it can carry without costly damage and deterioration.

In fact, as the weight of the heavier vehicles increases, the amount of damage done increases in far greater than direct proportion. In the Maryland tests, an increase in single axle weights from 18,000 pounds to 22,400 pounds caused more than six times as much cracking in pavement laid, in both cases, on subsoil of the same character. And raising tandem axle weights from 32,000 pounds to 44,800 pounds on the two axles caused more than twelve times as much cracking in pavement laid on soil of the same kind in both cases.

This is one reason why highway engineers are so concerned that highways and bridges be protected from abuse and overloading, which means heavy damage and added costs. These costs must be borne by general taxpayers and by all motorists who use the highways.

Fortunately, the steel highways of the railroads are built to take the heavy loads of the nation's commerce, and their maintenance and repair do not cost the taxpayer a single penny.

Sincerely yours,

[Signature]

William T. Faricy
"Unique" is merely a statement of fact in any description of KFYR Bismarck. It has a greater coverage area than any other station in the country, regardless of power—encompassing 1,000,000 people in North and South Dakota and sections of Montana, Wyoming and Nebraska, and 850,000 in Canada. It serves many cities exclusively and completely dominates a large group of others. In fact, there is no other outlet of such power and advantageous wave length within its entire coverage area.

KFYR is the favorite station among the majority of listeners in this huge segment of the Northwest—a top rank borne out by every independent survey. KFYR features splendid network, spot and local programming, but it is actually far more than just a medium of entertainment. Since there are relatively few daily newspapers in the area, KFYR is in a unique service position as the immediate source of news, weather reports, farm news and other vital information.

As a radio buy, KFYR becomes still more important in light of the purchasing power of its audience. Since the war, North Dakota has reached an all-time high in agricultural production, with industry and mining keeping pace. Just one example of this market's prosperity is the $53,000,000 spent each year on groceries alone.

John Blair & Company, exclusive representatives of KFYR for 13 years, has filed one example after another of how KFYR has translated the loyalty and spending power of its listeners into success stories for advertisers. For actual case histories on products in your field—all produced at low cost over KFYR—call your John Blair man today!
WEST THE JOHN BLAIR WAY
HOME RADIO STATION OF TWO STATES

KFYR transmitting plant 15 miles east of Bismarck. Higher tower is the highest narrow-base, self-supporting tower in the world. North Dakota’s skyscraper capitol building at Bismarck, photographed to the same scale, shows the tremendous size of the main tower.

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

F. E. FITZSIMONDS, Station Manager of KFYR.

June 2, 1952  *  Page 11
“There are no generalizations in the advertising business,” says Maurice Belmont Ver Standig, president of Washington’s M. Belmont Ver Standig agency.

“Any advertising man who tries to pass along broad statements as to how to handle a new client is just talking,” Mr. Ver Standig declared.

“You just don’t know how best to handle a new client’s advertising until after you’ve made a lot of tests. We assume nothing,” he stated.

“A rule we adhere to, something we try to insist on is that 5% of the total advertising budget of a client be spent on research — continuing research,” Mr. Ver Standig added.

“I can say that all of the 30 accounts that we have now abide by that rule.” Mr. Ver Standig said that annual advertising budgets of his agency’s clients total $1,140,000 of which an estimated $53,000 is spent in broadcast media. Several direct mail accounts are numbered among his clients.

“What I mean when I say that we do not assume anything” explained Mr. Ver Standig, “is that we simply don’t know which medium would be best for our client’s product until we do a lot of testing. Even when a particular campaign worked well for a similar product, we still don’t assume that it will sell best for our client’s product.

“Starting from scratch, we try to find out what would be best for our client before deciding on any approach—and that’s why we have that 5% rule.”

While Mr. Ver Standig does not feel that the past is necessarily the prologue of the future, he does not ignore methods which have proved successful. Far from it.

Within arm’s reach of his desk he has a 10,000-card file containing “abstracts” of success stories. These are studied as guidelines.

But, he emphasized, successful campaigns of the past are only guidelines and “we still don’t know until we’ve tested the market what the best approach would be.”

Mr. Van Standig also said that his agency follows through with marketing and salesmanship clinics. We want to make sure that a customer is treated right once he is attracted by our advertising, he explained. His agency is now com-

(Continued on page 56)
ROBERT E. MATTHES, radio-TV director, Bozell & Jacobs, Minneapolis, to Wright & Assoc., Chicago, as radio-TV writer and producer.

ROBERT LONG, TV-film staff, Schwimmer & Scott, Chicago, to Buchen Co., that city, as radio-TV director.

MARY BREWSTER BRADY, Dancer-Fitzgerald-Sample, N. Y., to copy staff, Doherty, Cliftord & Shenfield, same city.

HAROLD BREITNER, copy writer, Hicks & Greist Inc., N. Y., promoted to account executive.


BERGEMETTE BOE, formerly manager of radio department, Roy S. Durstine Inc. and assistant radio director, MacFarland, Aveyard & Co., Chicago, to radio department of Needham, Louis & Brorby, that city.

ROBERT L. GARRISON, DONALD P. DAVIS, VIC CANEVER and JACK F. WORTH, to creative and copy staff, D. P. Brother & Co., Detroit.

JAMES S. LITTLE, former office manager, Charles Dallas Reach Co., N. Y., to Al Paul Lefton, Phila., in executive capacity.


KENNETH C. RING named executive vice president at William Hart Adler Inc., Chicago.


DAVID W. ARCHIBALD, research and sales analysis staff, Gray & Rogers, Phila., promoted to assistant research director. VINCENT BENEDICT promoted from associate art director to head of art department.


SCHRAM Co., Chicago, has moved to larger offices in State-Madison Bldg., 22 W. Madison St.

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

PAUL MATTHISON, H. M. Gross Adv., Chicago, to Phil Gordon agency, that city, as art director.

CHARLES L. DUBISSON, Congoleum-Nairn, to Hicks & Greist, N. Y., as account executive.

DAVID S. NORTH to press department, Ted Bates & Co., N. Y.

JOHN FALKNER ARNDT & Co., Phila., moves to own building at 160 N. 15th St., that city.


DONALD F. SIMCOX, director of Contemporary Art Assn., to J. Robert Mendel Inc., Phila., as creative head of art department.

H. I. ORWIG, vice president, Buchen Co., Chicago, will discuss export advertising at National Industrial Adv. Assn. meeting in Chicago, June 30-July 2.


Sally Work has been broadcasting for WBEN Buffalo ever since the station opened. And her phenomenal success can be summed up in one word: confidence. Sally goes into Buffalo homes and into the hearts of housewives with her friendly, informal afternoon show. And sales-wise, Sally has what we call "cushioned drive". She's honest, down-to-earth, convincing but never overbearing. It's the kind of personal selling that appeals to women. And the list of Sally's success stories prove it. Red Heart Dog Food, Nescafe, Borden's Starlac, Gerber's Baby Foods... these and scores of other products were first introduced to Buffalo women by Sally Work. So if you want a sincere selling job done on your product, Sally's your gal. 150 word participations are available Monday thru Friday. Check with Petry for details.

Sally Work 1:30-2 P.M. Mon. thru Fri.

WBEN

NBC BASIC — BUFFALO

June 2, 1952 • Page 13
Some girls have all the charms
You've got to hand it to Joan Edwards. She's been a charmer ever since she first trod the boards as a young protégée of her famous Uncle Gus. Nowadays, she's getting new bouquets for showmanship—and salesmanship—on her new song-and-story show on WCBS, Monday through Friday mornings at 9:30.

She charms critics. Billboard says, "It's as tho' the chanter, having fed her family, sent her hubby off to work and the kids to school, has called in the gals to chat and play records. And she does it all very pleasantly and capably."

She charms listeners. According to her first Pulse,* Joan's bright-as-sunlight personality and friendly program attracted more listeners than any other New York network station participation program. In fact, every morning housewives in more than 150,000 homes accept her warm invitation to "Come on over to my house."

She charms advertisers. Variety says, "She delivers her plugs with a cozy touch." But just hear those "plugs" and you'll realize they're socked across with all the skill of a star born and bred in big-time show business. (Participations were 50% sold out before her first program!)

Want to charm customers? Call us and sign up now for a low-cost participation on WCBS' Joan Edwards Show.

CBS Owned - New York
Represented by CBS Radio Spot Sales

*March 1952
Top Hooper, top coverage, top merchandising support means WRBL leads ALL media in delivering the booming Columbus market. In 1951 Columbus showed a 10% POPULATION INCREASE; 10.5% RETAIL SALES INCREASE: 16.5% INCREASE in Effective Buying Income. WRBL delivers 18.7% MORE COVERAGE than all other media in the Columbus 26 county trading area. For complete coverage at the lowest cost per thousand contact WRBL or Hollingbery.

Spot . . .

GENERAL FOODS, N. Y. (Instant Maxwell House coffee), placing saturation spot radio campaign in limited number of markets using as many as 50 spots weekly June 16-27. Agency: Benton & Bowles, N. Y.

GILLETTE Co., N. Y., to sponsor radio-TV coverage of Belmont Stakes races next Saturday over NBC networks, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre, Pa., renews Lucky U Ranch on 22 ABC Pacific radio stations, 12:30-1 p.m. PDT Mon. through Fri. from May 19 for 13 weeks. Agency: Raymond R. Morgan Co., Hollywood.

SIGNAL OIL Co., L. A., (petroleum products), renewed The Whistler on 21 CBS Pacific and Mountain radio stations, for 10th year, Sun., 7:30-8 p.m. PDT for 52 weeks from June 1. Agency: Barton A. Stebbins Adv., that city.


Network . . .

ALUMINUM Co. of America, Pittsburgh, to sponsor It’s News to Me with John Daly on CBS-TV for nine weeks effective July 6 as summer replacement for Edward R. Murrow’s See It Now. Agency: Fuller & Smith & Ross, Cleveland.

UNION OIL Co., L. A. (Royal Triton motor oil), began Royal Triton Baseball Roundup on May 26 on 319 ABC radio stations including outlets in Alaska and Hawaii. Program is aired 5:55-6 p.m. EDT Mon. through Fri. for 18 weeks. Agency: Foote, Cone & Belding, L. A.

REXALL DRUG Co., L. A., started sponsorship of Doris Day Show, 7:30-8 p.m. EDT Sun., CBS Radio, effective yesterday (Sunday) as summer replacement for Amos ‘n’ Andy. Agency: BBDO, L. A.

GENERAL MILLS Inc., Minneapolis (Wheaties, Gold Medal flour), renews Trouble With Father on ABC-TV, Fri., 7:30-8 p.m. EDT for 52 weeks from June 6. Agency: Dancer-Fitzgerald-Sample, Hollywood.


Agency Appointments . . .


LURR PRODUCTS Corp. (Lurr insecticide), names Rand Adv., N. Y. Radio and television will be used.


FREEZERATOR Inc. appoints Fien & Schwerin, Phila., for radio, TV and newspaper campaign in that city and Washington, D. C.

Adpeople . . .

HOWARD GORMAN, associate advertising manager, Gaines (dog food) Div., General Foods Corp., N. Y., promoted to sales and advertising manager succeeding DONALD S. HARRIS now on special assignment. C. D. EWART, Gaines advertising assistant, named assistant to Mr. Gorman with V. B. WARD Jr. replacing Mr. Ewart.

REX BUDD, advertising manager, Campbell Soup Co., to receive Dr. Herbert W. Hess-Dr. J. Russell Doublman award of Merchandising Assn. at annual dinner at Houston Hall, Phila.

JAMES J. NICHOLS, currently with U. S. Navy, returns to Certified Grocers of Calif., L. A., as advertising manager, after discharge.
THE JOURNAL COMPANY announces the appointment of

THE HENRY I. CHRISTAL CO., New York, Chicago,

as national sales representative

for radio station

WTMJ

THE MILWAUKEE JOURNAL STATION

* Effective June 1, 1952
**'Just Unique'**

**EDITOR:**
I guess we're just unique.

At any rate your editorial, "Legitimized Larceny," [B&T, May 19] makes the startling statement that "there's hardly an independent in the country that wouldn't go major network if it could." Gentlemen, here is one independent where all of us would just as soon take strychnine as go major network.

First . . . our listeners would desert us by the thousands if we swapped our friendly, informal, living local programs for the highly emotional soap operas, whodunits and other trash that makes up such a large percentage of network fare . . .

Economically it would be sheer lunacy to swap time for which we are being paid 100 cents on the dollar to a network which would pay us at most about 30 cents . . . And should I mention rates? Ours have been raised three times in three years and there is not a single under-the-table deal in the house . . .

L. O. Fitzgibbon
Owner-Manager
WBEL, Beloit, Wis.

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**Standard Equipment**

**EDITOR:**
I have been in Europe for approximately eight months now and did not realize in six years of station management just how important your publication is to the industry. It is as standard a piece of equipment in a station as a remote amplifier, a master program schedule, or continuity paper. Twice a month now for eight months I begin to think, "I must look at BROADCASTING and see what's happening in the industry," but, alas! No. My primary attention to this order will be greatly appreciated from the former manager of WTAW, KTLW, KHT, KXIO, and former staff man of WOAI-WOAT-TV.

W. R. Pierre
Hdg. Trust
APQ 909
c/o PM, New York

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**Salik's Rebuttal**

**EDITOR:**
In the always stimulating Open Mike section of your issue for May 12, I read with particular interest the letter from Howard W. Davis, General Manager of KMAC-KISS (FM) in San Antonio, Tex. My friend, Howard, took exception to our doozies-spread in the April 26 BROADCASTING · TELECASTING in which we claimed KCBQ is "first in audience in the nation's fastest-growing major market." Specifically Howard stated that the San Antonio "metropolitan area" had grown faster in the past ten years than the San Diego "metropolitan area."

I hate to do this—particularly to my former home-town of San Antonio—but, facts are facts even in Texas.

The preliminary U. S. Census for 1960 lists the following figures for the Standard Metropolitan Areas (as defined by the Bureau of the Budget) for our two cities:

<table>
<thead>
<tr>
<th>City</th>
<th>1940 Population</th>
<th>1950 Population</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Antonio</td>
<td>338,176</td>
<td>490,790</td>
<td>46.7%</td>
</tr>
<tr>
<td>San Diego</td>
<td>265,348</td>
<td>545,967</td>
<td>105.2%</td>
</tr>
</tbody>
</table>

The J. Walter Thompson Advertising Agency used identical figures in their excellent booklet, *The Cream of Your Market*, again deriving their information from the U. S. Census of 1960. They divide the nation's top 102 markets as follows:

- **A** markets over 2,000,000
- **B**-22 markets from 450,000 to 2,000,000
- **C**-72 markets from 150,000 to 450,000
- **D**-7 markets from 150,000

Again, in their booklet, the percentage of increase is 46.7% for San Diego as compared to 46.7% for San Antonio. Incidentally, their breakdown also shows that San Diego has grown faster in the past ten years than has any market in the A group, any market in the B group (which includes both San Diego and San Antonio), any market in the C group, and amazingly any market in the D group except one.

I think the figures Howard used were correct for "City Markets" rather than for the Standard Metropolitan as defined by the Bureau of the Budget. (San Diego County in our case, Bexar County for San Antonio). I'm sure that Howard would agree with me that one of radio's many advantages is that our medium, unlike others, does not...
AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in.

Wholesale and shopping center for an 83-county, 3-million-person area, Amarillo is close to the stuff an advertiser looks for when he wants business. KGNC, which completed its 30th year of broadcasting last month, is almost half as old as Amarillo. The only NBC station in a diamond pointed by Denver, Albuquerque, Dallas, and Oklahoma City, KGNC offers its listeners regional and national programming on its 10,000 watt signal . . . and its advertisers the chance to meet Panhandle hospitality and loyalty.
"Operation Heat Wave"

The hottest thing in town these days, outside of Washington's famous summer weather, is WRC's "OPERATION HEAT WAVE.” For the first time, WRC is affording its advertisers a chance to make the heat pay off.

If you're selling a seasonal product that moves best when the sun is hottest, here's your chance to buy radio spots in Washington on those "fair and weather" days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products only, such as fans, bathing suits and sun tan lotion. (Products subject to WRC acceptance).

COST: It's lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 20 • June 2, 1952

feature of the week

IN AN unusual feat, Prell Shampoo last week filmed a television commercial featuring the Prell comparison test as it was conducted in a busy store—Kress on Fifth Avenue in New York—before the public.

The commercial is the first in a series of TV films to be staged at well-known locations throughout the country.

Announcer Bob Dixon, with the aid of four models, conducted the questioning by stopping customers at random and asking: "Which side of this girl's hair looks more radiant?"

Each girl's hair was parted down the middle—half shampooed with the new Prell and the other half with another leading brand. A camera was focused on the group to catch shoppers' answers. The film is that actually used in the TV commercial. Of the 12 women solicited, recorded and filmed, 11 liked the Prell side and the 12th was indifferent.

Don Weill, account executive of Benton & Bowles, agency for Prell, was the guiding idea-man behind the TV venture.

strictly business

LIFTING of the TV freeze will mean greatly increased use of film programs, according to Aaron Beckwith, sales director of United Television Programs, distributor of TV films, who has already watched his sales volume quadruple itself in the past year.

Some of his reasons: More stations will mean greater competition and local managers will seek improved programming; stations unable to receive network service will turn from costly local five shows to less expensive film; national advertisers are even now turning from network to national spot advertising on film to stretch their already taut TV budgets.

An amiable man with a friendly voice, Mr. Beckwith contends that his best salesman, responsible for 75% of each sale, is the product itself. His company handles such programs as Big Town, now produced on film for simultaneous distribution by Lever Bros. and non-

Mr. BECKWITH competing advertisers in other cities; all Bing Crosby Enterprises' TV output; Durocher and Day

(Continued on page 55)
"High Man On the ARB Poll"

THE AL ROSS SHOW
6:00 to 9:30 A.M. Monday Thru Saturday

<table>
<thead>
<tr>
<th>STATION</th>
<th>TOTAL FAMILY LISTENERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBAL</td>
<td>22,751 Families</td>
</tr>
<tr>
<td>STATION A</td>
<td>15,378 Families</td>
</tr>
<tr>
<td>STATION B</td>
<td>6,317 Families</td>
</tr>
<tr>
<td>STATION C</td>
<td>6,216 Families</td>
</tr>
</tbody>
</table>

ARB* COMPARATIVE FIGURES ON TOTAL FAMILY LISTENERS

35% More Family Listeners On WBAL Than 2nd Closest Station

The chart at the left tells the story. Survey after survey shows Al Ross way out front in all morning programs. American Research Bureau proves the Al Ross show gives you at least 35% more Families.

And there's a good reason why Al is so popular. He has a way with him ... a different style of announcing songs ... a different way of giving with the commercials.

And here's another reason why the "big pay off" is on WBAL BALTIMORE ... the station with the big 50,000 watt power—WBAL, the NBC affiliate.

Let Us Tell You Why The "AL ROSS SHOW" Has the Lowest-Cost-Per-Thousand in Baltimore in the Morning!

WBAL
50,000 WATTS • NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.
NORTH CAROLINA is the South’s No. 1 STATE

North Carolina's Number ONE SALESMAN

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

WPTF
50,000 WATTS • 680 KC.

NBC AFFILATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE
R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER
CBS RADIO RATE TALKS

By EDWIN H. JAMES

A GROUP of prominent CBS Radio affiliates last week arranged for an evasive discussion of the deteriorating situation in the current radio network crisis. Top CBS executives have agreed to participate.

Copies of a telegram signed by the group were sent out Wednesday night to all CBS Radio affiliates and the meeting set July 1-2 in New York's Ambassador Hotel. William S. Paley, chairman of the board of CBS; Frank Stanton, president; Adrian Murphy, president of CBS Radio, and other high CBS executives will be present.

Mr. Stanton is cutting short a European vacation to attend the meeting.

Those signing the telegram were Kenyon Brown, KWFT Wichita, Tex.; Victor Hahn, WHAS Louisville; William Quarton, WMT Cedar Rapids; John E. Petzer, WKZO Kalamazoo; Saul Haas, KIRO Seattle; John F. Patt, WGAR Cleveland and WJB Detroit; Ray Herndon, KTRH Houston; Hubert Taft, WKRC Cincinnati, and George B. Storer, WQBS Miami, WFAQ Atlanta, WMM Fairmont, W. Va., and WWVA Wheeling, W. Va.

Realistic Discussion

Sponsors of the conference said they wanted made clear that it was intended as a realistic discussion of the deteriorating situation in the current radio network operations. It was not called in a spirit of antagonism, they emphasized.

In the telegram, however, they said the state of radio network business "offers cause of great concern."

Although the telegram was no more specific than that in regard to the cause of the meeting, it was plain to all that the sponsors of the conference were worried by the prospects of another round of network rate reductions.

By last week it had become an open secret that CBS Radio was seriously considering a substantial reduction in nighttime rates. All that remained to be settled was the question of how much to cut them. The question of when to invoke the reductions had been pretty well decided: As soon as the CBS top executives agreed upon the amount of the cut.

RADIO TAX RELIEF

A SIMPLE dollar-and-cents objective to benefit a number of radio station operators, wary-eyed from puzzling over high rates in the Excess Profits Tax Act, underlies a rather complex bill introduced in the House last week.

The bill was authored by Rep. William E. Miller (R-N.Y.) and was referred to the tax-writing House Ways and Means Committee.

Its significance is clear-cut for it would:

Give the radio licensee, who also operated some other type of business or businesses in the years 1947-1949, an opportunity to separate his rate earnings from his other business ventures for a breakdown for tax purposes.

Where this could be profitable for the licensee, who also operated some other type of business or businesses in the years 1947-1949, an opportunity to separate his rate earnings from his other business ventures for a breakdown for tax purposes.

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A section of the bill would provide that relief would be retroactive to the period starting with July 1, 1960.

As is the unwritten effect of the Excess Profits Tax, the business which can show a higher base period can later show a less lop-sided earnings sheet in the subsequent years.

Exemptions Granted

The bill specifically excludes from its provisions those AM broadcasters who also operated TV prior to Jan. 1, 1951.

The Excess Profits Tax Act already contains a relief section for TV broadcasters, who were in business early, but who lost money.

The TV formula generally permits radio owners who operated television to apply their earnings to an individual rate of return or an industry rate, whichever is the more favorable.

It was learned that Rep. Miller introduced his bill upon request. According to sources in the House, the legislation was spurred by "some seven newspapers who own radio properties."

This source disclosed that the newspaper owners were ones who had purchased their way into radio early in the post-war era by acquiring FM stations only. It was claimed that these owners lost money in operating these stations until they later "acquired AM properties."

However, it must be noted that the relief would be afforded to not only the newspaper owner of a radio property but also any other licensee who has other business interests.

A tricky law for the layman, the Excess Profits Tax provisions can penalize such business owners because losses generally written off on a losing proposition to a profitable enterprise makes the latter base period much lower. In turn, when the losing operation becomes profitable, the overall jump in profits becomes gravy percentage-wise for the government.

A similar situation formerly existed in the TV broadcaster's situation.

Offered in Miller Bill

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(Continued on page 98)
ZUZULO NAMED
As MBS Press Chief
FRANCIS X. ZUZULO, press information manager for Mutual, last week was promoted to director of press information, with responsibilities including supervision of the network's publicity offices in Chicago, Washington and Hollywood as well as New York, and operation of the department's regular services to affiliates and editors throughout the nation.

The appointment was announced Tuesday by Vice President Robert A. Schmid. It followed the resignation of Dick Dorrance, who is establishing the promotion firm of Dorrance & Co., New York (B&T, May 26).

Mr. Zuzulo has served the Mutual press department in a number of capacities since joining the network in August 1944. He was business news editor before being named manager of the press division.

Before joining Mutual, he served with the United Press in Kansas City and New York, and with MacFadden Publications. During the war he served overseas as an army captain for three years prior to medical discharge for wounds in June 1944. He is a graduate of the U. of Missouri School of Journalism.

MBS Signs Motorola
MOTOROLA Inc., Chicago (radio and TV sets), will sponsor "True Detective Mysteries" on alternate Sundays over MBS, beginning 5 p.m. EDT, beginning July 13. The company will alternate sponsorship with Williamson Candy Co. (Oh Henry candy), which has signed a recent renewal contract. Agency for both sponsors: Aubrey, Finlay, Marley & Hodgson Inc., Chicago.

Johnny-on-the-Spots
GENERAL Manager Lawrence A. Reilly of WTXL West Springfield, Mass., is guffawing over an item which appeared in the Springfield Sunday Republican about the Memorial Super Market's two-hour special sale which moved nearly 20,000 items of canned goods and packages at a flat 10% reduction in price, and which the newspaper reported "had no advance advertising." Mr. Reilly is, according to Mr. Reilly, that the grocery market bought spot announcements starting in mid-afternoon of the morning of the sale, with the result that more than 500 housewives flocked to the sale, pulled by radio alone.

ABC ADDS SEVEN
Affiliates Total 330
SIGNING of seven new affiliates by ABC bringing the total to 330, was announced last week by William Wylie, ABC radio stations director.

The group includes three California stations owned by the Broadcasting Corp. of America: KYR Blythe (1450 kc, 250 w), managed by Lyle Schuman; KROP Brawley (1300 kc, 1 kw day and 500 w night), managed by John Chandler, and KREO Indio (1400 kc, 250 w), managed by James Tracewelle.

KOWB Laramie, Wyo. (1340 kc, 250 w), owned by Snowy Range Broadcasting Co. and under the management of Lynn Smith, also is joining the ABC network, while the following commenced affiliation yesterday (Sunday):

KANE New Iberia, La. (1240 kc, 250 w), owned by New Iberia Broadcasting Co. and managed by Dierrell Hamm; WGVV Greenville, Ala. (1400 kc, 250 w), owned by Greenville Broadcasting Corp. with W. J. Miller Jr. as manager; and WKSR Pulaski, Tenn. (780 kc, 150 w day), owned by Richland Broadcasting Co. and managed by Virgil Trimm.

JONES SUIT
Appellate Affirms Sufficiency
THE APPELLATE division of the New York State Supreme Court has unanimously affirmed the decision of the Supreme Court upholding the sufficiency of the complaint filed by Duane Jones Co., against nine of its former officers and directors, and Frank J. Burke and Manhattan Soap Co.

The complaint alleged a conspiracy on the part of the defendants to force Duane Jones, chairman of the company, to sacrifice his stock in the company, under threat that the nine officers and directors would take the clients and personnel, turn the key in the door and shut up the business. When Mr. Jones refused to sell his stock, the defendants, it is alleged, proceeded to carry out their threats.

The Duane Jones complaint, whose sufficiency was sustained twice by the Supreme Court before being taken to the appellate division, seeks recovery of $3,500,000 from the defendants; an accounting of profits and the impressment of a trust in favor of Duane Jones Co., upon the stock of Scheideler, Beach & Gardner Inc., which was formed by some of the defendants to take over the Duane Jones business.

The defendants have been given ten days to answer and the trial is expected to be held early in fall.

O'NEIL ELECTED
To Ad Council Board
ELECTION of Thomas F. O'Neil, president and board chairman of Mutual, to succeed former MBS president Frank White on the board of directors of the Advertising Council was announced Friday by chairman Howard J. Morgan, Procter & Gamble vice president. Mr. O'Neil, whose MBS presidency became effective June 1, is a vice president and director of General Tire & Rubber Co. He entered the radio industry in December 1947 as vice president and director of the Yankee Network.

KLAUS MOVED UP
To WERE Cleveland Head
CLEVELAND Broadcasting Inc. board of directors last Tuesday announced the appointment of Richard M. Klaus as general manager of WERE Cleveland.

Mr. Klaus joined the WERE sales staff in February 1950 as assistant sales manager. He also was with WHBC Canton, Ohio, and WJW Cleveland, before coming to WERE. A graduate of the U. of Michigan, he served five years in Navy Communications during World War II and was discharged as lieutenant commander.

Mr. Klaus recently became the father of a son, Robert Alan.

DON LEE SIGNS
General Mills to Show
GENERAL Mills Inc., Minneapolis (Sperry Div.), will start Breakfast News with Sam Hayes on 45 Don Lee Pacific Coast radio stations, 7:45-55 a.m. (PDT) Monday through Saturday, for 52 weeks beginning today (Monday).

The firm formerly broadcast a program on NBC radio for 13 years. The agency is Dancer-Fitzgerald-Douglas, San Francisco.

Each of the stations will follow the program with five-minute local news broadcasts. First contract to be signed is with Norris-Thermador Corp., Los Angeles (bathtubs, sinks, electric ranges), starting 7:55 Local on KHJ Hollywood for 13 weeks beginning today (Monday). The agency is West-Marquis Inc., that city.

ROBERTS TO ABC
As Central Rádio Head
DON ROBERTS, vice president in charge of new business for Sullivan, Staufer, Colwell & Bayles, New York, has been appointed director of ABC radio's Central Div., effective yesterday (Sunday), succeeding Edward G. Smith, resigned (B&T, May 26).

Prior to association with SSC&B, Mr. Roberts was western sales manager for CBS' Chicago office, and before that served five years as radio account executive with NBC in New York.

Fineshriber Named
APPOINTMENT of William H. Fineshriber Jr. as MBS member of the NARTB Radio Board was announced last week by NARTB President Harold R. Fellows. Mr. Fineshriber is executive vice president and a director of MBS. He replaces Frank White as MBS member of the association board.

Mr. White having resigned as MBS president to join NBC.

Page 24 • June 2, 1952
TR PLAN EXPANSION

TRANSIT RADIO Inc., FM-sired and newest of the national media, is making plans to spring out of its litigation limbo into full stature with other major advertising industries.

Announced with a 7-1 U. S. Supreme Court decision, officers and directors of Transit Radio have scheduled a Tuesday morning meeting in Cincinnati to lay plans for the delayed expansion into a nationwide operation, according to Hubert Taft Jr., board chairman. Mr. Taft is president of WKRC Cincinnati.

Key figures with Mr. Taft are R. C. Creiser, TR president; Ben Strouse, of WWDC Washington, vice president; Tom O’Neil of General Tire radio properties, and W. M. O’Neil, WJW Cleveland; Chet Thomas, KXOK St. Louis. E. K. Hartenbaker, KCMO Kansas City, was expected to attend along with several others interested in transit.

Plans in the Offing

While nothing will be decided prior to the meeting, Transit Radio’s backers envision sales offices in New York and Chicago. Present headquarters are in Union Trust Bldg., Cincinnati. At one time Transit Radio was represented nationally by H-R Representatives Inc.

Once enjoying a take of $20,000 a month from national advertisers using the service supplied bus companies via FM stations, Transit has operated for well over a year with a total of about 3,600 radio-equipped vehicles compared to a peak of 4,600. At present about 18 national advertisers are buying transit, the litigation having caused many others to drop out.

Shortly after the Supreme Court’s decision was announced last Monday, speculation started coming from national sponsors showing renewed interest.

One of the main jobs facing Transit Radio Tuesday will be formation of a sales organization. Up to a few months ago H-R Representatives Inc. had serviced Transit Radio.

Then there will such problems as new capital and new station-transit tieups to expand the medium from a dozen cities to a nationwide operation.

 Threats of continued organized effort to block transit programming were heard last week. Among those making such a statement was Mr. Segal, attorney, of Segal, Smith & Hennessey, who argued the anti-transit radio case in the Supreme Court, and the National Citizens Committee Against Forced Listening.

Mr. Segal said, “Murder, arson and the torture of little white mice would not be considered of them violates the Constitution of the United States. The Supreme Court has now held that regardless of whether transit radio is good or bad, it just doesn’t happen to be unconstitutional. This does not mean that transit radio will be permitted to go forward. The constitutionality attack was just one attempt.”

The case was argued in Supreme Court last March 3 [B&T, March 10]. Appearing on behalf of Washington Transit Radio Inc., Public Utilities Commission (District of Columbia) and Capital Transit Co. was Attorney W. Theodore Pier- son, of Pierson & Ball.

Originally the U. S. Court of Appeals for the District of Columbia had held that transit broadcast radio was not within its rights in permitting radio programming for buses operated in the nation’s capital.

If TR goes ahead with a rapid expansion program it will encounter some delay in providing equipment for buses and trolleys. TR has a supply of antennas in stock but no receivers. It is believed receivers could be obtained without difficulty, once an actual demand appears.

The status of transit radio at the FCC, along with other types of special FM services, is somewhat cloudy. The Commission had raised the question of legality of the “beep” signal used for switching talk programming. Four functional music outlets were cited [B&T, May 31, 1961]. They have asked FCC to hold a general rule-making hearing on the issues that might be clarified on an industrywide basis. Fate of storecasting also

(Continued on page 98)

SOAP ACCOUNTS Expand Fall Radio-TV Shows

By FLORENCE SMALL

THE SOAP companies, whose ranks include the largest single advertiser in radio and television, will be more active this fall in television and radio than ever before in their history. That was the finding of a BROADCASTING TELECASTING spot check made last week.

As prime mover in this expansion, Procter & Gamble, Cincinnati, which last year spent nearly $25,750 million for network radio-television time alone, has added a television version of Welcome Travelers daytime strip on NBC-TV, augmenting its recent early morning radio purchase (9:30-10 a.m. on NBC), plus a new half-hour on NBC-TV (Sunday, 7-7:30 p.m.), into which the Red Skelton Show will be moved from its present 10-10:30 p.m. Sunday time [B&T, May 26].

Latter time period will be retained by P&G and a new film show called The Doctor will be starting in August for the firm’s Camay soap. In addition, P&G will place a TV version of its Guiding Light (CBS Radio daytime strip) in its 2:30-4:30 p.m. period on CBS-TV succeeding First One Hundred Years. The firm’s 16 other radio programs as well as its TV shows, such as These Two (NBC-TV strip) and Beulah (ABC-TV, weekly hour-hour), are slated to continue for next fall.

Colgate-Palmolive-Peet, which will be spending about $26 million in time and talent in radio and television, last week bought, in addition to its already impressive list of radio and TV shows, a TV film version of Mr. and Mrs. North. Company is planning to place the half-hour program, once a week, on a spot basis across the country instead of using a network. Sherman & Marquette, New York, is the agency.

‘Biggest in History’

The present radio-TV lineup is “the biggest in the company’s history and the most effective,” Les Harris, director of radio-TV for Colgate-Palmolive-Peet, told BROADCASTING TELECASTING.

The firm is expected to renew its sponsorship of Colgate Comedy Hour Sundays on NBC-TV and will definitely continue with its The Big Payoff (NBC-TV), Strike It Rich (five times weekly strip on CBS-TV), plus a nighttime half-hour (also CBS-TV).

In radio, Colgate-Palmolive-Peet last week renewed the five-minute Louella Parsons strip for another quarter on CBS Radio. In addition, the firm will continue with its radio schedule of Mr. and Mrs. North on CBS Radio, Our Miss Brooks on CBS Radio, Bob and Ray on NBC and Strike It Rich on NBC.

Lever Brothers, New York, whose overall radio-TV budget is estimated slightly higher than that of C-P-P, has added 7:45-8 p.m. Tuesdays and Thursdays (on CBS-TV) for its Chlorodont toothpaste but will drop the radio version of Big Town on CBS Radio (Wednesdays, 8-9 p.m.) although the TV budget for Big Town expanded by switching from live to film.

The newest buy for Chlorodont will start with a program produced by J. Walter Thompson Co., New York, featuring a top vacation until weekly, with the most effective personality to be picked out of the summer group for a permanent fall show.

Lever Brothers, instead of taking a 13-week hiatus for its Lux Radio Theatre, will remain off for only eight weeks, meanwhile subbing certain radio shows, Broadway Is My Beat and Romance (Mondays, 8-9 p.m.) during the five summer weeks. In the fall, the Lever radio lineup will include, aside from Lux Radio Theatre (CBS Radio), Aunt Jenny (CBS Radio), House Party (CBS Radio) and a simulcast of part of the Arthur Godfrey Morning show (CBS Radio and TV). In television, Lever will continue to sponsor Lux Video Theatre (CBS-TV), Big Town (CBS-TV) and Hawkins Falls (strip on NBC-TV).
MOFFET QUNS FOSS
Jona Russel P. May Firm

JOHN A. MOFFET, 37, has left the post of vice president with William L. Foss Inc. in Washington, to become an associate in the firm, Russell F. May, of Radio Consulting Engineers, Washington.

Mr. Moffet had been with the Foss firm since November 1946 when he was discharged from active duty with the Air Force. During War II, he served first with the Army Signal Corps, finally as an Air Force captain in the European theatre. Mr. Moffet was graduated from Swarthmore College in 1937, receiving an engineering degree with honors. With Mrs. Moffet and their two children, he lives in Arlington, Va.

FRITCHEY NAMED
As Truman assistant

CLAYTON B. FRITCHEY, Dept. of Defense public information chief, was appointed last Tuesday as administrative assistant to the President. He will be paid an annual salary of $15,000 [B+T, May 28]. He will assume his new responsibilities sometime this week.

The White House announcement did not specify the nature of Mr. Fritchey’s duties, but it was presumed he would devote himself to responsibilities of a political nature. For a short time, he served as a White House press secretary, elaborate on the announcement.

Mr. Fritchey thus joins a White House contingent of administrative assistants, comprising David Bell, Donald Dawson, David Lloyd and David Stowe. Table of operations calls for six such posts, although they rarely have all been filled at any one time.

Mr. Fritchey has been OPI director for the Defense Dept. since November 1950 and previously was an editor of the New Orleans Item (no radio-TV affiliation). He was also with the Baltimore Post and the Cleveland News during the 30s.

He had worked with Oder Roberts in the defense information post. His predecessor in the Pentagon was not announced.

During Mr. Fritchey’s tenure in the Defense Dept., military OPI activities were a target of scathing Congressional criticism. This was mainly in the form of charges by Rep. Edward F. Hebert (D-La.), probing “waste” in the Pentagon, and House action slashing OPI funds from $1,285,000 to $312,000.

Mr. Fritchey received an annual salary of $14,800 while OPI director.

SARNOFF LAUDED
As ‘Father of Year’

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, has been named the “Father of the Year” by the National Fathers Day Committee, composed of prominent citizens of every state, was announced last Tuesday.

Also included in the 1952 listing of prominent parents were H. V. Kaltenborn, selected as radio father, and Adam Levenson, named television father for 1952. Laraine Day and Leo Durocher were chosen as husband-and-wife team of the year.

Father of three sons, Gen. Sarnoff was commended for having “boldly, unselfishly, and patriotically toiled as champion of ‘freedom to listen’ and ‘freedom to look’ in radio and television as a human right everywhere in the world.”

The Father’s Day Committee was organized in 1948 with headquarters in New York to encourage observance of the day throughout the United States, according to Alvina Venable, director, whose group is financed only by contributions.

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Also included in the 1952 listing of prominent parents were H. V. Kaltenborn, selected as radio father, and Adam Levenson, named television father for 1952. Laraine Day and Leo Durocher were chosen as husband-and-wife team of the year.

Father of three sons, Gen. Sarnoff was commended for having “boldly, unselfishly, and patriotically toiled as champion of ‘freedom to listen’ and ‘freedom to look’ in radio and television as a human right everywhere in the world.”

The Father’s Day Committee was organized in 1948 with headquarters in New York to encourage observance of the day throughout the United States, according to Alvina Venable, director, whose group is financed only by contributions.
MEETING in the shadow of seemingly imminent network radio rate cuts, BAB officials approved last week a $600,000 budget for the radio promotion feature that will run for the next ten months. Budget provides for (1) a pro-radio advertising campaign, and (2) to up radio's set toward A. Ad Research Foundation study of the audience measurement muddle [IBT, May 26].

A total of $15,000 was authorized toward the BAB's work, which RF has estimated the long-wanted evaluation of radio-television rating services will cost. The appropriation is subject to BAB approval of ARF's final plans for the study. ARF is expected to seek the rest of the $25,000 TV's share—from the television division of NARTB.

Edgar Kobak, president of ARF and chairman of the BAB executive committee, estimated that ARF—which is composed of advertiser, agency and media members—can get started on the study within about 30 days after the money is available. How long it will take to complete the study is an unanswered question, though it might take as much as six months.

Rating Service Study

The study of rating services—which ranks high in the desires of advertisers and agencies as well as broadcasters—would be calculated to measure the various radio and TV research techniques against each other, determine their respective strong points and limitations, and, insofar as possible, correct the current misuse of ratings. It is a problem pointed out repeatedly over the past two years.

For a national advertising campaign, designed to impress radio's values upon the public and both present and prospective advertisers, the BAB executive and financial committees get set with a paid campaign is to be coupled with on-the-air and other promotion efforts by stations individually and tied in with BAB's other activities at both the local and the national levels.

Louis Hausman, CBS Radio administrative vice president, was named to pick a committee. This group, in collaboration with BAB authorities, will prepare and place the radio-promotion advertisements, starting July 1. Major newspapers and trade publications in various fields will be used.

Charles C. Caley of WMWD Peoria, BAB's new board chairman, reiterated that he had no knowledge of any network's intentions with respect to radio rates. But he concluded that another round of network cuts—which have seemed increasingly in prospect in recent weeks—would make it "doubly hard," for BAB, to pick up in its all-radio promotion campaign.

He denied, however, that there was any "rate-move" significance in the selection of Mr. Hausman of CBS Radio, which has run foremost in speculation about future rate reductions for its title audiences advertising committee. Mr. Hausman, he pointed out, has been an active member of the BAB promotion committee for more than a year.

No agency has been selected to handle BAB's advertising. Nor is it a certainty that one will be. But Mr. Caley thought it likely that one would be designated.

On the subject of rates, and efforts to prevent cuts, Mr. Caley said he felt BAB's is taking "positive action" through its plans to advance acceptance of radio's stature as a sales medium.

Radio's Value

He said it was now not contemplated that radio's cost-per-thousand advantage over other media would be exploited, in the forthcoming advertising campaign, over other advantages of using radio as a sales tool. Indeed, he stated, it is BAB's hope that radio's values—and ultimately its cost per thousand—may eventually be raised.

Mr. Caley pointed out that when it commenced operation in the fall of 1951, BAB's budget was $157,000. After steady increases last year and this—with stations still being added at the rate of one a day—he said, the membership fund as of June 1 was $400,000, with 622 member stations, four networks, and several representation organizations and associate members.

By next Jan. 1, he stated, it is expected that BAB will have 750 member stations and at last a $700,000 budget "to sell radio as the greatest mass medium in America."

Mr. Caley paid tribute to Mr. Kobak, first board chairman, for "helping us get off the ground" as an effective advertising bureau.

Details of Expansion

He also pointed out that the BAB staff will be expanded from 21 persons to approximately 30 by July 1. In opening of a Chicago office and increases in the New York sales staff, Appointment of a head of the Chicago office is expected by around June 16, he reported.

Committeemen and other participants in the Monday sessions included Messrs. Caley and Kobak; BAB President William B. Ryan; Vice President James E. Sweney; WHN; and The Ad Research Foundation's Director Jack Hardesty; William Quanton, WMT Cedar Rapids; H. Preslen, WGBH Boston; "O. & P.;" Dr. Adrian Murphy and Vice President Hausman, CBS Radio; William H. Finebriner Jr., executive vice president of Mutual; Joseph E. Baudino, Westinghouse Radio Stations (participating as an alternate for the late WRS President Walter Levine); Allen M. Woodall, WBOK Columbus, Ga.; Kenyon Brown, KWFT Wichita Falls; Gordon Gray, Goodwill Stations (alternate for President John F. Patt, chairman of the BAB finance committee).

U. S. Steel Renews

UNITED STATES Steel Corp., Pittsburgh, through BRBD, has renewed sponsorship of Theatre Guild on the Air on NBC Radio Network for 39 weeks starting in September.

A NEW film, designed to convey the meaning of "More Than Meets the Eye," by presenting its message primarily via the sound track rather than by picture-matter, has been produced for CBS Radio as a part of the network's promotion of AM broadcasting.

Scheduled to be shown to an invited audience in Hollywood today (Monday) and in New York next week, the one-week-long program is an attempt to present radio's values graphically in a changing world of entertainment—to give strength, reliability and a fresh appreciation of its power and effectiveness," according to Adrian Murphy, CBS Radio president, who was to announce the film project today.

The business documentary, a 15-minute color film, uses animated semi-abstract art of the screen, with its meaning conveyed through music composed by Wladimir Selinsky, and the narration of Robert Trout, CBS Radio news commentator. Purpose of the film is to demonstrate the meaning of this year's theme, "More Than Meets the Eye," in radio's translation into network broadcasting.

Mr. Murphy was scheduled to unveil the production at a special West Coast showing in Hollywood's Ciro's restaurant today for some 400 radio and movie artists, advertisers, agency executives, and newspapers.

Three groups—radio advertising industry are to see the film at the Museum of Modern Art in New York, June 9-11, and other special showings will be arranged in national markets throughout the country.

The film was produced for CBS Radio Network by United Productions of America, producers of the Academy Award-winning "Ossend McDoing Boing" short subject, in Burbank, Calif. Gordon Auchincloss directed the sound track, which was prepared by CBS Radio London before the animating was started on the West Coast.

Asks LBS Figures

REP. PATRICK HILLINGS (R-Calif.) last week confirmed that he has asked Gordon McLeod, Liberty Broadcast System's president, for his present figures to support his charges that the Justice Dept. has been delinquent in prosecuting "black" advertising. [IBT, May 26]. Rep. Hillings is active in a House subcommittee that will probe the Justice Dept. He also has expressed interest in getting a major league baseball for the West Coast.

BAB SERVICES

New Retail Aids Listed

FIVE-POINT expansion of the retail services of BAB, designed to equip the radio station salesman, advertiser and media men as well as any media salesmen," was announced last Wednesday by BAB President William B. Ryan.

The new services were listed as:

1. A monthly Sales Opportunities Calendar offering a retail sales idea for each day of the month. First calendar already has been distributed; they will go out 60 days in advance of their period, for which sales ideas are suggested.

2. Data on seasonal fluctuations in retail sales and advertising, to be distributed to BAB members under a contract signed last week with the George Neustadt Statistical Organization, whose data will be used. This will provide monthly-bye-month sales figures on some 91 products handled by department stores, specialty shops, appliance dealers, and hardware stores.

3. Compilation of product sales by means of geographical sections, developed to meet Federal Reserve figures to show trends for departments in specialty shops and department stores as a supplement to the Neustadt study.

4. A budget planning sheet for retailers, slated to appear this summer and designed to help retailers and stations plan monthly promotion programs systematically according to anticipated sales.

5. A how-to-do-it book on radio advertising, intended for the local advertising and scheduled for release by late fall.

Mr. Ryan said local business currently represents 42% of radio's total billings and is "becoming more and more important every month." He said "BAB will attempt this year to equip radio salesmen to plan retail advertising better and to widen the knowledge of retailers and stations on how to use the greatly expanded program of retail sales helps."

He said that "lack of familiarity with radio prevents the local advertiser from achieving all the benefits of radio advertising."
By DAVE BERLYN
THE WIDELY publicized House investigation of so-called “immoral or offensive” radio and television programs, which a subcommittee last week with hope expressed by its chairman that the reins will be kept tight.

Otherwise, House Interstate and Foreign Commerce Subcommittee Chairman Oren Harris (D-Ark.) warned that the probe could easily get out of bounds.

Chairman Harris expressed this view in a Broadcast • Telecasting • Interview following a formal announcement of hearings plans of the subcommittee last Wednesday.

Public hearings begin tomorrow (Tuesday) at 10 a.m. in Room 1934 in the New House Office Bldg. in Washington.

Lead-off witness will be Rep. Elwood Engle (D-Ore.), author of House Resolution 278 that set up the organization and objectives of the subcommittee probe. Other congressional members “to publicize their views” will be heard next.

Order of appearance of additional parties who have interest in the investigation are “representatives of civic groups and organizations,” FCC and other federal agencies who may wish to testify, and “at the proper time, individual broadcasters and representatives of the broadcasting industry.”

According to the formal announcement, “the subcommittee will undertake to study programming techniques, including the question of responsibility for the content of the radio and television programs on the part of broadcasting licensees.”

The announcement came after a closed door meeting of the seven-man committee. (For names and sketches of the full subcommittee see articles below.)

Rep. Harris outlined his views in even more concrete terms when questioned on the subcommittee’s blueprint.

He said the subcommittee had decided to arrive at a certain “standard” in its investigation and that it was determined to “stay within bounds.” The group, he said, wanted to “get at the instances and complaints” on programming.

The resolution, itself, is quite general. In its formal announcement, the subcommittee said the probe would be conducted within the terms of the resolution and cited that part which states the subcommittee shall:

- Determine the extent to which the radio and television programs currently available to the people of the U.S. contain immoral or otherwise offensive matter, etc.
- Determine the extent to which the radio and television programs currently available to the people of the U.S. contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption.
- FCC will be asked to make available to the group any complaints which the Commission may have in its possession in regard to radio and television programs,” the subcommittee said.

A call for “witnesses who desire to appear” was issued, urging such persons to “at once” to call attention to problems known promptly to the clerk of the House Interstate and Foreign Commerce Committee, Elton J. Layton.

Rep. Harris, asked whether the subcommittee will consider beer and/or wine advertising on radio or television in its study, answered that it would “if they are a part of the program.” He also said so-called “drinking scenes” possibly would be considered if they are a part of a program’s content. He did add that the subcommittee is not interested in “nudity” or “drinking scenes” possibly would be considered if they are a part of a program’s content.

He said the subcommittee planned later to go into “canned programs” or “filmed programs.” The group, he said, would question those “responsible” for the production of films.

Rep. Harris disclosed that radio-TV industry representatives would be asked in what manner “programs are established,” what is the “conduct” of the broadcasting media’s programming and “what code of ethics or standards” the industry follows.

The subcommittee at the present time does not plan to hold hearings in cities other than Washington D. C., Rep. Harris said. No consideration has been given to Hollywood, New York or Chicago, as it had been reported in some publications.

Rep. Harris’ views coincided with those he gave in an informal interview two weeks ago on ABC’s “This Week.”

As he did again last Wednesday, Rep. Harris had expressed concern that the probe stay within the confines of the Gathings Resolution. He had pointed to the danger of govern ment censorship.

As the House swung into its plans to apply the investigator’s magnifying glass to the radio-TV industry, rumors of an impending investigation flew in New York where Max Gilford, special counsel, National Society of TV Producers, urged that East Coast TV film producers would adopt and force those own production codes. He also pleaded for the producers to make their case known in Washington (see story, page 68).

SEVEN MEN WHO MAKE UP PROGRAM STUDY UNIT

CHAIRMAN OREN HARRIS (D-Ark.)

LEGAL-trained chairman Harris hurtled into communications prominence on Capitol Hill in the past few months. He assumed this role when the McFarland bill (S 658), only major communications legislation in Congress, cleared through the Crosser Committee. Rep. Harris was given the task of filing a report on the bill and appearing before the House Rules Committee. Decision of Rep. Lindsey Beckworth (D-Tex.) to campaign for the Senate assured Mr. Harris the post of chairman of the radio-TV investigating subcommittee. Rep. Harris won his court spurs as a prosecuting attorney in Union County, Ark. He has been a lawyer since 1930. Ten years later, he was elected to the House where he has had uninterrupted service. He was born Dec. 20, 1903, in Hempstead County, Ark. A fellow Arkansan Democrat, Rep. E. C. Witherspoon sponsored the resolution which set up the subcommittee. He is listed as a Baptist in the Congressional Directory.

RECOMMENDATION

CHAIRMAN OREN HARRIS (D-Ark.)

AUTHOR of legislation in the House to permit radio and TV to cover House proceedings as well as committee hearings, Rep. Klein now finds himself seconded by a Democrat investigating the media’s “morality” in their programming. Born in Gotham, Aug. 8, 1904, Rep. Klein received his bachelor of laws from New York U. Law School in 1926 and passed the bar a year later. Government experience is another milestone: 1955 to 1941 as a staff attorney of the Securities and Exchange Commission. He is a senior member of Klein, Wilker & Gottlieb, New York; has been in the House since 1941.

REPUBLICAN ASSEMBLY

FRED CARLYLE (D-N.Y.)

A MEBBER of the House since 1946, Rep. Carlyle is from the U. of North Carolina, served in the U. S. Navy in World War II, and started his law practice in 1921. He is a former chairman of the Robeson County Democratic Executive Committee, and has held posts in the American Legion. Congressional Directory lists him a Baptist.

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ARMSHIRE OF RICHMOND, VA.

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A CITY government product, Rep. Thornberry has been a member of the House since November 1948. He was born in Austin, Tex., on Jan. 9, 1909. Receiving his B.B.A. and L.L.B. degrees from the U. of Texas, he was admitted to the bar in 1936. He was a member of the Texas House, 1937-38, 1941-42, and volunteered for serv

(Continued on page 82)
GRAND OPENING of WCAU-AM-FM-TV Philadelphia's new radio and television center, built at an estimated cost of $3,000,000, took place last Tuesday with 300 leaders of the broadcasting industry and civic and allied fields attending ceremonies highlighted by addresses from major figures of the radio-TV trade.

Present for the opening of the ultra-modern WCAU center were outstanding members of the trade press, advertising agency executives, sponsors and civic, business, educational and religious leaders. Featured speakers were Vice Chairman Rosel H. Hyde of the FCC; Maj. Robert McLean, president of man of WCAU and president of the Associated Press; Justin Miller, chairman of NARTB; William S. Paley, chairman of the board of CBS, and Donald W. Thornburgh, president and general manager of the WCAU stations.

WCAU, licensed in 1921, is a subsidiary of the Philadelphia Bulletin, and operates with 50 kw on 1210 kc. Its FM outlet was licensed in 1941 and its TV outlet in 1948. It is an original CBS affiliate.

Judge Miller told the dedication audience the WCAU center was significant in "many ways."

"It is significant not only as showing the history of broadcasting through the history of this station . . . from the time when WCAU was a 250-watt back in 1922, a 50,000-watter in 1952, a television station in 1948, and now dedicating this last word in television facilities. But it is also significant in showing the potential of television, and the happy relationship of television, newspapers and radio."

"I hope," said Judge Miller, "that the representatives of the Federal Communications Commission who are here will feel happy in the decision that Commission made several years ago in permitting the joint cooperation of newspapers and broadcasting. He described as "well expressed," WCAU's new motto, "Speaking for Freedom."

CBS Chairman Paley, himself a native of Philadelphia, told listeners that "Philadelphia has cause to be very proud of this structure. And so has everyone in broadcasting, for—more than anything it represents past accomplishments which deserve the highest praise and a faith in the future which gives encouragement and incentive to us all."

Mr. Paley called the WCAU center "the finest thing of its kind in the country."

"CBS are very proud of the happy association we have had with WCAU for the past 25 years," he said. He praised past and present figures dominantly in WCAU's history, including Leon Levy and his brother, I. D. Levy, "who managed WCAU's destinies for many years"; Robert and William McLean of the Evening Bulletin, and Richard Siocum, Bulletin general manager, together with WCAU President Thornburgh.

Mr. Thornburgh, in his speech of welcome, summed up the popularity of WCAU radio and TV programs and enumerated seven awards received by WCAU for 1951, adding, "We are proud of the fact that not other station in the United States has ever succeeded in winning all of these important awards in any one year."

He said 1950 and 1951 represented WCAU's two best years in radio sales volume, and that WCAU-TV led all other TV stations in the "last four Rorbaugh quarterly reports" in total advertising accounts. He praised Charles Vanda, vice president in charge of TV, for programs "well accepted locally, and for the station's origin- notion of as many as six programs a week on CBS-TV. "Only Hollywood and New York originate more," he said.

The 1951 awards to WCAU radio and television programs for 1951 were:

George Foster Peabody award for What in the World, TV program broadcast in conjunction with the U. of Pennsylvania.

The Alfred I. DuPont award and $1,000 for best station public service programs—in radio and television.


Ohio State's American Exhibition for television for best children's entertainment program, Big Top, circus program originated at Camden convention hall.

Variety award for station originating best television programs for network.

Freedom Foundation award for radio program, Freedom Revised, for the third successive year.

National Federation of Women's clubs for best children's entertainment in TV, Big Top, and radio the following Friday night simultaneously, both without loss of a program and without a facility failure of any sort.

"Our new motto, 'Speaking for Freedom,' expresses our hope that we can disseminate this service from the birthplace of Freedom in the truly American way," he said.

FCC Comr. George Sterling and Benedict P. Cottone, FCC general counsel, were among those present at the WCAU dedication.

**KING HEADS KWBBW**

**New Building Planned**

NEW general manager of KWBBW Hutchinson, Kan., is Harold E. King, Mrs. Bess Wyse, president, announced last week. Mr. King will have complete control of station personnel and policies, he said.

Formerly manager of WTH not Huron, Mich., Mr. King has managed stations over several years in Kentucky, Oklahoma and Michigan. Beginning in radio in his home state, Florida, he received early experience at such stations as WMRR Jacksonville and WBYZ Orlando. An NBC affiliate, KWBB plans to erect a large new radio center building in Hutchinson.

Greetings from the FCC are extended to WCAU President Thornburgh (second from left) at WCAU center dedication. Left to right, FCC Comr. Sterling, Mr. Thornburgh, FCC Vice Chairman Hyde and FCC General Counsel Cottone.
AM Lists '50 AM-TV Employment

AFM Lists '50 AM-TV Employment

EMPLOYMENT survey of radio and television, made by the American Federation of Musicians, indicated that $23,058,317 was paid AM-TV musicians during 1960, of which $65,708,531 was spent by television.

Survey is part of the report from James C. Petrillo, AFM president, to be presented union members who will elect their officers at the San Francisco convention in Santa Barbara, Calif., starting June 9. It indicates that many stations used their staff musicians for both AM and TV programs, and that union membership was impossible to determine just how much of this money was allocated to television.

Television report, based on the figures of 60 AFM locals which had jurisdiction over the 107 TV stations in operation during 1960, indicated that many TV stations had little or no program work for local musicians; the major portion of the work was focused in a few markets. New York musicians were paid $395,553, Los Angeles, $499,119; Chicago, $320,270, and all other 57 locals, $395,683, to make the total $2,777,169. An additional $94,989 was reported as paid to musicians making films exclusively for TV.

The total of $20,166,168 reported for radio employment covered both stations and networks in the United States, Canada, Hawaii, and Puerto Rico, with staff employment in the United States accounting for almost $13 million.

Breakdown Listed

Breakdown of staff employment in the United States was as follows: Los Angeles worked for 50-52 weeks on 305 stations to gross $10,- 073,272; 31 men worked from 40-49 weeks on six stations to gross $79,- 820; 26 from 30-39 weeks on nine stations to gross $54,799; 216 men worked less than 30 weeks on 60 stations to receive $2,572,916; miscellaneous employment — such as extra work for directors, musicians, copyists, overtime wages, etc. — amounted to $2,572,916. It was noted that 57 of the 47 stations which employed AFM musicians did so on a single engagement basis only.

Staff employment in Canada totaled $397,652 and in Hawaii, $4,299.

Commercial employment — paid for by sponsors or advertising agencies and separate from station staff — amounted to $3,665,468 for the four major radio networks during 1960. This total was for the employment of 124 leaders and 2,519 men who worked on 194 sponsored programs for an aggregate of 12,700 broadcasts.

Breakdown of commercial broadcasting employment by city was as follows:

New York—82 sponsored programs, broadcast 7,088 times, cost $1,070,831 for musicians’ salaries; Los Angeles

—65 sponsored programs, broadcast 4,664 times, cost $2,655,468; Chicago—16 sponsored programs broadcast 484 times, cost $509,458; St. Louis—one sponsored program broadcast 13 times cost $50,462; Nashville—three programs broadcast 168 times cost $56,464. Traveling bands, playing on seven programs broadcast 292 times, earned $319,800 in salaries.

“A more exact picture” of commercial broadcasting, which is said, is indicated by the figures that 2,519 musicians, conducted by at least 124 leaders, sponsored by 194 agencies or companies, played for a total of 12,700 commercial broadcasts.

Commercial fees in Canada totalled $122,258; in Hawaii, $1,250, and in Puerto Rico, $7,080. Although AFM is generally acknowledged as one of the most powerful unions and one which offers fullest protection to its members, President Petrillo still has a major problem in finding employment for members who can sustain the major cost of CBS. Of the 585 locals which reported on staff radio employment, 351 said there was none, and television employment, as previously stated, was practically limited to three production centers.

But in spite of the centralization of broadcasting employment, it was evident from the survey that this is the major source of income for musicians. Theatre work in vaudeville, Broadway shows, operas and burlesque totalled $6.5 million; phonograph recordings paid about $2.5 million; electrical transcriptions gave another $2 million; and symphony employment proved limited by the concert season, with complete operating costs—including non-musical expenses—for 31 major orchestras estimated at $11 million.

Report also announced that traveling orchestras, playing for transcontinental commercial radio stations, would receive a 15% increase effective Sept. 1, with a $43.75 minimum for a 30-minute program.

Mr. Petrillo also proposed amendment to the contract that would include television in the union by-laws, most notably articles 7 and 23 where “and/or television” is to be inserted with most of the sections of both articles.

The four-day AFM convention is expected to attract some 1,100 delegates from about 700 locals in the United States and Canada, with sessions to be highlighted by the president’s report, a talk by California’s Gov. Earl Warren, and entertainment by the Bob Hope radio and television show and the Les Brown orchestra.

A SEMI-AUTHORITATIVE indicator as to the extent of radio and TV coverage of congressional committee proceedings is available on Capitol Hill.

Media coverage has been assuming increasing importance, following a ban clamped on House committee sessions last February by Speaker Sam Rayburn (D-Tex.). A forti- tude of congressmen, including Sen. Richard McCarran (D- Nev.) proposed that the Senate do likewise [B-T, May 26].

Rep. Rayburn’s decision barred newreels as well as broadcast media. Sen. McCarran’s resolution would prohibit still photographs in addition to these media.

Now, the Senate committees themselves determine whether their proceedings will be open to general radio and TV. Regulations pend in the House to amend the rules and thus set up similar procedure rules in the Senate. An author of one of these measures is George Meader (R-Mich.).

When the Congressman made his proposal in the wake of Mr. Ray- burn’s ban, Rep. Meader promised to have prepared a report on congressional committee coverage.

That report has been received by the Congressmen from the Library of Congress. Compilation was headed by W. C. Gilbert, acting director of the Legislative Reference Service.

Summary of those findings follows:

House Armed Services Committee—TV and newreels permitted on 12 days of hearings on the probe of the B-56 bomber program (81st Congress).

House Banking and Currency Committee—Use of television and newreels restricted.

House Foreign Affairs Committee—Policy not to permit radio, newreel or television cameras during hearings. There may have been some exceptions to this rule.

House Interstate and Foreign Commerce Committee—Television hearings of investigation of air crashes at Newark Airport during February 1962.

House Judiciary Committee—Use of TV restricted.

House Un-American Activities Committee—Hiss-Chambers hear- ings were televised on 21 hearing days (1948). Motion-picture industry investigations in Los An- geles television five hearing days in 1961. “Restrictions have been placed on the use of television and newreel cameras. The present policy is that television and new- reel cameras are restricted during committee hearings. This decision was made in order to insure proper decorum.”

Studying GI Bill

House Select Committee, studying GI bill of rights, announced hearings (December 1960) in Dallas, three in Harrischburg, Pa., (1951), two in Philadelphia (1961), one in Memphis (1961) and one in Nashville (1961), covered by new- reel. A Murfreesboro, Tenn., hearing August 1961 broadcast. Two hearings held in December 1961 covered by newreels and recorded. Some newreel film shown on TV.

House Select Committee, probing Katyn Forest Massacre—Plans to telexit on all current TV coverage. Hearings 13 and 14, 1962, rescheduled after Mr. Rayburn’s announcement. Four hearing days, the month before, covered by newreels.

Senate Appropriations Committee—Respective subcommittees have discretion on use of TV and newreel cameras. Some filming operation was necessary to highlight a presentation bill when government agency heads appeared in February 1962.

Senate Armed Services Commit- tee—Universal military training hearings March 30 to April 2, 1962 televised. Twelve hearing days on sending ground forces to Europe telexed in early 1961.

Senate Banking and Currency Committee—Hearings in the summer of 1960 devoted to Defense Production Act telecast as were two hearing days on same act in March 1962. Though no records were kept, there have been other instances of television and newsreel cameras used.

Senate District of Columbia Committee, Crime investigations on TV telecast on 11 hearing days in 1962. [There were broadcasts and recordings. Witness could request TV restriction.

House Select Committee’s Subcommittee on Investigations—On loyalty program in govern- ment, newreel cameras covered at least seven hearing days in 1961. Hearings must authorize radio, TV and newreels of witness testifying.

Senate Foreign Relations Committee—Thirty-one hearing days of State Dept. employee loyalty program telecast and covered by newreel cameras in 1960. Twelve hearings telexed and filmed in 1961 on send- ing troops to Europe. On Mutual Security Act, 11 days of hearing on TV and filmed in 1961. Same coverage on three days of hearings on St. Lawrence seaway. No records were kept on TV in this committee.

Senate Interstate and Foreign Commerce Committee—Portions of hearings on gambling information control bill for 1961 televised and filmed (April 17 through May 4, 1960).

Senate Judiciary Committee—On control of subversive activities four hearing days of May 1948 were on television. Some questions were asked of Sen. McCarthy on TV or newreels during 1962 probe of Institute of Pacific Rela-

(Continued on page 68)

Media Report Issued

BROADCASTING • Teletasking
Yankee Ingenuity and Radio...

Combine for McWhirr’s Broadcast Success:

RADIO has produced “real results” for R. A. McWhirr Co., Fall River, Mass., department store, says Richard M. Thompson, president and treasurer. Mr. Thompson’s statement is backed by a record of radio use that probably is unprecedented in broadcasting annals.

For McWhirr has used the same program on the same station, WSAR Fall River, for 25 years. The same m.c. has presided over the program for 21 of those years.

The department store, one of the largest and most successful in its area, this year celebrated its 75th anniversary. Twenty-five years ago, the store decided to try radio advertising for two reasons: First, the management felt that as a progressive city Fall River should have a radio station and it wanted to lend support. Second, the store knew advertising on radio would supplement its printed ads and lend a progressive touch to the entire advertising program.

It decided to use 12:30 to 1 p.m., Monday through Saturday, on WSAR, with format including popular music on records and informal comment. The commercials were included, just as informally, in the comment. Title was, and still is, Musical Parade and Shopping News.

At first, WSAR personnel handled the program but the store used its department heads to tell about merchandise in their departments that they felt would interest listeners.

In this capacity, Eddie Burke first appeared. As manager of the store’s automotive department he was asked by the management to deliver a one-minute commercial. He was, he says now, “scared to death.” He approached the microphone with fear and trembling and blurted out something about a hand-jack.

But that first announcement proved effective and Mr. Burke was called on several times in the next few months. Mike fright soon vanished and he began enjoying the chore. Four months after his first appearance Eddie Burke took over the program.

In 1951, WSAR was a single room. Mr. Burke had no helper and the choice of records for the daily show was limited. To complete the popular music show and avoid daily repetition he dipped into semi-classics and ballads. But variety was the format then, just as it is today.

McWhirr always has made good use of the program and certain items are featured on it exclusively from time to time. Success stories are numerous. Station management recalls one was a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p.m. and the last train was sold less than an hour later. Through its half-hour program, “Musical Parade and Shopping News,” the store uses radio to popularize its personal shopping service—now one of its most successful departments.

Radio has helped make the 75-year-old R. A. McWhirr Co., a Fall River, Mass., institution. Not only is this department store one of the most successful in New England, it has set somewhat of a record for longevity. It has used the same program on the same station, WSAR Fall River, for 25 years and the same m.c. for 21 years. Success stories are numerous. For example, station management recalls a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p.m., and the last train was sold less than an hour later. Through its half-hour program, “Musical Parade and Shopping News,” the store uses radio to popularize its personal shopping service—now one of its most successful departments.

For most of the 25 years we have had a member of our own organization prepare the program and do the broadcasting, not that WSAR could not have done it expertly and well, but they gave it a personal touch.

We were thoroughly convinced that radio broadcasting is the most effective medium that could be used and that the station doing the broadcasting must pursue a policy that creates a confidence in its listeners that the managers of the station are responsible and accurate.

At the eventual moment in the history of our company we wish to thank WSAR for its cooperation and the fine service it has given to one of its oldest patrons.

Mr. Burke, as Mr. Thompson points out in his letter, is still an employee of the McWhirr Co. He has been known for his responsibilities as head of the automotive department and his principal duties have been the preparation and management of the program. At other times, he serves as a floor-man at the department store, where he keeps a close personal contact with friends made for the store and himself during 21 years on the air.

Availabilities Sought

RADIO and television were so successful in a one-month media test for Rayco Mfg. Co., manufacturers of auto seats, in New York and five other markets, that the firm is currently seeking time availabilities for a radio and TV campaign in all top major markets. Company has used Front Page Detective on the DuMont TV Network (Fri., 9:00-10 p.m.) and a radio spot schedule on WHDH Boston. Emil Mogul Co., New York, is the agency.

June 2, 1952 • Page 31
DOUBLE congratulations go to Earl C. Reineke (r), founder-president and general manager of WDAY Fargo, N. D., from Niles Trommell, NBC board chairman, for WDAY's 30th year on the air and for its record of top Hoopings on NBC for 1950, 1951 and 1952.

MEDIA FREEDOM

Admen Must Fight—Fellows

ADVERTISERS must join with the nation's free media to block attempts to set up government controls over freedom of speech, Harold E. Fellows, NARTB president, told the Massena, N. Y., Chamber of Commerce last Monday.

"Are you, as advertisers, to be told what programs you can or cannot buy to promote the sale of your goods and services?" he asked.

"Or are you to be told what you can or cannot say? Opposition to such proposals is not a selfish fight for the interests of our industry alone. It goes to the very basic freedoms of every citizen in America."

Mr. Fellows told the business men they "belong with us in this fight," through associations and through influence brought to bear personally on their Congressmen and Senators. He told advertisers they would be "investing not only in your own economic improvement, but in your freedom to seek such improvement."

In an address Tuesday to the Watertown, N. Y., Kiwanis Club, Mr. Fellows said "judgment, program tastes, preferences and economic decisions affecting broadcasting, under our American system, belong to the people—all of the people, and not to the government."

He issued a warning against those who would "place governmental halters on the inestimable power of communication."

Mr. Fellows said there are convincing arguments in favor of "boards of experts to decide for Mr. and Mrs. John Q. Public what they should and should not see and hear." In stating this, let me quickly add that I do not accept the counter theory that there should be a haven of security from justifiable criticism toward those of us who have programming responsibilities that reach into the very heartbeads of the country.

"Quite the contrary, it is my firm

WDAY CEREMONIES
Mark Start of 31st Year

WDAY Fargo, N. D., entered its 31st year last week following a weekend 30th anniversary celebration climaxd by a WDAY managed and sponsored band festival in which 45 high school bands from three states participated.

An estimated 20,000 persons watched a two-mile-two-hour parade, ending with massed band concert under floodlights at the football stadium. Lt. Col. William F. Sartelmann, director of the Marine Corps Band, directed the 45-band concert, which is to become an annual event.

Walter O'Keefe, comedy quizmaster of NBC's Double or Nothing, played to a packed house during the anniversary. The comedian directed the grand finale of the Phillips 66 Talent Parade broadcast.

Founder, president and general manager of WDAY is Earl C. Reineke. Other officials include Jack Dunn, station manager; Tom Barnes, sales manager; Ken Kennedy, program director, Fred C. Pedersen, sales promotion manager.

CONVENTIONS

THIRTY-SIX hours of special pre-convention programming are planned by the NBC networks, William R. McAndrew, director of NBC convention coverage, announced last week.

The public service programs, intended as a climax to NBC reports on primary elections and as a prelude to the actual conventions, will include profiles of leading candidates, explanations of convention mechanics, and reviews of the party meetings in Philadelphia four years ago. The network plans a total of 60 hours of radio and television broadcasts during the conventions themselves, to be sponsored by the Philco Corp.

NBC installation of $1.5 million worth of equipment in the Interna-
tional Amphitheatre, site of both Republican and Democratic con-
claves, is to be completed by July 5. Four days before Republican delega-
tes begin their meetings, Mr. Mc-
Andrew said. Democrats will con-
vene July 21.

The network has obtained Pola-
roo, camera which delivers developed pictures within one minute, as a supplement to live and film TV coverage and has hired a complete photo laboratory to process the thousands of feet of motion picture films expected to be shot daily.

A teletype communica-
tions system will link all NBC sta-
tions directly with the network's convention headquarters, where the director's office is also being equipped with radio and TV monitors to allow checks on what other networks are broadcasting at a given time.

CBS-TV network meanwhile announced that a total of five directors have been assigned, probably for the first time ever, to a single television convention coverage, to be sponsored on CBS-TV by Westinghouse Electric Corp.

"I'll take team work unprecedented in the history of television, smoother coordination than any show ever put on the air," said Sid Mickelson, director of news and public affairs, said.

Instead of the usual four or five cameras assigned to a major TV program, the CBS-TV convention crew will work with a total of 17—often operating simultaneously.

Four of the five directors will supervise groups of cameras, selecting the best scenes for transmission to the master control room where final selection of the one scene to be transmitted to the audience will be made by Don Hewitt, CBS-TV news veteran. Mr. Hewitt's current assignments include See It Now, Douglas Edwards and the News and President's Press.

Franklin Schaffner, currently alternat-
ing director of Studio One, will be assigned to cover eight of the cameras, those which will be operated as a pool by the various networks alternately. News directors Ted Marvel and Vince Bottoms have been designated as directors for five other cameras to be located in special CBS-TV studios, three each in the amphitheater building and the CBS-TV headquarters in the Conrad Hilton Hotel. Byron Paul will direct the remaining three cameras.

Seven Who Make Up Program Study Group

(Continued from page 32)

ice in the armed forces in World War II. He returned to law prac-
tice in Austin, where he served in the City Council from 1946 to 1948 and served as mayor pro tem in 1947-48.

REP. JOSEPH F. O'HARA
(R-MN.
)

TOP GOP member on the subcom-
mittee, Rep. O'Hara is a veteran Congress man having served in the House more than 10 years. Of late, he has been in the news for his spon-
sored of a bill to give the broad-
caster the right to censor political candidates' talks on the airwaves. He has also expressed interest in the McFarland bill (H 688).

The other six members of the subcommittee, Rep. O'Hara is of the legal profession. He was born in Tipton, Ind., on Jan. 22, 1896, and received his legal education at Inns of Court in Lon-
don and at Notre Dame U. where he was given his LL.B. degree. He served in World War I for 27 months. As a lawyer, Rep. O'Hara specialized in trial work and was county attorney at McLeod County in Minnesota before elected to Con-
gress.

REP. J. EDGAR CHENOWETH
(R-Col)

REP. CHENOWETH has served eight years in the House, terms concurrent except for two years of the 81st Congress when he had been defeated for re-
election. A former state, county judge for the Third Judicial District of Colo-
rado, Rep. Chenoweth was chair-
man of the state's Republican Central Committee until nominated for Congress. He Rep. Chenoweth began his law practice in 1926 in Trinidad, Col., where he was born on Aug. 15, 1897. He was graduated from the U. of Colorado, worked for a rail-
road, an oil company and a supply house, while studying law in his spare time. He was an assistant district attorney before becoming a judge. He is listed as a Baptist in the Congressional Directory.

REP. HARMAR D. DENNY JR.
(R-PA)

BORN in Allegheny, Pa., on July 2, 1866, the great-grandson of a member of the House, Rep. Dunn, after obtaining his law degree from the U. of Pitts-

burgh Law School, and serv-
ing in both World War I and II, is a so-called "fresh-
man" member of the House. Dunn is serving his first term. A bomber pilot in the First World War, Rep. Dunn was in the Air Corps in the Second World War, and is a commissioned lieutenant colonel in the Air Force (retired). He is a member of Session, First Presbyterian Church of Pittsburgh. Early in his career, he was an at-
torney-at-law and investment coun-
sellor, and was chairman of the Advisory Committee of Denny Droperties.

Rep. Dunn was in the Air Corps in the Second World War, and is a commissioned lieutenant colonel in the Air Force (retired). He is a member of Session, First Presbyterian Church of Pittsburgh. Early in his career, he was an at-
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sellor, and was chairman of the Advisory Committee of Denny Droperties.
Like bees take to honey

Baltimore merchants go for WITH the way bees go for honey. They love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience—more buying listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that’s why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!
"We find AP News is a solid source for network sales and satisfied clients. For example, one of our current news sponsors has renewed his network contract for sixteen consecutive years...another for eleven years...a third for nine years! Sponsors know that AP newscasts on the Don Lee Network reach large and..."
sponsored AP Newscasts per week
the Nation's Greatest Regional Network!

loyal audiences throughout the vast Pacific Coast market. The Don Lee Network audience — both daytime and evening — is vastly larger today than it was a few years ago and we credit today's vital interest in news as contributing in no small measure to this increase. On the Pacific Coast we go all out for AP News' selling influence."

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

For audience penetration with dynamic sales impact ... networks and sponsors alike choose AP news. AP news returns the advertising dollar-investment many times over by building peak listenership on a solid basis of accuracy, speed and thoroughness. Today's vital interest in news plus listeners' confidence in AP form an unbeatable sales combination.

For full information on how you can increase your sales with AP news ... WRITE

RADfO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.
TO EXTEND the effectiveness of the Conelrad air raid alert plan for radio, the U.S. is working with representatives of Canada and Cuba and also expects to come to an agreement with Mexico in the near future, FCC Comr. George E. Sterling told New York area broadcasters Wednesday.

At the same meeting, one of a series of informal sessions being held to discuss the Conelrad plan with broadcasters, Audio-Visual Director Jesse Butcher of the Federal Communications Defense Administration, reported that meetings will be set up within a few weeks with all segments of the industry to discuss the handling of programming during Conelrad operations in an air emergency.

“There is devolved on FCDA the responsibility of programming during Conelrad operations,” Mr. Butcher declared. “Now that most of the technical problems have been determined by the various government agencies involved, very shortly we shall consult with the broadcasting industry, NARTB, networks, local stations, and others identified with the medium” in order to get “their counsel and suggestions along with our people on just what this programming should be.”

Comr. Sterling reported that the more than 1,200 radio stations currently enlisted in the plan have spent approximately $1.5 million on it. Both he and Mr. Butcher lauded the cooperation of broadcast, Conr. Sterling, in saying that without it “the plan would have been a dismal failure.” Mr. Butcher re-emphasized that in the event of air attack upon the U.S., “radio will be the major means of communication in instantaneousness and continually bringing information and instruction to the people of the nation.”

Prevents ‘Homing’

The Conelrad plan (technically, the control of electro-magnetic radiations) is designed to provide means of emergency communication while at the same time keeping enemy planes from “homing” to targets on stations’ signals. It provides that, upon signal from the air division commander, stations will switch frequency to either 640 or 1240 kc. They will operate in local “clusters,” with the stations within each cluster alternating operations systematically, so that only one is broadcasting at a given time.

Comr. Sterling described the last nationwide Conelrad test, conducted April 28, as “successful,” pointing out the need for better frequency location and ground coverage but still leaving room for improvement [B+T, April 28].

Referring to negotiations with adjacent nations, he pointed out “that no plan of operation could be successful in time of attack without the participation of our neighboring countries.” He said an exchange of notes has been made with Canada and Cuba and their staff is working in collaboration with their government representatives to work out an agreement with Mexico shortly.”

To those concerned about enemy use of non-broadcast sources of electronic information for target-finding, Comr. Sterling gave assurances that “counter-measures are being provided against all methods of electronic navigation.”

He also said it was expected that the Conelrad plan — developed under FCC guidance at Air Force request — will be given final ap-

praisal of the Secretary of Defense and the National Security Resources Board “within a few days.” It already has been approved by the Commandant of the Air Force.

The New York meeting, attended by some 75 radio and civil defense representatives, was preceded by a similar session in Philadelphia and was followed by a session in Boston Friday. A meeting for Maine broadcasters is slated today (Monday) at Portland. Comr. Sterling,

CBS Radio Talks

(Continued from page 28)

affiliates, including some of those who signed last week’s telegram, another radio network rate cut cannot be expected to solve anything and may succeed only in local contractual efforts to get another cut, as would seem to have been the case with the reductions of last year.

Where do you stop?” one prominent affiliate asked last week. “I don’t think anybody has the answer.”

This broadcaster also said the under-the-table business practice was present on the station level. He said he had refused to make concessions or deals below card rates, although competing stations in his community had done so.

He admitted that by sticking to his card he had “undoubtedly lost some business” but that overall he had kept far more than he lost. He added that this business practice could not be followed on a network basis.

The telegram sent to all CBS affiliates by the nine broadcasters follows:

The unsigned feel that the current network radio situation offers cause for grave concern. As affiliates of the leading radio network we believe that a meeting to acquaint all CBS affiliates with the current situation is desirable. Accordingly we have scheduled a meeting at the Ambassador Hotel, July first where we will endeavor to devote at least two days of time to this problem. We have invited CBS officers, program directors, station managers, network representatives, CBS Radio that a representative group, including Chairman of the CBS, William S. Paley, Frank Stanton and others will attend.

In order to secure room reservations for you at the Ambassador or elsewhere if desired, must have your acceptance immediately. We urge your attendance in your own best interests and in the interest of the public in care of George B. Storer, Storer Broadcasting Co., 485 Madison Ave., New York City.

‘BLACKLISTING’

KOWL Santa Monica, Calif., told FCC that last week it stood on solid ground in canceling the program contract of Rev. Clayton Russell in October 1965 because of his alleged associations with Communists. The station made its contention in a reply to the “blacklisting” complaint of the American Civil Liberties Union which also had cited WPIX(TV) New York and NBC, ABC, DuMont and CBS [B+T, April 11].

Arthur H. Croghan, KOWL president and manager, informed FCC:

We will not permit Communists or persons who have had affiliations with Communists to broadcast on station KOWL and we shall do everything within our power to keep any Communist or Communist utterances over the station.

We believe this to be good Americanism and we do not believe that the Commission’s order, based on alleged affiliation with Communism, is constitutional. We therefore ask that the Commission review its order.

ACLU’s petition requested the Commission to conduct a general investigation into blacklisting in radio and television, as charged in a newly published book by ACLU board member Merle Miller titled The Judges and the Judged. The organization presumably wants FCC to consider adopting rules to ban the practice.

ACLU specifically asked FCC not to renew the licenses of the defendants, make the banning of the blacklist a domestic terrorism act, and to prohibit any blacklists in contracts with programmers presented by advertisers or agencies.

ACLU contended the blacklisting practice stemmed from listings of names in the anti-communist publications Red Channels and Counter-attack.

Filed by the Washington law office of Eliot C. Lovett, KOWL’s reply explained that Rev. Russell’s contract, made under the FCC’s authority, contained a provision which reserved to KOWL the right to reject or cancel “any and all contracts with Advertiser, or refuse to broadcast and discontinue any of its programs which do, in the opinion of the Broadcaster, maintain a quality and character creditable alike to the Broadcaster and Advertiser . . .” This provision is contained in all

a native of Maine, noted that broadcasters of that state have not yet enlisted in Conelrad and expressed hope that as many as possible would be on hand to discuss the importance of the plan and its mechanics.

FCC personnel accompanying him at the meetings included Enos Russell, acting as national supervisor for Conelrad’s development, and Prose Walker, zone supervisor.

Comr. Sterling reported that FCC has a Conelrad coordination engineer in each air division—a total of 11—and a zone supervisor in each of the three air defense force areas.

KOWL contracts, the reply noted.

The reply explained that in a newspaper story concerning the termination of the contract, a station employee was quoted to the effect that Rev. Russell’s program was stopped because his name was found “in several lists of persons identified with Communism” but “we have watched his speeches closely and he has never uttered a word that could be objected to and we do not think he is a Communist.”

KOWL explained that because of this quotation, it was sued for libel by Rev. Russell in May 1951 but the case was dismissed and never refiled. The suit for $100,000 damages KOWL said, was “predicted upon the erroneous supposition that KOWL is a common carrier.”

In his conclusion, however, Mr. Croghan described the Commission: If we had had any knowledge of Rev. Russell’s Communist associations the license would not have been renewed. But until the summer of 1946 did we become suspicious of Rev. Russell, our Program Director, reported that he listened to several of Robeson’s broadcasts and afterwards, when he was in the control room; that Rev. Russell made no attempt to pronounce them but endeavored primarily to obtain information that short after Paul Robeson had been cited by the Los Angeles County Grand Jury for American activities, Rev. Russell’s activities were considered by the Public Affairs Committee. Mr. Croghan stated that he represented the colored people and that if he predicted his failure not Negroes would be persecuted.

When a rally was held in Los Angeles for Paul Robeson Rev. Russell appeared and was one of the speakers. In the office of Los Angeles Times Rev. Russell was quoted as saying large Negroes would attend the rally. Rev. Russell that clearly showed that he was the Communist in the organization. Another source, namely Senator Edward W. Symington, Kansas, announced that he would be present. This information was disclosed in the files of the

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Broadcasting • Telecasting

KOWL Files Reply To ACLU

"Blacklisting" last week it stood on solid ground in canceling the program contract of Rev. Clayton Russell in October 1965 because of his alleged associations with Communists. The station made its contention in a reply to the "blacklisting" complaint of the American Civil Liberties Union which also had cited WPIX(TV) New York and NBC, ABC, DuMont and CBS [B+T, April 14].

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maybe you can't BUY but you can HIRE experience

There is an old copy-book proverb that you can't buy experience. But with H-R Representatives, you can HIRE it.

H-R Representatives was founded by mature men who collectively have one of the most exceptional combinations of years of sales and advertising experiences to be found in the radio and television industry. And of utmost importance, these sales-seasoned veterans are not desk-bound because they spend their normal working hours pounding pavements, carrying the sales stories of the stations they represent to advertising agencies and advertisers.

Because H-R has a policy on sending a MAN to do a MAN'S work, whether it be owner or employee, the AM and TV stations on the H-R list receive the finest — yes, the very finest representation available.

Even though you can't BUY experience, you can HIRE it and it pays dividends.
Radio Tax Relief
(Continued from page 28)

tion. If he lost money in days of pioneering in the new field, he was making more than likely the money-milliner starting in 1950. The differences between 1950 and 1951 to the base period of 1947-1949 in earnings were quite staggering and one must make a more separative difference in the amount of money he would have had to pay Uncle Sam.

Subsequently, a relief provision was written into the Excess Profits Law in the 82nd Congress. It was hailed as a victory for the industry [B-T, Oct. 15, 1961]. By the same token, the Miller bill could prove a salutary one to session legislation who owns radio along with other businesses.

The bill was introduced by nary a murmur last July. Just how much change this will have this session of Congress was doubtful. Lawmakers are not willing to change the tax law this year. In any event, Miller could be expected to re-introduce the measure early next year.

It adds a subsection (e) to Sec. 459 (which contains the TV relief section) of the Internal Revenue Code. It reads as follows:

"(e) RADIO BROADCASTING COMPANIES.—

"(1) In the case of a taxpayer, engaged in the business of radio broadcasting, for the taxable year, the amount of his total assets "(2) such taxpayer's average base period net income computed under this subsection shall be computed as follows:

"(A) For the purpose of paragraphs 459 (d) (1) (B) (i) for the taxable year, the amount of his total assets to such assets attributable to the radio broadcasting business.

"(B) By multiplying such part of its total assets (as defined in paragraph 459 (d) (1) (B) (i) for the taxable year, the amount of his total assets to such assets attributable to the radio broadcasting business.

"(C) By adding the amount computed under subparagraph (B) to the amount, if any, computed under subparagraph (A).

"(2) RULES FOR APPLICATION OF SUBSECTION—

"(A) For the purpose of section 459 (a) (2) (B) (i), an average base period net income determined under this subsection shall be considered as the average base period net income determined under section 459 (d); but in computing the average base period net income it shall be disregarded.

NEWLY-ELECTED officers of the Indiana Radio Newsmen at their meeting, May 23, coincident with Indiana Broadcasters Assn. sessions, at Wire Indiana are (l to r) Phil Haines, WTRC Elkhart, 1st vice president; Ruth Dunegan, WFIU Bloomington, treasurer and editor of the IRN Bulletin; Howard Stevens, WSOW Terre Haute, president, and Spencer Danes, WKEV Richmond, secretary.

Upcoming


WSB LIMITS

Opined by NABT's Doherty

WAGE Stabilization Board should devote its functions only to employ relations "which bear upon the inflatory picture, and its regulations and decisions should require prior approval of the nation's Economic Stabilizer.

These opinions were offered to the House Education and Labor Committee in Washington last Wednesday by Richard P. Doherty, industry member of the WSB and NABT's first collective bargaining director. The committee held hearings on a resolution (H Res 532) authorizing a probe of WSB policies as an outgrowth of the steel wage dispute.

"A further pressure of rising labor costs has the grave potential danger of generating a very real recession in business activity," Mr. Doherty warned, reviewing board practices. He charged that WSB had been evaluated without regard to the "real and far-reaching issue, uncollective bargaining procedures of the nation," of which, he said, the board is the "architect."

Mr. Doherty personally felt that wage stabilization should be consigned to the "freezer" or failing that, be subject to scrutiny of a congressional "watchdog" committee. In any event, it should be deprived of any powers to act in the area of national stabilization designed for the good of all the people. . . .

As an example, Mr. Doherty noted that WSB rules and regulations are universally accepted by unions and workers as "indicating minimum available floors." Union security does not fall within the board's bailiwick.

Wages of radio-TV and other industries are subject to board jurisdiction under current economic controls legislation.

NOW... Filament-to-Grid Shorts Eliminated!

Federal’s F-892
FIRST with the new, proved design
Double Helical Filament

- Does away with BOWING!
- Greatly increases tube LIFE!

Another important Federal “First” is the new Double Helical Filament—for Federal’s re-designed F-892!

The design has been completely checked and subjected to numerous filament cycling tests equivalent to two years’ operation in normal broadcast equipment.

One tube filament was cycled 1500 times—1000 times with the starting current twice rated, and 500 times with the starting current four times rated—without movement or distortion!

Wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability, the F-892’s Double Helical Filament definitely eliminates bowing—one of the primary causes of filament-to-grid shorts. For proof, all F-892’s now in the field are still in service!

For full information on Federal’s sturdier, longer-life, more dependable F-892, write to Vacuum Tube Division, Dept. K-568.

“Federal always has made better tubes”

Federal Telephone and Radio Corporation

100 Kingsland Road, Clifton, New Jersey

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. O.
Export Distributors: International Standard Electric Corp., 67 Broad St., N.Y.
**SEIZURE POWER**

McCarran Moves to Test Truman Claim

A CONGRESSIONAL move to test President Truman's contention that he has "inherent power" to seize private property—both disclaimed and reiterated since mid-April by the Chief Executive—was gathering steam on Capitol Hill last week.

It was plain that, while the Supreme Court had not yet announced its decision in the steel seizure case, some members of both the Senate and House were disturbed over the far-reaching implications of Mr. Truman's statements.

The basic underlying issue since the seizure threat was first raised by Mr. Truman at his April 17 news conference is whether the President may, under certain circumstances, seize radio-TV, press and other private property under the Constitution.

To crystallize the controversy, Sen. Pat McCarran (D.-Nev.), chairman of the powerful Senate Judiciary Committee, last Monday introduced a resolution (S J Res 158) which would specifically prohibit such seizure by Constitutional amendment.

**Extent of Proposal**

The McCarran proposal, which was referred to his own committee, would amend the Constitution to provide that "the executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Committee authorities acknowledged that this would embrace all "private property," including radio, television and press industries of communications not falling within the realm of public utilities.

Sen. McCarran, in stating his proposal, explained:

"The purpose is to eliminate not only all doubt, if doubt there be, but also all argument over the question of whether the President has any right, inherent or otherwise, to seize an industry, or any other private property, when he has not been authorized to do so by a law passed by the Congress."

Sen. McCarran said no question could arise as to inherent powers if his amendment were adopted by two-thirds of the Senate and House and ratified by the legislatures of three-fourths of the states. He said it was hopeful for committee action in the "near future" and that he would strive for Senate consideration "at the earliest possible date."

The Nevada Democrat explained there is need beyond the present steel case for a "desirable safeguard at any time, for it can never be foretold whether some future President might not be or become despastically inclined, power mad, careless of individual liberties, contemptuous of the Constitution, excessively military minded or otherwise inclined to the usurpation of power."

In the immediate instance, it would be "clearly necessary" if the Supreme Court rules in favor of the steel industry seizure, he added. Government could seize industries in labor disputes only if Congress gave power by law.

Sen. McCarran felt his resolution would not bind the President's exer- cise of powers in a given emergency but would prohibit him from seizing industry per se—"at any time"—without statutory authority.

The question of seizure is per- haps less academic for newspaper publishers as quasi-public institutions than for radio-TV station owners licensed within the structure of the Communications Act. But again, fear has been raised that the President could seize stations short of a war-type emergency—viz., in a labor dispute or under other conditions.

The question with respect to radio-press seizure initially was raised last April by Col. J. Hale Steinman, co-editor of the Stein- man newspapers (which own radio-TV properties). Mr. Truman said that under certain circumstances the President must act in the best interest of the country. On April 24, he denounced as so much hooey any idea as to whether he could seize stations and newspapers. But again, at his May 22 news confer- ence, he said he felt he had inherent power of seizure over industry.

**Provisions for Seizure Cited**

Radio and TV stations under Sec. 600 (c) of the Act are subject to seizure upon Presidential proclamation "that there exists war or threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States." The Communications Act was revised last October and implemented with an Executive Order in December. Seizure is spelled in the provision to authorize "use or control" of any station by a government agency.

What is not generally known is that a disclaimer of inherent powers was attached to the Emergency War Powers Act as first extended last April by Col. J. Hale Steinman, co-editor of the Steinman newspapers (which own radio-TV properties). Mr. Truman said that under certain circumstances the President must act in the best interest of the country. On April 24, he denounced as so much hooey any idea as to whether he could seize stations and newspapers. But again, at his May 22 news confer- ence, he said he felt he had inherent power of seizure over industry.
Here are the finest of all the "slender" microphones yet produced. They combine the best features of conventional velocity microphones with an advanced acoustic design. Here, indeed, are high-fidelity microphones which deserve superlative descriptions because of their outstanding performance and remarkable ruggedness.

The "300" Series are multi-impedance velocity microphones of such a high order that they belong in a class by themselves! They provide a Bi-Directional pickup pattern—permitting greater performer freedom (performers can stand at a 73% greater distance from the microphone!). The "300" and "315" will pick up voice and music from front and back—yet discriminate against unwanted noises from the sides. They reduce reverberation and pick-up of distracting random noises by 66%.

The Model "300" is a miniature high-fidelity Gradient Microphone with exceptionally smooth peak-free response—40 to 15,000 c.p.s.—specially designed to meet the exacting requirements of TV and radio broadcasting. Its Bi-Directional Polar pattern is effective over a broad frequency range.

Model "315" General Purpose is similar in size, design and technical features to the Model "300," and is finished in a rich, soft chrome. It is ideal for those numerous public address applications where its streamlined design and striking beauty lend dignity and prestige to any setting in which it is used. Its Bi-Directional pickup pattern is extensive over a broad frequency range (50 to 12,000 c.p.s.). It permits the sound system to be operated at a level almost 6 db higher than is possible with non-directional (omni-directional) microphones.

Here Are the NEW SHURE Hi-Fidelity Slender "300" Series Bi-Directional Gradient Microphones!

**Impedance Table**

<table>
<thead>
<tr>
<th>Impedance Table</th>
<th>Output Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>L—35-50 ohms</td>
<td>59.7 db below 1 Milliwatt per 10 microbar signal</td>
</tr>
<tr>
<td>M—130-250 ohms</td>
<td>59.5 db below 1 Milliwatt per 10 microbar signal</td>
</tr>
<tr>
<td>H—High</td>
<td>57.0 db below 1 volt per microbar</td>
</tr>
</tbody>
</table>

**Model | Cable | Code | List Price**

| "300" | 20 ft. | RUDOW | $125.00 |
| "315" | 20 ft. | RUDOX | $ 75.00 |

SHURE BROTHERS, Inc. * Manufacturers of Microphones and Acoustic Devices
225 West Huron Street, Chicago 10, Illinois * Cable Address: SHUREMICRO

June 2, 1952 • Page 41
And now the HPL is in

June 2: CBS Radio's big 50,000-watt affiliate in Charlotte, WBT, becomes the twelfth station to broadcast locally the most sales-effective participating program in all broadcasting—The Housewives' Protective League.

Starting today, WBT (which has a greater audience in Charlotte than all other stations combined and virtually no competition from other Charlotte stations throughout the rest of its 62-county-unit area) carries the daily HPL programs throughout a sales territory where 562,860 well-to-do radio families live and listen...and where last year retail sales added up to a walloping $1,712,165,000!

Now, with the addition of WBT, you can buy The Housewives' Protective League on twelve big stations (each of which has the largest average audience in its area), or on any one or any combination of these stations. All together, they cover 16,351,650 radio homes (38.8% of the nation's total), and $60,480,583,000 worth of retail sales (40% of the nation's total).

Ironclad proof of the HPL's ability to sell your product lies in the partial list of advertisers (right) who have used the HPL in recent months. Their success is the reason the HPL is known far and wide as "the program that sponsors the product—the most sales-effective participating program in all broadcasting."

For information about the HPL, call the stations, their national representatives or...

THE HOUSEWIVES' PROTECTIVE LEAGUE

485 Madison Ave., N.Y. (Plaza 5-2000)—Columbia Square, Los Angeles (Hollywood 9-1212)

Sources: Sales Management, May 1952; BMB, 50-100% daytime audience area; Pulse of Charlotte
The HPL Markets:

<table>
<thead>
<tr>
<th>BOSTON</th>
<th>50,000-watt WEBC</th>
<th>PHILADELPHIA</th>
<th>50,000-watt WCAU</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHARLOTTE</td>
<td>50,000-watt WBT</td>
<td>RICHMOND</td>
<td>50,000-watt WVA</td>
</tr>
<tr>
<td>CHICAGO</td>
<td>50,000-watt WBBM</td>
<td>ST. LOUIS</td>
<td>50,000-watt KMOX</td>
</tr>
<tr>
<td>LOS ANGELES</td>
<td>50,000-watt KNX</td>
<td>SAN FRANCISCO</td>
<td>50,000-watt KCBS</td>
</tr>
<tr>
<td>MINNEAPOLIS</td>
<td>50,000-watt WCCO</td>
<td>SEATTLE</td>
<td>50,000-watt KIRO</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>50,000-watt WCBS</td>
<td>WASHINGTON</td>
<td>50,000-watt WTOP</td>
</tr>
</tbody>
</table>

All stations are represented by CBS Radio Spot Sales except KIRO, which is represented by Free & Peters Inc. *The Paul Gibson Show

Among the advertisers who have used the HPL in recent months:

- Admiracion Shampoo
- Allstate Insurance Co.
- Allied Molasses Co., Inc.
- All Sweet Margarine
- American Chicie Co.
- American Safety Razor Corp.
- American Security & Trust Co.
- Asbestos Ironing Board Covers
- Avco Manufacturing Corp.
- B & M Baked Beans
- Bambly Bread
- Birds Eye
- Blue Coast
- Bon Ami
- Bongard's Creamery
- The Borden Company
- Briggs
- The Boston Globe
- BRICK'S Social Club Mince Meat
- Briggs & Co. Frankfurters
- Brisk
- Capitol Frito Co. Corn Chips
- Centennial Flour
- Cheers
- College Inn Food Products Co.
- Country Squire Turkeys
- Dennison's Chili and Catsup
- Diet Delight
- Dining Car Coffee
- Dodge Division, Chrysler Corp.
- Doehia
- Dining Car Coffee
- Downyflake Waffles
- Drano
- Drromedary Mixes
- Early California Olives
- Economy Cup Coffee
- Embassy Dairy
- Empire Crafts Silver Plan
- Fels & Company
- First Federal Savings & Loan
- Fleischmann's Yeast
- Florida Citrus
- Ford Motor Co.
- Franilla Ice Cream
- G. Washington Coffee
- Galbraith's Lumber
- Gaymont Lab. Yogurt
- General Electric Co., Lamps
- Gibb & Company
- Gill's Hotel Special Coffee
- I. J. Grass Noodle Co., Inc.
- Griffin Shoe Polish
- H-Q Oats
- Habitant Soup Co.
- Handi Food Products Co.
- Heilmann's Mayonnaise
- Henacres Poultry Farm
- Hillman Mix
- Hills Bros. Coffee
- Hires Root Beer
- Holiday Brands Soluble Coffee
- Holiday Magazine
- Home-Style Frozen Waffles
- Hood Rubber Company
- Hood's Milk Co.
- Hot Shops
- Hosiery Brother's Pie Mixes
- International Harvester Co.
- Iodent Tooth Paste
- Interwoven Stocking Co.
- Jelke's Good Luck Margarine
- Jerman Brothers, Inc.
- Herb Jones Scouring Cloth
- Joy Hoselry Mills
- Juice Industries
- Ken-L Products Dog Food
- Ken's
- Knipinger Letter
- Krey Packing Co.
- La Choy
- La France
- Ladies' Home Journal
- Lava Soap
- Libby, McNeill & Libby
- Lion Brand Paints
- Life Soap
- Look Magazine
- Lyon Van & Storage Co.
- Marcel Paper Mills, Inc.
- Frank Mann Potato Chips
- McCrory's Stores, Inc.
- Metropolitan Federal Savings
- Metropolitan Poultry Co.
- Milano Foods Salad Dressings
- Milnot
- National Biscuit Co.
- Nescafe
- Necco
- O-Co-I-O Sponges
- Olson Rug Co.
- Ottenberg's Bakers
- Pal Orangeade
- Pepsi-Cola
- Pequot Mills
- Peter Paul, Inc.
- Pevely Dairy Products
- Philadelphia Dairy Products
- Pioneer Laundry
- Plymouth Rock Gelatine
- Rayex
- Real lemon
- Red Devil Soot Remover
- Reddi-Wip
- Rockingham Poultry Co.
- Sandwich's Candies
- Sanitary Rug Co.
- Scribbins-Kemp Biscuits
- Sears Roebuck & Co.
- Searside Lima Beans
- Seven-Up
- F. H. Snow Canning Co., Inc.
- So Good Potato Chip Co.
- Sotexin Creme
- Spandy
- Stokey-Van Camp, Inc.
- Sunkist Lemons
- Sure-Jel
- Swans Down Flour
- Sweetheart Soap
- Swift & Company
- Teddy's Sea Food
- Tide
- Top-Top Bread
- Tip Top Orange Juice
- Toucans Juices
- Trend Detergent
- U. S. School of Music
- Universal Trading
- Children's Records
- Vess Beverages
- Washington Flour
- Washington State Apple Advertising Commission
- Washington State Fruit Commission
- Western Beet
- Sugar Producers
- Whirlpool Washers
- White Star Tuna
- Whitling's Milk
- Wilbert's Wax
- Wilkins Coffee
- Wilson's Evaporated Milk
- Windex
- Woodward & Lothrop
- Youngstown Kitchens
- Yuban Coffee
- Zenith Hearing Aids
WCCO Minneapolis-St. Paul aired its 100th remote broadcast from Lewi-
sville, Minn., 115 miles from its studios. Show, Our Own Bob, originated in
Our Own Hardware store. Happy to have overcome engineering headaches of
the long remote are (l to r) Steve P. Duffy, president-general manager,
Our Own Hardware Co.; Phil Lewis, WCCO assistant sales manager; Bob
DeHaven, star of show, and Art Lund, radio-TV vice president, Campbell-
Milhun Adv.

FTC RULES TALK

Advertisement

Printers’ Ink Puts “Spotlight” on Spots

Our June 27th issue will carry a major editorial report, telling why “Spots” are
so productive -- and how to use them.

Now, because Spot Radio is commanding increased attention by advertisers and agen-
ties, AND is being used by thousands of local advertisers, our editors traveled far and
wide interviewing advertisers throughout the country to obtain the material used.

Actual case histories that show how Spot Radio is now helping to sell coffee, tractor
brakes, shirts, beer, varnish, sewing lessons, fly killers, beans and a host of other products
and services, are included in this up to the minute report.

Some of the “Spot” features of this article give you the facts on — The Growth of National
Spot Radio Volume, Why National Advertisers are using Spot Radio, Different Types of Na-
tional Spot Radio, How Spot Radio Fits Into the Complete Advertising Program, and Sales
and Advertising Programs That Spot Solves Best.

This is an issue that should carry the story of your market
and your station, because of our total audience of 23,309 readers.
more than two-thirds are buy-
ers of advertising-Sales manage,
Agnes, regional managers, adver-
sing managers, and top
management who give the fi-
nal O.K. to agen-
cy executives who buy literally thousands of Spot Radio Pro-
grams in all parts of the coun-
try.

Closing date for this issue is June 17, so please write, wire or
phone us your reservation today.

Rates Width Depth
Two-page spread $1,040 10" 10"
Full page 520 7 10
Two-thirds page 365 4 10
One-half page 275 4 1/4
One-third page 185 2 1/4
One-sixth page 95 1 1/4 4%

(Standard Colors: $125 per color extra)

Contract advertisers receive the benefit of frequency dis-
counts, of course.

Brightman Named

SAMUEL C. BRIGHTMAN, for-
erm newspaper correspondent and
radio newsmen, has been named publicity director for the Demo-
cratic National Committee. Ap-
pointment of Mr. Brightman, who
has been serving as acting publicity
director since the resignation of
Charles Van Devender last month,
was announced last Tuesday by Na-
tional Chairman Frank E. Mc
Kinney. Mr. Brightman formerly
was Washington correspondent for
the Indianapolis Courier-Journal (WHAS-AM-TV) and also was on
the news staff of KSD St. Louis,
the St. Louis Star-Times and the
Cincinnati Post.

Inaugural Plans Begin

FIRST marks of organization for
arrangements committee on Capitol
Hill for inauguration of the U. S.
President-elect next January are un-
der way. House Speaker Sam Rayburn (D-Tex.) has appointed him-
self, Majority Leader John McCormack (D-Mass.) and Joseph
Martin (R-Mass.), the minority
leader, as the House members to
serve jointly with three Senators
already appointed by Vice Presi-
dent Alben Barkley. The Senators are
Carl Hayden (D-Ariz.), prob-
able chairman, Majority Leader
Ernest W. McFarland (D-Ariz.)
and Styles Bridges (R-N. H.), the
minority leader. Work on stands
and temporary seating arrange-
ments should be under way by fall.

CONGRATULATIONS have gone
to WSNY Schenectady, N. Y., from
the city’s mayor, city manager and
President Bob Hanna of the
Schenectady Chamber of Com-
merce, upon the station’s receipt of
a public interest award from the
National Safety Council for
“exceptional service to safety”
[B&T, April 28,]

According to Winslow Leighton,
WSNY president and general man-
erg, its Van de Car & the News
program was especially responsible for the award. The station ran an
appreciation ad in the local city
courier May 5, noting also its
daytime awards in the daily magazine’s competition. Mr. Hanna is broad-
casting manager for GE’S WGY
WGFM (FM) and WRGB (TV)
Schenectady.
For All Frequencies

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage—including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

Injection Molded Grades

<table>
<thead>
<tr>
<th>MYCALEX 410</th>
<th>MYCALEX 410X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Factor, 1 megacycle</td>
<td>0.0015</td>
</tr>
<tr>
<td>Dielectric Constant, 1 megacycle</td>
<td>9.2</td>
</tr>
<tr>
<td>Loss Factor, 1 megacycle</td>
<td>0.014</td>
</tr>
<tr>
<td>Dielectric Strength, volts/mil</td>
<td>400</td>
</tr>
<tr>
<td>Volume Resistivity, ohm-cm</td>
<td>3.1x10^12</td>
</tr>
<tr>
<td>Max. Safe Operating Temp., °C</td>
<td>330</td>
</tr>
<tr>
<td>Water Absorption, % in 24 hours</td>
<td>nil</td>
</tr>
<tr>
<td>Tensile Strength, psi</td>
<td>6000</td>
</tr>
</tbody>
</table>

| Power Factor, 1 megacycle | 0.012          |
| Dielectric Constant, 1 megacycle | 6.9           |
| Loss Factor, 1 megacycle    | 0.084          |
| Dielectric Strength, volts/mil | 400          |
| Volume Resistivity, ohm-cm | 5.1x10^14     |
| Max. Safe Operating Temp., °C | 330          |
| Water Absorption, % in 24 hours | nil          |
| Tensile Strength, psi       | 6000            |

Machineable Grades

<table>
<thead>
<tr>
<th>MYCALEX 400</th>
<th>MYCALEX K-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Factor, 1 megacycle</td>
<td>0.0018</td>
</tr>
<tr>
<td>Dielectric Constant, 1 megacycle</td>
<td>7.4</td>
</tr>
<tr>
<td>Loss Factor, 1 megacycle</td>
<td>0.013</td>
</tr>
<tr>
<td>Dielectric Strength, volts/mil</td>
<td>500</td>
</tr>
<tr>
<td>Volume Resistivity, ohm-cm</td>
<td>2.1x10^12</td>
</tr>
<tr>
<td>Arc Resistance, seconds</td>
<td>300</td>
</tr>
<tr>
<td>Max. Safe Operating Temp., °C</td>
<td>370</td>
</tr>
<tr>
<td>Water Absorption, % in 24 hours</td>
<td>nil</td>
</tr>
<tr>
<td>Tensile Strength, psi</td>
<td>6000</td>
</tr>
</tbody>
</table>

| Dielectric Constant, 1 megacycle | 10.6          |
| Q Factor, 1 megacycle            | 300            |
| Loss Factor, 1 megacycle         | 0.034          |
| Dielectric Strength, volts/mil   | (0.10 in. thickness) | 270  |
| Fract. Decrease of Capacitance             | 0.0056         |
| with Temperature Change            | 0.0076         |

Low-Loss Miniature Tube Sockets

Economical—Com spotlight to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

Available in Two Grades—Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L." Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

Mycalex Corporation of America
Owners of 'MYCALEX' Patents and Trade-Marks
Executive Offices: 30 Rockefeller Plaza, New York 20—Plant & General Offices: Clifton, N.J.
BBB REPORT
Notes Set Inquiries
ADVERTISING, merchandising and servicing of television sets continued to be the largest problem for the Better Business Bureaus during 1951, an annual report has indicated.

Of 80,548 communications to the bureaus about television, 53% were complaints, with the greatest number occurring early in the year. President Victor H. Nyborg reported. Nearly half the inquiries and complaints received by the local bureaus during the year pertained to merchandising, he said, and 12% of these referred to TV sets, a percentage matched only by construction inquiries. Radio and music were the subject of 2% of the merchandise communications.

In terms of services rendered by the bureaus, television rose from seventh place in 1950 to third place in 1951 with some 80,548 consumers contacting the bureaus with questions. In this category, television was superseded by numbers of calls but not necessarily number of complaints, since some construction and solicitations.

Most common TV complaint was that long delays were suffered by consumers in waiting for their sets to be serviced, which was attributed to unavailability of replacement parts and tubes. The Better Business Bureaus appointed a committee to work with manufacturers, meeting with a counterpart from the Radio-Television Mfrs. Assn., evolved procedures for handling consumer complaints on a national level.

Both groups also agreed to sponsor an educational booklet, explaining factors in purchasing and servicing a TV set, which would be distributed by RTMA and the Better Business Bureaus upon publication this year.

Progress was also reported for the bureau's "Truth in Advertising" campaign, which resulted in almost 8,000 advertisements of the millions scanned requiring corrective action. Of these, 207 were referred to law enforcement bodies for further action, with the ultimate result that questionable ads decreased by about 8%. Mr. Nyborg said that legitimate advertisers did a better job of maintaining accuracy throughout the year, that consumers became more critical, and that media continued to cooperate in building higher advertising standards.

Publicity and education campaigns of the bureaus used a total of 2,492 radio spot announcements, 575 radio programs and 111 television shows last year, it was noted.

FOUR JOIN AYER
Three in N. Y.; One Phila.
FOUR personnel changes in three departments of N. W. Ayer & Son, New York and Philadelphia, were announced by the agency last week.

J. J. Clarke, sales manager, Home Laundry Equipment Div. of General Electric Co., joins the public relations merchandising department in Philadelphia today (Monday); William F. Roseboom, former vice president of public relations firm of Davies, Emery & Roseboom, joins the public relations department in New York; Monica Geran, promotion editor of Glamour magazine, also moves into the New York public relations department today (Monday), and Robert Pavloff, director of Temple U. alumni fund and editor of Alumni Review, joins the copy department in Phila-

New WICH Building
WICH, Norwich, Conn., is now operating from a new two-story concrete block structure near its transmitter on the outskirts of the city. John Deane, WICH general manager, announced the new sign-on time of 5:30 a.m. and that William E. Kelly, city's newly-appointed superintendent of recreation, has been signed to handle the 6:7-4:50 a.m. duties.

NEWSCASTER Henry Blanc (l) of Today's News on KPOJ Portland, Ore., greets Gerrit Vender Ende, president of Pacific First Federal Savings & Loan Assn., to the station's growth largest such association in the country, which has purchased Mr. Blanc's nighttime program for a special network in cities where the association has branches, including KPOJ, KPUG Bellingham, Wash., KJR Seattle, KTAC Tacoma and KORE Eugene, Ore. Ed Henry (r), KPOJ account executive, made arrangements through The Condon Co. Inc., Tacoma, the association's advertising agency.

milestones...

• WBOB Terre Haute, Ind., is planning special programs to celebrate its 25th anniversary June 15. Many former KBOB personalities are to be featured through taped messages. WBOB also is conducting a "memory" contest, asking listeners to write a letter on the theme, "What I remember best about WBOB?"

• EIGHTIETH anniversary is being celebrated by Albert Frank-Guenter Law Inc., New York, advertising agency, with trade distribution of brochure, "Eighty Years of Advertising." Firm recalls its start as two-man financial and transportation agency and expansion of its fields to include millions of dollars in business, with the 207th anniversary of the birth of the late Albert Frank-Guenter.

• RONALD DAWSON, radio-TV actor-writer, on June 3 observes his 25th anniversary in radio.

• GUSTAV A. BOSLER, NBC New York veteran employee who retired at the end of June and who was head of the network's model shop most of his 25 years with NBC, was honored at a surprise party May 23 by 200 fellow employees and friends and was presented with a 25-year NBC plaque. He has spent more than 40 years in communications.

• PROGRAM, Meet the Press (NBC radio, Sunday, 10:10-10:30 p.m.; NBC-TV, Sunday, 7:30-8:00 p.m.), will celebrate its seventh anniversary on June 2. Martha Rountree and Lawrence E. Spivak, owners of the package, will mark the occasion by a "political supper" in Washington on that date to which various Presidential candidates have been invited.

ADV. WRITEOFFS
HST Hits Media Campaigns
PRESIDENT Truman last Tuesday opened a new breach in the controversy over alleged practices whereby private companies use institutional advertising and write it off as deductible business expenses.

While the Chief Executive leveled his guns at electric power concerns, the attack recalls the move by Sen. Hubert H. Humphrey (D-Minn.), avowed administration supporter, to curb through government so-called "political" advertising as a device to "steal" voting. The purpose also would be accomplished by raising newspaper ad rates to discourage "extravagant" advertising (B&T, April 21, 14, 7).

Mr. Truman addressing the Electric Consumers Conference in Washington, D. C. last Tuesday, charged that private concerns were embarked on a "vicious campaign" to discredit public power projects as socialism—through radio and printed media. He said he might seek a probe to see whether the campaign violates the Federal Corrupt Practices Act.

They "are spending millions and millions of dollars on this campaign," he charged. They are sponsoring national wide radio programs which cost many thousands of dollars every week. They are running full-page big-time magazines, month after month," the President said.

Target of Mr. Truman's fire was the Kansas City Power & Light Co. Mr. Truman also noted that a large advertising agency "actually boasted" that its technique was so successful that its "propaganda" was posted by church ministers.

KOMO Binaural
HAILED as "sensationally successful" was KOMO-AM-FM Seattle's May 18 broadcast to the public of information over its AM and FM facilities on Voices of the Northwest, sponsored by the Seattle First National Bank and featuring the 41-musician Adelphian concert choir of the College of Puget Sound, Tacoma. The airing was under direction of Stanton Bennett, chief development engineer for KOMO. Binaural broadcast also took place over WGN and WGNB (FM) Chicago May 22 at the annual Alumni Review Show and the Audio Fair (B&T, May 26), along with other public figures.

• CATL Houston marked its fifth birthday on May 21. King H. Robinson, vice president-general manager, in an interview in the Houston Press traced the station's increase from 1 kw to 5 kw and expansion of staff personnel from 19 to 81.

• WBNF-TV Buffalo was four years in the big magazine. No special observance was planned. During its first few weeks of operation the station was on the air 14 hours weekly and now is on more than 14 hours daily.
NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in Advertising Agency and Printers' Ink.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the LAST WORD about your station and your market...the last word seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the last word in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the “Spot Radio Promotion Handbook” (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Rates & Data." Available at cost, $1.00.

WALTER E. BOTTHOF, Publisher
ROBERT WASS  News Director...Special Events...fifteen years experience makes his news job the most-listened-to in Cleveland...15 years (radio news)

WAYNE JOHNSON  Newscaster..."voice of the news" in Cleveland...6 years (radio news)

17 Newscasts every day
Press & International 
Mobile Unit • Telephone

National Convention Coverage for Northeas

THE O. L. TAYLOR COMPANY • National

THE MUSIC • NEWS • SPORTS STATION FOR GREATER CLEVELA
SERVICE IS VITAL TO NORTHEASTERN OHIO

JERRY BOWMAN
Newscaster .
re-write man 15 years
(radio news)

BOB WEST
Reporter . Feature
Writer charge of
night news

- All news re-written & processed - Associated
ws Service - Police-Fire Dept. Radio
Beeper' system for on-the-air interviews.

ern Ohio Localized by the WERE News Staff.

Representatives

WERE
VITAL TO NORTHEASTERN OHIO

ID . . 5000 WATTS - 1300 KC
**Dollars When They Count**

WHEN a Senate committee petitions another Senate committee for funds for a government agency in an election year when the accent is on exorcising economy in government—that's news.

It happened a fortnight ago. Sen. Edwin C. Johnson's Interstate & Foreign Commerce Committee unanimously petitioned Sen. Burnet R. Maybank's subcommittee on Independent Offices Appropriations to give the FCC another $800,000 to hire people to expedite the licensing of new television stations. Last Wednesday, the Senate Appropriations Committee approved $600,000 more, specifically for TV. This is probably without precedent. It underscores again the high interest in Congress to get a nationwide television show on the road.

Even with 18 or 20 additional examiner teams, the outlook isn't too bright for prompt authorization of any substantial number of TV stations in desirable markets. That's because contests are indicated, notably for the VHF assignments, in virtually all major cities. Contests take months, sometime years.

There are those who feel the additional funds won't really expedite FCC action. They point to the past when the FCC has been surfeited with appropriations. And that record discloses that the FCC procedures have slowed down inexorably, year after year. More staff layoffs to go, more paper-work and more delays.

That does not have to be. The revised McFarland Bill now pending in the House has, as its primary purpose, tightening up of FCC procedures. The Commission would be required to report to Congress on the status of cases not in hearing but pending after three months, and cases in hearing pending after six months. This measure already has passed the Senate. In revised form, it has been reported favorably by the House Interstate Commerce Committee and House passage is likely, despite continued sabotaging efforts by members of the FCC staff.

There's more involved in the resumption of TV licensing than service to communities which demand it, although that's reason enough. There's talk of an impending downward spiral in business. Some lines, notably consumer goods, are soft. Farm commodities are in a gradual decline. There are portents of a recession. Telecommunications now need an anchor to windward against an impending economic storm. Sen. Johnson talks in terms of $3 billion as an "ultra-conservative" estimate of the business that would be stimulated in two years, if the FCC has the manpower to proceed full-tilt. Applicants, he states, will invest $250 million. Ten million people will list more than $2 billion in sets. Thousands will be employed by manufacturers, wholesalers and retailers, totally aside from the vast expenditures for advertising.

Here another agency of government could pitch in. The Department of Commerce has the main function of stimulating and helping to report to Congress on the impact of its manpower and resources be geared toward expediting television's economic development? In the depression of the early '30's, radio proved just about the only depression-proof industry.

The first test is to see the FCC get additional funds for examiner teams. It then can have no valid excuse founded on shortage of manpower or money. While the House signs point to favorable action it still behooves applicants to let their delegations—in Senate and House alike—know of their avid interest.

**Transit Green Light**

THE FAVORABLE Supreme Court ruling on transit radio ought to assure a profitable future for this specialized broadcasting service.

Considering the extraordinary handicap of having the very constitutionality of their operation questioned, the transit broadcasters have, from all reports, done extremely well. It would seem clear that it has established itself, against most discomforting opposition, as an effective advertising medium.

It remains now only for the transit broadcasters to straighten out the public relations problems confronting them. Though the Supreme Court's decision affirms the legality of transit-casting, it does dispel the condition that brought the case about.

Transit-casting was victimized by such catch-phrases as "captive audience." Such surveys as have been made indicate that objectors are a small minority of transit passengers.

All credit to those who carried the transit case to the highest tribunal after the stiff rebuttal of the lower court. They can now move ahead on plans which were shelved because of the litigation and the hard fight against the medium by many powerful newspapers.

The sweeping new law opens the way for new radio vistas. It sanctions the birth of a new advertising medium. It affords the opportunity to a substantial number of FM broadcasters to earn a return on their investments.

But the court opinion merely affirms the constitutional right to broadcast music, news and commercials on public vehicles. The job of the transit-caster now is one of prudent management and operation. That means prudent programming. As always, the public is the final arbiter.

**our respects to:**

EDWARD HOLLAND BRONSON

THOUGH all is relatively quiet around NARTB's TV department, where they're grooming the three-month-old Television Code for a career of activity, if not controversy, nobody's being fooled by the peaceful way most of the nation's civic, cultural and religious groups have reacted to the industry's manual of program and advertising behavior.

They know what's coming, and they'll be ready with what at the moment might be described as a semi-secret weapon—Ed Bronson, newly named NARTB director of television code affairs and a practical telecaster.

In a decade-and-a-half of radio, TV and government, Bronson has been in some rough spots. One of the rougher incidents occurred during the war when he was at the Office of Censorship with responsibility for foreign-language programs originating domestically.

Everybody wanted to be a censor in those days, including the FCC and the Office of War Information. The competition got into proceedings of the special congressional committee investigating the FCC. With a clear Executive Order to back him up, Ed Bronson carefully observed testimony of the two competing agencies. He patiently listened and he patiently waited.

When the colloquy reached the usual double-talk and gobbledygook stage, Mr. Bronson couldn't stand it any longer and summed it up with this classic: "I'm getting weary of these excursions into the dialectics of the periphery." That stumped even the double-talkers, and Office of Censorship went about its job with powers intact.

This was a typical Bronson approach to a tricky situation. Often when the going gets tough he turns on a wry sense of humor. When trouble engulfs him, he takes a philosophical approach and sets out to see what can be done about the mess.

Mr. Bronson's main job at NARTB will be to serve as liaison executive on code matters with general public and interested organizations. That's his formal directive, a little double-talk in itself. Put into active terms, it means the finger is pointing at him as trouble-shooter to see that the code clicks. He brings to the job a substantial reservoir of qualifications, having, among other things, directed television stations, served as noted, in a censorship capacity; managed a radio station, and finally, created a successful town-meeting (Continued on page 58)

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**BROADCASTING • TELECASTING**
"Something burning is falling through the sky..."

That something was a hit German plane. The time was D-Day, 1944. Speaking from a warship in the heat of the battle, George Hicks was making his masterful recordings of the greatest military action in history.

First to broadcast from a dirigible and from a submarine, Hicks is uniquely a broadcast reporter. He joined NBC in 1928, a year after network radio began.

From an eclipse of the sun seen in the Pacific to the funeral of George VI, George Hicks's dispassionate reporting has brought America to the scene of many of the historic events of our time.

Now in this vital election year Hicks and 100 other NBC men of news are assigned to cover the conventions and the elections as they've never been covered before.

The NBC News Center is pre-eminent in the field because of men like Hicks, Dreier, Warner, Godwin... because of its thousand-man news-gathering force... because regularly on radio and television, NBC broadcasts more hours of news than any other network.

Virtually everyone in America hears the news first on radio and television. They hear it while it is news. And the fact that the highest rated news shows on radio and television are NBC's means most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America
WILLIAM P. DIX Jr., assistant sales manager, WCBS New York, to WTAM Cleveland, as sales manager.

ALFRED A. BROWN, former sales manager of WWSC Glenn Falls, N. Y., to sales staff, William G. Rambeau Co., N. Y., station representative firm.

FRANK CONWELL, general manager, KCIL Houma-Thibodaux, La., to WKEG Mobile, Ala., as administrative assistant to KENNETH R. GIDDENS, president.

HAL HUDSON, TV manager, and BEN FEINER Jr., executive TV producer, both CBS Hollywood, named to handle TV department management and production activities, respectively, while HARRY ACKERMAN, vice president in charge of network programs, CBS-TV that city, vacations in Europe.

WILLIAM L. SNYDER, Forjoe & Co., Chicago, station representative, to Gill, Keefe & Perry, same city, as member of sales staff succeeding HOWARD M. KEENE, who has resigned.

GEORGE W. CLARK Inc., Chicago, named by KOWL Santa Monica, as station representative in mid-western and eastern areas.

RYON K. HARRIS, former traffic manager, WCPO-TV Cincinnati, to sales staff, WLWT (TV) that city.

JOSE E. CHAPA appointed general manager of KLVL, Pasadena, Tex.

WALKER REPRESENTATION Co., N. Y., appointed station representative by WEAT Lake Worth, Fla.

SANFORD I. WOLFF, Chicago radio attorney and partner in Riskind & Wolff, moves June 1 to Suite 506, 134 N. LaSalle St. Telephone is Financial 5-0787.

SEARS & AYER, N. Y., appointed national representative by WRAC Racine, Wis.

MARVIN ELLIN, producer, Marvin Elin's Block Party, to permanent staff of WMAR-TV Baltimore in sales capacity.

PERSONS . . .

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., honored as "outstanding young man of Connecticut" at annual Junior Chamber of Commerce dinner May 24 . . . W. J. WILLIS, salesman, WKY-TV Oklahoma City, presented with distinguished service award by Oklahoma City Advertising Club.

HAROLD SODERLUND, commercial manager, KFAB Omaha, elected president of Omaha Advertising Club . . . THERESA KIRCHNER, general manager, KGFI Hollywood, vacationing in Honolulu.


'Dr. Gallup' Bought

Six additional markets have signed for George F. Foley's Dr. Gallup, syndicated pre-election radio series, it has been announced. They are: WWJ Detroit, WHK Cleveland, WGAN Portland, Me., WGUY Bangor, Me., KNX Los Angeles and KMOX St. Louis. A total of 122 stations now carry the political interview series. Station purchasers who announced sponsors last week were WEEI Boston, to Transducer Co., division of American Machine and Foundry Corp.; KPRA Houston, to Simpson-Gillman Pontiac Co.; WSBA York, Pa., to Carl Beaasley Ford Co. and WGAN to N. T. Fox Lumber Co. and Utilities Distributor Co.

NEW WJBK UNIT

Peter Storer is Director

Establishment of a sales promotion and merchandising department last week announcing WJBK-AM-TV Detroit, with Peter Storer as its head, was announced last week by Gayle V. Grubb, vice president and managing director of the stations.

Mr. Grubb said that although WJBK has "always cooperated with its advertisers in merchandising and promotion, the station feels the time has arrived to institute a more aggressive plan of dealer and distributor tie-ins." He said Mr. Storer was named to handle the new department because of "the outstanding success he achieved in the field of public service."

Mr. Storer will handle all of the WJBK-AM-TV merchandising activities, including tie-ins with prominent local and regional chains, point-of-sale displays, special promotions, and other devices to acquaint consumers with merchandise advertised on the WJBK stations.

A son of President George B. Storer of Storer Broadcasting Co., which owns the stations, the new WJBK merchandising and promotion manager became affiliated with the Storer organization in 1946, following graduation from the U. of Miami. He started with the company's WGBS Miami as control engineer, moving last September to WJBK as public service director. Under his direction, a number of educational broadcasts are arranged with Detroit and Wayne universities, and a broadcast series on the Detroit schools is currently in preparation in conjunction with Life magazine.

ECKO PRODUCTS Co., Chicago, last week reported net sales for first quarter of 1952 of $9,680,337, contrasted with $10,492,789 for the same period last year. Net profit this year was $890,424 or 76c per share on common stock.
Our Respects To
(Continued from page 50)
program that has an outstanding 14-year record.

When he arrived in Washington last week, Mr. Bronson was giving up the direction of WBNS-TV in his native Columbus, Ohio, a position he held since 1949. His departure for NARTB's code operation moved the Ohio State Journal to call him "one of the best equipped men in the nation for the job." The Journal should know, because WBNS-TV is one of the Preston Wolfe radio-TV-newspaper properties.

Possibly the Journal was recalling some of the early journalistic feats of Ed Bronson, reporter. Around Columbus they still talk of a famous escapade at Ohio State U., before the vogue of bra and panty purloining. Reporter Bronson, long holder of an Ohio State degree, was assigned to cover a campus incident that involved such sporty antics as egg-throwing and cab dumping.

A cop—one cop—arrived on the scene and alarmingly grabbed the first youth he saw. That, of course, was Reporter Bronson. Foiled, the officer called for help. A second cop arrived, but the cop couldn't swerve the persistent newsman from the path of duty. A third, a fourth, a fifth and finally a sixth officer joined the fray. The six-man army subdued their prey and hauled him off to jail as a rioter.

The law won the battle, but not the war. A few minutes later the intrepid reporter was back on the campus on a business-as-usual basis.

Ed Bronson obviously doesn't stop easily when he is on a mission. The new TV code assignment, however, is likely to put him in the middle of some of the fanciest crises he has ever met. At this point, according to an old crony, he is likely to halt all oratory with an observation of this sort, "Hold everything. Let's get down to the core of this thing and see if we can't work out a way of living together."

He has a deep conviction that the principles of the TV code are right, and believes it will work if goodwill and common sense are applied to its enforcement.

Ed Bronson was born in Columbus May 27, 1910, son of Hiram Bronson, long active in Ohio politics. The elder Bronson wrote the Ohio primary law back in 1906, a monument in political history. The family's political bent was maintained in a journalistic way when the son covered Ohio politics for Columbus papers.

At Ohio State U., the younger Bronson interrupted his career for a year to work as a blacksmith on a construction gang in West Virginia and California. Back in school, he became cub reporter on a local journal and finally news editor of the Ohio State Lantern, campus daily.

After college, he continued his reporting, moving into radio at WCOL Columbus in 1936. At WCOL, he served as continuity director and subsequently assistant general manager. With the outbreak of war, he became assistant to J. Harold Ryan of Storer Broadcasting Co., and then to John E. Petzer, who succeeded Mr. Ryan as assistant director of censorship.

With end of the war, Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager for Mr. Petzer, the station's owner and now chairman of the NARTB Television Code Review Board. Anxious to enter TV, Mr. Bronson left WJEF in 1949 to aid in planning WBNS-TV, becoming station director when the station went on the air.

WBNS-TV, along with WBNS and WELD-FM, still carries the Columbus Town Meeting series started by Mr. Bronson 15 years ago at WCOL. It has been called one of the industry's leading public service programs at the local level and is incorporated under Ohio laws.

Mr. Bronson married Ann Fulton, a former Ohio newspaperwoman and pianist. Son Ted, 15, plays a trumpet and Mary Ann, 8, is following her mother's pianistic bent. Daddy Bronson likes golf and chess, and now loses frequent chess matches to Ted, an apt pupil.
Peter O. Moon, vice-president-business manager, Functional Music Inc., Chicago, to WJJJD that city, as program director.

Gene Edwards, announcer, WLLenoir City, Tenn., to WIELElizabeth, Ky., in same capacity.

Howard Keegan, former manager of WCFL, Chicago, to NBC that city, as producer.

Stan Burn, announcer, WPAT Paterson, N.J., to announcing staff of WINS New York.

Charles Robinson, playwriting, to CBS Television Network June 9 as producer-director writer.

Bill Guy, formerly with WRAF-TV Ft. Worth, to WFMY-TV Greensboro, N.C.

David Waite, announcer, KON Fort Lauderdale, to WFOR Miami, to program director.

Garrett, WJRB Brookhaven, Miss., to WFOR as announcer.

Stu Wayne, WPEN Philadelphia, to WDAS Philadelphia, as disc jockey.

Carl Tenbett to announcing staff, WSB-TV Atlanta.

Don Badger to promotion staff of KMTV (TV) Omaha.

Betsy Baskette, receptionist, KLZ Los Angeles, announces transfers to promotion staff replaced by Betsy Laster.

Hans Conried, who portrays Professor Kropotkin on CBS Radio My Friend Irma, assigned role in feature film, Big Jim McLain.

Ben Omana, news and special events director, WJOY Burlington, Vt., to WORD Spartanburg, S.C., as announcer.

Don Wintner, disc jockey, WTTM Trenton, N.J., appointed staff announcer.

Dick Lane, actor-m.c.-announcer, KTFA (TV) Hollywood, awarded Statuette of Achievement by Los Angeles County Board of Supervisors for his civic contributions.

Jerry Raker, page boy, WPXV (TV) New York, named associate director.

Ed Wilson, disc jockey, WKK St. Louis, presented with award for outstanding service to the Psychiatric Aid Society in that city.

Jim Todd, staff announcer, KJJ-TV Hollywood, to KFI Los Angeles, in similar capacity.

Frank Flagler, WBOB Lenoir, N.C., to WJHL Johnson City, as disc m.c.

George Walton, continuity director, KYOR Colorado Springs, Colo., to WJHL as program director.

Coley Cowan, announcer, WSAZ Huntington, W.Va., to program manager, C. Bosworth Johnson, WJMI Morgantown, W.Va., to WSAZ as announcer.

Dick Woolen, ABC Chicago program manager, to KTVI (TV) Los Angeles, to work on development of new program ideas.

Mark Scott, sportscaster, KFWB Hollywood, assigned role in Universal-International feature film, Willie and Joe Back at the Front.

Edward F. Devineney, Arnold H. Katinsky and Lorin Zissman to WPPI Philadelphia on publicity, writing and special events staffs, respectively.

Kate Smith, NBC radio-TV star, awarded personality of the year plaque at 22d annual Janbaroe of Advertising Club of Washington D.C., fortnight ago.

Bill Taylor, m.c. of Bill Taylor's Sunrise Serenade, WOR New York, presented award for commendable public service by Veterans of Foreign Wars.

Harry Babbitt, star of CBS Pacific Network Second Cup of Coffee Club, recuperating from surgery following recent back injury.

Beulah Donohue, Women's World commentator, WTMJ-TV Milwaukee, received "professional woman of the year" award from city's Quoto Club, for contributions to community.

Frank Carter, WPEN Philadelphia announcer, father of girl, Andrea, 6.

Patrick McGuirk, writer-producer, KCBS San Francisco, father of girl, Michele.


Frank Rowland, WHIO Dayton announcer, father of girl, Katherine.

Robert E. Lee, co-writer, NBC radio Railroad Hour and Ziv TV Programs' The Unexpected Film series, father of boy, Jonathan Barlow, May 12. Mother is Janet Waldo, star of ABC radio Meet Corlies Archer.

News...

Ralph Renick, WTVJ (TV) Miami news director, appointed chairman of TV news committee of National Assn. of Radio News Directors.

Ted Bender, formerly with WOR New York, to WMAT Springfield, Ill., on news and special events.


Jack Joy, KFAC Los Angeles news chief, is vice chairman.

Anthony Schneider to WMAK Yankton-Sioux City, S.D., as news director.

Anthony Marano, sports director, WCTC New Brunswick, N.J., named director of news and sports to succeed Joseph D'Embo, now on news staff, NBC New York. Roland Kelly, sales representative WCTC, assigned to station's news arrangements.

Jim Schlosser, new writer, WTMJ-AM-TV Milwaukee, father of boy, Daniel Scott, May 17.

Bruce MacFarlane, WGN Chicago news commentator, father of boy, David Bruce, May 16.

Dick Wright, KHQ Spokane newswriter, father of girl, Patricia Ann, May 6.

NABC Signs Hope

For Conventions Patter

Bob Hope will do a daily five-minute light and humorous commentary on NBC radio-TV during the national political conventions at Chicago, according to the terms of an agreement worked out with NBC President Joseph McConnell by James Saphier, radio-TV agent for Mr. Hope. Neither party revealed financial arrangements, but the programs are to be offered for sponsorship.

Roger Price, New York night club and TV humorist, has been signed through Frank Cooper, Hollywood talent agent, for a similar series of broadcasts from Chicago on NBC radio-TV. Admiral Corp. will sponsor the series.

Don Lee Coverage

Now available for sponsorship by western regional advertisers are Democratic and Republican national conventions broadcast over Don Lee Network, it was announced last week. Western regional outlet for MBS coverage, Don Lee will set up a five-days-a-week plan to be offered.
strictly-business-(continued-from-page-20)

Sports feature; Old American Barn Dancer; tourneys Freirende Theatre now called Royal Plateau; Movie Quick Quiz, and Hollywood Off Beat with Melvyn Douglas.

Mr. Beckwith, who gives no middle name, was born March 29, 1914 in Rochester, N. Y., but considers his home town Buffalo, where his family moved shortly thereafter. He attended public grade and high school there and worked as assistant advertising manager of the Rudolph Bros. jewelry chain in Syracuse for a year before starting at Syracuse U. in 1932.

Like many students in the depression era, Mr. Beckwith found he had to work his way through college. He spent his mornings in class and his afternoons working in advertising with the jewelry firm, and then went home to put on his tux and play with a dance band until 2-3 a.m.

“I kept my textbooks on the band stand,” he recalls. In his extra time, he was a professor assistant, checking papers for $17 per month.

By the time he got his B.S. in business administration four years later, Mr. Beckwith had also won a top prize in a national intercollegiate advertising contest as well as membership in Alpha Delta Sigma, honorary advertising fraternity. His evaluation today of working through college is that it isn’t as valuable in some cases as people think. “It’s just too rough,” he explains.

Syracuse Radio Graduate

Mr. Beckwith’s college minor was radio and he is pointed out today as one of the first students of the Syracuse U. School of Radio where, he reports, he decided that broadcasting was the field for him. He introduced the jewelry firm to radio spot advertising and, in 1937, went into radio himself by joining the sales staff of WSYR Syracuse. After learning the full story behind the mile, he transferred to WAGE Syracuse in 1942 as assistant sales manager, commercial manager, and program director, and established so notable a business reputation that in 1951 he was invited to join UTP, sister company of Standard Radio Transmission Services.

He describes his station sales record today as the result of “idea stuff… I didn’t try to just sell, I tried to create.” He found that even a small station could have a big list of national advertisers if they were offered, for example, personalities, promotion and know-how.

As sales director, he has organized a national sales force, working out of UTP’s three offices in New York, Chicago and Los Angeles, and expects to be busy the next few months visiting TV stations and applicants to get new program ideas for his company to distribute.

He is married to the former Mildred Brown of Scranton, Pa., whom he met in college, and they are the parents of a son, Kent, 12, and a daughter, Ellen, 7. The scores of his favorite sport, golf, go up or down, he reports, depending on FCC decisions.

WSVS Elects Officers

OFFICERS and directors were elected for 1952-53 during the sixth annual stockholders meeting of Southern Virginia Broadcasting Corp. (WSVS-AM-FM Crewe, Va.) in Richmond, Va. The board of directors elected the following officers: C. S. Willis, president; J. P. Quisenberry, first vice president; W. L. Willis Jr., second vice president; C. E. Wilson, secretary, and E. M. Schaubach, treasurer. New board includes these officers as well as O. B. Schaubach and C. E. Miller.

WFAA BIRTHDAY

Open House Scheduled

LISTENERS will be invited to inspect the facilities of WFAA Dallas June 22-23 when the station celebrates its 30th anniversary, according to Alex Reese, manager.

Mr. Reese said WFAA, owned by the Dallas Morning News, expects to spend several thousand dollars on exhibit spaces and remodeling and refurbishing for its week-long open house in a direct audience promotion slant, instead of holding special ceremonies.

The audience will be invited to participate in prize-drawings of sponsor’s products and in a candid camera contest open to amateur photographers. The station’s stars will be on hand to meet the public.

Mr. Reese said visitors will enter the station over the covered and decorated walk-way 10 stories above Jackson street and will see displays of the various technical devices used in the pioneer days of radio, following the growth of WFAA from a tent-enclosed studio area in the former Dallas News building to the 50 kw NBC, ABC and Texas Quality Network affiliate it is today.

All broadcasts will be open to the public with special stage performances scheduled each half-hour day and night. Favors will be distributed by WFAA stars.

WACE Airs Korea Tape

WACE Springfield, Mass., claims a “first” for a broadcast to have been made May 25 of a 45-minute tape-recording of an Air Force jet pilot’s plane being shot down in Korea 100 miles behind enemy lines. The tape includes sound of the explosion when the plane was hit, two-way communications with the pilot, who attempted to land his burning plane before finally bailing out and studio tie-in show with the rescued pilot.
Mr. Florsheim, who joined Ziv in 1918 as an account executive and became eastern sales manager a year later, will make his headquarters in the company's Cincinnati office. Before joining Ziv he was director of advertising and sales promotion for the Ad Hat Stores, and also had served as director of cooperative programs and then merchandising director for ABC for four years. He previously had been an account executive with the Dan B. Miner agency to sales manager of the Frederic W. Ziv Co., radio transcription organization, and the addition of four district account executives are being announced today (Monday) by Alvin E. Unger, Ziv vice president in charge of sales.

Mr. Unger said the company is undergoing a steady expansion which reflects a brightened local radio sales picture throughout the country.

New Ziv account executives are James R. Appel, in Delaware and eastern Pennsylvania; Sidney H. Price, in Syracuse and Ithaca; Earl R. Wootten, Arkansas and markets in northern Louisiana; and Edward L. Schultz in Northern Wisconsin and the northern peninsula of Michigan.

Mr. Florsheim joins Ziv from the National Republic Letter-gram program service, Washington, and formerly was with Chance-Vought Aircraft Co., Dallas, Tex. He also has operated his own retail and furniture and appliance store in Wichita, and is a former sales representa-tive of KFBI Wichita. He will report to division manager Elmer Bieser.

Mr. Schultz has operated his own distributorships for Beltone and Telex hearing aids and formerly was with the Prudential Insurance Co. of Kankakee, Ill., and with the Chicago Harold & American. He will report to division manager William Nevin.

Mr. Finehout, special representative of Beltone, has also been appointed Ziv's special representative in the Kansas City area.

The Ver Floor Plan in Chicago.

Mr. Wooten has been consolidated in Kansas City, and the addition of one salesman, Mr. Tripp, who will cover the early days of the settlement of the Columbia Basin, the construction of the Grand Coulee Dam, building of the network of irrigation canals and finally, the arrival of the water on the land this spring.

COLUMBUS FESTIVAL

KHQ Plans Wide Coverage

KHQ Spokane has planned extensive coverage of the Columbus Basin Water Festival, May 22 through June 1.

Special programs include those by Glenn Lorang, farm director, who will cover a sawmill in a different Columbia River basin town during each of the 11 days. A spe-cial 18-minute documentary on the development of the Columbia Basin is being prepared by Mr. Lorang for the National Farm & Home Hour, May 31.

KHQ news department, head by Tal Tripp, news director, will write and produce a special feature entitled, The New Pioneers. Mr. Tripp estimated that KHQ news men have traveled more than 2,000 miles, taping interviews with early homesteaders, new settlers and other pioneers.

The New Pioneers will cover early days of the settlement of the Columbia Basin, the construction of the Grand Coulee Dam, building of the network of irrigation canals and finally, the arrival of the water on the land this spring.

WEST central regional offices of RCA Victor have been consolidated in one building. New address is 340 Dierks Bldg., Kansas City, Mo.

On All Accounts

(Continued from page 18)

They know at home

MORE $S VOLUME

IN LOCAL BUSINESS THAN ANY OTHER STATION IN TOPEKA!

WREN offers you

• top ratings
• wide coverage
• lowest cost per listener

WREN

5000 WATTS A B C TOPEKA

Represented Nationally by Wexco Co.

On All Accounts

(Continued from page 18)

Each year, new tests are made so that planning may be kept current, Mr. Ver Standig said.

In addition to his advertising agency, this 57-year-old executive operates a research organization. Letters in his files show that many top agencies use his research unit to come up with "fuzzy" ideas for their own clients.

As proof of the value of this constant testing, Mr. Ver Standig pointed out that in the eight years that his agency has been in existence, there has been only a 1% loss of clients.

Mr. Ver Standig explained that he came to realize the value of testing and research when, beginning in the early 1930's, he bought and resold several small newspapers. "I would buy small papers with the idea of building them up, then reselling them," he explained. "I had to be correct about where I invested money, so I did a lot of re-search beforehand."

Born in Massachusetts

Most of the newspapers with which Mr. Ver Standig dealt were in his native Massachusetts. Born in Boston, March 17, 1916, he attended Boston Latin high school, then was a student at Harvard University and Boston U.

He remained in newspaper work until 1942 when he became selling time for WWDC Washington. Then, in 1944, he founded his agency. At that time, his only employee was a part-time secretary, and he had only desk space in another organization's offices.

Today, the agency employs 10 persons in two floors. Mr. Ver Standig can draw much satisfaction from reviewing the past eight years. In 1950, he won the Silver Anvil Award of the American Public Relations Assn., and in 1951, one of the top awards of the Direct Mail Advertising Assn.

He is a member of the board of governors of both the Atlantic and Chesapeake Councils, American Assn. of Advertising Agencies, a fellow of the American Institute of Management, and belongs to the Advertising Club of Washington.

In 1940, he married the former Helen Kay Book, who worked in the classified ad department of the Washington Daily News. They have two children, John David, 5, and Joan Hope, 4. The Ver Standigs share their home with 14 animals, including dogs, ducks, a parrot and even a monkey!

He finds most of his relaxation in reading—his library numbers some 3000 volumes.

Most of the larger advertising agencies he considers just mass production centers. "We will never be a producer, line," he declared. "Testing built this agency. And we shall continue to operate that way—we prefer to know where we're going."

SECO ELECTIONS

Lipscomb Named President

CHARLES T. LIPSCOMB JR., president of Pepsodent Div., Lever Brothers, has been re-elected president of the Sales Executives Club of New York for 1952-1953.

Other officers elected at club's annual meeting last week were:

Joseph L. Wood, assistant treasurer of Lever Brothers Corp., first vice president; Borden Co., second vice president; Peter P. Read, president, district sales manager, Coca-Cola Bottling Co., secretory; James Werble, Polygraphic Co. of America Inc., treasurer.

New members of the board of directors are as follows:


GREEN GIANT Co., La Sueur, Minn., reports a net profit of $1,724,269 for the year ending Dec. 31. This equals 8.5% of the gross sales, an all-time high of $44,784,069. Dividend payments, at 80 cents per share, totaled $457,741.
PROSPECT that the Federal Trade Commission would be "at full strength" for the first time since January 1954, to tackle a heavy workload of cases during the summer appeared bright last week with action at the White House level.

President Truman nominated Albert H. Carretta, a Washington, D.C., lawyer and university instructor, to be a member of the commission for an unexpired term ending Sept. 30, 1956. The nomination is subject to Senate confirmation after expected approval by the Senate Interstate & Foreign Commerce Committee.

Mr. Carretta, a native of New York, is an instructor at the Georgetown U. School of Foreign Service. A lawyer by profession, he formerly was with the Securities & Exchange Commission, Office of Price Administration and the Navy Dept. He is a member of the Washington and Virginia bar associations.

Mr. Truman ended speculation on the FTC vacancy after urgent requests from the commission itself, which has been concerned over the prospect of the summer backlog and lack of funds.

FCC Chairman James Mead, former U.S. Senator from New York and attorney, and Comr. Stephen Spingarn made the request in a personal call on the Chief Executive early last month. Mr. Truman also was asked to request additional funds for FTC on behalf of its anti-merger work.

The commission has been functioning with four members since the death of Comr. William A. Ayres last January.

Part of the workload involves, indirectly, the commission’s antideceptive practices activities touching on misleading radio, and other advertising representations. Monitoring of television continuities has been virtually non-existent, FTC has conceded.

President Truman thus appointed a Democrat to succeed Comr. Ayres, former Kansas Congressman who was serving his third term at FTC when he died.

Roy Thompson

WITH 28 years . . .

RADIO experience and . . .

RADE know how, operates . . .

LTOONA'S most community-conscious station . . .

... and from community service comes community interest in your product.

Represented by Robert Haaker Associates

ABC

BROADCASTING • Televsioning
PULSE METHOD
Claimed 90.5% Accurate

PULSE Inc. reported last week that the first of a series of tests of its aided-recall rating method of measuring radio audiences showed it was 90.5% correct and that it "very likely" was even better than that.

Pulse said it conducted the experiment in the metropolitan New York area in February, comparing "(1) what actually took place in the home with (2) results obtained when listening in the same home was checked later via the aided-recall technique." The findings, Pulse said, show its technique to be "highly reliable."

Interviewers visited homes between noon and 1 p.m., asking no questions about radio listening but, instead, asserting that they were conducting a survey to learn the make and model of various home appliances. Dial settings of radios in use thus were checked without the knowledge of the persons in the homes. Following a regular Pulse procedure, other interviewers revisited the sets-in-use homes between 4 and 5 p.m. to check on noon-to-1 p.m. listening.

When the memory responses obtained between 4-5 p.m. were checked against the dial settings observed during the noon-to-1 p.m. visits, Pulse said that "in 90.5% of the cases, the aided-recall technique produced results identical with those reported earlier by the observational method." The comparisons involved 570 homes in which a radio was tuned at the time of the noon-1 p.m. visit.

Pulse said that for two reasons "it is very likely that the proportion of correct aided-recall responses was even higher than 90.5%.

For example, it was explained, the accuracy of dial observations is limited by several factors, particularly the "bunching" of many New York independent stations in the same general area on the dial and the fact that, especially in older sets, "dial settings may bear no relationship to the frequency as commonly known." In homes where the radios were tuned to network stations the number of correct responses increased to 90.9%, Pulse said.

Additionally, the report asserted, the aided-recall technique reports "listening" whereas the observational method shows "tuning" that "there is no guarantee that, because the set was turned on between 12 noon and 1 p.m., the individual at home was actively listening."

Pulse said this test was the first of a number of experiments that "are planned and will be periodically reported to deal with the several other factors involved in audience measurement."

U. OF DENVER
Sets National BMI Clinic
FIRST national BMI program clinic will highlight the sixth annual radio clinic on the U. of Denver campus in a series of radio-television events scheduled to last from June 23 to Aug. 22 as part of the university radio department's summer session program.

Attendance of 100 is expected according to the director, UD radio department director.

Events include a television workshop, June 23-July 23 to be conducted by Joel Jordan and the annual radio clinic, June 23 to Aug. 22, sponsored by Colorado Broadcasters Assn. which embraces: Broadcast Advertising Bureau clinic, July 29; television commercials workshop, July 24-26, conducted by Mr. Jordan; a three-day seminar on radio sales, July 30-Aug. 1, conducted by Maurice Mitchell, vice president and general manager of Associated Program Service.

GREENWICH PLEA
Asks FCC AM Action
APEAL for separate FCC action on its AM application at Greenwich, Conn., has been filed by Greenwich Broadcasting Corp., operating WGCH (FM) since Dec. 6, 1948. The company applied for AM and FM jointly but the AM application was held up because of a conflict with a Norwalk applicant, Stewart S. Tyler, Inc.

The petitioner says its AM case has been lying around the FCC all this time, having been consolidated with World Wide Broadcasting Corp. cases (WRUL, WRUS, WRUW, WRUX, WRUJ, Seituane, Mass.), apparently because Walter S. Lamon is an officer and principal stockholder in both. "I live with Walter S. Lamon in Greenwich. Having lost $500,000 on FM while waiting for an AM grant, Greenwich asks that its AM petition be separated from the World Wide cases. Eliot C. Loven, Washington counsel, filed the petition for Greenwich."

Open Mike
(Continued from page 18)
lose its effectiveness at the city limits, but covers and sells the entire marketable area. Howard mentioned that the 1960 figures for thriving San Antonio did not include the military. Likewise, our 1950 figures did not include our Naval personnel in this, the largest Naval port of the United States (Norfolk stations please copy). Just to top it all off—California has just made a special census in San Diego and found our city population has increased 28% since the 1950 census.

I have fond memories of San Antonio, but the fact is—only KCBQ can truthfully say "the most-listened to station in the nation's fastest growing major market."

Charles E. Salik
President
KCBQ, San Diego, Calif.

PROMOTION STUNT
Brings Revolver in Ribs

HAZARDS of radio promotion were demonstrated when Larry Miller, control operator, WSCC-AM-FM Charleston, S. C., found himself facing a 28 calibre revolver.

Mr. Miller donned a dark cloak and a slouch hat and slinked through Charleston streets to promote WSCC's presentation of I Was a Communist for the FBI, a Fredric W. Ziv Co. production.

Mr. Miller entered a market, approached the cashier and asked to see the manager. Mr. Miller didn't know the store had been robbed three times in the past year. The cashier drew out a .38 calibre revolver and looked too serious for Mr. Miller's comfort. He quickly identified himself and decided that from now on he will stick to the intricacies of the control room.

NEW show on KFBC San Francisco, Faces and Places, gives detailed account of personalities and places in the news.
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Page 73

IT'S NOT JUST SETS BUT SATURATION THAT COUNTS

Why beam your message in a multiple station market where set count is high and actual coverage is low when there in the Billion Dollar, 174,000 set, Market of Toledo and Northwestern Ohio you get saturation plus on WSPD-TV.

A recent survey by the University of Toledo Research Department conclusively proved that 90% of the TV viewers in our area preferred WSPD-TV—98% of the sets are in operation in the evening, 3.7 average viewers per set,—and over 85% stayed tuned to WSPD-TV. Here's your captive audience at an amazingly low cost—phone Tom Harker or Katz for the rate on "Speedy"—the TV station that guarantees audience delivery to your commercial.
THE CABLE IS COMING!

THE COAXIAL CABLE ARRIVES IN HOUSTON JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! The promise of complete coverage of these vital events has already SKYROCKETED the Great Southwest TV market.

A GIANT promotion and merchandising campaign backed by KPRC-TV, the Houston Post and TV dealers and distributors is underway! TV sets are SELLING LIKE HOTCAKES! By July 1, Houston's TV audience will be GREATER than ever before!

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

Channel 2 • Houston

JACK HARRIS
General Manager
Nationally Represented by EDWARD PETRY & CO.
TV MONEY FOR FCC

FCC’s FUND$ future brightened considerably last week on Capitol Hill as the Senate Appropriations Committee approved additional money for the expressed purpose of processing TV applications [B&T, May 30].

The action came with these side-light:

- Sen. Ed C. Johnson (D-Col.) said he thought the additional $800,000 for fiscal 1953 would be a “great help in overcoming the log-jam caused by the impossible freeze and its lifting.”
- The Senate committee inserted in the Independent Office Appropriations Bill an amendment that would require FCC to investigate the possibility of initiating “fair and equitable” fees and charges “in connection with the licensing of television stations, in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . .”

The House recommendation of $5,108,460 for the operation of FCC in fiscal year 1953 (begins July 1, 1952 and ends June 30, 1953) otherwise was left intact. With the addition of $800,000 for TV, total budget suggested by the Senate committee amounts to $5,708,460, a figure that is $1,866,540 less than President Truman’s recommendation and only $122,910 above the prior year’s appropriation.

15 Team Gain

Sen. Johnson said that his quick estimate would be that the FCC stands to gain 15 examiner teams, which include hearing examiners, attorneys, engineers, accountants and clerk-stenographers.

Sen. Johnson and 11 other members of his 13-man Senate Inter-state & Foreign Commerce Committee a fortnight ago formally petitioned the Senate Appropriations Subcommittee on Independent Offices to approve $800,000 for the purpose of relieving the TV application workload.

The Johnson Committee had estimated that each examiner team would require about $40,100. Thus the Senator said, if the appropriations unit’s recommendation is approved by Congress, FCC would benefit by 15 additional teams.

Sen. Johnson said he was “dis-appointed” that the group did not okay the full amount. But, he asserted, his committee’s job is “to go to work now to see that we get the full amount approved on the floor of the Senate.”

The Appropriations Committee approved the recommendations of its subcommittee, which is under the chairmanship of Sen. Burnett R. Maybank (D-S.C.).

Its mention of license fee charg- ing would apply to TV licenses only. The committee in its report contemplated the 1952 Independent Offices Appropriations Act which authorized such assessment on a trial basis. The section which contained this reference was Title V.

FCC up to this time has not seen fit to go into the possibility of assessing charges or fees for servicing applicants. However, the Senate group’s recommendation requests the Commission to study the question and to report back to the “respective legislative committee.”

The committee said it approved additional funds when informed of the TV freeze lift that “will make possible 1,900 more stations in 1,200 more locations, whereas at the present time there are 108 television stations located in 66 communities.”

A few days earlier, the Maybank Subcommittee released FCC’s testimony of last April.

In data submitted to the subcommittee during the hearings, FCC Vice Chairman Rosel H. Hyde warned that even if the proposal of 20 more examiner teams be approved, “we would still not be current in the handling of television applications at the end of 1953.” He also estimated that there would be a delay of about three months in filling the new positions.

FCC had predicted it would have 169 TV station CPs by June 30, 1952, 459 the same date in 1953.

Won’t Go Far?

Another assertion by the Commission, raising doubts as to how far the $600,000 could go in improving the processing line, was made in its data supporting its request for restoration of funds cut by the House.

In its analysis, the Commission estimated that the correct figure for 20 teams to be $1,050,740. To arrive at this figure, the FCC, while accepting Sen. Johnson’s estimates, added money needed for expenses such as travel, materials, supplies and personnel.

Comr. Hyde said:

“Even if we receive everything requested for us in the President’s budget, we would still be in television work in a very substantial way.”

The possibility of expanding the Commission’s applications which had been reviewed, would not even have been reviewed in order to determine whether they could be granted. We would still have before us approximately 200 additional applications which had been reviewed but before which hearings had been held, if the existence of conflicting applications were in a hearing status.

Speaking of FCC’s workload, Chairman Paul A. Walker told the subcommittee that the Commission “has now reached a point where in order to get out the large volume of work many things are done which store up trouble for us in the months and years ahead.”

Paring Other Activities

Chairman Walker also asserted that if given the employees as suggested by Sen. Johnson, “I think we can handle the television matter.”

FCC’s data indicated that the Commission was paring other activities to a bone in order to handle television.

Speaking of July 1, when processing is slated to begin, FCC told the subcommittee that “three months hence, when we must begin to process applications, the Commission will be in the position of a man trying to empty Lake Michigan by dipping furiously with a teacup. The job will be tremendous.”

The Commission noted that in addition to its TV problem, “the number of radio stations is increasing and will continue to increase.” Therefore, it expected a rapidly mounting interference problems. These are becoming “more and more serious and the Commission is being given less and less staff to handle them.”

Estimated number of AM stations in 1952 was 2,485, and in 1953 the figure would be 100 more as of June 30 of that year.

“The situation in our field-engineering and monitoring program is already acute,” FCC asserted, and would become more so if the House cut was allowed to remain (which was the case).

$600,000

More Recommended

50 MILLION TV SETS

Sarnoff Foresees In Five Years

FIFTY million TV sets and 1,500 stations within the next five years were predicted last week by Brig. Gen. David Sarnoff, RCA board chairman, when he spoke Wednesday at a Life Insurance Assn. of America meeting in Hot Springs, Va.

Noting that there are some 17 million TV sets and 108 outlets, Gen. Sarnoff said, “within the next five years, there will probably be 50 million television receiving sets and about 1,500 television broadcasting stations with a potential viewing audience of 150 million persons.” Every home equipped with a TV receiver will be within range of video transmission, he added.

Declaring that electronic contributions to health and life expectancy are tangible even now, he pointed out that both radio and television donate to well being by providing information, entertainment and relaxation. Television and its VIding tube have also been incorporated in the electron microscope, he explained, helping scien-tists to study live microbes without using identifying dyes or lights of germ-killing intensity.

“It is now feasible to combine the automatic devices which have been developed for radio-television to form a complete electronic accounting system for even the largest business organization,” Gen. Sarnoff said. “Such a system would provide for the translation, storage, computation, printing and printing of pertinent facts and information.

Explaining that these electronic systems can graduate from high-speed arithmetic to high-speed reading and writing too, he observed, “the information that we compress today on punch cards will be further compressed by storing the necessary figures and words on magnetic tapes which can be scanned at the speed of many thousands of words a minute.”
**REPORT LEGALITY**

CONTAINING premises which challenge the basic legality of FCC's Sixth Report and Order lifting the re-consideration or rehearing was filed by Evangeline Broadcasting Co., licensee of KVOL-AM-FM Lafayette, La. (B&T, May 26) Evangeline Broadcasting is a TV applicant.

Filed by the Washington law firm of Arthur W. Schafard, the KVOL petition points out that FCCviolated its Sixth Report and return VHF Channel 5 to Lafayette o "reopen the record for further hearing with respect to the allocation of Channel 5 to Lafayette." KVOL charges the Commission action, changing Channel 5 to Alexandria, La., instead of assigning it to Lafayette as proposed earlier, violates provisions of both the Administrative Procedure Act and the Communications Act. KVOL contends the channel change is "illogical because the Commission did not give notice of such action as required by the Administrative Procedure Act."

The petition notes that the Third Notice of FCC's Sixth Report and Order was made Rule Making of March 24, 1951, proposed to allocate Channel 5 to Lafayette along with UHF Channel 38. VHF Channels 11 and 13 were proposed for Alexandria.

"Petitioner did not file any comments against the proposed allocation of channels to Lafayette or Alexandria because it was satisfied with the plans prepared by the Commission. Despite the petition states, continuing, "it did not file any comments in favor of the proposal for Lafayette because no person opposed the proposed allocation of channels to Lafayette."

FCC's Sixth Report, "purportedly based upon the record made in response to the Third Notice," authorized UHF Channels 38 and 67 to Lafayette, "deleting VHF Channel 5 and assigning it to Alexandria . . . instead."

Quotes Reasons

The petition quotes reasons given in the Sixth Report and Order for the action. In substance, VHF Channels 11 and 13 were removed from Alexandria in favor of larger Galveston, Tex., and Biloxi, Miss., under Zone III's 220-mile co-channel separation rule. Alexandria, left without VHF, is entitled to Channel 5 rather than Lafayette since former has "a somewhat larger population" (35,000) than the latter (34,000 pop.).

The petition argues that "the Commission's notice in this rule-making proceeding did not, directly or indirectly, give notice to interested persons (including petitioner) of the possibility that Channel 5 would not be assigned to Lafayette for station WASK. In fact, the Commission, nor could petitioner (or any other person) have anticipated reasonably that, without counterm-arguments by any person or the Commission, the Commission might adopt a co-channel mileage separation for VHF channels in the Lafayette areas of 220 miles" and that this would result in the channel change involved.

"As a matter of fact," the petition continues, "it would have been difficult to anticipate the result reached by the Commission in view of the Commission's express rejection of the contention that the said Third Notice. FCC proposed 180-mile separation for VHF in that notice."

"Thus, the Commission not only failed to give notice of the possibility of the result it reached," the petition concludes, "but actually misled the petitioner to believe that the possible use of a 220-mile separation had been unsuccessfully considered and rejected."

KVOL further charges it was "denied adequate legal notice of the Commission's proposed allocation of Channel 5 to Lafayette because of the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission's proposed specific allocation table of assignments of channels."

KVOL also contends the change of Channel 5 to Alexandria on population basis alone is "illogical and violates Sec. 307 (b) of the Communications Act. No evidence on the communities, their needs and natures were in the record, KVOL notes.

Another violation of the Act, Sec. 309 (a), is charged on grounds that KVOL is denied a hearing on its petition. SEC. 309 (a) provides that "petitioner shall have the right to be heard before the Commission at such time and place as it shall fix, and in such manner as it shall determine, whenever it deems it proper to do so."

The petition concludes:

"What the Commission has done in this rule-making proceeding, therefore, is to prejudice the petitioner's application without giving it the opportunity of presenting, by means of its rightful hearing, all of the facts relevant to determining the legalities required by the petitioner would provide a fair, efficient, and equitable distribution of television facilities, and has decided on the basis of inaccurate and partial information that Channel 5 should be used in Alexandria rather than Lafayette. Thus, the Commission has violated the provisions of Section 307 (b) and (a) of the Communications Act, and that the application is dependent of specific applications and the Commission's Sixth Report and Order herein is, therefore, invalid, contrary to law, and unwisely denies the rights accorded petitioner by Sections 309 (a) and 307 (b) of the Communications Act.

**television applications**

Digest of Those Filed With FCC May 23 through May 28

(‡ Indicates pre-thaw application re-filed.)

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>13</td>
</tr>
</tbody>
</table>

* One applicant did not specify channel number.

Listed by States

‡ DENVER, Colo.—Eugene P. O’Fallon, Inc., Ch. 2 (56-64 mc), ERP 56.5 kw visual; antenna height above average terrain 775 ft., above ground 390 ft. Estimated construction cost $364,500, first year operating cost $320,000, revenue $600,000. Studio location 5400 Pontiac St., Denver. Transmitter location Lookout Mt., East of Highway 68 next to Copy Monument Property. 3½ 45° 50" N., Lt. 105° 14' 11" W. Long. Transmitter RCA, antenna RCA. Legal counsel Loucks, Zian, Young & Janusky, Washington. Consultant engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of KFEL Denver. Principals include President Eugene P. O’Fallon (98%), general manager KFEL-AM-FM Denver and major stockholder of Optical Network, Inc. Mr. O’Fallon is an attorney and principal of O’Fallon & O’Fallon Law Co., Denver. Vice President Joseph A. Myers, Denver attorney, and Secretary-Treasurer Frank L. Bishop, secretary-treasurer of Optical Network, Inc. Mr. Bishop is a registered aerospace engineer, Denver. Vice President John B. Fuqua (94%), station manager, and Secretary Bieve Manderdon (2%), commercial manager. Address: 1425 Blake St., Denver 6, Colo.

‡ AUGUSTA, Ga.—The Georgia Carolina Broadcasting, C., Ch. 6 (62-89 mc), ERP 18.6 kw visual; antenna height above average terrain 600 ft., above ground 450 ft. Estimated construction cost $85,000. This does not include several items of equipment already purchased and on hand; when first application was prepared in April 1956, applicant estimated construction cost at $103,000, first year operating cost $200,000, revenue $250,000. Studio and transmitter location 1305 Georgia Ave., North Augusta, 33° 30' 27" N., Lt. 105° 42' 42" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. Rice & Co. Applicant is licensee of WJFB Augusta. Principals include President, Treasurer and General Manager J. B. Fuqua (94%); Vice President D. M. Kelly (4%); station manager, and Secretary Bieve Manderdon (2%), commercial manager. Address: 505 Sixth Ave., Augusta 26, Ga.

‡ LAFAYETTE, Ind.—WFMN Inc., UHF Ch. 59 (740-746 mc), ERP 20.54 kw visual; antenna height above average terrain 732 ft., above ground 368 ft. Estimated construction cost $158,700, first year operating cost $78,000, revenue $78,000. Studio and transmitter location on McCoy Lane, Lafayette, 40° 32' 45" N., Lt. 86° 50' 16" W. Long. Transmitter RCA, antenna

**UHF-VHF BIDS**

Ten Applications Filed

LAST WEEK saw more applications filed for new television stations with the FCC than during any other week since the one following the release of FCC's Sixth Report and Order [B&T, April 14]. There were three applications filed this week, seven requesting VHF outlets and three seeking UHF stations.

Stations requesting a change in their channel assignments are WBCC-TV Burlington, Ala., Gray move from Channel 4 to Channel 6; WKRC-TV Cincinnati, Ohio, to move from Channel 11 to Channel 12 and WHIO-TV Dayton, Ohio, to move from Channel 13 to Channel 7.

Three new TV applications were filed. They came from the Baptist General Convention of Texas, asking for Channel 6 in Beaumont, Texas; KFQK St. Joseph, Mo., seeking Channel 2, and KTRE Lufkin, Tex. requesting Channel 9 [B&T, May 26].

Among the amended applications received was one from Eugene P. O’Fallon, president of KFEL Denver, for Channel 2. Two newspaper-owned radio stations amended their TV applications, too. These were WENY Elmira, N. Y., owned by the Gannett Co.’s Elmira Star-Gazette, for Channel 14, and WDHN (FM) New Brunswick, N. J., owned by the New Brunswick Home News.

In Florida, four well-known Tampa businessmen announced that they plan to file for Channel 13 in that city. Organized under the name Orange Television Broadcasting, the company is headed by President Dave Falk, president of the Tampa Chamber of Commerce and of O’Fallon’s Store. Others involved are James M. Clay, Warren, vice president and general manager of the Tampa Coca-Cola Bottling Co.; Treasurer Jack Peters, vice president and general manager of the Bentley Gray Wholesale Dry Goods Co. and immediate past president of the Rotary Club, and Secretary-Clerk David L. Clay, former president of the American Bar Assn.

None of the four is financially interested in any other radio or newspaper properties in the Tampa area, and each is president of different companies. President of WTJY (TV) Miami, is a cousin of Mr. Falk.

RCA. Legal counsel Guiford Jameson, Chicago. Engineer H. F. Garba, WASK and WFMF (FM) Lafayette. Applicant is licensee of WASK and WFMF (FM) Lafayette. Engineer for the latter is Frank Hardman, who has no other business interests. Address: McCarty Lane, Lafayette, Ind.

‡ DULUTH, Minn.—Red River Bestg. Co., Ch. 8 (66-86 mc), ERP 25 kw (Continued on page 66)
WHERE is the avalanche of TV applications predicted following the lifting of the freeze by the FCC? The answer is not so forthcoming. "It's still getting underway," "There's plenty of interest ... up to expectations... we'll hit 1,000 bids by the end of this week," "It's coming, but it won't be quite as big as we guessed."

The question was put to a number of Washington radio and TV attorneys last week and drew the oft-quoted, typical answers. The exchange was prompted because only some 40 new and amended applications had been received by the FCC six weeks after issuance of the Sixth Report, which finalized the revised allocation plan and set July 1 as the date on which the Commission will commence processing of applications [B*T, April 14].

Representing a fair range of opinion, the responses from the attorneys indicated:

- Most lawyers have large numbers of applications in preparation and so far have filed none or only a few.
- Delay for the most part is because of sheer detail and mechanics of preparation.
- Some are holding up filing until the last minute for "tactical purposes."

July 1 No Deadline
- Others noted July 1 is "no deadline" and since big stakes are involved, careful preparation is more important than early filing.
- Still others observed that some of their applicants are far down the processing lines on city priority listings, "so what's the rush?"
- Majority of applications in preparation represent existing broadcasters, part of whom have included persons new to radio in order to avoid filing in unfamiliar cities.
- There is a substantial "new money" minority among TV applications in preparation, although even in that, attorneys indicated less interest than expected from newcomers to the industry while others reported less.
- Majority of attorneys contacted reported no big problem so far in obtaining informal clearance of tower sites with Civil Aeronautics Administration sources. One firm is filing final CAA approvals with its bid.
- Some broadcasters, who heretofore talked the big money of TV with ease, are "burning midnight oil" to make up their mind whether or not to take the plunge. "Now it's fish or cut bait," as one attorney put it.
- Reason for forced slowdown is FCC's Sixth Report and processing procedure, several sources explained. Otherwise, they noted, many broadcasters would take their time to see "how things go" before deciding.
- Fear of UHF in couple of quarters is commonly expressed on part of both newcomers and experienced broadcasters in view of UHF priority or "push" by FCC (ghosts of FM days) and tenor of talk by Commission. Robert F. Jones, who disentangled from Sixth Report [B*T, May 26, §], greatest reluctance continues in intermixed VHF-UHF markets.
- A very few attorneys felt newcomers are hesitant to put investment capital into TV because of long delays seen for major markets. Since companies initially are set up on basis of subscriptions and loan commitments rather than pigeon-holing money itself, capital will be working elsewhere until needed, they noted.
- Most-often-heard reasons for slowness of newcomers to enter TV, where reluctance appeared, are fears of government regulation (FCC) and future of UHF and lack of know-how in field.
- One firm—now one of the biggest—reported 30 to 40 applications in preparation with none filed by that firm to date.
- "There's plenty of interest ... up to expectations," a principal partner said. The industry "will meet the 1,000 quota" expected by July 1, he predicted.
- Within the past three weeks his firm received "10 to 12 new applications we hadn't planned before to file," he said. Most of these represented new money to broadcasting.
- The same attorney has experienced no reluctance about UHF except in intermixed cities. In fact, he recalled, he has two UHF bids in preparation for cities of 10,000 population. The market areas to be served, however, include over 100,000 persons, he said.
- The partner noted FCC's use of city rather than market populations in the city priority listings tends to make an area seem less desirable than it actually is.
- Indication of the backlog of applications in preparation was given by the attorney when he observed in certain cases he has had to do considerable shopping to find consulting engineers able to take on his work. Same-city conflicts were chief reasons for refusals, he explained.

Spcokman for one large firm which devotes part or all of its efforts to broadcasting reported a "healthy amount of new money coming into television," through bids by newcomers. This firm had advised all clients to wait until the end of the freeze to file applications and now has in preparation.
- "It will take a couple of months to do the job," he said.

Fear because FCC is "pushing UHF" was reported expressed by a few clients. FM history was recalled.
- "There is some feeling that if they wait they can buy in later as cheaply as now," he observed, explaining, "some stations will need more financing."

Slow Filters
- Another law firm's partner observed applicants are "slow getting data in," hence delay in filing. His firm finds it is more important to file an application that "really means something" than to be on file early. Some of those who rushed "had their applications bounce back," he noted.
- Although his firm's clients in the majority are established broadcasters, it does have some newcomers. A few broadcasters are expanding to bring in outsiders, too, he noted.
- Principal in another law firm which devotes a majority of its time to radio-TV also reported "proper preparation" of applications is of greater concern than filing quickly.
- "Without exception," he said, "all are broadcasters in this thing for keeps."
- July 1 is no deadline," the attorney noted, commenting that because of careful preparation anybody who "crosses swords" with any of his clients "will have a rough time" right on through the Court of Appeals.
- He noted some difficulty in trying to keep up with the "shifting of the tide from one thing to another in interpretation of the new rules." He mentioned Sec. 3.613 concerning location of main studio: "The main studio will be located in the principal community to be served."

Common sense tells you that means within metropolitan area, he said, but "certain of the Commission staff have said it means within the city limits." Site hardships and added expenses were in view in many cases, he noted.
- Partner in another firm reported one newcomer to the industry plans to file an application in which he would have minority interest, for some 11 cities. Same firm also may possibly file a similar group of applications for as many as nine cities.
- He said his "strong applicants" have been urged to file early so as to let "others in their markets line up for commercial." A number of his firm's applicants now in AM radio, he said, have large outside business interests and hence will bring in considerable.

(Continued on page 74)

ABC-UPT HEARING
Four Testify on Coercion
LAST WEEK's chapter in the lengthy ABC-United Paramount Theaters merger hearing before FCC continued detailed probing into past file distribution and theater-ownership policies of Paramount and other major film producers [B*T, May 26].

Four more theatre owners testified. They alleged that the major motion picture companies would not rent them first-run pictures, or would not rent any pictures, or would rent only to a picture-sharing deal in return for good films.
- The theatre operators claimed the situation changed for the better about the same time that the major motion picture firms entered into their consent decree with the Justice Dept. after the Anti-Trust Division's probe into the practices of the film companies.
- On the stand were Donald B. Leverett, Overton, Tex.; Carl B. Knudson, Seward, Neb.; Mrs. Evelyn E. Anderson, Boise, Iowa, and Arthur Goldberg, Omaha, Neb.
- The hearing being held before FCC Hearing Examiner Leo Reanick, seeks to determine, among other things, if ABC and UPT, Paramount Pictures should be allowed to merge, if Paramount Pictures Corp. is qualified as a TV broadcast station licensee (it owns KTLA [TV] Los Angeles), whether Allen B. DuMont Labs. (WABD [TV] New York, WTGT [TV] Washington and WDTV [TV] Pittsburgh) are controlled by Paramount Pictures through its Class B stock holdings.

EQUIPMENT changes

At the third quarter of the year, the National Production Authority announced that quotas of controlled metals for radio-TV sets will be pegged higher in the last half of 1952 to enable manufacturers to meet seasonal consumer demands.

Members of a Broadcast Transmitting Equipment industry group predicted that the first "heavy" batch of orders for station equipment is still more than a year away.

Manufacturers reported that even if HUFH - VHF licenses are granted by the Commission by year's end, their biggest problem would be technical difficulties in constructing that equipment. Many manufacturers already have placed orders for parts to build transmitters and related equipment.

Bottlenecks Prevail

Key components are still in short supply, with bottlenecks in both military and civilian production. Aside from components, rapid changes in military design and technical personnel shortages have posed a steady problem. Scarcity components are transformers (especially audio), crystals, relays, small fractional horsepower motors, capacitors, cathode ray tubes.

With respect to engineering, some manufacturers reported they have enlisted UFGH technicians (some DPs) from Europe. NPA promised to take action designed to speed personnel imports.

Universal: VHF-UHF industry help to military contracts has been a major factor in NPA's decision to retain most restrictions on mass production of colorcasting equipment. An amended order [B*T, May 12] was still under NPA study after being routinely circulated among government agencies last week.

On the receiving end, household radio-TV sets generally will fare much better during the third and fourth quarters than in April-June as well as other durable goods, with one exception — in copper brass mill and foundry products. Manufacturers may file supplemental bids for additional carbon steel or aluminum, however, to compensate.

Radio and TV receivers and other goods will receive varying allotments "depending on the possibilities of substitute less critical materials," NPA said.

Third quarter quotas are up for all materials used by set makers — 5% for carbon and alloy steel and for copper wire mill, and 15% for aluminum. Set manufacturers are earmarked for a minimum of 20% on brass mill and foundry products. These increases are based on percentage use of the pre-Korean war base.

NPA pointed out that higher level of allotments starting July 1 will enable radio-TV manufacturers and others to meet seasonal demands, and that the third and fourth quarters are "the months of heaviest production" for them.

Bracketed with receivers for the same boost are TV and auto antennas (for replacement purposes), coin-operated phonographs, commercial recording discs and phonograph needles.

Increased allotments will be reflected in Christmas buying in established TV markets of new video receivers — either as initial purchases or as set replacements. Whatever additional demand may be created for sets in a potential handful of new markets by year's end also will be met with ease, industry authorities feel.

Last week's action is no more significant than that, although it might be a harbinger for materials in 1953 (see story page 89) when new VHF-UHF stations take the air in more prolific quantity. Of that outlook NPA Administrator

NEWLY ELECTED officers of the Television Assn. of Philadelphia for 1952-1953 are (seated, 1 to r): Martha Gable, WFIL-TV, board member; Arthur Borovsky, publisher, TV Digest, president; Ethel Foster, secretary, and Gordon Wells, WCAU-TV, treasurer; standing (1 to r) are Franklin Roberts, of W. S. Roberts, Ltd., general manager; James Yanda, WCAU-TV, comission of the board of governors; Mort Farr, president, National Appliance Dealers of America, board member; Paul Phillips, of Aikten-Kynett Adv., board member; Andrew Key, WFIL-TV, board member; Joe Cox, of J. Cunningham Cox Adv., board member, and Walter Erickson, Gray & Rogers Adv., board member.

FCC Holds Key, NPA Told

Henry H. Fowler said last Wednesday:

We must remember that the mobilization program is only half complete, and direct defense requirements for materials industry growth authorization to every civilian industry will still be below their pre-Korean rate of use of the controlled materials, despite these welcome increases in allotments.

ANTENNA TRENDS

TREND in TV antenna sales is from metropolitan "fringe" areas, with a resultant increase in ratio of metal-to-antenna because of more bays or receiving units.

This "recent development" was reported to the National Production Authority by an Antenna Manufacturers Industry Advisory Committee last week. One producer reported a distributors poll showed sales of 39% in single-bay, 50% in two-bay and 11% in four-bay antennas.

About 15% of all antenna sales for television is for replacement of type that the industry group estimated. Members predicted this figure will rise with licensing of new UHF TV stations that will provide an additional market for antennas tuned to the new frequencies.

Manufacturers of TV antenna towers; commercial, industrial, military and home-type antennas (indoors, outdoor and built-in), and automobile radio antennas were represented at the meeting.

Disney TV Trailer

AS PROMOTION for its new feature film, The Story of Robin Hood, Walt Disney Productions plans teletcasts of a quarter-hour show, The Riddle of Robin Hood, in 63 TV cities from June 18 through July. The TV trailer features behind-the-scenes production and research for completion of the full-length feature, and already has been released to schools.

DR. ALLEN B. DuMONT, (1), president of Allen B. DuMont Labs, Inc., is decorated with the rank of Col. Norman, Du- aller in the National Order of the Legion of Honor by French Consul-General Jean de Laparde for Dr. Du- Mont's service to the Allied cause during World War II and his con- tributions to French and American commercial relations.

CONTROLS STAY

Senate Group Ducks Action

TO the new 83d Congress should fall the task of deciding whether wage, price, and other economic controls should be continued after March 1, 1953, the Senate Banking and Currency Committee recommended last week.

The committee filed majority and minority recommendations on the Senate floor last Wednesday for extension of the Defense Production Act, which expires June 30. Senate Majority Leader Ernest F. McFarland (D-Ariz.) called for an early show-down vote.

Chairman Burnet Maybank (D-S.C.) and his Banking Committee, who had voted earlier on various provi- sions of the Act. Last week the group issued its report while the House counterpart committee was engaged in hearings on civil war legisla- tion. It hopes to draft a bill this week.

Except for one instance — consumer credit controls were to be extended until June 30, 1953, instead of March 1, cutover date on wages and prices — the Senate group adopted its tentative votes [B*T, May 26] and gave reasons for its actions.

The cost allowance formula (for advertising, selling, etc.) authored last year by Sen. Homer E. Capehart (R-Ind.) was not touched on greatly and appeared likely to survive any administration thrusts in Senate or House floor debate.

Ralph Rockafellow

RALPH ROCKAFELOW, 54, di- rector of advertising, publicity and promotion for Paramount Televi- sion Productions Inc., New York, died suddenly last Monday night. Before joining Paramount in 1948, he had been associated with sev- eral advertising agencies, including Young & Rubicam and Bu- chanan & Co. Surviving are his wife, Deseree; a son, Ralph Jr., and a daughter, Mrs. Richard Wayne.

Page 64 • June 2, 1952
Established
— and
Growing!

UNITED PRESS
MOVIE TONE
NEWS

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
BMI TV CLINIC

INSTEAD of classifying television programming as one of the other cost centers, they treat it as a selling force and compare cost with other ways of selling.

This was the advice George L. Moskovic, manager, TV development, and Mr. Tatum, discussing “Participation & Profit Programming.”

Don Fedderson, vice-president and general manager, KLAC and KLAC-TV and president, Television Broadcasters of Southern California Inc., reported on that organisation’s formation, purpose and progress.

Richard Moore, general manager, KTVT, was chairman of the final session and 20-year old Philip G. Lasky, vice-president and general manager, KPIX San Francisco discussing “TV Plant Planning & Renovation” for Economy and Efficiency.” Joe Coffin, research director, KLAC-TV, spoke on “TV Program Research Techniques.”


Self-Censorship Urged To Eastern Film Makers

“Self control, not government control” is the answer to the House probe of allegedly immoral radio-TV program material, Max Gilford, special counsel to the National Society of TV Producers, Hollywood, said last week. He urged that East Coast TV film makers adopt and enforce self-regulation and control, with the aid of the National Television Film Council in New York.

Speaking from the floor, Film Council members indicated they were not fully in agreement with the speaker, wondering if self-censorship was not an admission of guilt and questioning whether “the canons of good taste” can be put on paper. Mr. Gilford also was asked if he thought self-regulation had not been effected by the NARTB code, which, he answered, is “inadequate” in its handling.

“A lot of this [government investigation] comes from what they’ve seen in the past four months,” he observed.

When the house voted to probe “immoral-radio program content” (B&T, May 5, et seq.), “heartache and sleepless nights” were caused for just about everybody connected with the industry, Mr. Gilford said. This was the result of the harassment of the entertainment industry, which, he said, is a step-side-steps the FCC as the proper authority for such matters, and focuses on television as “a bad, bad boy—a new political target,” he asserted.

The prime goal for producers should be to organize and assert themselves, something that Mr. Gilford said has been accomplished more fully on the West Coast than

SCALE model of proposed TV tower and antenna installation of WSAY-TV Savannah, stop bank building. At right is a 300-mileimeter Aviation Construction Electric Code Beacon which would be installed atop the tower. WSAY’s TV application is now pending before the FCC.

ST. JOSEPH, Mo.—KFEQ Inc., Ch. 2 (54-60 me), ERP 51 kw visual; antenna height above average terrain 814 ft., above ground 658 ft., horizontal 544 ft., frequency 54 MHz, 2122 40° 25’ 44” W., 90° 07’ 15” W. Long. Transmitter antenna, Washington. Applicant is licensee of KDAL, 70% owner of WQCA and 10% owner of WQUN, and 90% owner of KDAL, 79% owner of WQUN, and 12% owner of WQUN, and Charles L. Masurier (10%), retired. Address: 218 Bradley Blvd., 10 East Superior St., Duluth, Minn. (Note: Original application was filed after April 1, 1961 because it was submitted on old forms. Since it already has been counted in total of applications tendered since the FCC Sixth Annual Report & Order [B&T, April 14, it will not be counted again.)

Television Applications (continued from page 68)

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...spend money—lots of it—for top men, the best equipment, plenty of film.

—and above all, give local news a real play! In the last four months here on Channel 4 we have used 60,000 feet of film on local news: and also 2000 still pictures!

Add to this, footage and wire pictures of National and International news and personalities. Supplement this with stories from the principal wire services . . .

Then edit! Good news men doing it!

In the not-so-good old days, well pitched tonsils and a personality who could rip and read were all you needed.

Now the News has to be good! Money, men, material and completeness make and hold news listeners on WTCN-TV.

If you want to pick up a news program with an established Pulse—one of McCuen's News Shows is temporarily open and is offered subject to prior sale. See our National Representatives or wire us for details and the price tag.
Television Applications May 23-28
(Continued from page 66)

New Brunswick (real estate development), and vice president of Plasko Products Corp., New Brunswick (food manufacturing); Treasurer Hugh N. Boyd (18%); Kathleen Boyd (11%), and Ruth Boyd Talbot (9%).

The 1951 Operating Results of New Brunswick

† ELMIRA, N. Y.—Elmira Star-Gazette Inc., UHF Ch. 24 (530-536 mc), ERP 19 kw visual; antenna height above average terrain 505 ft., above ground 496 ft. Estimated construction cost $215,100, first year operating cost $15,000. Friday transmitter location Mark Twin Hotel, Elmira. Transmitter location Green Hill Road, Southport Town, 42° 00' 26" N. Lat., 76° 49' 18" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohene & Albertson, Washington, D.C., consulting engineer Bernard C. O'Brien, Rochester, N. Y. Applicant is licensee of WHEC Rochester, WCTH Hartford, and WENY Elmira. All stock in applicant is held by Gannett Co., Inc., Rochester, N. Y., publisher of Rochester's Democrat-Union, Daily Chronicle, Albany Knickerbocker News, Utica Observer-Dispatch and Press, Philadelphia News, Brook Now, Idaho Statesman, Ogden, Journal, Malone Telegram, Saratoga Springs Saratogian, Massena Star-Gazette, and Advertiser, Binghamton Press, all in New York; Hartford (Conn.) Times, Plainfield (N. J.) Courier-News and Observer News. Principals include: President Frank E. Gannett, who owns 35% of Gannett Co. Inc. stock; Vice President Frank E. Tripp; Treasurer Herbert W. Crichton; Secretary Lynn N. Blitner; Director Paul Miller; Assistant Secretary Clayton Gallagher; and Assistant Secretary Thomas V. Taft. Frank E. Gannett Newspaper Foundation is consultant engineer. New Brunswick Co. Inc. stock. Address: 201 Baldwin St., Elmira, N. Y.

UPT DIVIDENDS

Extra Payments Indicated

EXTRA year-end dividends in addition to quarterly payments on stock of United Paramount Theaters were indicated as a company policy by president Leonard H. Goldenson last week. The new policy will enable UPT to meet the "substantial demands" for cash expected when it merges with ABC, it was stated.

Mr. Goldenson's statement was made as he announced a 25-cent dividend on all outstanding shares of common stock, payable July 18 to holders of record on June 27.

Indicating that year-end dividends would be paid as justified by earnings of the corporation, Mr. Goldenson observed that, since UPT business is conducted largely on a cash basis—with no substantial investments in inventories—dividends can be paid in greater proportion to earnings than under the usual business procedure.

HAMILTON TV

TV Series for 22 Cities

HAMILTON WATCH CO., Lancaster, Pa., has purchased a 13-hour-long untitled film series, produced by Gil Ralston, head of Columbia Television Productions, Beverly Hills, for alternate week showing in 22 cities starting in mid-September. Stuart Reynolds Productions concluded negotiations.

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Possibly you're tired of hearing about the extra money the consumer could spend but doesn't.

Maybe all you want is some ideas on how you can tap this summer's record potential—while at the same time meeting management's insistence on increasing profit margins by keeping sales costs low.

If so, we recommend that you read our new study, "what are YOU going to do about the SUMMER BOOM?"

It includes an exclusive analysis of this summer's sales outlook combined with a plan for making effective and economical use of television in 8 major markets which account for over 50% of all U.S. television homes.

If you don't have a copy, call your NBC Spot Sales representative or write NBC Spot Sales, 30 Rockefeller Plaza, New York 20, and ask for "what are YOU going to do about the SUMMER BOOM?"
### Comparative Network Showsheet

#### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Film</td>
<td>Man of the Week</td>
<td>General Foods Roy Roger F</td>
<td>General Foods Capt. Video</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>America's Town Meeting</td>
<td>L &amp; F</td>
<td>U.S. Rubber Royal Showman L</td>
<td>Rolling Space Cadet L</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>American Tobacco</td>
<td>The Week in Religion</td>
<td>Overseas Ford L</td>
<td>The Week in Religion</td>
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<tr>
<td>6:45 PM</td>
<td>Britishoney</td>
<td>Britishoney</td>
<td>United Nations</td>
<td>United Nations</td>
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<tr>
<td>7:00 PM</td>
<td>Wipey Gene &amp; Andy Show</td>
<td>U.S. Rubber Royal Showman L</td>
<td>News</td>
<td>General Foods Capt. Video</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>American Tobacco</td>
<td>This Is Your Business</td>
<td>Revere Meet the Press</td>
<td>Revere Meet the Press</td>
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<tr>
<td>7:30 PM</td>
<td>Bristol Myers</td>
<td>Man's Kingdom</td>
<td>Imani Hollywood Screen Test</td>
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<tr>
<td>7:45 PM</td>
<td>Bristol Myers</td>
<td>Man's Kingdom</td>
<td>Granada's Scott F</td>
<td>General Foods Capt. Video</td>
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<tr>
<td>8:00 PM</td>
<td>William-Mercer Drug Company</td>
<td>Toast of the Town L</td>
<td>Colgate Comedy Hour C-P-P</td>
<td>Colgate Comedy Hour C-P-P</td>
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<tr>
<td>8:15 PM</td>
<td>Sweets Co.</td>
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<td>9:00 PM</td>
<td>Final Court</td>
<td>L</td>
<td>General Electric Fred Waring</td>
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<td>10:00 PM</td>
<td>R.F. Goodrich</td>
<td>Celebrity Time</td>
<td>(No Net Service)</td>
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<td>10:30 PM</td>
<td>Crawford Clothes</td>
<td>They Won't Accuse</td>
<td>Co-op Bohn &amp; Boy</td>
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<tr>
<td>11:00 PM</td>
<td>Carter From Drew Patrick</td>
<td>Norwich Sunday News Show</td>
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### Specials

- **ESDAY**
  - NBC: General Foods Capt. Video
  - CBS: The Goldbergs
  - DuMont: Kraft

- **THURSDAY**
  - NBC: General Foods Capt. Video
  - CBS: Columbia's Robin Hood
  - DuMont: General Foods Capt. Video

- **FRIDAY**
  - NBC: General Foods Capt. Video
  - CBS: A. M. 11:00
  - DuMont: General Foods Capt. Video

- **SATURDAY**
  - NBC: General Foods Capt. Video
  - CBS: A. M. 11:00

### Schedule

#### CBS
- **6:00 PM**
  - Kraft
- **6:15 PM**
  - Kraft
- **6:30 PM**
  - Kraft
- **6:45 PM**
  - Kraft
- **7:00 PM**
  - Kraft
- **7:15 PM**
  - Kraft

#### DuMont
- **6:00 PM**
  - Kraft
- **6:15 PM**
  - Kraft
- **6:30 PM**
  - Kraft
- **6:45 PM**
  - Kraft
- **7:00 PM**
  - Kraft
- **7:15 PM**
  - Kraft

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#### SUNDAY

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<tr>
<th>CBS</th>
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<tr>
<td><strong>Religious Hour</strong></td>
<td>Hanna &amp; Frank</td>
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<td><strong>Hats In The Ring</strong></td>
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<td><strong>TBA</strong></td>
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### Explanations
- Programs in Italic are syndicated. All Eastern Network stations not listed are not syndicated. Programs in bold are unusual and are listed as "TBA."
Let this Buckaroo

Make a Buckforyou

Thar's gold in them thar Dayton tills when Uncle Bob Campbell hits the sales trail with a product. 'Cause a-pounding along in his tracks comes the biggest posse of junior grade cow waddies you'd ever want to round up.

Do those kids follow Uncle Bob? Listen! He's ramrod of the Lucky 13 Ranch—and that's the oldest, continuous daily TV show in these here parts. He started off 3 years ago with 15 minutes once a week, and in no time at all, requests for studio guest reservations blew it up to a daily one-hour show. Ever since, he's averaged about 28 kid guests per day by reservation—has over 2000 booked right now through the next 9 months. A while back when he was naming his pony, he got 1800 written suggestions the first week, 5400 in 6 weeks—with no give-away at all in the deal!

Campbell's an all-'round entertainer, musician and outdoorsman, making public appearances as well. His added on-the-spot live shows can put real muscle in merchandising. And as he ends his participating show with comments on good manners, proper living, safety and the like, he picks up plenty of parent support. Like majority of WHIO-TV studio shows, Lucky 13 Ranch commands great audience loyalty with mixture of entertainment and public service. Example: this will be fourth year show is used as vehicle for presenting Schoolboy Patrol Awards.

Better slap your brand on Lucky 13 Ranch pronto, podner. National Representative George P. Hollingbery Co. can give you all data.
TOP ten TV program types, according to Multi-Market TelePulse, for week of April 1-7 were released by The Pulse Inc., N. Y., last week as follows:

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Avg. Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy Variety</td>
<td>24.8</td>
</tr>
<tr>
<td>Boxing</td>
<td>23.9</td>
</tr>
<tr>
<td>Westerns</td>
<td>23.2</td>
</tr>
<tr>
<td>Talent</td>
<td>18.8</td>
</tr>
<tr>
<td>Comedy Situation</td>
<td>17.9</td>
</tr>
<tr>
<td>Drama &amp; Mysteries</td>
<td>17.3</td>
</tr>
<tr>
<td>Kid Shows</td>
<td>11.1</td>
</tr>
<tr>
<td>WRESTLING</td>
<td>9.9</td>
</tr>
<tr>
<td>Quiz-Audience Participation</td>
<td>9.2</td>
</tr>
<tr>
<td>Musical Variety</td>
<td>5.6</td>
</tr>
</tbody>
</table>

In that week, the SCARCITY of local shows followed to Multi-TOP ten TV program ratings for week of May 1-7 were released last week as follows:

1. I Love Lucy (CBS) 40.7
2. Talent Scouts (CBS) 42.6
3. Godfrey's Friends (CBS) 37.0
4. Fight of the Week (CBS) 36.4
5. Red Skelton (NBC) 33.1
6. Star Theatre (Barrel) (NBC) 32.2
7. Fireside Theatre (NBC) 31.6
8. Your Show of Shows (NBC) 30.5
9. My Friend Irma (CBS) 29.3
10. What's My Line (CBS) 29.0

Teachers expressed the opinion that children nurtured on TV will lose the desire to read and to create their own fun. The teachers, obviously alarmed at television's prospects, said the medium's power and influence will grow, not decrease. Whether that influence is for good or evil depends largely on the part played by intelligent, informed parents and educators, they concluded.

New Film Camera Fociuses Varying Depths

PROMISING to revolutionize TV film commercials is its new universal focus camera, exclusive use of which belongs to VP Productions Inc., Hollywood, holder of patent.

Fourteen years in development, camera keeps foreground, middleground, background and even objects touching lens in simultaneous focus. First to order test TV film commercial is Young & Rubicam, that city, for Goodyear Tire & Rubber Co., whose recently completed two-minute experimental film utilizes cast of 15. Partners comprising VIP Productions are Lee Garms, cameraman, Ralph Hoge, director and Robert Smith, writer.

Weekly Television Summary

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>14,400</td>
<td></td>
</tr>
<tr>
<td>Ames</td>
<td>91,207</td>
<td></td>
</tr>
<tr>
<td>Atlantic</td>
<td>183,000</td>
<td></td>
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<tr>
<td>Baltimore</td>
<td>365,847</td>
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<tr>
<td>Birmingham</td>
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<tr>
<td>Boston</td>
<td>959,141</td>
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<tr>
<td>Buffalo</td>
<td>248,127</td>
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<tr>
<td>Chicago</td>
<td>1,132,992</td>
<td></td>
</tr>
<tr>
<td>Cincinnati</td>
<td>348,000</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>612,546</td>
<td></td>
</tr>
<tr>
<td>Columbus</td>
<td>277,200</td>
<td></td>
</tr>
<tr>
<td>Dallas</td>
<td>146,098</td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>110,760</td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>129,533</td>
<td></td>
</tr>
<tr>
<td>Dayton</td>
<td>235,000</td>
<td></td>
</tr>
<tr>
<td>Dallas</td>
<td>750,000</td>
<td></td>
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<tr>
<td>El Paso</td>
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<tr>
<td>Ft. Worth</td>
<td>146,098</td>
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<tr>
<td>Fort Worth</td>
<td>110,760</td>
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<tr>
<td>Grand Rapids</td>
<td>217,081</td>
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<tr>
<td>Greensboro</td>
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<tr>
<td>Houston</td>
<td>141,000</td>
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<tr>
<td>Indianapolis</td>
<td>84,750</td>
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</tr>
<tr>
<td>Jacksonville</td>
<td>54,000</td>
<td></td>
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<tr>
<td>Johnstown</td>
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<tr>
<td>Kalamazoo</td>
<td>300,840</td>
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<tr>
<td>Kansas City</td>
<td>206,966</td>
<td></td>
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<tr>
<td>Las Vegas</td>
<td>146,431</td>
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</tr>
<tr>
<td>Los Angeles</td>
<td>93,000</td>
<td></td>
</tr>
<tr>
<td>Manchester</td>
<td>1,252,184</td>
<td></td>
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</table>

Comedy Leads Pulse Program Type Survey

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Avg. Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Types</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

LARGEST

More than a MILLION households in the 50-mile area

IS THE MOST POWERFUL TELEVISION STATION

Serves the largest effective coverage areas in the 50-mile area

Now 166,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

Includes XEJ-TV Matamoros, Mexico

Includes XEJ-TV Matamoros, Mexico

Teacher's expressed the opinion that children nurtured on TV will lose the desire to read and to create their own fun. The teachers, obviously alarmed at television's prospects, said the medium's power and influence will grow, not decrease. Whether that influence is for good or evil depends largely on the part played by intelligent, informed parents and educators, they concluded.

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Weekly Television Summary

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>150,148</td>
<td></td>
</tr>
<tr>
<td>Matamoros</td>
<td>1,048,000</td>
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<tr>
<td>Memphis</td>
<td>120,355</td>
<td></td>
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<tr>
<td>Miami</td>
<td>116,908</td>
<td></td>
</tr>
<tr>
<td>Milwaukee</td>
<td>150,949</td>
<td></td>
</tr>
<tr>
<td>Minneapolis</td>
<td>1,029,000</td>
<td></td>
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<tr>
<td>Nashville</td>
<td>665,000</td>
<td></td>
</tr>
<tr>
<td>New Haven</td>
<td>278,000</td>
<td></td>
</tr>
<tr>
<td>New Orleans</td>
<td>125,000</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>3,059,400</td>
<td></td>
</tr>
<tr>
<td>Norfolk</td>
<td>115,100</td>
<td></td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>127,913</td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>1,042,200</td>
<td></td>
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<tr>
<td>Phoenix</td>
<td>55,100</td>
<td></td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>453,000</td>
<td></td>
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<tr>
<td>Providence</td>
<td>212,000</td>
<td></td>
</tr>
<tr>
<td>Richmond</td>
<td>129,549</td>
<td></td>
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<tr>
<td>Rochester</td>
<td>144,096</td>
<td></td>
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<tr>
<td>Rock Island</td>
<td>99,972</td>
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<tr>
<td>Quad Cities</td>
<td>127,913</td>
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<tr>
<td>Salt Lake City</td>
<td>76,425</td>
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<tr>
<td>San Antonio</td>
<td>79,431</td>
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<td>San Diego</td>
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<td></td>
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<tr>
<td>San Francisco</td>
<td>129,549</td>
<td></td>
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<tr>
<td>Schenectady</td>
<td>209,800</td>
<td></td>
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<tr>
<td>Alexandria-Tri-Sep</td>
<td>144,300</td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>309,000</td>
<td></td>
</tr>
<tr>
<td>Syracuse</td>
<td>277,581</td>
<td></td>
</tr>
<tr>
<td>Toledo</td>
<td>173,311</td>
<td></td>
</tr>
<tr>
<td>Tulsa</td>
<td>101,754</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>362,000</td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td>114,070</td>
<td></td>
</tr>
</tbody>
</table>

Total Markets on Air 64* Radiation Sets in Area 17,156,576

* Includes XEJ-TV Matamoros, Mexico
new money to the field.

Another firm which devotes substantially all of its time to radio-TV reported its applicants are divided "about half and half" between newcomers and established broadcasters. Some of the newcomers have theatre interests, a partner stated.

Firm plans to file "15 or 18 applications by July 1," he said, noting it has a "6% drop in potential applicants in the past six weeks."

Reasons for the withdrawals he observed are lack of money, no cabinet to TV, service day and, in one case where two UHF channels are available, the mutual consent "to wait and watch" by the only two potential applicants there.

Commenting that because of foreseeable processing delays there is no need to rush applications, the attorney said it is taking longer to prepare bids for newcomers than existing broadcasters because the former are less familiar with the production requirements.

A Washington partner of another large law firm sees the flood of applications coming, but "fewer than 1,000 by the time July 1." Reasons for delays he cited included "sheer physical work," holding of some bids "so as to not tip our hand to competitors" and hesitation by those who now must decide whether to spend large sums in TV plagues.

He also noted the "Commission won't get down in the processing line to some of our cities for a year and a half, so why rush?"

"The Commission now has six fees instead of one," he commented regarding the temporary processing procedure and city priority listing.

Another attorney, heading his own private office, also commented: "I should file now and let people take pot shots at my people?" The strategy is to wait until the last possible minute, he said, noting that in the meantime "who could get more money maybe" for some applicants to strengthen their competitive position.

The practitioner sees "lots of new money" coming into TV "because the existing boys can't do it."

"You will have to go to New York and Boston," he predicted, to get the amounts of money TV will demand.

Asked what has happened to the promised TV land rush, spokesman for another major radio-TV law firm responded:

"It's still underway. . . . There is no indication of any withdrawal of interest."

He predicted the applications will start flowing in this month.

For his firm, details of preparation have slowed up filing, he said. For instance, long-standing AM broadcasters are asked to file certified copies of their articles of incorporation. Securing of sites has been hard because sites chosen under the old allocation plan are, in many cases, no good under the new plan, he said. CAA approval hasn't been too much of a problem, however, the attorney commented.

Four-fifths of his firm's applicants are existing broadcasters, he estimated.

One attorney representing a good-sized firm in the radio-TV practice observed new broadcaster applicants have been having a difficult time reaching decisions on height and power combinations while several can't make up their minds about "that $400,000-600,000 starring them in the face."

No Waiting Policy

The spokesman said his firm's policy is not to wait on filing once bids are ready.

"We prefer to make our channel preferences known," he said.

Three-fourths of the applications being readied by his firm are from present broadcasters, he said.

A Washington attorney of another major law firm estimates "the same rush as predicted."

As a rule, his firm does not plan to hold any applications once prepared, he said. Some of the existing broadcasters represented are bringing in new capital to meet TV's costs, he noted.

Another attorney who heads his own office commented that the FCC plan is "pushing stations" into TV.

"Broadcasters want to wait and file when ready," he said. "There is a lot of money to spend in televi-sion and all of them don't have it."

His firm does not represent any newcomers to TV alone, although some existing broadcasters "are bringing in some new people" in order to meet capital requirements.

Partner in another firm also sees the FCC plan "forcing some to de-mortgage or to buy stations" while it already has caused "others to pull out now as costs are too high."

Generally, applicants "are most enthusiastic," he reported, although a few plan to wait and see if they can "buy in later when the industry becomes stabilized."

His firm, representing mostly all active broadcasters, plans to get as many as possible of its applications on file by July 1.

However, another practitioner heading his own office, reported plans generally to hold off applications until the last minute as a competitive tactic. A third of his bids represent newcomers to broadcasting, he estimated, "a little more than he had expected."

"They have plenty of money and there is no worry about letters of credit and the such," he observed. One Ohio UHF applicant, however, has withdrawn as a result of Comm. Jones' talk in Columbus, Ohio, which cited UHF problems. Certain others, the attorney said, plan to wait and "buy a TV station off the auction block" because some grantees won't have enough money to carry through.

FACTOR-BREYER Inc., L. A., has re- signed an amount of Thrifty Drug Stores Inc., that city. Dan B. Miner Co., that city, co-servicer of account, will handle entire account with exception of vitamin products.

**our coverage map**

has two dimensions . . .

Call them geographic and economic, if you like. Or, more aptly, country-wide and industry-wide.

Everywhere radio-television people live, you're likely to find BROADCASTING TELECASTING. And . . . anywhere men and women get together weighing the best possible schedules for broadcast advertising—you'll find the red and white cover of BROADCASTING TELECASTING.

There's the dimension of time, too—the 21 productive years in which BROADCASTING TELECASTING has built its reputation as the only voice of the radio-television industry.

As an advertising medium BROADCASTING TELECASTING speaks well for you.

21 productive years of . . .

---

**Page 74 • June 2, 1952**
High power over the entire Ultra High Frequency television range is now practical through another Eimac contribution to electronic progress.
will your sales go up this summer?

People go on doing in summer largely what they were doing in winter — eating, working and buying. Yet a tradition has grown up of suspending or curtailing advertising activity during the hot-weather months. With the advent of television, it was clear that a complete re-appraisal of summer advertising practice was called for.

NBC therefore resolved last summer to conduct a survey — as accurate as science and logic could make it — of the summer marketing potential. Alongside are outlined the highlights. As applied to this summer, the picture is even brighter for viewers and advertisers.

A copy of "Summer Television Advertising"— NBC's comprehensive research survey—awaits you for the asking.
alike — for the number of sets in use will have increased from 13,093,600 last July to an estimated 17,800,000 in July 1952. And the political conventions will stimulate more viewing than ever before.

Averaging the findings on 52 different brands, the TV summer advertisers reaped 28.1% more sales among viewers than among non-viewers . . . won just under 46,000 extra customers per month in New York alone.

94.8% of TV families are available during the average summer week. Watching television is, by far, the favorite summer activity in TV homes.

The average TV family is away for only 4½ days each summer. In August, the TV owner spent an average of nearly two hours a day in front of his set — or more time with TV than with all other media combined.

And — 91.2% of both owners and non-owners alike recalled most clearly advertising on television.

Whereas in January 1951 it cost the average TV advertiser 5 cents to bring in a new customer, in August it cost only 4 cents.

Of the 52 brands studied, 21 came on television for the first time last summer, and 32 continued into summer from their winter TV campaign. The “new” brands garnered an average of 38,800 new customers in the New York area alone every month — but the “stay-on” brands did even better, with an average of 51,000 extra customers per month. As stated above, the over-all average for both kinds was 45,900 extra customers each summer month.

You’re in business twelve months a year; now, with television’s aid, your summer sales can be as high — or higher — than your winter’s! More NBC advertisers are staying with us this summer than ever before. More than 70% of NBC evening network sponsors plan to continue their TV advertising throughout the hot-weather months. For both large and small advertisers, however, there are still a limited number of availabilities and proven show properties . . . and a special low-cost plan for the coming summer.

Your NBC salesman will be glad to give you full information about them. Phone NBC-TV Sales in New York, Chicago, Detroit or Hollywood today.

**NBC summer television**

POP. 70,000,000

A Service of Radio Corporation of America
film report

R

IGHTS to the title, Calling All Cars, acquired by Gene Autry's Flying A Pictures, Hollywood, for a projected radio and TV film series, will take the firm out of strictly western classification.

The title headed a CBS Radio Field Service program from 1937-45 for Richfield Oil Corp. whose agency, Hixon & Jorgensen Inc., concluded the deal with Flying A. The TV series will start upon completion of the scripts. Prepared auditions discs for the radio series, starring Lamont Jackson and Jack Moyles, are being given agencies and networks. William Birch, producer-director of CBS Radio's Gene Autry Show, has performed similar duties from scripts written with Hollywood.

The firm has completed 52 half-hour westerns for television starring Mr. Autry, 32 half-hours in the Range Rider series and is currently filming 26 half-hour Annie Oakley westerns.

A ready completed by Hal Roach Jr., Culver City, is the pilot film of a half-hour CBS TV film series, Passport to Adventure, with Caesar Romero portraying an American diplomatic courier. Ray Kellino, Bick feature film director now in Hollywood, directed a script by Robert Dennis. In production is the pilot to The Dramatic Hour, an hour-long TV film series.

Is a deal similar to their ABC-TV Troubles With Father series, Hal Roach Jr. and Roland Reed Productions, Culver City, are filming 12 half-hours in My Little Margie series as the summer replacement of CBS's Half and Half series for Philo Morris Corp. and its agency, Bow Co. The series, a light sophisticated comedy, features Charles Brannan, young music director, and Gale Storm, young film actress, with Hal Yates directing from scripts by Harry Fox and George Carleton Brown.

Mara, Roach and Reed receive $10,050 per film and retain all re- sale rights unless Philip Morris decides to continue the series. I Love Lucy was budgeted at $25,500 per film.

Because of a similarity in names with another company, Pennant Productions, Hollywood, has changed to Pennant Television Productions Inc.

Capitalization from original $250,000 to $1,000,000 has also been increased, according to Edward Woodworth, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series Date with Destiny, scheduled to start next month, and a new group of films titled Fiction Theatre.

Production

General Foods Corp., New York (Swans Down products), will start Our Miss Brooks on CBS-TV this fall in addition. 500,000 has also been increased, according to Edward Woodworth, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series Date with Destiny, scheduled to start next month, and a new group of films titled Fiction Theatre.

Procter & Gamble Co., Cincinnati (Ivy soap, Crisco, Dux, Lilt), starts Boss Lady, a TV film series, on NBC-TV, Tues., 9-15-30 p.m. (EDT), for 13 weeks from July 3 as summer replacement for Fireside Theatre. Lynn Bari is featured [BT, May 12]. Jack Warner Television Productions, Hollywood, has completed six of scheduled 13 films.

Screen Gems Inc., Hollywood, completing half-hour TV film, Samuel Morse, for du Pont. Film actors Edward F zz, Dan Gibson and Tom Brown Henry, are featured with Jules Bricken, producer-director.

William F. Breidy Productions, Hollywood, has started a new half-hour color TV film adventure series, The Phantom Pirate, shooting exteriors on and from a 100-foot boat, The Avenger, in the vicinity of Catalina Island. Starr in the title role is Robert Stack, film actor. Frank McDonald is directing with scene writers Bob Bailey and Hugh King acting as associate directors. Cass Duchow, illustrator and book designer for the Anderson-Ritchie Press, Los Angeles, has designed costumes and will create sets for designs for a merchandising tie-in campaign. Wesely Barry is producing with Mr. Brody, who is the executive producer.

Breakston - Stahl Productions, Hollywood, will produce 26 half-hour TV color film series, Search Bill, on location in British East Africa and the Belgian Congo. The films, produced simultaneously with a feature film, will be ready by June 18 and be ready for fall release by United Artists. George Breakston and C. Ray Stahl will co-produce-direct from scripts by Mr. Stahl. Featured in the cast are Richard Denning and Martha Hyer (Mrs. Stahl). Associate producer is Irene Breakston with John R. Carter named technical executive.

With the signing of Charles Winninger, stage-screen actor and star, Bing Crosby Enterprises, Culver City, starts a new half-hour light comedy TV film series, Those Were the Days. Story line was created by Raymond Denning and Bernard Girard, serving as co- writers-producers with the latter directing. Featured in cast are radio-film actors including Arthur Q. Bryan, Ted Thorge, Howard Erskine and Doris Singleton. Lucien Andriot, the firm's cameraman on Rebound series, assigned to similar duties on Those Were the Days. Films are being telecast. They concern freight handling and safety "IQ's."

Sarra Inc., Chicago, has completed two industrial safety films for the National Safety Council, same city. Films are being telecast. They concern freight handling and safety "IQs."

Negotiations are underway between Forrest Judd, independent film producer, and Ernest Haller, camera- producer, for production of half- hour color TV film series, yet untilled, to be filmed in India.

Film People

Ruby Rosenberg, production manager for RKO Radio Pictures Beverly Hills, has been named first vice-president of Unit Production Managers Guild.

Michael Luciano, film editor for Revue Productions, Hollywood, goes to Adrian Weiss Productions, Los Angeles, as film editor for Craig Kennedy, Cinematographer TV film series. Production of three more half-hour films started last week.

Jay Novello, Hollywood radio actor, has been signed by Phillips Lord Productions, North Hollywood, to play the part of Willie Sutton in three films in NBC-TV Gangster series.


WTNV TV CENTER

Opened Last Week

WTNV (TV) Columbus' new television center, which opened last week, is the largest and most complete TV facility in Ohio, according to Edward Lamb, president. The station's new windowless building contains three studios for live production and a live film studio, the main studio 50 x 50 ft. and the smaller studio 20 x 20 ft., each with a central control bridge looking down into all studios and the film room. Mr. Lamb's properties include WICD (TV) Erie, Pa., and WHOO-AM-FM Orlando, Fla.

Mr. Lamb said five air-conditioning units, with the first floor containing offices and studios, dressing rooms and work areas; the second housing sponsors' rooms, the president's office and a small suite of rooms, and the basement area containing a staff recreation room, heating facilities and additional dressing rooms. CBS plans for the building were drawn up by Mr. Lamb after a personal tour of other stations. New studio and control equipment have been installed, he said, with the staff increased in all departments and more plans in the making for a further staff increase.

5% FORMULA HALT

To Be Asked by AFM Local

AMERICAN Federation of Musicians executive board, which meets today (Monday) in Hollywood as a preliminary to the union's national convention this Friday at Santa Barbara, will be asked by Los Angeles Local 47 executives to repeal or modify the 5% welfare fund formula imposed on TV film producers in California.

The Los Angeles musicians contend the fund setup, to which TV film producers must contribute, prevents them from getting qualified work because it discourages filming of video shows with live music. An appeal with petitions from Local 47 was made to James C. Perry, AFM president, in early May at which time he promised to take the appeal under advisement and consult with the national board [BT, May 12].

RANGERTONE

Wasser, Key, Phillips, Inc.
610 Clark Building
Pittsburgh, Pennsylvania
26 MILLION SEE ‘ASIA’ FILM
35 Stations Show TV Documentary

RESISTANCE to Communist aggression in Asia is the subject of Truth Shall Make Men Free, a 13-minute documentary film which has been shown to an estimated 26 million television viewers in 26 U.S. metropolitan areas.

The Committee for Free Asia Inc., San Francisco, which is distributing the film, made by Palmer Pictures Co., San Francisco, said 53 showings already have been made by 35 stations since mid-February this year and that a total of 78 (or 72%) of the nation’s 108 TV stations have requested the film.

The film depicts work by Asian and American newsman, radio veterans, labor leaders, students, teachers and others to organize their own privately operated machinery in a drive against Communist aggression in Asia.

Alan Valentine, former president of the U. of Rochester and now president of the Committee for Free Asia, said the film has been distributed to 75 stations, with three requests still not filled because of the unexpected demand. He commended TV stations for helping to “bring to Americans...a deeper appreciation of the problems of Asia and of its people.”

He said some stations have shown repeat performances.

NATIONAL Bank of Washington (D.C.) began sponsorship of Your Commissioners’ Report last week. Program on WMAL-TV is presented to acquaint people of nation’s capital with operation of city’s government.

SENATE STUDIO
Sought in Ferguson Bill

SEN. HOMER FERGUSON (R-Mich.) has introduced a bill (S 5216) in the Senate that would permit the building of a television studio on the east gallery floor of the Senate wing. It would be maintained by the Senate Radio-TV Correspondent's Gallery.

The bill would authorize the spending of such funds as necessary for the studio's construction.

Sen. Burnet T. Maybank (D.S.C.) co-sponsored the measure. Harold D. McGrath, superintendent of the Senate Radio-TV Gallery, said five film units currently operate in the gallery. An average two forum, 10 TV film and 18 radio shows originate there. Increased activity, he noted, had necessitated the request for more space. The bill was referred to the Senate Rules and Administration Committee.

I DREAMED I WAS A MILLIONAIRE IN MY ALEXANDER FILM SHORTS

“As a matter of fact, the way those dynamic short TV film commercials by Alexander have sent our sales soaring, that first million may not be so hard to get after all!”

There’s good reason why Alexander film shorts are used by more than 27,000 clients. It’s a matter of quality and impact...sales winning factors that Alexander has perfected through more than three decades of experience as the world’s largest producer of film advertising. For the best in TV film commercials, rely on Alexander...the pacemaker in quality and service!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago
GLOBAL LINK

Seen for New York, London

PROPOSAL for a global TV link among nations of the North Atlantic Treaty Organization, with terminal points in New York and London, was brought to public attention in two stories appearing in the New York Herald-Tribune the other day.

The project is one phase of a master global communications blueprint for radio relay systems, television networks, AM and FM broadcast stations and facsimile. It has been under study and implementation for the past year [SET, April 7; Sept. 5; July 30, 1951].

The TV project picked up momentum two months ago as a potential "Vision of America" with the revelation that foreign nations are being urged to adopt U. S. video standards and finance installation of equipment as well as Japan.

After Sen. Karl Mundt (R-S.D.), a prime mover behind worldwide television, apprised the Senate of current developments last April with a series of articles, the plan was discussed by representatives of the State Dept., Defense Dept., the FOC and the National Bureau of Standards.

The immediate program, labeled NARCOM, envisions microwave relay stations from New York through Montreal to Newfoundland, where network would convert to VHF transmission and extend along the Labrador coast. From there, the signal would jump to Greenland, Iceland and other points, reverting to microwave for extension through the British Islands. Land water relay systems would have to be established before NARCOM could begin operations. Both the military and the State Dept. stand to benefit from it.

Relay stations would cost about $50 million, covering some 68 outlets, on the basis of AT&T figures, according to Maj. Henry F. Holthussen, lawyer, financier and consultant to the State Dept. and one of the planners. Cost of installing some 180 relay stations in the U. S. reportedly was about $85 million.

Plans for similar systems also are underway in Egypt, Turkey, Australia and the Philippines, it was reported. The NARCOM system embraces use of wide band, VHF and microwave relay equipment (using FM) at strategically elevated points.

The Herald-Tribune quoted Maj. Holthussen as saying that if government financing is not forthcoming, private industry might show interest in sponsoring the inter-continental TV link. Some manufacturers and "financing sources" have made overtures in this direction, it was said.

AP TV NEWS

Suspension Laid to Markets

INDICATIONS that the new TV station market will not increase as rapidly as had been initially expected were cited by the Associated Press last week as its reason for suspending its just-begun TV news service.

Suspension of the film service was scheduled to occur Friday. The film news was started April 14 and produced by Spotnews Productions Inc. for the AP which distributed it to television stations. A joint statement from the two organizations said:

"Uncertainties of the future make it advisable to suspend operations until there can be a clearer picture of the rapidity with which new television stations will come into existence. Indications are that there may be no appreciable expansion in the new station market in the immediate future."

The daily quarter-hour newsreel had been unsold to the start, by seven AP member TV stations — KSD-TV St. Louis (Post-Dispatch); WDBF-TV Kansas City (Star), WBAP-TV Fort Worth (StarTelegram), WTVW-TV Norfolk (Virginia-Pilot and Ledger-Diary), WCAU-TV Philadelphia (Bulletin), WHAS-TV Louisville (Courier-Journal and Times) and WBNSS-TV Columbus, Ohio (Dispatch).

Domestic coverage was provided by cameramen and correspondents in 42 states, with added representatives signed in other states and Alaska, Hawaii and Puerto Rico. Correspondents in 44 countries were slated to contribute foreign coverage.

Service was designed to be exclusive to AP members, with TV stations, like radio outlets, eligible for associate memberships in the press organization.

STATION KNXT (TV), KLAC-TV and KJZ-TV Hollywood, KEGO-TV Los Angeles and KPMB (TV) San Diego awarded certificates of achievement by Armed Forces Radio Service, Hollywood, for televising The Big Picture, TV film series depicting role and mission of U. S. Army. Col. William Mason Wright Jr., USA, Commanding Officer AFRS, made presentations on respective programs last week.

originating Station
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM TELEVISION
CHANNEL 13

Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.
Chicago NEW YORK San Francisco

Dumont-ABC AFFILIATE

GE TV BOOKLET
Helps Station Planners

TO HELP prospective TV station operators prepare FCC applications and formulate basic construction details, General Electric is distributing a comprehensive technical booklet, Television Station Planning. Already delivered to Washington consulting engineers and attorneys, the booklet discusses station requirements, basic equipment combinations and integrated systems.

The material helps in choice of equipment for each installation, and is designed to give an over-all awareness of the technical problems involved." GE will send the volume on request. Address GE at Onondaga County Savings Bank, Syracuse, or 777 14th St., N. W. Washington, D. C.
MacIver and featuring a five-piece blues band and a night club lineup of entertainers.

Mr. Lane said the program's commercial concept is to give national advertisers a direct vehicle of approach to the large Negro buying market of the Atlanta area.

NEW FILM FIRM
Lesser and Poe Open
OPENING of a new TV film distribution firm to be called Major Television Productions Inc., New York, was announced last week by Irving Lesser and Seymour Poe, co-directors of Producers Representatives of New York.

General sales manager of the new corporation is Maurie Graham, who resigned as head of KLAC Los Angeles' TV distribution company. He will be headquartered in New York's RKO Bldg. Branch offices will be opened in Chicago, Atlanta, and Culver City, Calif.

Television and movie film properties to be distributed by the new corporation—with original cost estimated at $7 million, according to a Major spokesman—include four full-length motion picture films and nine musical films starring singer Bobby Breen. Firm is also offering 26 30-minute films titled "It's a Small World," and series of 26 "Thrilling Bible Dramas."

RELIGIOUS PROGRAM HINTS
MINISTERS have been advised to watch such television performers as Arthur Godfrey and Dave Garroway in order to inject "spontaneity, friendliness, humor, and a warm open approachableness" into religious telecasts. This advice was contained in a 46-page booklet, published by—and available from—the Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S. A., 220 Fifth Ave., New York 1, N. Y. Booklet was written by Rudy Bretz, TV consultant.

CONVENTIONS TV
Circuits To Be Ready
ALL UNDERGROUND TV circuits for the national conventions in Chicago will be installed by June 15, Illinois Bell Telephone Co. announced last week. Final microwave test was completed May 21 as engineers checked pickup facilities between the Amphitheater at 43rd and Halsted Sta. and Merchandise Mart, feeder link between the convention site and NBC's WNBQ (TV).

Earlier tests at WGN-TV WBKB (TV) and the Conrad Hilton Hotel, convention headquarters for both parties, proved satisfactory, according to telephone company spokesmen.

TV Relay Grant
FCC granted authority May 20 to the Pacific Telephone and Telegraph Co. to convert a telephone "protection" channel between Sacramento, Calif., and Portland, Ore., to enable KING-TV Seattle to receive live network telecasts of the political conventions in Chicago. Temporary microwave relay facilities, already authorized, will be used to relay the signal from Portland to Seattle, FCC was informed. The petition also indicated the program service would be fed to "television viewer locations" in Portland, which has no TV outlet. Cable cost was estimated at $70,000.

Take a good look at this area
This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons

Here is a market larger than

MILWAUKEE

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5

For more information call . . . THE KATZ AGENCY, INC.

BROADCASTING • Telecasting
June 2, 1952 • Page 81
OVER a year ago, an official of a large manufacturing plant questioned employees about their union buttons and lightly termed them a "passe to heaven." The National Labor Relations Board declined to accept the explanation that his statements were only "kidding remarks," and held them to be unlawful.

In Washington last week, the board issued its voluminous 16th annual report for fiscal 1951, covering some broadcast cases through early 1952, in which vital technical points emerged.

With the advent and growth of television and increasing demands for repeal or at least amendment of the Labor-Management Relations Act—the so-called Taft-Hartley Law—radio-TV broadcasters could profitably take more than a passing look at the board's decisions as a harbinger of things to come.

In the wake of NLRB's decisions over the last fiscal year, what are licensees' rights under current law and what course is the board likely to take in present and future cases involving union-station disputes?

Indeed, the labor agency has acted differently in comparable instances, when variable factors emerged, but some broadcasters have indicated more than minor confusion when confronted with complaints filed by various labor groups.

With the expansion of television, even the unions themselves—American Federation of Radio Artists, Broadcast Technicians, Actors Guild, among others—have found their procedures and activities clouded with jurisdictional doubts. "If a petition (from a rival union) raises no valid question of representation." The board made plain, however, they do so at their own risk and subject to unfair practices if the board later finds a valid question has been raised. The board overrode its trial examiner here and reopened the case.

What about the status of supervisory employees in television? The board made only one reference to this confusing problem.

**Director Functions**

In a case involving ABC, the board rejected the network's claim that a director does not "responsibly direct" actors' performances but that his directions are "suggestions, requests, cues." It held: When a director in another industry may be termed a "suggestion" in the field of television, but nevertheless it is the director's concept of the desired result that governs the response of the performer, regardless of the manner of communication.

In another instance—that covering WCAU Inc. (WCAU-TV Philadelphia)—the board credited TV broadcast directors with authority effectively to recommend the transfer or discharge of employees under their direction, though such an occasion has never arisen. Where alleged authority of employees with disputed status does not exist, they may be included in the bargaining unit.

What of part-time radio-TV employees—those who work in different departments?

Previously, in four such cases—KPAC, WCAU, WWFS, New Orleans and WMBR Jacksonville, Fla.—NLRB required employees to work 50% of their time within the unit to be eligible for voting. It later modified this ruling and held that employees should be bracketed with part-time help—who those work for other employers or who at times remain idle.

Where an employee's status is in doubt, he may vote subject to challenge—according to the decision in the WWOL Buffalo dispute.

Perhaps the most controversial and sensitive provision in the Labor-Management Relations Act is that governing interference with employers' rights—or so-called unfair labor practices.

The board has cited employers for interrogation of employees or applicants for employment, claims that union activity would result in economic detriment, "threats" of loss of employment, attempts to "influence" votes against the union and inducements to assist employees to withdraw from unions, NLRB stated:

"Consistent with past rulings, the board has continued to hold that the questioning of employees by their employer per se violates Sec. 8 (a) (1) of the act" when it concerns the following subjects: Employees union membership or activities; their attitude toward the union, or their desire for union representation; their voting intentions in a scheduled board election, or their views concerning a schedule provided.
'51 SET SALES
RTMA Reports Dealer Data

NEW statistical service started by the Radio-Television Mfrs. Assn. shows sales of radio sets to dealers by manufacturers during the calendar year 1951. RTMA will publish data quarterly, but reports will not include auto sets.

Reports for 1951 shows domestic sales of 7,568,819 home, portable and clock radios. New York State heads the list with 857,297 radios sold to dealers. Following are radio set sales to dealers for 1951:

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<th>State</th>
<th>Total</th>
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<td>Wyoming</td>
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IRE Iowa Meet
COMMUNICATIONS will be explored by top speakers during a one-day conference sponsored by the local section of the Institute of Radio Engineers in Cedar Rapids, Iowa, Sept. 20. Talks, exhibits, plant inspections and a banquet will highlight the session, to be held at the Roosevelt Hotel.

FAB MEET
LARGEST meeting in the history of the Florida Assn. of Broadcasters was held May 22-23 at Miami Beach with 169 broadcasters in attendance. Membership reportedly reached a stations signed and 100% of the stations represented.

Main address was delivered by Maurice B. Mitchell, president of Associated Program Service, on "Radio Salesmanship," S. O. Ward, outgoing FAB president and president, general and program manager, WLAK Lakeland, taped the talk to be distributed to station staff members not present.

Florida's Gov. Fuller Warren made a special trip to address the broadcasters, telling them radio had played an important part in his administration. He said radio had been of greater service to him than any other medium for dissemination of news and publicity.

The Florida broadcasters adopted a new constitution and by-laws and elected officers (AT DEADLINE, May 26) to be installed July 1. Newly named to the board of directors were Eugene D. Hill, general and commercial manager, WOR Orlando, and Tom S. Gilchrist, Jr., general manager, WTMC Ocala.

Members of the board of directors and the membership were honored for services during the year by plaques presented. FAB President Ward and Secretary-Treasurer John B. Browning, general manager, WSPB Sarasota, by Maj. Garland Powell, director, WRUF Gainesville, at a banquet Thursday.

KBA SESSIONS
Two-Day Agenda Set
PROGRAM, sales and business sessions will highlight the semi-annual meeting of the Kentucky Broadcaster's Assn. in Louisville, Ky. Thursday and Friday, J. W. Betts, WFTM Maysville, will preside as KBA president.

Meeting opens Thursday morning with registration at 9:30, followed by a business session and luncheon. Ken Sparnon, BMI, and Jean Thomas, originator of the American Radio Mfrs. Assn., will be guests.

Second business meeting and luncheon will comprise the Friday schedule, with Jack Younts, WEEB Southern Pines, N.C., as host. Mr. Younts is secretary of the North Carolina Broadcasters Assn. Conference will be held at the Seelbach Hotel.

FM SET SURVEYS
Report High Percentage
TWO SURVEYS in Wisconsin and Illinois indicate a heavy concentration of FM receivers in homes. A telephone survey of 500 families by the State Radio Council in Madison, Wis., indicates 42% of the area families have FM sets, with only 36% a year ago, 24.8% in 1950 and 18.4% in 1949. On the basis of the survey it is estimated there are 11,000 FM sets in Madison alone. The council operates a state-wide network of six non-commercial FM stations, with two more under construction.

A telephone survey of 150 homes represented by students from 297 families attending Carmi Township High School, Carmi, Ill., indicated 71.68% of homes contained FM receivers, according to Thomas S. Land, secretary and general manager, WRO-Y-AM-FM Carmi. He said FM reception in the area is excellent, while claiming no AM station can be heard in the area at night.

New FM Speaker
A NEW type loudspeaker for FM reception was demonstrated for New York's Radio Club of America May 22. The loudspeaker is expected to retail for about $25 but reportedly is capable of matching performance of high-cost sound reproducing apparatus. Inventors Dr. Jordan J. Baruch and Henry C. Lang, of Massachusetts Institute of Technology Acoustics Lab., commented that the unit may be on the market by fall.

DISC CONTEST
WAVE Reports Record Vote
TO SUPPORT its contention that radio is alive and kicking in a two- TV station market, WAVE Louisville reports that a late afternoon amateur disc jockey contest just completed broke its own record for number of mailed-in votes.

The program, Oertels' 98 Disc Contest, aired Monday through Saturday from 10:15-11:30 p.m., wound up a 27-week series with a mail pull of 11,685 votes, compared to 93,095 letters for a 30-week contest last year.

Four grand prizes included all-expenses-paid weekend in Hollywood, week's vacation at the Hotel Biloxi on the Mississippi Gulf Coast, a week's vacation at Fontana Village, Fontana Dam, N.C., and $400 merchandise prize consisting of household furniture, radio and other appliances. Expense-paid trips were good for two people in each instance.

Contest was conducted by Bob Kay, who interviewed amateur disc jockeys. Latter spun platters of their choice and wrote and read their own copy and comments. Winners were chosen each night from three participants by telephone and weekly winners were determined by mail. Grand championships were held every six or eight weeks.

New Membership High Reported by Floridians
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EARS THAT HEAR
IN YOUNGSTOWN ARE EARS THAT BUY!
WBBW's concentrated coverage is not wasted on areas that fall outside the music listening area. WBBW's program is cut with the falling ears on the receiving ears.

WBBW - the new ABC Affiliate in Youngstown brings you...
Concentrated Coverage
No Waste Circulation

ABC REP FOR JOE & CO., INC.

June 2, 1952 - Page 83
NLRB Report Raises Radio-TV Issues
(Continued from page 82)

ued board election; whether they had received solicitation letters from a union.

Among the stations that have found themselves involved on employ- ers' rights are WATL Atlanta, Ga.; KVEC San Luis Obispo, Calif.; KWIN Ashland, Ore.

May a station licensee assist one union against another where the issue of communist domination arises?

The answer is no. In the Stewart-Warner case, NLRB ruled "the fact that the employer undertook to assist one union against another for patriotic reasons" does not "excuse a violation."

What is the extent of employees' rights?

NLRB cited the case of WBT Charlotte, N. C. (Jefferson Standard Broadcasting Co.) in which it ruled that "employees were not protected in circulating a handbill attacking the quality of the employer's product." The handbill accused Jefferson Standard of providing "inferior and technically inadequate programs" through WBTY (TV). These tactics were "hardly less indefensible than acts of physical sabotage," and their discharges were lawful, the board stated.

At KFMR Kansas City, Mo. a shop employee was discharged lawfully, the board decided—for referring to the employer's management and policies in profane and abusive language, in private and public places on the employer's premises.

Again in the Charlotte dispute, the board stressed that an employer is not required to negotiate with a union to settle unfair labor charges if he prefers to test the legality of his conduct at NLRB level.

In the WTAL and KDRO Sedalia, Mo. cases, the board ruled:

"Outright refusal to meet with the representative of a majority of employees for negotiations continues to occur, but alleged violations . . . more often take the form of a refusal to discuss or negotiate a particular matter." Some matters fall in the bargaining area, others don't. But it added:

"The filing of unfair labor practice charges does not relieve the employer of the continuing duty to bargain. Neither does a union's resort to a lawful strike . . . The fulfillment of the obligation to bargain becomes doubly important during a strike."

With respect to bargaining in "good faith," the board noted that stations have been cited for "demanding radical changes at the 11th hour in negotiations." This the board took to be evidence of an insincere desire to reach agreement with the union. Other sample:

"A sudden and unexplained shift in its bargaining position" and demand for a "much shorter contract."

Because a broadcaster invokes the free speech guarantees of the Constitution and promises employees greater benefits than they would otherwise obtain from a union?

Such speech is not "protected", and interferes with employees' rights, the board said.

Specifically, the first amendment was held not to protect state- ments made by Valley Broadcasting Co. (identified as licensee of WSTV Steubenville, Ohio) which allegedly sought to induce employees to accept benefits in individual agreements as a condition to their "abandonment of the union."

Despite their involvement in labor disputes no broadcasters were involved in petitions for injunctions during the year.

NLRB was confronted with its greatest workload in the 16 years of existence during fiscal 1961, which ended last June 30, with over 16,500 unfair labor practice and representation cases filed. Total of over 15,000 cases were closed and another 5,000 were still pending, the board reported.

In the wake of a law that upset the traditional labor advantage of the original Wagner Act but still retains appreciable benefits for unions, it will be noted that 79.1% (or 4,164) of all unfair labor practice charges were filed against employers, with formal complaints issued in 630 cases.

Other facts: Some 6,000 representational election were held, with bargaining agents chosen in 78% of those instances. These agents represented 76% of those employees eligible to vote. Over $2 million was paid out to 7,000-plus employees in back pay during fiscal 1961 because of "illegal discrimination."

ANPA 'ATTACKS' Refuted Over WMSC

REBUTTAL to newspaper ads prepared by the Bureau of Advertising of the American Newspaper Publishers Assn. was aired in a news analysis by Gren Siebels, news direc- tor at WMSC Columbia, S. C., according to C. Wallace Martin, general manager.

In his talk Mr. Siebels accused newspapers of going "out of their way to create radio and television rivalry." He said many of the nation's newspapers are running a series of full-page "attacks" which amount to "a thorough and tumble, knock-your-competition promotion cam- paign."

Refuting "implication" in the ad that radio programs reach only fractions of the total public such as sports show fans and women's show listeners, he said smart ad- vertisers already know this and spend their money to reach the audience they want at rates cheaper than that of newspapers, instead of circulating their advertisements "to an audience that will not or cannot respond."

Saying the wording of news interpretation he said a reader in South Carolina who limited himself to the editoria columns would assume the state was "truly a Garden of Eden; that its politicians and office holders are above and beyond reproach; that the state needs nothing more com- plicated or serious than a few more traffic lights and more highly en- riched hominy grits and bigger and better flower arrangements to be come a complete paradise on earth."

"In Columbia," he said, "the citizen who wants an outspoken discussion of public affairs must perforce, turn on his radio."

Sterling Speaks at WBZ FCC Conn. George Sterling me with members of the broadcast in dustry last Thursday at WBZ Bos- ton's Radio-TV Center and ad dressed the group on "The Radi o Broadcasters Part in Civil De fense." Talk explained the function of Conelrad to the eastern New England broadcasters.

6,842-to-1 Return

JUST ONE WGY Schene- cato announcement brought an avalanche of 6,842 letters and post card replies. Howard Tupper, WGY senior staff announcer, made the an- nouncement on an un- sounded 7:05 a.m. Weather Show. Mr. Tupper asked lis- teners to tell him what value they placed on his weather program. Answers came from 611 towns and cities in 69 counties of seven northeastern states. Many respond- ents said they place great value on the program in con- ducting their daily business.

SPORTS, EVENTS, AND ENTERTAINMENT FAVORITES

More Reasons

SPORTS, EVENTS, AND
ENTERTAINMENT FAVORITES

DEMONSTRATIONS CONFIRMED

NEW ANGLE in promoting listen- ership for the Milwaukee Brewers baseball team has been inaugurated by Mathisson & Assoc. there, agency for the Miller Brewing Co., exclusive sponsor of the big club. Promotions of the team's games over WEMP-AM- FM Milwaukee.

Under the direction of Edward G. Ball, the agency recorded the voices of the team's 15 best known players. Spots invite listeners to the ball park for home games. Each spot is introduced by sports- caster Eari Gillespie.

After the player's voice, an announcer tells listeners to tune in to the Miller High Life baseball broadcast if they can't attend the game. Different tapes of players are used to ask listeners to tune in on games when the team is on the road.

KGW THE PEOPLE'S CHOICE IN PORTLAND, OREGON

1,246,340 active, young-minded West- erners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a conspicuous slice of Southwestern Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BROADCASTING * Telecastin.
AIRING of WJZ New York program, Kitchen Capers, has begun from the Circle Lounge of New York's Hotel Governor Clinton. Show features Glenn Riggs, in question-and-answer giveaway program. In attendance both days were Ted Oberfelder, vice president, ABC, and Lansig P. Shield, president of Grand Union Stores.

SPACE CADET KITS ALADDIN INDUSTRIES, makers of metal lunch kits and vacuum bottles, has received a franchise from Toni Mendes Inc., exclusive licensor for Space Cadet merchandising. The kits bear a picture of several Space Cadet characters. Complete with fresh coffee and take, the kits were sent to the press last week to promote introduction of the item.

WEATHER PROMOTION WEATHER reports are being promoted by KFQ Wenatchee, Wash., with such tricks as a recent letter-writing contest awarding a weather nap as prize for a letter on the subject, "Build our weather man sing the weather report?" General Manager James W. Wallace reported winner signed himself "Chief Big Smoke" and suggested an Indian war dance instead to "change" weather when needed.

LOT LISTENERS SURVEY STUDY of tot listening reaction to Captain Glenn's Play Club, a half-hour morning children's show on WLTV (TV) Cincinnati, will be made by Dr. Ruth I. Smith, assistant professor of kindergarten and primary education at the U. of Cincinnati, according to John T. Murphy, TV vice president for the Crosley stations.

WTAM'S CHAIN LIGHTNING CHAIN LIGHTNING merchandising plan of WTAM Cleveland got a boost when 41 super stores were added to the plan by Acme, which reports the oldest food chain in Summit county. Additions bring total to 389 stores and food markets saturating 21 counties, according to Eugene R. Myers, new WTAM merchandising manager.

WARD in Johnstown is TOPS

FOR THE LISTENER
- for the Listener...

FOR THE ADVERTISER
- in Central Pennsylvania Market.

VACATION CONTEST PROMOTION feature has been devised by Stewart MacPherson, star of WCCO Minneapolis-St. Paul's Sportingly Tours, to sell Rock Spring Beverages and publicize his program. Listeners are asked to send in the "most interesting, original and thought-provoking question," accompanied by a beverage label. Three winners will receive week's vacation at beach resort. Beach resort itself is mailing scenic postcards calling attention to contest on Mr. MacPherson's show. Other winners will receive sporting equipment, mailed by the beverage company and Erwin, Wasey & Co. Inc.

TV MEETS GRADUATES BROCHURE to acquaint those in the TV industry with Syracuse U.'s coming TV graduates has been mailed out by the university. Booklet, titled "Ready One! Take One!" is done in year book fashion with portraits of each graduate and information concerning his background and career plans.

MBS 'FLASH FEATURES' "FLASH FEATURES," twice-monthly clip sheet distributed to newspapers by MBS, devoted one issue exclusively to MBS radio coverage of the national political conventions this summer, with each story bylined by a top MBS commentator.

WCAL'S TV TOUR TELEVISION tour of WCAU Philadelphia's new Radio-TV Center was held a fortnight ago taking viewers behind the scenes at the new building and showing the inner workings of a radio-TV station. Program was telecast daily for 15 minutes through May 25. Official dedication of the center was held May 27. Charles Vanda, vice president in charge of TV, handled the shows.

OPERATION HEAT Wave FOR the first time, WRC Washington is offering a special discount plan for advertisers whose products move best when the sun is hottest. From May 25 through Sept. 25, advertisers are offered second stationbreak announcement. Station will accept "hot weather" advertisers only under "Operation Heat Wave" plan. Each advertiser must agree to minimum of $500 for spots to be used at the advertiser's discretion anytime during the four-month period.

POOL TELECASTS HOUR long Sunday show is being telecast by KNBH (TV) Hollywood from the pool of the Town House in Los Angeles featuring fashions, news and interviews. Announcer should act as host of the program designed to show Hollywood as the fashion center of the West.

WMIL NEWSPAPER AD READERS of the Milwaukee Sentinel were asked this question: "Do You Know That You're Worth Just 1/20th of a Cent?" Ad then explains, "That's right, when an advertiser figures what it's going to cost him to tell you his story, you're worth just exactly one-twentieth of a cent." The advertisement said that advertising reduces costs and that this was especially true of radio, because it is so economical. Special plug is given for WMIL's "Four Forty featuring "Fritz the Plumber."

WLW FARM PHANTASES CROSLEY Broadcasting Corp. will distribute phantasm to more than 6,000 persons expected to take part in the annual visit to Everybody's Farm, operated near Mason, Ohio, by WLW Cincinnati. The 137-acre farm, site of WLW's 710-tower, features the most modern agricultural methods. Three WLW programs originate from the farm.

WRVA SCHOLARSHIP COMPLETION of a 13-week cycle of quiz programs which gave $4,200 in college scholarships to winning high school contestants has been announced by WRVA Richmond, Va. Scholarship Quiz was conceived by Sam Carey, WRVA program service manager. Program was sponsored by WRVA and the U. of Richmond. Nearly 1,500 men and women from the planning and production of the 15 half-hour broadcasts were produced by Ray Kennedy, of the WRVA production staff. Series drew praise from Virginia educators and newspapers. 

WEAU COLOR MOVIE NOVEL "Down to Earth" luncheon sponsored by WEAU Eau Claire, Wis., in Minneapolis, featured a color motion picture of the WEAU 1951 Wisconsin Plowing Contest and Soil Conservation Day, produced by Bob Nelson, program promotion director, with the sound track made in WEAU studios. About 70 time buyers, advertising and promotion managers from Twin City agencies attended.

ROUND TABLE SERIES SERIES of roundtable programs on civic affairs with a panel of members of the London Junior Chamber of Commerce was recently broadcast by CFPL London, Ont. The program won the "award of achievement" of the national association of Junior Chamber of Commerce. CFPL not only aired the program each week, on a public service basis, but also helped produce the programs with training and technical advice.

FASHION SHOW FASHION show featuring 80 models showing the latest in spring and summer finery was sponsored short time ago by WARA Appleton, Mass. Nine shops which advertise on the station were represented at the show proceeds of which went to charitable organizations in the city. Affair, which was coordinated by Jo Sherman, student's director, is scheduled for annual production.

Meet your best customer

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous producers is cut live in WLW-Land—Onetenth of America. The best way to reach them is by Radio... and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.
FCC actions

MAY 23 THROUGH MAY 28

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 23 Applications

ACCEPTED FOR FILING

AM—1380 kc

David M. Segal, Kansas City, Mo.—CP for new AM on 1380 kc w/d.

Application Amended

Garden State Bstc., Co., Atlantic City, N. J.—CP for new AM on 1400 kc w/d.

License Renewal


FM—101.9 (Ch. 37)

WKRC-FM Cincinnati.—CP change effective from 101.8 kc w/d.

Extended Completion Date

WLOG (FM) Mt. Vernon, Ohio.—CP for extension of completion date.

TENDERED FOR FILING

AM—1390 kc

KSDK Sidney, Neb.—Mod. CP change from 1540 kc 250 w D to 1390 kc 250 w unl.

AM—773 kc

KOB Albuquerque, N. M.—Extension of SSA to operate on 770 kc 25 w—N 36 kw—D 15 kw unl. using trans. authorized under CP beginning 3 a.m. EST 9/7/52.

May 26 Decisions

BY BROADCAST BUREAUX

FM—91.7 kc (Ch. 211)

KDS9 (FM) San Diego, Calif.—Mod. of license to change freq. from 91.7 mc (Ch. 211) to 88.3 mc (Ch. 202).

Granted License

WALK Pochage, N. Y.—License for new AM station: 1370 kc 500 w D.

KVOZ Laredo, Tex.—License for new AM station: 1380 kc 500 w unl.

WARL Arlington, Va.—License covering changes in trans. and studio locations, ant. system to include FM ant.

WBVL-Columbus, Ga.—License for new FM station: 93.3 mc (Ch. 221); 46 kw w/d.

WREMZ Allentown, Pa.—License covering FM station: 106.7 mc (Ch. 204); 20 kw. 206 ft. unl.

WHOS-AM Desatur, Ala.—License for new FM station: 90.5 mc (Ch. 251); 7 kw; 30 ft. unl.

WHRM (FM) Madison, Wis.—License covering changes in non-commercial educational FM station; 81.9 mc 114 kw 790 ft. unl.

Sign off at 6:30 p.m.

KJAN Atlantic, Iowa.—Granted authority to have regular sign-off period at 6:30 EST correct for period 6-1-52 and ending in no event later than 8-31-52.

Extension of Authority

WIPR Racine, Wisc.—Extended authority to broadcast from 8 a.m. to 9 a.m.

WRVP Toledo, Ohio.—License extended to cover 750 kw.

Approved Location

WRAP Norfolk, Va.—Mod. CP for approval of ant. and trans. location.

KBRZ Freepoint, Tex.—Mod. CP for approval of trans. location.

WSWF Ft. Myers, Fla.—Mod. CP to change trans. and audio locations.

WKEI Wamego, Kans.—Mod. CP for approval of ant., trans. and studio locations.

Extension of Completion Date

WSFI Lakeland, Fla.—CP to change type of antenna, ant. system, and extend time of commencement and completion dates from 2 months and 8 months respectively from date of grant. Freq. 88.1 mc Channel 201; 10 kw.

WGAR-FM Cleveland.—Mod. CP to change ERP from 39 to 21 kw. Ant. height from 500 ft. to 410 ft.; specify trans. location and ant. system and extend commencement and completion dates from 2 months and 8 months respectively from date of grant.

WYOM-FM Logan, W. Va.—Mod. CP for extension of completion date to 7-15-52.

WSBA York, Pa.—Mod. CP for extension of completion date to 8-11-52.

Extended completion mod. of CP for extension of completion dates as indicated.

WIMS Michigan City, Ind.—to 8-15-52.

WSAY Rochester, N. Y., to 1952.

KWOC Popular Bluff, Mo., to 12-27-52.

WREH Warrensburg, Ind., to 7-31-52.

ACTIONS ON MOTIONS

D. M. Webster

Dick Best, Sr., Knoxville, Tenn.—Denied motion to strike appearance of Know-Wal-Tel, Inc., in re application in Dockets 1038 and 10185.

J. F. Burton, Easton and WHOI Allentown, Pa.—Granted petitions of American Broadcasting Co. and WHOL for leave to intervene in proceeding in re application in Docket 10075 in matter of Sussex County Electric Newton, N. J.

KLKR Lamar, Colo.—Granted extension of completion date from June 16 to file except.

Applications of initial decision and request for oral argument re consolidated proceeding involving application and those for extension of hearing examiner here.

W. D. Craven, Burbank, Calif.—Granted petition to allow representation at re reinstatement of application for CP.

By Hearing Examiner Fanney N. Litvack

Axelra Bstc. Co., Mobile, Ala.—Reorder of CP, pursuant of a grant of petition of Axelra Bstc. Co. to file an amended application to specify new CP and show new coverage data, a new frequency and new location.

By Hearing Examiner John T. Bombay

F. C. Newhall, Phoenix, Ariz.—Filed petition to vacate permit of records, apply for extension of time to do so and show no change in location of CP.

May 27 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WEAR Pearsall, Ill.—Mod. CP while authorized change in DA for extension of completion dates.

WBUD Trenton, N. J.—Mod. CP while authorized change in frequency.
JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE *

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1245
Member AFCCE *

—Established 1916—
PauL gODLeY CO.
Upper Montclair, N. J. MO. 3-3300
Laboratories Great Neck, N. J.
Member AFCCE *

Commercial Radio Equip, Co.
Everett D. Lindell, Gen. Mgr.
International Bldg.
Dl. 1319
Washington, D. C.
P. O. Box 7037
Jackson 5302
Kansas City, Mo.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
Munsey Bldg., Republic 2347
Washington, D. C.
Member AFCCE *

There is no substitute for experience
GILLET & BERGQUIST
962 National Press Bldg.
NA. 3373
Washington, D. C.
Member AFCCE *

Craven, Lohnes & Culver
Munsey Building District 8215
Washington, D. C.
Member AFCCE *

E. C. PAGe
Consulting Radio Engineers
Bond Bldg., Executive 5470
Washington 5, D. C.
Member AFCCE *

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss Inc.
927 15th St., N. W.
Republic 3883
Washington, D. C.

RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republican 3984
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
Ex. 8073
Washington, D. C.

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 9000
Washington 6, D. C.
Member AFCCE *

ROBERT L. HAMMETT
Consulting Radio Engineer
230 Bankers Investment Bldg.
San Francisco 2, California
Sutter 1-7545

GUY C. HUTCHESON
P. O. Box 32
Ar 4-8721
1100 W. Abram
Arlington, Texas

Robert L. Hammett
Consulting Radio Engineer
230 Bankers Investment Bldg.
San Francisco 2, California
Sutter 1-7545

John B. Heffelfinger
815 E. 83rd St.
Hiland 7010
Kansas City, Missouri

Vandivere, Cohen & Warn
Consulting Electronic Engineers
612 Evans Bldg.
NA. 3628
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
Consulting Television Engineer
Television Engineering Since 1929
2443 CRESTON WAY
HO 9-3246
Hollywood, California

GEORGE E. GAUTNEY
Consulting Radio Engineer
1052 Warner Bldg.
Washington 4, D. C.
National 7757

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE *

WELDON & CARR
Consulting Radio Engineers
Highland Park Village
Dallas 5, Texas
Justin 6108

A. EARL CULLUM, JR.
Consulting Radio Engineers
National 3503
Los Angeles 1, California

GRANT R. WHITALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
Aptos—5352
Member AFCCE *

William E. Benns, Jr.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Oldway 9071
Box 2448 Birmingham, Ala.
Phone 6-2724

RAYMOND M. WILMOTTE
1469 Church Street, N. W.
District 1331
Washington 5, D. C.
Member AFCCE *

Egeorge p. adair
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television—Electronics-Communications
1833 M St., N. W., Wash., 6, D. C.
Executive 1130—Executive 5855
(Nights, holidays, Lockwood 5-1819)
Member AFCCE *

WALTER J. Stiles
Continuous Operational Engineering
and Management since 1925
14230 Aztec, San Fernando, California
Empire 1-6094
1003 Loyalty Building, Portland, Oregon
Attwater 4282

power, DA, trans. and studio location,
for extension of completion date.
License for CP
WGNN-AM New Rochelle, N. Y.—Li-
cense for CP authorizing new FM sta-
tion. Modification of CP
WKXO-TV Kalamazoo, Mich.—Mod.
CP to change ERP from 8 kw vis. 8 kw
aur. to 30.5 kw vis. 40.5 kw aur.; trans-
location from 4½ miles N. W. of Rich-
land near Kalamazoo to corner AB
Ave. & 24th St., near Plainwell, Mich.
TENDERED FOR FILING
Change ERP
WBRC-TV Birmingham, Ala.—
AMENDED to request change of ERP
from 28.8 kw vis. 14.4 kw aur. to 100
kw vis. 50 kw aur.
APPLICATION DISMISSED
WFMD-FM Allentown, Pa.—DIS-
IMISED license for CP which au-
thorized new FM station (application
unnecessary).
(Continued on page 91)
**Help Wanted**

**Managerial**

- Experienced engineer for AM/FM station, Box 235P. Broadcast/Telecasting.
- Salesmen
  - First class salesman wanted by AM-FM station, Box 213P. Broadcast/Telecasting. Must be reliable, industrious, sober. Don't expect a world beater but a plugger. All type accounts including department stores, theaters, etc. Must send resume and photo, Box 205P, Broadcast/Telecasting.

**Announcers**

- Experienced announcer-engineer, two, mandatory combination man, Box 292P. Broadcast/Telecasting. Must have first phone. Interested parties, Box 270P, Broadcast/Telecasting.
- Former top rated announcers wanted, Box 275P. Broadcast/Telecasting.

**Situations Wanted**

- Manager. Promotion. Manager proficient small independent station. Must be able to handle management and sales positions. Must be willing to work on the air with sales. Excellent opportunity. Write WAFR, Alliance, Ohio.
- Experienced production engineer needed immediately for full time position. No experience necessary, must have first phone. Must have full line of character for good line of comics. Excellent opportunity. Good pay. Write WAFR, Alliance, Ohio.
ELECTRONICS VIEW

Parris of NPA
Optimistic

"BARRING a change in the international situation, it should be possible to meet defense and civilian demands for electronic products by a continuation of the splendid conservation efforts of the post-Korea period."

That outlook was held out by a top government electronics official for production of new and replacement parts, including millions of radio-TV receivers during 1962.

At the same time, the official—Donald S. Parris, deputy director of the National Production Authority's Electronics Division—said the high contribution paid to manufacturers and distributors for ingenious conservation and substitution techniques.

Mr. Parris addressed a management session of the 1952 Electronic Parts Show, held at the Conrad Hilton Hotel in Chicago the past fortnight. He spoke on availability of materials and use of distributors' priorities to obtain them.

Meanwhile, NPA held another round of discussions with members of an Antenna Manufacturers Industry Advisory Committee. Conference touched on inventories, materials for different types of antennas and a growing replacement market.

Mr. Parris reported that the receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum.

Situations Wanted (Cont'd)

Chief engineer—years of experience, maintenance new construction. Family, excellent references. Box 354P, BROADCASTING TELECASTING.


Presently employed chief engineer desires better working conditions in progressive station. Excellent references. Prefer Colorado or midwest but will consider others. Permanent family man. Reply Box 318P, BROADCASTING TELECASTING.

Engineer—thoroughly experienced, very good technical training. Presently with Box 319P, BROADCASTING TELECASTING.

Engineer—five years experience, all stations. Want position with future. No announcements preferred. Contact Engineer, WSN TV, Nashville, Tennessee.

For Sale (Cont'd)

Equipment, etc.

Complete 1 kw Collins package. Brand new S9V1 transmitter and all associated applications equipment. Two-500 foot antenna. Two 1,000 tube amplifiers. Contact Chief Engineer, WSN TV, Nashville, Tennessee.

WANTED

Equipment. Wanted: Complete 1 kw station including 186' guyed tower. Complete control building. Box 314P, BROADCASTING TELECASTING.

Wanted—Complete equipment for 250 watt operation including tower, studio and transmitter equipment. Write complete description of what you have and want. Box 315P, BROADCASTING TELECASTING.

Wanted—5 kw transmitter. Must meet all FCC engineering conditions. Please give age, condition and price. Also interested in new tower. Box 316P, BROADCASTING TELECASTING.

Wanted—Used equipment: Limiting amplifier, preemphasis or peaking equipment with preamps, jack panel, Cabinet or rangers, transistors, 55-66 diodes, rectifiers, non-linear receivers, with reduction in price. Box 317P, BROADCASTING TELECASTING.

Miscellaneous


Help Wanted

Production-Programming, Others

HELP WANTED

Experienced girl or man copy writer for continuity department. Air mail full details of experience and references along with photo to Radio Station W O N E, Dayton, Ohio.

E X P E R I E N C E D

Help Wanted

Schools

NBS GRADUATES are in demand

NBS has more graduates for trained radio help than it can fill. Jobs are available in the NBS's large radio engineering, technical, and military and civilian use in TV and radio industry. The increase of rectifiers in the television field resulted in conservation measures of saving silicon steel and copper in addition to rectifying tubes.

Mr. Parris explained that the supply has "greatly improved" since "blackout" for 1962 as a result of complete allocation of silicon, the NPA official said.

Normal Inventories

Antenna-makers reported inventories normal for all types and growth of the replacement market. This has been true among home-users owning home-set or house top antennas and TV stations using tower antennas. Number of electrical storms and rampaging winds throughout the country have increased, broadcast demand for replacement was reversed.

Along with these factors, growth of community TV antenna systems and resultant boost in applications for materials, etc. Some projects are now classified as industrial and eligible for self-authorized orders.

Board of directors of Philco Corp. have declared regular quarterly dividend of 40 cents per share on common stock, payable June 15 to holders of record June 2. Also declared was regular quarterly dividend of 85 cents per share on preferred stock, 3% Series A. A preference stock, 3% Series A payable July 1 to holders of record June 15.
NPA SHAKEUP
Set for Electronics Div.
INTERNAL reorganization of the Electronics Div. at the National Production Authority was being blueprinted last week, with personnel changes bearing directly on handling of applications for scarce materials by radio-TV manufacturers.

Changes involve Components, End Equipment and Electron Tube branches of the division headed by J. A. Milling, with appointments from both government and industry ranks.

Robert R. Burton, former State Dept. telecommunications specialist and communications officer for the Federal Civil Defense Administration, becomes chief of end equipment. He transfers from NPA's Foreign Section, which will remain under his jurisdiction. J. A. Pfau will handle materials.

Mr. Burton succeeds J. R. (Ted) Sypher, who had served as acting director of end equipment since Mr. Milling vacated the post for the division this summer, earlier this year. Mr. Sypher becomes special assistant to Mr. Milling in the office of the Director. He will serve as special NPA representative on the Electronics Production Board and continue in charge of the Military Equipment Section.

Two radio-TV executives—George Hynans of General Electric and Nelson Stewart of Westinghouse Electric Corp.—return to private industry. A third—Harold G. Butterfield of National Union Sales Corp.—resigns from NPA's Electron Tube Section.

Mr. Hynans, who supervised components applications, returns to GE's Tube Div., of which he was assistant to the general manager, after eight months' service. He is succeeded by Elmer Crane, of TV Distributors Inc., Cleveland, formerly with the War Production Board, handling radio and radar.

Mr. Butterfield is on leave from Union Radio, manufacturers of electron tubes, of which he is director of purchases. He also is familiar with the TV broadcasting phase of industry—his wife, Elizabeth, is assistant director of educational activities for WATV (TV) Newark, N. J.

The reallignment calls for an Office of Director, and three branches—End Equipment, Components, and Programs & Requirements. Plan and personnel changes still must be approved by H. B. McCovert, NPA administrator. Each branch is divided into sections, such as Radio-TV under Lee Golder, Broadcast-Communications Equipment under J. Bernard Joseph, and others.

Mr. Milling, on leave from RCA Service Co., has been division director since the resignation of E. T. Morris Jr., who returned to Westinghouse earlier this year. Mr. Morris presently is active as government liaison representative for the company, among other duties. Donald H. Farris, former deputy director of the Electronics Div. under Mr. Milling in the reorganization.

KVC REORGANIZES
Humbert New V.P., Mgr.
C. A. HUMBERT, manager of KFAS Banning, Calif., was named vice president and manager of KVC Venture, following its reorganization by W. H. Haupt, KVC owner. Other changes also were announced.

New sales manager is Karl Rembe, formerly account executive. Andrew Grant, program-farm director, KCID Caldwell, Ida., joins the station as merchandising-promotion director. Alan Snowden, staff announcer, was promoted to program director. Representing station as sales manager, Oxnard is Lyle Kearney, formerly advertising manager, Oxnard Press-Courier, KVCV has joined the Southern Calif. Broadcasters Assn.

NIBC radio in cooperation with Health Information Bureau, a non-profit organization, to present new series, Your Key To Health, March 16 through June 7, 5:45-6 p.m. EDT. Series will feature singer Jane Froman, and news commentator Ben Grauer reporting health news.

WILBUR SHAW (l), Indianapolis Motor Speedway president, signs agreement permitting broadcast of this year's race by WIBC Indianapolis, through which WIBC will feed 20 midwestern stations. Bill Becker (c), WIBC general sales manager, and Fred Ritter, Capitol Paper Co. of Indianapolis, local sponsor, look on.

RADIO-TV STORES
NLRB Cites Jurisdiction

QUESTION of whether the government has jurisdiction over business and labor operation of local radio-TV appliance dealers was resolved affirmatively by the National Labor Relations Board in a recommended decision May 24.

A board examiner found that J. C. Justice, trading as National Television Service, Memphis, Tenn., falls within interstate commerce, and that he committed unfair labor practices as charged by Local 1275 of IBEW (AFL-CIO). Examinant operates two stores—in Memphis and West Memphis, Ark.—and is servicing agency for Hallcrafter, Sentinel, Philco, Emerson, Motorola and DuMont sets.

An examiner said NLRB exercises limited jurisdiction over an enterprise which: (1) annually sells goods or services valued at $25,000 or more, out of state; (2) furnishes goods or services necessary to operation of other employers in commerce; (3) secures equipment from out-of-state sources valued at $50,000 or more annually; or (4) purchases from local distributors in-state material received out-of-state: (5) is a multi-state (like NTIS) even though it distributes only locally.

WKBX Oyster Bay, L. I., N. Y., is now operating from its new studio at transmitter in Oyster Bay. Move was made in anticipation of increased coast-to-coast shows from its new Stamford, Conn., studio. Five stories above street.

New England $165,000.00
Profitable regional network facility located in one of the important markets of America. Excellent TV position. Liberal financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Ray Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lee M. McCoy
235 Montgomery St.
Exbrook 2-3672

NEWS RIGHTS
Mundt Diffs With Gillette
SEN. KARL MUNDT (R-S.D.) differs with Sen. Guy Gillette (D-Iowa) as to whether newsmen have the right to refuse to disclose their confidential sources of information [3*7, May 26]. Sen. Gillette had placed in the Congressional Record a study by his Senate Elections subcommittee staff pointing out "in the absence of a statute creating such a privilege, there is none."

Sen. Mundt said that although a newsman has no special immunity for information received about future crimes, or cases involving loyalty, or the security and safety of the country, "in the normal routine, mind or mind, wherein a new man is trying to discuss and report the public business, he certainly has the right—and the duty—to protect his sources." Forcing a reporter to disclose news source "to unearth and disclose bumbling and corruption in government," he said.

B-47 BROADCAST
Carried by KFJ From Plant
IN-FLIGHT broadcast from the interior of a B-47 Stratofortress has been claimed by WFW Wichita Kan., with commentary handled by Brandon Chase, station announcer.

Mr. Chase accompanied a photographer, Gary Millsap, and the pilot Capt. Herbert White, on a transatlantic flight training flight from the Wichita air base last Monday. Contact was maintained with the air base where KFJ Chief Engineer Virgil Hinshaw was on duty.

The actual broadcast covered pre-flight briefing, the takeoff and two-hour flight, with portions re-broadcast on the station's Silver Star News at 10 p.m.

Mr. Chase explained that KFJ wanted to bring the public the entire story of how it felt to it in a B-47. Station claimed it was the first time in aviation annals radio newsmen compiled such a broadcast from a B-47 during flight.

NEWS BROADCASTING • Telecasting

Employment Agency
Applications accepted for Immediate Placement in Thirty-Three States
ENGINES—First - Second Phone
NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS MANY COMBINATION
One week's salary when placed, the only fee.

Broadcast Management Services Co.
17 East 48th Street, New York 17, New York
PL 5-1127

E. C. Lobdell, Licensee

Page 90 • June 2, 1952

BROADCASTING • Telecasting
May 28 Decisions

BY COMMISSION EN BANC

Grant Notice Renewals

Following stations granted renewal of licenses for regular period of WHAM-TV Rochester, N. Y. and WSYR-TV Syracuse, N. Y., subject to order of Temporary Commission to hold final view decision requiring WHAM-TV to move from Ch. 7 to Ch. 2 and WSYR-TV to move from Ch. 3 to Ch. 3.

Temporary License Renewal

Following studios granted renewal of temporary extension of licenses to Sept. 1, 1952.

KXBL, Plainview, Tex. - WGCN (FM), Greenwich, Conn.; WKSU-FM Kent, Ohio; KXTA Seattle.

Temporary License Extension

KHIT Lampsas, Tex. - Designated for hearing applications of record of issues of license and ordered temporary extension of license until conclusion of this proceeding or until Aug. 2, 1952, whichever is earlier.

EXCHANGE STUDIO LOCATION

WCAU-AM Philadelphia - Mod. AM FM licenses to change location of modification from studio to exchange shop of Philadelphia which is not trans. sit.

FCC CORRECTIONS

Correction in Decisions [B.T., May 26] follows:

KXOB proposed to Amend Revised Tentative Allocation Plan for Channel 26 in N. FM Band. By filing Ch. 279 to Berlin, N. H. and transfer Ch. 272 from Birmingham to Jasper, Ala. Interested parties may file comments on or before July 1, 1952.

UNIONS MERGER

May Not Meet TV Deadline

AFTER two weeks of excitement — resulting from the first draft of a plan to merge all major unions belonging to the Associated Actors and Artists of America — relative quiet prevailed on the East Coast last week.

Plan had been explained in Chicago the previous week, and at last Congressmen had heard details last Monday. It was expected that labor-management specialists from the U. of California and Los Angeles had been working out the final details of the “blueprint,” but there was no report as to whether the suggestions of the various unions have been made.

Labor officials in New York were estimating last week that the final plan would not be returned to them before mid-June, perhaps later, which means that the deadline of July 1, set by Television Authority, would probably not be met. Although mergers of all but one of the unions in the plan, detailed discussions have remained on the officer-level in all unions affecting: Actors Equity and Chorus Equity Asso.; American Guild of Variety Artists; American Guild of Musical Artists; American Federation of Radio Artists; and TVA.

PROFILE article on Hazel Mabel, women’s commentator on MBS and WWDC Washington, appeared in May 28 issue of Record Man. Article is titled “She Makes Washington Headlines.”

BROADCASTING  Teletesting

FCC Actions

(Continued from page 87)

BOX SCORE

SUMMARY THROUGH MAY 28

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPS</th>
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<tr>
<td>TV Stations</td>
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(Also see Actions of the FCC, page 86.)

New Applications . . .

TRANSFER REQUESTS

KPAS Banning, Calif. — Assignment of license from Byron-Wood Motors, d/b/a Paul Best Co., to Kenneth L. Colborn for $10,000 cash. Mr. Colborn is owner of the radio station, to control business property in Palm Springs, Calif.

KSON San Diego, Calif. — Transfer of control from Studebaker Bestc. to C. Frederick Robell and Dorothy Johnson, d/b/a KSON Bestc. From change in ownership of the radio station, to change of ownership or control. No monetary consideration.

KXOB Stockton, Calif. — Transfer of control from Valley Bestc. Co. to Hotel Union of America — change of ownership or control. No monetary consideration.

RIOT COVERAGE

KIDO Crew On-the-Scene

COMPLETE coverage of the country’s sixth major prison riot in two months was given by KIDO Boise, Idaho, on May 24 when 300 rioting convicts in Idaho State Penitentiary staged a five-hour uprising. KIDO special events men Wiff Jassens, Wayne Davis, Harold Toedtmeider and Jack Link were on the scene with portable transmitter, jeep and shortwave transmitter immediately after the alarm sounded.

The station broadcast the negotiations between Warden L. E. Clapp and the prisoners’ grievance committee in the prison yawn, in calling the breaks-down of talks, the command to open fire with tear gas, the firing and “crying” reports on the effects of the gas.

Tape recordings were shuttled back to the studios and supplementary reports were made direct by telephone. After the riot, KIDO’s record, broadcast damage results and assembled and edited an hour-long program rebroadcast the same evening.

BAB BROCHURE

Cites Radio Quantity

SHOWING how radio in 1952 stacks up is quality age some of the simplest necessities of life in the U. S., a king-size, circus-style brochure has been issued by Bab to its members.

Titled “Take Your Choice,” the book presents words like “huge,” “enormous,” “immense,” “vast,” “widespread,” as synonyms for radio. In a comparison with the number of pictures, houses, appliances, beds, bathtubs, telephones and other criteria, the presentation shows that radios are more numerous than any of them. Intended for interested listeners not new using the medium, the final comparison points up radio’s leadership over other advertising media.

NEWSPRINT BLOCK

Counter-Actions Started

CONGRESSIONAL forces last week joined with government agencies to lead a three-pronged assault on the newsprint readblock set up by Canadian manufacturers against U. S. newspaper publishers.

The situation took on a more critical note with a warning by Price Stabilizer Ellis Arnall that the price boost would mean an increase in newspaper advertising rates and cost of products advertised.

The protests of a fortnight ago [B.T., May 26] crystallized into concrete action Monday at Capitol Hill, with these developments:

• A House Interstate & Foreign Commerce subcommittee last Monday took closed-door testimony on the proposed $10-per-ton Canadian newsprint increase from the American Newspaper Publishers Assn., the Office of Price Stabilization and the National Production Authority. The appearance of Ralph E. Gluek, president of Associated Canadian Newsprint Manufacturers, was a suggestion that the U. S. place import ceasing on Canadian newsprint.

• A House Judiciary Subcommittee on monopolies called in officials of the Justice and Interior Departments, and Defense Production Administration, as well as NPA and OPA Chairman Emanuel Celler (D-N.Y.), said American publishers are “helpless” in the face of the price hike, but his group would issue a report on its recommendations.

• Sen. Francis Case (R-S.D.) sponsored legislation to set up a joint Senate-House committee to “formulate a national policy” to meet newsprint needs.

Method Doubles Load

METHOD of doubling message-carrying capacity of long distance radio circuits without requiring additional radio channels has been developed by the Signal Corps, the Army Dept. has announced. Circuits can be modified to carry 12 printed messages on radio-teletype writer. Importance of preserving scarce channels on the radio spectrum for long-range communications was cited as an advantage of the new method.
TR Plans Expansion
(Continued from page 85)

may be involved.

One staff report recommending a ban on all functional services was rejected by the FCC some time ago, according to informed sources.

As a giving the Commission a chance to make a decision on the radio-TV, now that the Supreme Court has issued its decision, one FCC staff member last week observed that with Supreme Court approval the Commission could finally be expected to act unfavorably.

The existing transit radio industry is centered around operations in cities. In the Supreme Court's decision last Monday, a list of cities having transit programs was included. It showed, as of October 1949: St. Louis, 1,000 vehicles equipped; Cincinnati, 475; Houston, 270; Washington, 220 (now 422); Worcester, 220; Takoma, Wash., 135; Evansville, Ind., 110; Scranton, Pa., 100; Scranton, Pa., 22; Pittsburgh, 75; Allentown, Pa., 75; Huntington, W. Va., 55; Des Moines, 50; Topeka, Kan., 50; suburban Washington, 50.


Instrumental Selections

In Washington, the Capital Transit Co. programs are limited to six minutes of commercial announcements an hour, or 12 30-second announcements. As generally is the practice, musical programs are confined to instrumental selections.

E. Cleveland Giddings, vice president of Capital Transit Co., said the firm "is naturally pleased" and is considering installation of radio in all of the company's 1,500 vehicles. At present 422 vehicles are equipped.

He said Capital Transit gets about $2,550 monthly revenue on a minimum guarantee of $5 per month per vehicle equipped. The contract provides the company gets either 10% of gross or $5 per vehicle, whichever is greater on radio income up to $100,000; $100,000 to $200,000, the company gets $10,000 plus 20% of income over $100,000; $200,000 to $400,000, $30,000 plus 33%; sliding scale for income above $500,000.

While the prolonged litigation hurt transit radio, national more than local advertising suffered.

In Wilkes-Barre, Pa., 100% listening is linked with other functional services such as storecasting and industrial music. WWDC-FM, for example, supplies music to Washington Transit Radio Inc., which in turn is half-owner of Tempo Inc., supplying music to some 250 restaurants and other places.

Mr. Strouse said WWDC-FM was aroused by the decision. The Washington Daily News, a Scripps-Howard paper, denounced the decision and then hopefully reminded that it is in the business of selling advertising space in competition with transit.

The Washington Star took two opposing positions. On its editorial page, the Star said, "The court of appeals, inventing the doctrine of freedom of attention, had outlawed the programs on constitutional grounds. And it did this by a strained process of reason which, if allowed to stand, might well have opened the door to many more ill than it would ever cure.

But in its radio-TV column, "On the Air," the Star called Monday, "a dark day . . . for us unwilling radio listeners" and raised the specters of the old FCC Blue Book. "Its blue is faded and its pages yellowed, but the words are still clear," the column said.

One Issue Involved

The case boils down to one issue, said Justice Burton in delivering the court's opinion—whether the Commission precludes a transit firm from carrying radio programs in its vehicle. He stressed the fact that the District of Columbia Public Utilities Commission had held an investigation, with public hearings, and had found the service not inconsistent with public convenience, comfort and safety and actually tends to improve conditions under which the passenger travels.

Bider said the showing well over 90% of passengers favoring continuance of the programs were cited, along with experience in other cities. The court found that neither the operation of transit radio service nor the PUC decision permitting its operation is precluded by the Constitution, reversing the U. S. Court of Appeals ruling which had held passengers were deprived of liberty without due process of law.

The income-producing side of transit radio "bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses," Justice Burton wrote. He cited program content of 90% music, 5% news, etc., and 5% commercial advertising, concluding there is no basis to set aside the PUC decision.

The majority opinion found no violation of the First Amendment, again citing the PUC decision and the fact that no substantial interference with passenger conversations could be found. No claim of propaganda was involved, the court noted.

As to the appellate court's finding that passenger right of privacy is involved, the majority held:

"This claim is that no matter how much Capital Transit may wish to use radio in its vehicles as part of its service to its passengers and as a source of income, the court holds that the great majority of its passengers do not desire radio in those vehicles, and however post public opinion, on substantial evidence, may conclude that such use of radio does not interfere with the convenience, comfort and safety of the service but tends to improve it, yet if one passenger objects to the programs as an invasion of his constitutional right of privacy, the use of radio on the vehicles must be discontinued. This court would simply assume that the Fifth Amendment secures to each passenger on a public vehicle regulating Company (or Government) a right of privacy substantially equal to the privacy to which he is entitled in his own home. However complete the court's decision may be as to the present case, it is substantially limited by the rights of others when its possessor takes action in a public thoroughfare or resides in a public conveyance.

The court rejected the contention of transit radio opponents that an objector has the right not to hear the programs. In arguing that such an objector then could override the preference of the majority of passengers but also the federally authorized PUC. "The protection afforded to the liberty of the individual by the Fifth Amendment does not go that far," the court held. "The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

Programming Not Considered

The court voiced no opinion on the desirability of radio programs in public vehicles, calling it a matter for PUB, the transit company and the public. The majority opinion concluded, "While the court below expressly refrained from stating what it thought of the constitutionality of the receipt and amplification in public vehicles of musical programs containing no commercial advertising and other announcements, it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

A separate opinion by Justice Black agreed there was no violation of the due process clause and agreed that the programs did not violate the First Amendment. He

NEW HOME of KFMB-AM-TN San Diego, 5th & Ash Sts., boasts five stories and new TV studios. TV has first and second floors, radio will be on the fifth floor and the third and late Adolf Hitler. Aused out for office space, said John A. Kennedy, board chairman, Kennedy Broadcast-

ing Co.

(Washington Transit Radio) was also "overjoyed" and said the transit radio interests had felt the issue was never in doubt. "Transit radio, the newest medium of mass communication, can now move forward and assume its rightful place in the broadcasting industry," he added. "Our only desire now is to make Transit Radio in Washington a still better medium for dissemination of news and enjoyment of the best in accepted music."

Franklin S. Pollak, Washington attorney who carried the fight into the courts, praised Justice Douglas' dissent and said he believed it "will in time be the law."

Bernard Tassler, managing editor of the American Federationist, official AFL monthly magazine, issued a statement on behalf of the National Citizens' Committee Against Forced Listening. As national chairman of the committee, he said it "will continue to press for effective legislation to put a stop to this unfair attack upon the captive audience riding in public transit vehicles. It should be noted once again that the device of forced listening—inflicted upon captive audiences—is used by Stalin and was formerly used by the late Benito Mussolini."

Widespread newspaper comment

Highlights of Supreme Court's Transit Decision

- . . . neither the operation of the service nor the action of the Commission (Public Utilities Commission) permitting its operation is precluded by the Constitution."

- "This (profit) aspect . . . bears some relation to the long-established practice of renting space for visual advertising on the inside and outside of streetcars and buses."

- There is no substantial claim that the programs have been used for objectionable propaganda."

- "However complete his right of privacy may be at home, it is substantially limited by the rights of others . . . in a public conveyance."

- "The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

- "This court expresses no opinion as to the desirability of radio programs in public vehicles."

- "It is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

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contended, though, that news, speeches, views or propaganda would violate the First Amendment.

Justice Douglas dissented, taking the view that the street car audience is captive. He pointed to the ability of a home tuner to turn off a program. A person in a public place may get up and leave, he added, but the man on the street car “has no choice but to sit and listen, or perhaps to sit and to try not to listen.”

He contended, though, that news, speeches, views or propaganda would violate the First Amendment. He pointed to the ability of a home tuner to turn off a program. A person in a public place may get up and leave, he added, but the man on the street car “has no choice but to sit and listen, or perhaps to sit and to try not to listen.”

Justice Frankfurter stayed out of the decision, saying in a separate opinion, “My feelings are so strongly engaged as a victim of the practice in controversy that I had better not participate in judicial judgment upon it.”

Miracle Decision
In a decision based on banning of a motion picture, “The Miracle,” the Supreme Court unanimously ruled that motion pictures are entitled to Constitutional guarantees of free speech and free press. This decision reversed the New York State Court of Appeals which had banned the movie on the ground it was “sacreligious.”

Justice Clark wrote, “Since the term ‘sacreligious’ is the sole standard under attack here it is not necessary for us to resolve the question whether a state may censor motion pictures under a clearly drawn statute designed and applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First Amendment and Fourteenth Amendment no state may ban a film on the basis of a censor’s conclusion that it is ‘sacreligious’.”

He added that guarantees for freedom of speech and free press do not mean that the Constitution “requires absolute freedom to exhibit every motion picture of every kind at all times and places.”

Hill Coverage Report
(Continued from page 80)

ON

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P

SIX officers of the Florida Assn. of Broadcasters pictured at May 22 meeting at Miami Beach (see story page 83) are (seated, 1 to r): John B. Browning, WSBF Sarasota, FAB secretary-treasurer; George Thorpe, WCCG Coral Gables, president; Jerry Stone, WNDB Daytona Beach, second vice chairman; standing (1 to r): Tom Glitch, WTMC Ocala, FAB board member; S. O. Ward, WLAK Lakeland, outgoing president, and Eugene Hill, WORZ Orlando, FAB board member.

KOB SALE

CONSENT was granted by FCC last Friday to the sale of KOB-AM-TV Albuquerque by T. M. Peppard for $600,000 to Time Inc. and ex-FCC Chairman Wayne Coy.

The Commission denied a petition for protest to the sale until FCC clears up the status of KOB on 770 kc, channel on which the network’s WJZ New York operates as a Class I-A outlet (BPT, May 26, 19; April 28). Comrs. Robert F. Jones and George E. Sterling did not participate in the ruling.

Under the transfer approved by the Commission, the stations will be sold to Time Inc. KOB’s 11,000-watt New Mexico station, KOB-AM,-TV, will then be partially liquidated to place all fixed assets (including land but not the TV building) in the name of Michigan Square Bldg. Corp., a Time Inc. subsidiary, which will then lease the fixed assets and land to the licensee for eight years at appraised value of $450,000.

Time Inc. will sell a half interest in the licensees to Mr. Coy for $75,000. The ex-FCC chairman has been retained as manager of KOB-AM-TV for eight years at $26,000 annually. In addition, Mr. Coy re-

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DOHERTY TO DETAIL PLAN FOR STRIKE PREVENTION

RICHARD P. DOHERTY, NARTB employee-employer relations director and industry member of Wage Stabilization Board, asked by House Committee on Education & Labor to submit detailed plan for settlement of major national labor disputes.

Request made after Mr. Doherty had outlined strike-prevention formula removing settlements from political hands. In nutshel, Doherty formula provides for director of Federal Mediation Service to certify imminent strike to Attorney General, who in turn would ask U.S. District Court to act.

District judge would invoke Taft-Hartley Act procedure, ordering 60-day injunction for factual study. Workers would have chance to vote on best management offer. If no agreement, court would either order arbitration by panel whose decision would be binding or order government seizure while negotiations continue.

Companies would be precluded during seizure period from earning profits higher than current rate and no new increases could be permitted nor would unions collect dues or levies from members employed in seized companies.

FCC CHIDES CBS

CBS was taken to task by FCC Thursday for failing to accord William R. Schneider, GOP Presidential candidate, equal opportunities when other Presidential candidates, noting mandate of Section 315 of Communications Act, Mr. Schneider, granted time on network’s KMOX St. Louis, entered preferred primaries in New Hampshire and Oregon. In letter to network, FCC said in view of nature of Presidential and nationwide scope of broadcasts, fact that CBS owns no stations in two states where Mr. Schneider has entered primaries “is not relevant.”

MOVE REMOTE PICKUP BAND

REMOTE PICKUP operations will be removed from 2000-3500 kc band effective May 1, 1953, to comply with 1947 Atlantic City Treaty, according to proposed rule making notice issued by Commission. FCC would permit use of channels in 25.85-26.11 mc band as alternative in addition to other bands now used. Major networks, many stations affected by order, but treaty provision has been long known, FCC said. Comments due July 16.

FCC GETS CORNELL REPORT

TELEPHONE report of Cornell U. incident, in which campus station (WVBR) carried pranksters’ fake newscasts about bombing of London and Marneille, given to FCC Thursday by Ithaca, N. Y., city police. Ten masked youths “seized” WVBR for eight minutes. University officials branded incident as “practical joke.”

WLAN ATTACKS REPORT

FURTHER attack on FCC’s Sixth Report lifting TV freeze made Thursday as WLAN Lancaster, Pa., petitioned Commission to set aside show cause order transferring WQAL-TV there from Chattanooga. WLAN station re-filed application for Channel 8. WLAN contended show cause action illegally denies it hearing on application required by Communications Act.

ABC GETS BOUT

HEAVYWEIGHT championship bout between Joe Walcott and Ezard Charles, scheduled for Thursday in Philadelphia, will be broadcast by ABC Radio network as part of Casalsade of Sports, sponsored by Gillette Safety Razor Co., Friday announcement indicated. Bout is in addition to regular ABC Radio Friday night fights, and is scheduled for 10 p.m. EDT to last completion with Don Dunphy and Bill Corum as sportscasters. Teles-

Business Briefly (Continued from page 5)

13 weeks. Sunday show is aired 4 to 4:30 p.m. CTS. Agency, Roche, Williams & Cleary, Chicago.

RANGER RENEWED • General Mills ren-

owned Lone Ranger over full ABC Radio Net-

work (Mon., Wed., Fri., 7:30-8 p.m. EDT) for 52 weeks effective last Friday. Program now in its 10th year. Agency, Dancer-Fitzgerald-Sample.

LEVER ADDS MARKETS • Lever Brothers (Lipton’s tea) adding six more radio markets to its list for spot announcement campaign starting June 16 for six weeks. Agency, Young & Rubicam, N. Y.


RADIO-TV SET OUTPUT SHOWS DECLINE FOR APRIL

PRODUCTION of radio and TV sets in April fell below March and same month year ago, according to Radio-Television Mfrs. Asstn. estimate for entire industry. April output consisted of 847,946 radios and 322,878 TV sets compared to 1,337,042 radios and 500,000 TV sets in April 1951.

Of April radios 96% of home models were table sets. TV table models over 17 inches in size represented 19% of total compared to 8% in last quarter of 1951 and only 1% in last quarter of 1950. April output included 286,164 home sets, 110,529 portables, 275,250 auto and 176,003 clock sets. Production of clock radios has more than doubled since January.

Output for first four months of year follows:

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<tr>
<th></th>
<th>Television</th>
<th>Home Set</th>
<th>Total Radio</th>
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<tbody>
<tr>
<td>January</td>
<td>546,273</td>
<td>303,715</td>
<td>849,988</td>
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<tr>
<td>February</td>
<td>506,937</td>
<td>275,065</td>
<td>782,002</td>
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<tr>
<td>March (5 weeks)</td>
<td>316,561</td>
<td>195,016</td>
<td>511,577</td>
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<tr>
<td>April</td>
<td>287,078</td>
<td>175,033</td>
<td>462,111</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,647,709</td>
<td>1,045,281</td>
<td>2,693,000</td>
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THEATRE TV HEARING

OF TEN-DAY theatre television hearing was scheduled Thursday in FCC for Jan. 12, 1953, before Commission en banc. Proceeding will consider allocation of frequencies and promulgation of rules for theatre television service. FCC indicated those who have not previously filed appearances may do so by May 14 with list of witnesses and testimony subjects due Dec. 1.

PEOPLE . . .

AUSTIN JOHNSON, head of Benton & Bowles’ store research department and member of its merchandising committee, appointed co-ordinator of merchandising for agency, reporting to Harry V. McMillan, vice president in charge of marketing.

LESLIE A. HARRIS, radio program presentation writer, promoted to radio account executive for ABC Radio Network by Charles T. Ayres, network vice president.

GEORGE OLESON, formerly of WEAM Atlantic, Va., and Ohio-West Virginia stations, joins sales staff of WOL Washington under Sid Slappey, WOL sales manager.

LARRY SURLES, former WOR-TV New York salesman, joins sales staff of NBC-TV’s eastern division spot sales office today (Monday). He previously was manager of ABC co-op department and also has served with WATV (TV) Newark.

ROBERT J. WADE, NBC-TV executive co-ordinator of production development, named coordinator of extension division of Emerson College, Boston, for 1952-53 college year. He will visit college twice each semester for lectures and consultations.

TWO NEW APPLICANTS FOR TV STATIONS

TWO new television station applications were filed at FCC Thursday along with new amended bids and several requests for changes in channel and power boost (see early story, page 62) filing for first time WYST Salisbury, Md., for UHF Channel 16, ERP 112 kw visual, antenna height above average 414’, cost $256,400; WATV Danville, III., for UHF Channel 24, ERP 19 kw visual, antenna height above average 526’, cost $250,000. WATV is owned by Gunnel newspapers and is second TV application in Danville market.


Piling for change in channel assignments, under Sixth Report (Br. 7, April 14), were: WHTO- TV Dayton, Ohio, from Channel 13 to Channel 7; WATR-TV Norfolk, from Channel 4 to Channel 3; WMJY-TV Milwaukee, from Channel 3 to Channel 4.

FEDERAL agencies asked by Senate subcom- mittee probing government censorship to furnish regulations issued under President Truman’s information security order. Chair man Blair Moody (D-Mich.) made public letter to all agencies asking details of each public information office as well as policies governing classification of information. Subcommittee to start open hearings next month.

INFORMATION DATA SOUR

FEDERAL agencies asked by Senate subcom- mittee probing government censorship to furnish regulations issued under President Truman’s information security order. Chair man Blair Moody (D-Mich.) made public letter to all agencies asking details of each public information office as well as policies governing classification of information. Subcommittee to start open hearings next month.

SEEK NEW STATION

PRINCIPALS in WFTM Maysville, Ky., filed bid Thursday with FCC seeking new station at Richmond, Ky., on 1940 kc, 250 w fulltime assigned,功率在未被Votre 回答的BWX Lexington, when it is given Commission approval to buy WLEX Lexington for $70,000 [B*7, May 5] Application tendered by J. W. Betts, WFT3 manager, and J. M. Finley Jr., WFTM owners.

SIGMA DELTA CHI HITS BAN

SUBCOMMITTEE of Sigma Delta Chi’s Free dom of Information Committee and NBC Chi chapter would file for the first time recent week blasts of Chicago City Council for banning live band and recorded radio and television coverage of Emergency Crime Committee hearings which began May 26.
‘KDKA far outpulled the other stations on our schedule on a cost per inquiry basis’

James L. Tabor
Simonds, Payson Company, Inc.
Portland, Maine

From Maine to California—literally!—advertisers have found that they can count on KDKA to produce profitable orders at minimum cost.

A recent letter from Maine agencyman James L. Tabor illustrates the point. “I want you to know,” he writes, “how completely satisfied we are with your station. From our initial inquiry on availabilities and coverage through to the completion of the campaign and our request for a test cut, we have had the best possible co-operation. Best of all, KDKA far outpulled the other nine stations on our schedule on a cost per inquiry basis.”

No other medium even begins to match KDKA for coverage of more than 100 busy counties in Pennsylvania, Ohio and West Virginia. Whether your schedule calls for ten stations or a hundred stations, KDKA should lead the list! For details, check KDKA or Free & Peters.

KDKA
PITTSBURGH
50,000 WATTS NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ·WBZA·WOWO·KEX·KYW·KDKA·WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales
Here's how to **DOUBLE** your impact in the **Detroit Market**

**MARKET MAGIC** is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

**MARKET MAGIC** advertisers who distribute their products through A&P stores—where Detroiters spend $100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

**MARKET MAGIC** produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.