Steel is vital... and vast quantities of scrap are required to produce the steel needed to keep America strong.

Having co-operated in many successful scrap drives during previous emergencies...

WLS was invited to spearhead the recent Decatur and Macon County campaign, which was climaxed by the WLS National Barn Dance.

According to William Kelly, Director of the Chicago Office of the U.S. Department of Commerce, this drive "brought in more scrap than any similar campaign in history"... enough to make 16,504,000 pounds of steel.

Further proof of the pulling power of WLS programs... whether promoting a regional scrap drive... or putting your products in a million more homes.
Go where there's GROWTH...

GO WHAS!

TOBACCO IS BIG BUSINESS

in Kentucky...

$223,000,000

($43 million over 1950)

...but

LIVESTOCK RECEIPTS

are bigger...

UP 20% over 1950 to $336,000,000!

GO WHAS!

Benson and Benson shows the Red River Ramblers* have 50% more listeners than the programs on all other Kentuckiana stations at the same time.

And when this talent group puts on the Old Kentucky Barn Dance, they also have a 407.5% bigger audience than that of the next highest rated program.

*7:15-7:30 AM, Monday through Friday, available for participations.

WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

Represented Nationally by Henry I. Christal Co., New York, Chicago
In Cleveland... Aeroways Flying School bought spots on a WHK participation show... to encourage new enrollments. TWO spot announcements brought in FIFTEEN leads that resulted in THIRTEEN flying contracts.
Aeroways Flying School did $6,000.00 worth of NEW business for $64.20!
Jump to WHK for high-flying results!

WHK
Cleveland

Represented by
Headley-Reed Company
Recently completed, rates WDEL first in every one of the 48 rated quarter-hours.

First in per family effective buying income—Wilmington, central city in its metropolitan county area—population group 100,000 to 500,000. Quality of Market Index is a sensational 154—54% above the U.S. average.

(Sales Management—1952 Survey of Buying Power)

WDEL because of its amazing listener loyalty and the assured sales-response in its broad, rich market area deserves first place in your advertising plans.
ABC ASKS SEVERANCE, EARLY MERGER RULING

ABC and United Paramount Theatres late Friday filed long-awaited petition with FCC for severance from hearing and early disposition of proposed merger of network and UPT as well as grant of contingent sale of WBKB (TV) Chicago by Paramount's Balaban & Katz to CBS for $8 million. In separate action earlier, Zenith Radio Corp., asked FCC to withhold action on WBKB sale, contending all applicants here should get equal chance to compete for Channel 2 (see story page 59). FCC proposes to switch WBKB from Channel 4 to Channel 2 under terms of Sixth Report lifting TV freeze.

ABC-UPC petition argues for early Commission ruling in order to bring stability to network field. ABC contends 75% of record in general Paramount and ABC-UPC merger hearing pertains to other issues while portion relating to merger has been fully entered (see story page 70). Petition notes hearing may continue indefinitely, thus delay needed action on merger.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs., concluded testimony Thursday. This was last of evidence in hearing relative to proposed merger, ABC-UPC spokesmen observed Friday.

FIGHT COVERAGE HIGHEST

NBC-TV spokesmen Friday claimed network's coverage of Walcott-Charles bout preceding midnight minimum rating was recorded for one-time attraction: 58.8, representing 37 million viewers.

BUSINESS BRIEFLY

PIEL SWITCH - In surprise move last Friday, Piel Brothers, N. Y. (beer), $1.6 million advertising account, named Young & Rubicam, N. Y., to handle its advertising, effective Sept. 2. Decision impelled Kenyon & Eckhardt executives to note that "during K & E's tenure, Piel's sales have grown faster than any other brewery in the country."

LEVER BUYS SPOT - Lever Bros., N. Y. (Breeze), renewing campaign in five markets effective June 26 and also adding spot radio drive starting July 10 in 28 markets in Atlanta, Boston, Denver, Houston and New Orleans areas. Agency, BBDO N. Y.

SEEK AVAILABILITIES - Kenyon & Eckhardt, N. Y., looking for TV availability for probable campaign for Amazo instant dessert.

CRISCO EXPANDS - Procter & Gamble, Cincinnati (Crisco), through Compton Adv., N. Y., considering radio spot campaign to start July 1 for 52 weeks in few selected markets, in addition to its present schedule.

VITAMINS USE RADIO - VCA Labs, Newark, N. J., (vitamin products), through Duane Jones Co., N. Y., to enter daytime radio with 52-week sponsorship of Gabriel Heather on Mutual network (8:55-9 a.m., EDT, Monday through Friday), effective June 30.

AGENCY FOR ZIPPY - Zippy Labs, Chicago.

(Continued on page 94)

Code Board Scans Score of Complaints

SCORE of complaints about TV programming, accumulated in last two months, acted on by NARTB Television Code Review Board, which concluded two-day Washington meeting late Friday. Findings and complaints kept secret, in accordance with terms of code. Board announced its chairman, John E. Petzer, president-owner of Petzer radio and TV stations in Kalamazoo and Grand Rapids, Mich., would appear June 25 before House subcommittee investigating radio and TV programming (see story page 27). Board members met Friday morning with Rep. E. C. Gathings (D-Ark.), who introduced resolution that led to inquiry, and members of subcommittee.

At close of meeting, Mr. Petzer said board noted with satisfaction progress made by networks and stations in conforming to code but saw need for further improvement. He felt his appearance before House subcommittee would serve to discount fears that self-regulation will not work.

Self-regulation "is more desirable than these repeated investigations and threats of lawmaking," he said, adding that all complaints are being seriously studied.

Complaints reviewed by board dealt mainly with crime and mystery programming, over-commercialization, religious broadcasting and film productions. Parties involved will be notified of decisions reached. Board heard presentation by Dr. Theodore Elsner, president of National Religious Broadcasters Inc., who asked modification of code clause advising against sale of time for religious programs. He termed section unfair and discriminatory. His appeal was taken under advisement.

Board examined several films and scripts involved in specific complaints. Attending two-day meeting were all five members, including Chairman Petzer; Mrs. Scott Bullitt, KING-TV Seattle; Leonard Rinsch, WSB-TV Atlanta; Walter Damm, WTMJ-TV Milwaukee, and Ewell K. Jett, WMAR-TV Baltimore.

Mr. Petzer's statement follows:

The Board of Review, meeting only a short time after the Code went into effect, notes with satisfaction the progress that has been made by networks and stations in aligning their operations with the program and commercial recommendations of the Code. At the same time, the Board recognizes the need for further improvement, knowing this to be a continuing problem.

When I appear before the Congressional committee, I believe there will be no difficulty in discounting the fears of some that self-regulation will not work in television programming. It is working right now—and certainly it is more desirable than these repeated investigations and threats of lawmaking.

As a lawyer, I am listening avidly and considerately to the opinions of the public, who comprise our audience and who, in the final analysis, we must satisfy if we are to stay in business. We take these opinions very seriously indeed—and intend to convey them, when circumstances justify such action, to those of our colleagues who can make proper adjustments in their operations.

for more AT DEADLINE turn page

June 9, 1952 • Page 5

You Wont find it in FCC actions but NBC's TV key, WNET New York and CBS' TV key, WCBS-TV, as well as WPIX New York and several miscellaneous oscillographs of ABC, are in an ominous position of operating without regular licenses. It's because of turmoil over complaint of Civil Liberties Union against alleged "broadcasting blast" at story page last week by tion.

Rather than Philadelphia. Reportedly Nine advisory Board to meet timers" -2 automatic at regularly until Sept. 1; (3) not to renew and let automatic extension prevail; (4) not to grant regular renewal, thus permitting vote on (3) to stand. (See Editorial, page 50.)

INDEPENDENT offer for KOA Denver has been made to National Mirror and Report Hollister, owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan. Mr. Scarle denied offer had connection with proposal made by Bob Hope and associates for station [Closed Circuit, May 19].

INDICATIVE of constructive approach to July 1-2 session of affiliates with CBS on network crisis is preliminary informal meeting of "old timers" called by L. R. (Ike) Lounsbury, WGR Buffalo, chairman of network's Affiliates Advisory Board to meet June 30 in New York. Nine-man radio board will meet with nine-man sponsoring group which petitioned CBS for two-day conference to reach amicable understanding on network-affiliates problem. [B&T; June 2; story this issue, page 59].

PAUL SEGAL, Washington counsel for WWSW Pittsburgh, expected this week to take to court first appeal of FCC's Sixth Report lifting TV freeze. He is to file complaint in U. S. Court of Appeals, Third Circuit, Philadelphia. Reportedly confined to specific situation rather than general, Sixth Report appeal will concern FCC refusal to allocate Channel 3 to Braddock, Pa. (metropolitan Pittsburgh) because post office is 168.31 miles from transmitter of WLWC (TV) Columbus, Ohio, and rules call for 170-mile minimum separation. Petition to FCC on same point was filed last week by WLOA Braddock (see story, page 59).

PRACTITIONERS and broadcast licensees are beginning to wonder whether FCC lawyers are using hinder and delay tactics on request for declaratory ruling as to whether merging of AM applicants in same market for limited TV facilities would constitute violation of duopoly regulation. Petition was filed months ago [B&T, May 5]. It's known there are dozens of radio broadcasters awaiting ruling preparatory to perfecting TV applications in advance of July 1 deadline. Commission word last week: Nothing in sight.

BLAST AT contraverted FCC rebroadcast rule requiring stations which deny rebroadcast rights to explain reason to FCC, hit in hand, expected Tuesday at meeting of Committee on (Continued on page 94)
In this Issue—

Under-the-counter deals may be cutting the ground out from under the radio market, but here's an even worse menace to the stability of both radio and television. CBS thoroughly re-searched special article, BROADCASTING & TELECASTING gives a full report of the "free plug" racket that is delivering millions of dollars worth of advertising to radio and television homes, at no return whatever to networks and stations. Page 83.

Professional drys and publicity-conscious Congressmen join up to howl about "immoral" radio and TV programs. One Congressman swears he saw a girl dance the "hoochie-cootchie," and what's worse she ended her performance with "a" After talking in such testimony for three mornings, the House committee adjourns the hearings to let pulses settle down. Page 87.

Spot radio costs the advertiser less today than it did 10 years ago, according to a new study by the National Assn. of Radio and Television Station Representatives. Page 22.

First quarter gross billings were $42.6 million for radio networks, $45.7 million for television networks. Page 25.

FCC issues proposed changes in its transmitter operator rules. If the new rules were adopted, it would mean cost cutting for many AM and FM stations. Page 25.

Rival candidates declare an open season on radio and television networks. Sens. Taft and Kefauver demand time equal to that given Gen. Eisenhower. It's the beginning of what promises to grow into the most headache broadcasters have recently suffered. Page 27.

A. C. Nielsen and Standard Audit & Measurement Services are in a tiff over whose techniques for measuring station coverage are the better. Page 26.

CBS Radio reports time sales, renewals and replays were up worth $1.14 million a year gross. Meanwhile, plans proceed for the July 1-2 meeting of CBS Radio affiliates, most of whom plan to attend. Page 52.

National Collegiate Athletic Assn. comes up with a new plan for controlled telecasting of football next fall. This plan isn't as restrictive as last year's because no areas will be blacked out. It still will hamstring football telecasting. Page 59.

Westinghouse proposes revision in FCC's procedures to bring TV faster to communities within it or with only one-station service now. Page 59.

Upcoming

June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn., Hotel Stephen De- curt, Ocean City, Md.
(Other Upcomings page 38)
Now, for the first time in Southern California, you can—

MAKE THE WHOLE SALE
AT A WHOLESALE RATE!

Do it with KBIG, now on the air reaching all of Southern California direct from Catalina!

KBIG is the convenient, efficient way to reach the whole Southland—one medium, one set of copy, one bill. Not just America's Third Market (Los Angeles), or America's 31st Market (San Diego), or America's 67th Market (San Bernardino-Riverside) — but all of them PLUS lots more in between. A total of nearly six million people, at a base hour KBIG rate of only $118.

KBIG Does It Alone? Yes, KBIG's 10,000-watt signal focuses all its strength on its market and wastes none out to sea. Booming across salt water (finest known conductor of radio waves), KBIG covers Southern California's mainland from Santa Barbara to Mexico. KBIG helps you to make the Whole Sale, to all the Southland, at Wholesale Prices — as little as $9 a spot!

Prove It To Yourself! Compare KBIG's base hour rate ($118) or base minute rate ($18) with any combination of newspapers, outdoor, television or radio you need to get this same coverage. You'll see why KBIG is the BIG Buy, the way to make the Whole Sale at the Wholesale Price.

Availabilities Will Never Be As Good As Now! Call Meeker or us — get the whole KBIG story — and place your schedule on...

KBIG

GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

John Poole Broadcasting Company

BUSINESS OFFICE: 6540 SUNSET BLVD., HOLLYWOOD 28, CALIF.
REPRESENTED BY ROBERT MEEKER ASSOCIATES, INC.
one low rate "corners" this
great
West
Virginia
Market

Here's the lush potential in "Personality's" half-millivolt area alone!

TOTAL POPULATION
992,994
TOTAL FAMILIES
250,337
RETAIL SALES
$543,571,000
FOOD SALES
$111,735,000
GENERAL MERCHANDISE SALES
$87,046,000
FURNITURE AND
HOUSEHOLD GOODS SALES
$29,969,000
EFFECTIVE BUYING INCOME
$965,894,000

Source - U.S. Census and B&M Survey, 1950

POWER
Two power-packed stations to provide a double “knockout” punch... with FM for good measure.

PROGRAMMING
The best in ABC and CBS network radio, plus a local flavoring of programming and news.

PROMOTION
Publishing monthly audience-building consumer magazines to help promote your program and product.

EXPERIENCE
Operated jointly and staffed by competent, capable personnel who live... and love... radio.

it costs less when you use "Personality"

...the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED & CO.
THE ONE ON THE RIGHT is Chuck Worcester, WMT's Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheep artists who crow over Chuck's good husbandry. Chuck owns and operates a farm as a WMT service project. It's the point of origin for many informative WMT broadcasts about conservation and crop production. Chicks and Iowa farmers like corn—the 1951 crop was worth $778,437,000.

YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck's projects is a test of 12 different fertilizer applications to check production.

CEDAR RAPIDS is our home address—worth remembering when you want to reach 338,480 families who listen each week to WMT's farm (and CBS) programming. Or see our reps, The Katz Agency.

ALL EQUIPMENT USED ON CHUCK'S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT's total weekly program schedule—3 1/2 hours of farm information, 1 1/2 hours of weather and market data, 8 hours of music and features.
Announcing

THE REBIRTH OF A MAJOR MASS TRANSIT RADIO . . . SOON TO TAKE THE NATION'S LEADING ADVERTISING

THE UNITED STATES SUPREME COURT upheld the constitutionality of Transit Radio in a seven-to-one decision May 26, 1952, and in true American process granted new life to a powerful mass medium of information, entertainment and advertising.

Transit Radio is not new. It has been operating in Cincinnati, Ohio; St. Louis, Missouri; Washington, D. C.; Bradbury Heights, Maryland; Covington, Kentucky; Worcester, Massachusetts; Kansas City, Missouri; Tacoma, Washington; Des Moines, Iowa; Trenton, New Jersey; and Suburban Pittsburgh, Pennsylvania. In each of these markets transit riders' opinion of Transit Radio was exhaustively researched and found overwhelmingly favorable. Transit Radio has been tried and proved by advertisers in every acceptable consumer classification. It is now reborn by decision of the Supreme Court of the United States. It is destined to advertising greatness.
ADVERTISING MEDIUM . . . . ITS RIGHTFUL POSITION AMONG MEDIA.

TRANSIT RADIO ALONE OFFERS THESE SALES ADVANTAGES:

A SELECTED AUDIENCE People lead well regulated lives. Their riding habits are orderly, also. It is possible to select the factory worker, office worker, professional people, the entertainment bound, simply by scheduling your message at the proper time to reach the type of audience you want. A few announcements a day can saturate the market in a short time.

A COUNTED AUDIENCE Transit companies schedule vehicles to efficiently carry maximum loads at the shortest time intervals. An actual count of the number of riders on vehicles is reported by half-hour periods by the transit companies.

A LOW COST AUDIENCE With precise information on the number of riders you can reach, a selective audience with little waste coverage, Transit Radio’s low rates mean low cost-per-thousand.

AN AUDIENCE IN TRANSIT On the way to earn . . . on the way to spend. Transit Radio is virtually a point-of-purchase advertising medium especially valuable to the retailer.

A FLEXIBLE AUDIENCE Alert to timely messages and in a position to respond almost immediately to sales messages.

AN AUDIENCE FOR SERVICE Transit audiences think of announcements as a service. Just as riders like to know the correct time, temperature, news and enjoy the pleasant programming, they, too, want to know what is for-sale? where? and how much?

A PLUS HOME AUDIENCE Transit Radio programming is good listening enjoyed by the great and growing FM audience in homes. There is good evidence of a huge FM home audience in Transit Radio markets . . . a PLUS for Transit Radio advertisers.

TRANSIT RADIO
now available in these markets
(and coming soon in many others)

Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Kansas City, Mo. KCMO-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Trenton, N. J. WTOA
Washington, D. C. WWDC-FM
Worcester, Mass. WGTR-FM

See complete listings in Transit Radio Section of Radio Rates & Data. Contact stations, or Transit Radio, Inc., for details.
**PROFOMOTION IS**

**BIG BUSINESS AT WGY**

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station's many promotional activities—

**AUDIENCE PROMOTION:**

- WGY publishes Mike and Camera monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY's sister station—WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorfully scotchlitled billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

**MERCHANDISING:**

- Dealer letters and postcards are mailed on request to 1436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.

---

**new business**

**Spot • • •**


**WHITE LABORATORIES, Kenilworth, N. J. (Feen-a-Mint), to start six week campaign on WABD (TV) New York and WTTG (TV) Washington effective immediately. Agency: Doherty Clifford & Shenfield, N. Y.**

**GILLETTE Co. (Gillette and Toni products), Boston, to sponsor major leagues' all-star baseball game Tues., July 8, on more than 650 stations of Mutual radio network. Agency: Maxon Inc., Detroit.**

**GENERAL MILLS Inc., Minneapolis (formula feeds), started The Johnnie Lee Wills Show on 16 NBC western radio stations, Mon. through Fri., 7:05-7:10 a.m. PDT, for 52 weeks from June 2. Agency: Zimmerman-Keller & Calvert Inc., Detroit.**

**RELIABLE MORTGAGE Co., L. A., started 282 time signal announcements per week on KLAC and KGFJ Hollywood and KPVD Los Angeles, for 52 weeks from May 12 involving total approximate expenditure of $65,000 per year. Agency: Walter McCreery Inc., Beverly Hills.**

**INSTITUTE OF RELIGIOUS SCIENCE, L. A., started This Thing Called Life on 46 Don Lee western radio stations, Sun., 8-8:15 a.m. PDT, for 52 weeks from June 1. Agency: Raymond R. Morgan Co., Hollywood.**

**Network • • •**

**PET MILK Co., St. Louis (evaporated milk), starts Truth or Consequences on NBC radio, half-hour weekly, with June 17 as tentative starting date, as Fisher McGee and Molly summer replacement. Agency: Gardner Adv., that city.**

**GRIFFIN MFG. Co. (shoe polish), sponsoring Nelson Churchill News, Mon. through Fri. 7:05-7:10 a.m. EDT on Yankee Network. Agency: Birmingham, Castleman & Pierce, N. Y.**

**AMERICAN CIGARETTE & CIGAR Co. (Pall Mall cigarettes), to sponsor Tuesday and Thursday segments of Douglas Edwards and the News on CBS-TV Mon. through Fri. 7:30-8:15 a.m. EDT, starting July 1 [8-8:15, May 19]. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.**

**BEACON Co., Boston (floor wax), sponsoring last five programs of The Goldberg before show goes off for summer on NBC-TV, Fri., 7:15-7:30 p.m. EDT. Agency: Allied Adv., Boston.**

**Agency Appointments • • •**

**SILEX Co., Hartford, Conn. (coffee makers), appoints Grant Adv., N. Y.**

**JUNE DAIRY PRODUCTS Co., N. Y., appoints Weiss & Geller, N. Y.**

**REDDI DISTRIBUTORS Inc. licensee for ready-to-drink Welch grapeade and Sunkist lemonade and orangeade, appoints Duane Jones & Co., N. Y., for metropolitan New York area. Radio and TV spots will be used.**

**GRAY MFG. Co. and GREY RESEARCH AND DEVELOPMENT Co., both Hartford, Conn., appoint French & Preston Inc., N. Y.**

**HARTMAN CHEMICAL Corp., L. A., for Hartman's foot lotion with chlorophyll, appoints Jimmy Fritz & Assoc., Hollywood, with initial budget of $25,000 for Southern California. Radio-TV is being used.**

**Adpeople • • •**

**ROBERT BRENNER, director of advertising and merchandising, B. T. Babbit Inc., appointed sales and advertising manager for grocery specialty sales in Iglesiah Div., General Foods Corp., N. Y., succeeding MAX BAXTER who has resigned.**

**LYNN E. ROCHESTER, vice president in charge of advertising, Kellogg Co. of Canada, named director of company.**

**M. J. ROCHE, general advertising manager, Lever Div., Lever Bros., N. Y., named manager of newly organized advertising service division.**

**ROBERT S. PRICE, sales manager, B. F. Goodrich Co.'s plastics division, Chicago, named general manager of marketing and sales, replacing CLYDE O. DeLONG, now general manager of company's industrial and general products division.**

---

**Represented by NBC Spot Sales**

**-810 on your dial 50,000 Powerful watts affiliated with WGY**

A GENERAL ELECTRIC STATION
Mr. Broadcaster:

Decision! Transition! Impact! Penetration!

Those are the word-tools of the advertising crafts.

And of transition.

They are apt in time-buying. Every day is a day of decision.

Scan the headlines. It's the spot business that keeps the national broadcast revenue in proper perspective.

That's where the 1952 BROADCASTING Marketbook comes in. It is the fact book tailored expressly for the buyer of time.

The Marketbook is now in production. Its purpose is to make SPOT time-buying easy. In no other issue is there published:

- Radio homes by counties
- Latest auto registrations
- Out of home listening
- Retail Sales
- Population
- Farm Income

...and the Exclusive Copyrighted

The BROADCASTING Marketbook is the time-buyer's time-tested work-tool. The station-advertiser gets year-round impact from a single insertion because the 1952 Marketbook will be within elbow-reach of every national and regional agency; every advertiser outside the local sphere. Circulation: 17,600.

Deadline: July 20

Publication date: August 18
(timed for the peak time-buying season)

Sincerely,

Sol Taishoff
Here is John Blair’s newest

The view at the right, taken from the top of Red Mountain, is Birmingham—America’s 27th market*. Yes, Birmingham in rich, responsive Jefferson County (population 572,100; retail sales $508,896,000 for 1951) is not only one of our great markets, but also one of the fastest-growing.

Station WSGN dominates Birmingham just the way its tower dominates this photo. (Affiliated with the Birmingham News, WSGN operates on 5,000 watts day, 1,000 watts night, on 610 K.C.) The responsiveness of its audience has left no doubt in the minds of both national and local advertisers that the profitable way to sell Birmingham is via WSGN.

*John Blair now represents top stations in 21 of America’s 30 largest markets.
Youngsters have been playing marbles for over one hundred years without printed rules.

The regulations are prescribed by tradition...the rewards determined by skill.

So it is with radio.

Since it's inception as an advertising media, self-imposed standards have guided program content. Skill has been rewarded by large audiences and concomitant success.

Tradition and skill are major ingredients of the powerful advertising force you command when you place your message on the only 50kw CBS outlet in Oklahoma...KOMA.

PHILOSOPHER, ex-radio man for the Navy, creator and executor of advertising ideas, strong believer in the future of radio and television, voice of romance to women listeners, and proprietor of his own agency, American Advertising, Seattle—that's Anthony F. Lease, who this week (June 5) celebrates his 32nd birthday.

Tony Lease is a man of ideas, and he believes in carrying them through. Early in 1945, he had the idea that there was room in the Pacific Northwest for an agency that would originate, create and follow through on good advertising ideas for its clients—and not even a broken neck stopped him. Just about the time he got American Advertising rolling, Mr. Lease was the victim of an apartment house explosion that left him in a cast from chin to waist for months. Nevertheless, he kept calling on his accounts, writing, producing and even voicing programs.

Today, with a growing list of accounts and plans for expansion of his agency to other northwest markets as soon as additional TV channels are granted, Mr. Lease reports that 80% of his clients' budgets go to radio and television.

Born in Pittsburgh, Mr. Lease attended Duquesne U. While studying, he worked in the merchandising department of Kaufman's department store. Starting in June, 1942, he was in the Navy for four years, serving on a British carrier, the U.S.S. Franklin, the Wasp and four other aircraft carriers.

Shore duty at Seattle in 1945 convinced him that the Pacific Northwest was the place to live and, upon his discharge, he resumed his studies at Seattle U. While on a part-time job with a Seattle jeweler, he developed an advertising campaign, concentrating in radio, which brought an increase of 119% in business in two years.

When he opened American Advertising's doors in 1950, it was with a whole flock of personal theories: That advertising was the only field that could guarantee freedom from the rut of boredom; that advertising can make dramatically real all of the things people enjoy; that successful commercial copy requires the flair of showmanship; that, above all, the agency's role is more than just to buy time or space, but to create and carry (Continued on page 44)
ERIK ISGRIG, Young & Rubicam, Chicago, to Earle Ludgin, same city, as account executive.

J. J. CLARKE, former national sales manager, General Electric Co.'s home laundry department, MONICA GERAN, promotion editor, Glamour magazine and ROBERT PAVOFF, to N. W. Ayer & Son, Phila.

AARON ADLER, Olian Adv., Chicago, to Irving J. Rosenbloom, same city, as account executive.

MATTY BRESCIA, former publicity director, Liberty Broadcasting System, to Action Adv., Memphis, Tenn., as director of press and public relations.

J. WILLIAM BORCHERT, Federal Adv., N. Y., to BBDO, that city, in media department.

THOMAS H. SHEEHAN, advertising manager, Rainier Breweries, Seattle, to Washington Transit Adv., Washington, D. C.

WAYNE CLARK, assistant to editor, Good Housekeeping magazine, to Argus Adv., L. A., as copy chief.

MAY & McBRIDE ADV., Billings, Mont., changes name to MAY ADV. AGENCY.


LOU J. BOYCE, associate manager of media, Fuller & Smith & Ross, Cleveland, placed in charge of purchasing radio and TV time for firm's Cleveland office.

ERNEST FELIX, assistant treasurer, ABC Hollywood, and acting general manager of Western Division, to John I. Edwards & Assoc., Hollywood, as general manager.

JACK WIEDMER, Ruthrauff & Ryan, St. Louis, to Olian Adv., that city, as account executive.

ROBERT THOMPKIN, assistant art director, Young & Rubicam, N. Y., transfers to Hollywood office in same capacity.

DONALD F. SIMCOX, Paint Industry magazine, to J. Robert Mendte, Phila., as head of art department.

WALTER JOHNSON, Knox Reeves Adv., S. F., to Richard Jorgensen Adv., San Jose, as account executive.

GILBERT H. WILLIAMS appointed copy director at James Thomas Chirurg Co., Boston, succeeding FLAVEL D. RAY who resigns to open copy consultant business.

ROSS MCKEE, Cecil & Presbrey, N. Y., to Sullivan, Stauffer, Colwell & Bayles, same city, in executive capacity.

DONALD BALSAMO, sales staff, WIND Chicago, to Wright & Assoc., that city, as account executive.

J. M. MATHES Inc., N. Y., moves to 260 Madison Ave. Telephone is Lexington 2-7460.

ASSOCIATED Adv., L. A., moved to own building at 1017 N. La Cienega Blvd. CHARLES PURNELL is radio-TV director. Telephone is Crest-view 1-7227.

RUTHRAUFF & RYAN, St. Louis, moves to Suite 2104, Railway Exchange Bldg. Telephone is Main 6127.

BROADCASTING • Telecasting
"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 warmer" 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 18 • June 9, 1952

" ... feature of the week

K FOR Lincoln, Neb., launched a successful city-wide promotion campaign during "National Cotton Week" which made retailers and consumers alike "cotton conscious."

The station first submitted the campaign to the Lincoln promotion council for approval. Offering full support, the council distributed a special retail bulletin to all Lincoln merchants, inviting them to join in the plan.

Promotion was geared for action well in advance of National Cotton Week (May 11-17). Ken Greenwood, KFOR program director, and Lydia Nekuda, KFOR promotion director, carefully planned three activities: the dropping of cotton fiber balls from an airplane, a "teen-age "Cotton Ball," and a cotton style show, featuring 40 live models.

Commenting on the success of the campaign, Miss Nekuda said, "Nearly every merchant in the city cooperated in the project; it represented an all-out effort on the part of a radio station to provide all the merchants of the city with a big project into which they could coordinate their advertising, and finally, it made the city and area very conscious of KFOR as an advertising medium."

strictly business

T OM DeBow's youthful appearance belies the fact that he is a pioneer in the field of radio advertising.

Mr. DeBow, advertising manager for Cities Service, has headed radio and press relations for that firm for the past 20 years. Network radio programs have been his chief concern.

Cities Service has sponsored radio broadcasts for a quarter-century. For all but the first five years, Mr. DeBow has guided and guided sponsor, agency and production staff into the kind of programming that can last 25 years on the air successfully.

"A good musical series is the one type of broadcast advertising you can stay with profitably for that length of time," Mr. DeBow says.

In this period, he has kept close watch on the radio show's contribution to Cities Service's growth and development as one of the Big Ten in the oil industry.

He has had many opportunities to check on the public relations job that radio has done and continues to do. It documents his belief that radio music shows have always been right for Cities Service.

While a concert-type program usually indicates an institutional approach for the sponsor without the constant pressure of having to produce sales, such is not the case with the air formula used by Cities Service.

Under Mr. DeBow's direction, Cities Service has incorporated a hard-hitting sales technique which has enabled the program always to carry its own weight in the company's ad budget and to serve as a spearhead for all the company's promotional campaigns.

Currently, Cities Service sponsors Band of America, heard Monday, 9:30-10 p.m. (EDT) on NBC.

Mr. DeBow was among the first client representatives to contact the individual network stations for

(RECORDS for the 'teen-age Cotton Ball are spun by Doyle Bladon, KFOR disc jockey.)

In June 22 WISN, Milwaukee's Pioneer Radio Station, Will Have Given 30 Years of Public Service to the Community.

We Are Proud That Milwaukee Always Looks to WISN — First in Public Service — For the Finest in Local and Network (CBS) Radio.

That's Why WISN Means Radio's Best to All Milwaukee.
Composer and recorder of “Guitar Boogie” which sold 2,500,000 records, WBT's Arthur Smith, with his Crackerjacks, won a snug niche in the Folk Music Archives of the Library of Congress. But Arthur's sponsors know him also as a canny, consistent, air salesman whose “Corner Store” program on WBT (4-4:30 PM, M-F) beats out a double sales rhythm. To step up the tempo of your Carolina sales, ask for Arthur.

WBT
CHARLOTTE, NORTH CAROLINA
Jefferson Standard Broadcasting Company
Represented Nationally by CBS Radio Spot Sales
COMPLETE SYSTEM

BATTLE AREA

CAMERA 1

View of high-fidelity tape recorder in transmitter coach.

CAMERA 2

CAMERA 3

Cameras monitoring position in transmitter coach.

TV amplifiers and power supplies in receiver coach.

TV film camera and projector in receiver coach.

POWER

TRANSmitter

RECEIVER

POWER

IO TV SETS
new "electronic eyes" for the Army

This fast-moving mobile television system recently delivered by RCA to the U.S. Army Signal Corps flashes eyewitness views of intricate field exercises to expert observers, maneuver umpires, or to Army classrooms.

Pioneering a new concept in military instructional techniques—a major advancement for on-the-spot coverage in military observation and communication—exploring the feasibility of TV for field instruction and tactical use are a few of the jobs assigned to this equipment.

This new mobile TV system is the most complete television station ever mounted on wheels. It consists of four 10-ton coach-trucks fitted with custom-built bodies, each 31 feet long.

The First Coach contains the cameras and transmitter units . . . three complete TV field camera chains . . . microwave transmitter for video signals . . . 45-watt FM transmitter for sound signals . . . four microphone inputs . . . tape and disc recording equipment . . . complete TV monitoring and switching control equipment.

Transmitter power supply equipment, consisting of two powerful 15-KVA gas-driven generating units is contained in the Second Coach.

The receiver-display unit forms the Third Coach. This unit houses the FM and microwave receiving equipment . . . ten 16-inch TV picture monitors . . . a 16mm TV projector and film camera . . . slide projector . . . and a large-screen TV projector.

Housed in the Fourth Coach is another 15-KVA generator power supply for the receiver-display unit. All coaches in the system are in communication with one another by means of an RCA 15-watt Carfone two-way radiotelephone.

This mobile television system, built for the U.S. Army Signal Corps, is another example of RCA applied engineering, manufacturing and service activities. RCA, through its extensive facilities, is constantly striving to provide our armed forces on land, sea and in the air with better military equipment.
"KWKH coverage is excellent"

Says JOHN B. WILLIAMS
IMPORTANT LOUISIANA FOOD BROKER

John B. Williams is owner of a very successful food brokerage house in the Louisiana-Arkansas-Texas area. Among the products his firm represents are Crustene, Snowdrift and Wesson Oil. Here's what Mr. Williams recently wrote us:

"We are very much pleased with the results of the programs that you carry for the people we represent. It is our opinion that the coverage we get with your station is excellent.

It is a pleasure to work with your people. We have found that your staff has been very anxious at all times to cooperate with us in order to get maximum results. With this team work, I am sure we will continue to get the returns expected.

(Signed) John B. Williams"
By RUFUS CRATER

MILLIONS of dollars worth of radio and television advertising is going into American homes each year at a cost, to the advertiser, as low as ten cents on the dollar.

This has nothing to do with under-the-counter rate deals. The networks and station don't get even the 10%. The "advertising" in question—and much of it is greatly in question among network and station operators, as well as the public—consists of "free plugs" for products of advertisers other than the sponsor.

Broadly defined, the radio-TV "plug" involves on-the-air mention or display of the name of a company, product, service or personnel in no way connected with the sponsor. It may be pre-arranged at the behest (and expense) of the beneficiary of the plug, or it may be unsolicited (although not often unrewarded).

The plug, which those who arrange it like to call by a more dignified name, such as "promotion and exploitation adjunct," or plain "publicity," and also sometimes known as "payola," takes many forms.

Most Unpalatable

The one which most often has been found unpalatable and has provoked the most protests involves belabored bandying of plug names in not-too-funny jokes, or for no reason that is apparent, and is the form which leading practitioners of the plug-placement art blame for a widespread notion that all plugs are evil. It is also the form which principally impelled NBC-TV affiliates, at a recent meeting of NBC's Stations Planning and Advisory Committee, to protest against certain plug practices which had crept into network shows, and to ask that something be done [B*T, May 5].

Publicists who place plugs in radio and TV—it is estimated that there are about a dozen firms in the U. S. engaged in this work on a regular basis, but the number is growing—generally make two main points about their work. First, they contend their work in radio and television is precisely parallel with publicity work in the newspaper and magazine fields; second, there are good plugs and bad plugs, the distinction being found in the answer to the question: "Is it in good taste and does it contribute something to the program?"

Among the firms which deal or have dealt regularly in radio-TV publicity, it was said, are those of Bander-Globus & Assoc., Universal Adv. Agency, Walter Kline Assoc., Dick Fisher & Assocs., Adolph Wenland & Assoc., all in Hollywood, and Steve Hannagan, David Alber, Sel Tapper and Boynes Zussman, in New York.

For Clients Since 1946

Adolph Wenland & Assoc. has been handling free radio plugs for clients' products since early 1946 and declares that with television, giveaways are on the increase, rather than on the decline.

Considered the country's No. 1 giveaway organization, the firm has some 60 national, regional and local clients. The majority of business is handled through mail and telephone. There is a certain amount of control on radio copy. But the purpose is to plug the product.

Dick Fisher & Assoc., Beverly Hills, established five years ago as a public relations and product promotion concern, and Walter Kline Assoc., Los Angeles, in a similar type operation for many years, have extensive lists of national and regional clients.

Although both declined to list clients or reveal their method of operation, it is understood the pay-off for free radio-television plugs are through gifts to writers or those responsible for cooperation.

Bander-Globus & Assoc., in business since last November, also is a big-time giveaway operator. Insert plugs are supplied the commercial announcer, but those familiar with the product usually ad lib, Leonard Globus explained. Firm has 26 national, regional and local production clients. Among them are Pro Tools; Catalina Swim Suits; Dr. West Tooth Brush; McKesson & Robbins; Helbros Watches; Tan Sun Soltion; Grantly Sun Glasses, and Mattel Music Maker Toys.

Universal Adv. Agency, operating for the past six years as a product giveaway company and representing 20 national manufacturers, doesn't "go in for pay-off plugs," according to William R. Reid, president. He said Universal works directly with a sponsor or its advertising agency, program packager or network.

The firm writes its own radio-TV copy which must be adhered to. Accounts include Westminster Electric Corp., Longines-Waltham Watch, Transworld Airlines, Portland Woolens Mills, Zippo Mfg. Co., Spiegel Mail Order House, Westgate Furniture, Inc. (canned tuna), Damaret-Allison Div. of Sunkist; Kyron Foundation; Stromberg-Carlson Co. and others.

The number of advertisers who are or have been engaged in publicizing their products via radio-TV plugs is sizable. Many of them also are regular sponsors. The roster also includes such names as Arthur Murray Dance School, Beacon Wears, Catalina Swim Suits, Kleenex, Knickerbocker Beer, Coca-Cola, Pepsi-Cola, Evershar, Life savers, Maybelline, Philip Morris, Parker Pens, Roma Wines, Robert Hall Clothes, S.O.S. Scouring Pads, St. Joseph's Aspirin, Studebaker, Van Camp's Pork and Beans, DocSkin Tiohnes, Benrus Watches, Max Factor Cosmetics, Wilson's Ham, Ry-Krisp and Schick Razors, among others.

The cost of a planted plug, it has been estimated, runs approximately 10% of what roughly equates.
CHRISTAL FIRM
Will Represent WJR, WGAN

APPOINTMENT of the Henry I. Christal Co. as national sales representative for WJR Detroit and WGAN Cleveland, effective July 1, was announced last week by John F. Patt, president, Goodwill Stations.

"The plan of Mr. Christal and his associates to devote themselves 100% to the selling of radio broadcasting, and to limit their representation to a very small number of major market stations, sharing the highest ideals and service standards, particularly appealed to us," Mr. Patt said.

For the past 19 years, the stations have been represented by Edward Petry & Co. KMPC Los Angeles will continue to be represented by H-R Representatives Inc., Mr. Patt added.

All three of the Goodwill Stations will continue to maintain their own eastern offices, which is under the direction of Gordon Gray, Goodwill vice president. This office is at 605 Fifth Ave., New York.

The Christal firm started operations last Jan. 1 under a policy of devoting its activity exclusively to radio. A former partner in Edward Petry & Co., Mr. Christal resigned from the firm last July (B&T, July 23, 1961) following a series of disagreements.

Following Christal stations are WDFN Kansas City and WHAS Louisville.

The Christal-Petry disagreements led to litigation, with the New York State Court of Appeals deciding that Mr. Petry, as majority stockholder of Edward Petry & Co., had the right to increase the number of directors despite a by-law limitation of four (B&T, May 2, 1950).

BAB SPOT CLINIC
Features Ryan and Sweeney

SOME 40 sales executives and salesmen from WQK, CBS, NBC and Mutual-WOR New York are expected to attend a special clinic Tuesday devoted solely to radio spot advertising. It will be conducted by BAB in New York.

William B. Ryan and Kevin B. Sweeney, BAB president and vice president, respectively, are scheduled to lead discussions on ways to increase spot billing and to build the effectiveness of spot radio advertising. Theodore C. Streibel, WOR president, will preside as chairman. Future BAB plans to promote radio also will be explained.

Bankart Elected

HENRY R. (REG) BANKART, account executive of Compton Adv., New York, has been elected a vice president of the agency. He has been with the agency since December 1945.

EXPANSION of broadcast service to transmit passengers on a national basis is contemplated by Transit Radio Inc., following a meeting of its board of directors last Tuesday, but the development will not be rushed.

Called into a Cincinnati session following the U. S. Supreme Court's decision upholding its service (B&T, June 2), the Transit Radio board decided to proceed carefully, with possibility that broad expansion of the medium would start in late autumn.

After the board session, President R. C. Crisler said many inquiries have been received from stations desiring to affiliate with Transit Radio. In addition, a number of transit operating groups have shown new interest in the service.

After conducting its sales efforts on a moderate basis while litigation pended, Transit Radio's national headquarters prepared last week to set up national advertising representation facilities for all stations.

Local sales efforts were speeded up as advertisers showed renewed interest.

Mass Production Basis

Transit Radio has arranged for mass production of specialized receiving equipment by several manufacturing companies. Worn-out equipment will be replaced in the existing transit service areas. Some used equipment is already available for new installations.

C. L. Thomas, KXOK-FM St. Louis, a TR board member, said the organization "definitely sees a good future." He said all board members are interested in going forward and utilizing the know-how acquired in several years of operation. We were convinced from the start that we had a sound public service and an effective new advertising medium," he said.

Ben Strouse, WWDC-FM Washington, TR vice president and board member, said the local service has no immediate plans to expand its Washington operation, now serving about 425 of 1,500 Capital Transit Vehicles. The transit firm has indicated the service may be extended to all of its vehicles.

Mr. Strouse said the Cincinnati board meeting was "realistic, with many plans studied."

Attending the meeting, besides Messrs. Crisler, Thomas and Strouse, were Elzey Roberts Jr., KXOK-FM St. Louis; Hubert Taft Jr., WKRC-FM Cincinnati, TR board chairman, and David Gamble, Cincinnati attorney.

A drive was started last week by National Citizens' Committee Against Forced Listening to collect signatures protesting transit programming. Bernard Tassler, managing editor of the American Federationist, official AFL monthly magazine, said:

"Although the Supreme Court did not find forced listening to be unconstitutional, it must be borne in mind that there are many evils which are vicious and wrong and cannot be justified, even though one cannot find a prohibition against them in the Constitution. In addition we are going ahead with the drafting of legislation which will put the quietus on this evil innovation."

Mosman Joins Cohen

JOHN E. MOSMAN has joined Harry B. Cohen Adv. Co., New York, in newly-created post of vice president in charge of radio and television. He was formerly with Biow Co., that city, in similar capacity. Jose di Donato, radio-TV director, and Larry Schwab Jr., TV producer-director, will continue in their present positions under Mr. Mosman's supervision in what is described as a "greatly expanded operation."
During the first quarter of 1952, a total of 170 television stations, purchased $42,600,798 worth of time on the national radio networks, for an average three-month expenditure of $245,486.13, per advertiser according to figures compiled by Publishers Information Bureau.

In the same period—January-March 1952—PIB found that the TV networks were used by 183 advertisers, with purchased a combined total of $46,721,135 worth of TV network time, averaging $249, 896.91 per advertiser. All time cost figures, both radio and TV, are calculated at prime rates, before volume or frequency discounts.

P&G Number One Client
Procter & Gamble Co. was the number one March client of both radio and TV networks, spending (at gross rates) $1,373,583 for radio network time and $1,215,466 for TV network time. During the quarter, the lists of ten users of each medium (Table I for Radio, Table II for TV) show six advertisers—P & G, Lever Bros. Co., Gen. Foods Corp., General Mills, Liggett & Myers Tobacco Co., and Colgate-Palmolive-Peet Co.—common to both of the lists. Leading advertiser in each of the above categories is shown for radio networks in Table II and for TV networks in Table V (see page 70).

Time purchases by the various classes of advertisers are shown in Table III (for radio network clients) and Table VI (for TV network clients), with March and January-March 1952 compared for each medium with the month and year-to-date figures for 1951.

More money for TV
These tables show that in March 1952 advertisers in 17 product classes spent more money for TV network time than for time on the radio networks, and in spite of the limited period over which the TV new-

(Continued on page 70)

**TABLE I**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$597,182</td>
<td>$1,104,062</td>
<td>$304,819</td>
</tr>
<tr>
<td>Automobile, Pharmaceutical &amp; Equip.</td>
<td>1,357,854</td>
<td>3,486,385</td>
<td>886,670</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>732,120</td>
<td>1,677,978</td>
<td>390,107</td>
</tr>
<tr>
<td>Building Materials, Carpets &amp; Fixtures</td>
<td>97,356</td>
<td>239,002</td>
<td>1,745</td>
</tr>
<tr>
<td>Confectionery</td>
<td>546,201</td>
<td>1,502,217</td>
<td>209,242</td>
</tr>
<tr>
<td>Consumer Products</td>
<td>24,900</td>
<td>64,740</td>
<td>58,855</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>466,442</td>
<td>7,375,068</td>
<td>159,015</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Health Care</td>
<td>3,011,884</td>
<td>8,416,996</td>
<td>2,003,865</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>870,220</td>
<td>1,159,578</td>
<td>215,120</td>
</tr>
<tr>
<td>Insurance</td>
<td>27,240</td>
<td>74,910</td>
<td>68,560</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$5,111,266</td>
<td>$11,340,798</td>
<td>$2,586,345</td>
</tr>
</tbody>
</table>

**TABLE IV**

<table>
<thead>
<tr>
<th>Top TV Network Advertisers</th>
<th>January-March 1952</th>
<th>March 1952</th>
<th>January-March 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>$597,182</td>
<td>$1,104,062</td>
<td>$304,819</td>
</tr>
<tr>
<td>Automobile</td>
<td>1,357,854</td>
<td>3,486,385</td>
<td>886,670</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>732,120</td>
<td>1,677,978</td>
<td>390,107</td>
</tr>
<tr>
<td>Building Materials, Carpets &amp; Fixtures</td>
<td>97,356</td>
<td>239,002</td>
<td>1,745</td>
</tr>
<tr>
<td>Confectionery</td>
<td>546,201</td>
<td>1,502,217</td>
<td>209,242</td>
</tr>
<tr>
<td>Consumer Products</td>
<td>24,900</td>
<td>64,740</td>
<td>58,855</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>466,442</td>
<td>7,375,068</td>
<td>159,015</td>
</tr>
<tr>
<td>Pharmaceutical &amp; Health Care</td>
<td>3,011,884</td>
<td>8,416,996</td>
<td>2,003,865</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>870,220</td>
<td>1,159,578</td>
<td>215,120</td>
</tr>
<tr>
<td>Insurance</td>
<td>27,240</td>
<td>74,910</td>
<td>68,560</td>
</tr>
<tr>
<td>TOTALS</td>
<td>$5,111,266</td>
<td>$11,340,798</td>
<td>$2,586,345</td>
</tr>
</tbody>
</table>

**CBS RADIO SELS**

WHILE its affiliates proceeded with plans for a conference July 1-2 to assess the current radio network crisis [BT, June 2], CBS Radio last week reported time sales, reported and reallocations representing, on an annual basis, gross billings approximating $1,451,000.

The sales included purchase of five Arthur Godfrey quarter-hours per fortnight—Tuesdays and Thursdays each week, Tuesdays and Thursdays and Fridays the next, 10-10:15 a.m. EDT—by the Frigidaire Division of General Motors, starting Tuesday, and the purchase of King Arthur Godfrey's Round Table (Sun., 5-5:30 p.m. EDT) by Holland Furnace Co., of Holland, Mich., for this summer. Holland's sponsorship starts July 13, when Kingan & Co. relinquishes sponsorship of the program for the summer, and extends to Oct. 12, when Kingan returns. Agency for Frigidaire is Foote, Cone & Belding, Chicago; for Holland: Roche, Williams & Cleary, also Chicago.

Toni Co. on behalf of its White Rain Perm, and meanwhile signed for a five-minute strip of It Happens Every Day, to be presented at 4-4:45 a.m. EDT through Friday starting June 16, in addition to its current Saturday version of the same program. Agency: Foote, Cone & Belding, New York.

Pearson Pharmacal Co. (Ends chlorophyll tablets and Eye-Gene drops), which will sponsor Inner Sunetum on CBS Radio starting June 22 (Sun., 9:30-10: p.m. EDT), also is planning a half-hour dramatic show from Hollywood this fall, exact time to be decided. Harry B. Cohen Adv., New York, is the agency.

Negotiations also were in progress looking toward General Foods' sponsorship of Bob Trout and the News at 10-10:5 p.m. EDT on Thursdays, Fridays, and Sundays, (Continued on page 36)

June 9, 1952 • Page 25
RESEARCH WRANGLE

Nielsen, SAMS Battle

Radio Research last week returned to the old slug-fest days of the mid-40's, when Hooper and the Cooperative Analysis of Broadcasting were battling for supremacy in the program audience measurement field.

This time the battle is in the field of station coverage, in which both Broadcast Measurement Bureau and A. C. Nielsen Co. are conducting nationwide surveys, each trying earnestly to win industry support for its method.

A. C. Nielsen, head of his research firm, opened the battle last Monday with a charge that the mail ballot system of collecting coverage data used by Broadcast Measurement Bureau in its two studies and currently by SAMS "shortchanges" radio to an alarming degree (see earlier story, page 38).

Baker Counter-Statement

On Thursday Dr. Kenneth H. Baker, SAMS president, countered with a statement in which he charged that the 1945 BMB considered the personal interview method (which the Nielsen organization is using in its survey) and discarded it as "unsuitable" as a measuring instrument for a national study of station coverage.

The Nielsen blast was released concurrent with distribution of a brochure giving details of the new "Nielsen Coverage Service," first sales move of the new service following an abortive attempt to sell mail ballot service with SAMS.

BMC, with whom the NCS study was worked out, is to date its only subscriber, but Nielsen officials are optimistic about winning widespread station support as well. SAMS subscribers include CBS Radio and some 400 stations.

Noting that the mail ballot technology may suffer serious errors arising from the impossibility of compiling a mailing list that is a true sample of all U. S. homes, Dr. Baker pointed out that "in the past there has been an equal degree of inattention to differences in listening habits between families that reply and those which fail to respond," Mr. Nielsen stated that "a third and equally serious error results from the memory loss among respondents."

Family Interviews

He asserted the new NCS project is an accurate evaluation of radio station coverage by use of "personal interviews covering the entire family" and by checking Audimeter reports against interviews. The method "measures" the listener in the home, whereas the mail ballot method "measures" the listener in the home, whereas the mail ballot method relies on respondents' memory.

The new Nielsen project was completed Friday. It is to become effective immediately.

The renunciation, anticipated since General Tire's acquisition of control of MBS and the WOR properties earlier this year, and generally regarded as forerunner of reorganization of Mutual operations along standard network patterns, was announced by Vice President William H. Finshenbrer, Jr. in charge of the combined Mutual-WOR radio operations.

The combined operations plan was worked out by top-level executives including Mr. O'Neill, Executive Vice President Finshenbrer, and J. Glen Taylor, veteran General Tire executive who was named a vice president of Thomas S. Lee Enterprises a few weeks ago (8ST, May 26). Mr. Taylor has been concerned with the station's combination-coordination project.

The memorandum outlining the new Mutual-WOR executive roster was circulated to network and station personnel late Friday, showing assignments as follows:

Mr. Finshenbrer to assume charge of Mutual-WOR cooperation.

J. R. Poppele, vice president in charge of engineering for WOR, was named to assume charge of engineering for Mutual as well as the WOR stations.

E. M. Johnson, MBS vice president in charge of station relations and engineering, will continue as vice president in charge of station relations for the network.

Julius F. Seebach Jr., WOR-AM-TV vice president in charge ofprogramming, will be in this post for Mutual and for WOR radio.

Harvey Marlow will continue in charge of programming for WOR TV.

James E. Wallen, secretary and treasurer of Mutual, also will handle account and administrative operations for WOR radio-TV.

Robert K. Hammid, Mutual vice president in charge of advertising public relations and research, also will be in charge of advertising research, and public relations for WOR-AM-TV.

Adolf N. Hult continues as vice president in charge of sales for Mutual.

William Crawford continues as sales manager of WOR radio.

R. C. Maddux, WOR-AM-TV vice president in charge of sales, will concentrate on WOR-TV sales, assisted by Robert Mayo, WOR-TV sales manager.
'MORALS' INQUIRY

BACK into the English lexicon came two pre-World War I words— "hootchie-cootchie" and "shimmy"—as a subcommittee of the House Interstate & Foreign Commerce Committee opened its probe last week into "immoral" radio and TV programs.

The hearings, established by a resolution sponsored by Rep. E. C. Gathings (D-Ark.) [BT, June 2, March 24, 3, Feb. 11], which were held three mornings, saw a parade of witnesses made up mostly of temperance leaders objecting to beer, wine and liquor advertising and drinking scenes.

The subcommittee, chaired by Rep. Oren Harris (D-Ark.), recessed last Thursday after completing the roster of congressional and civic witnesses. Only Rep. Gathings and Rep. Joseph R. Bryan Jr. (D-C.), adherent of "dry" forces, were Capitol Hill witnesses.

Industry Will Testify

Resumption of the hearings in another week or two is expected to see industry witnesses take the stand to rebut impressions left with the subcommittee that radio-TV programs are replete with licentiousness, horror, crime, drinking and vulgarity.

It is being suggested that NARTB officials will carry the ball for the industry. Whether representatives of networks or individual stations will appear was not apparent at the week's conclusion.

On Friday morning, the TV Code Compliance Committee was scheduled to meet with Rep. Harris and the subcommittee.

Failing this, the FCC is expected to tell its side of the story. It has already compiled with Rep. Harris' request by furnishing the subcommittee with a breakdown of program complaints.

Only specific proposals as to what Congress might do about the level of morality in radio and TV programs were made.

(1) Continuance of hearings by the subcommittee to permit objections to be made to programs violating good taste—recommended by Rep. Gathings.

(2) Establishment of a National Citizens Advisory Board to act as a "rallying point" for those concerned with program level. This was suggested by Lloyd Halvorson of the National Committee for Better Radio.

(3) Resolution of Rep. William Benton (D-Conn.) whose bill (S 1578) is before the Senate Interstate & Foreign Commerce Committee.

All witnesses, as well as subcommittee members, shied away from any suggestion of censorship or legislation. There was some talk of giving the FCC more power to deal with so-called objectional material on the air.

Only witness who cited specific shows in an original statement to the subcommittee was Elizabeth A. Smart of the National Women's Christian Temperance Union.

Mr. Gathings' prime objection, however, was to the number of crime shows on the air. He cited several times, from the three of the four TV outlets in Washington that showed crime shows, while the fourth presented wrestling from Chicago. He also expressed a strong dissatisfaction of horror shows. "Long, low fingernails; a youth, with deep, mournful music," he intoned.

Impact of such a cumulation of violence, Mr. Gathings emphasized, is on children. He admitted the programs were seen at 10 p.m., but declared that many children and adolescents were still up at that hour.

Statement by Rep. Arthur G. Klein (D-N.Y.) that Mr. Gathings had an alternative to watching such programs: "Don't watch the damn things at all—turn it off," drew from Mr. Gathings the observation that such a statement was like saying, "Don't buy a TV set."

"Radio and TV are essential to the American home, like the automobile," he said.

Rep. Bryson, although mainly concerned with alcoholic advertising on the air, cited his opposition to programs which depict a "lack of reverence and respect for marital bonds." Some programs, he said, tend to discredit marriage vows, and deal with domestic unhappiness, marriage breakups, even the exchanging of wives. He also expressed the opinion that European films on TV were bad for morals.

Root of programming evils is the concentration of the broadcasting industry in New York City, (Continued on page 34).

'CANDIDATES' COMPLAINTS' TO FCC to Act

PROMPT action on the complaints of Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) that radio-TV networks refused them time equivalent to that given Gen. Dwight D. Eisenhower was recommended by the FCC last week.

At week's end, the Commission was awaiting comments on the complaints from ABC, CBS and NBC.

Some observers thought the Commission might act this week.

Both Senators Taft and Kefauver held that radio-TV coverage of the General's Abilene speech and subsequent news conference was of a political nature and that they should have similar facilities afforded them in accordance with the mandate of Sec. 315 of the Communications Act. Section 315 provides that if licensees permit the use of their facilities to one candidate, they must provide equal time to all other candidates.

First refusal of time was made by CBS which denied requests for facilities equal to Gen. Eisenhower's. Sens. Taft and Kefauver by answering that it considered the Abilene address "a news event and not a political speech" and therefore did not feel that equal-time provision applied.

A similar CBS answer to Sen. Kefauver, who had requested 80 minutes of AM-TV time immediately following the General's talk, prompted Gael Sullivan, Mr. Kefauver's campaign manager, to say, "It is inconceivable how anyone at CBS could be so politically naive as to assume that this is a fact." Mr. Sullivan denounced radio-TV coverage of the General's "first political speech" as "a product of high-priced hucksters ... dreamed and written with the purpose of monopolizing" broadcasting time for one Republican candidate.

ABC, reportedly asked by Sen. Taft for broadcast time Friday, was understood to have given a negative answer on the grounds that "All we are doing for Gen. Eisenhower is what previously we have done for you and other candidates."

The network pointed out that it had given free AM-TV coverage to the Senator's talk in Detroit Oct. 15, prior to its adopting in January a policy of charging political candidates commercial fees, and noted that Gen. Eisenhower had not had "available to him comparable ABC radio and television time."

The network also pointed out that it had not granted the General's request for television time, since it would have required line charges not incurred by its Detroit coverage of the Taft talk.

A request to ABC from Sen. Kefauver was understood to have been answered similarly.

NBC denied time to Sen. Taft earlier in the week on the basis that the General's homecoming was of national interest and could be adequately covered without legal grievance. Two other networks, radio and TV, were covering the General's news coverage, and spokesmen explained that NBC coverage of Gen. Eisenhower's activity was only in proportion to that offered other candidates. News coverage was still overseas. The network further explained that it did not consider Sen. Kefauver, a Democratic candidate, in direct competition with the General for the Republican nomination.

First Political Speech

WQXR New York, station of the New York Times, carried its first speech by a political candidate for the Presidency in the nation when it broadcast the Abilene speech Wednesday, and accorded to Sen. Taft's request for equivalent air time. The station will broadcast a talk he is scheduled to give before the National Republican Club in New York from 1:30-2 p.m. EDT Thursday.

Radio-TV coverage by major networks and many local stations was almost constant as Gen. Eisenhower progressed through his Pentagon press conference Tuesday, his Abilene speech Wednesday (Continued on page 36).

June 9, 1952 Page 27
IN REVIEW

Program: Gen. Dwight D. Eisenhower's speech at Abilene, Kan., June 4, 7 p.m. EDT; live on ABC Radio, CBS-TV, NBC Radio and TV; delayed broadcast on CBS Radio.

DWIGHT D. EISENHOWER took his first excursion into politicking by television last week under circumstances so technically amateurish that they had a unique charm.

Insofar as appearances were concerned, his speech at Abilene could as well have been the unseasonably rainswept Fourth of July oration deep in the annual labor day celebration of a dried-out and dwindling crowd in any of thousands of small and medium-sized U.S. communities.

As Gen. Eisenhower spoke, Abilene townfolk scuttled back and forth behind the platform, where the speaker could not see them but the television camera and several million in the audience could.

Applause was listless, for no assembly standing in mud with rain running down its necks can be expected to muster enthusiasm for anything but an end to its discomfort.

An unidentified but louche functionality stood at the general's side, attempting periodically to pump up audience excitement by wildly clapping his hands.

As for the general, he had, within 24 hours, changed his astonishing transformation. The day before he had worn his immaculate, five-starred uniform to take leave of the Army. At Abilene on television he stood pre-headed in the rain, wearing a nondescript slicker. The poor quality of the rain-blurred picture seemed to have aged him overnight.

The appearances indeed were unprepossessing.

But despite the appearances, the substance of the man came through. Here again it was demonstrated that television shows a man for what he is, no matter what his surroundings.

For all his military background and its pomp and ceremony, Ike seems essentially an unassuming man. He seemed more than ever so at Abilene. He spoke clearly and with purpose. He read unfaulingly. The flat, midwestern voice was without theatrical effects but neither was it monotonous.

Against appalling odds, Ike was impressive. He should wear well on television.

RED CROSS MEET

CBC Plans World Airig

HUNDREDS of news and actuality programs will originate in 16 languages at the 19th International Red Cross conference at Toronto July 25 - Aug. 9. The Canadian Broadcasting Corp. plans to provide broadcasting facilities for networks and stations throughout the world.

W. John Dunlop, CBC supervisor of institutional broadcasts, will head the radio committee for the conference. Radio co-ordinator will be Richard H. Gluns.

Amateur Notice

WARMING was issued by FCC last week that amateurs seeking extra class ratings must submit sufficient evidence of their holding an amateur license prior to April 1917. This must be in the form of license documents, correspondence or sworn statement. Those who held such license prior to April 1917 and now hold a general class license are not required to take code test or written element in examination for the extra class rating, comparable to advance class, FCC officials explained.

BAB AD DRIVE

Mapped at N.Y. Meet

SPECIAL emphasis on radio coverage by stations and networks was called for in BAB's plans for a national advertising campaign to promote radio [B*T, June 2], developed during a meeting of the BAB advertising committee held in New York Thursday.

Radio advertising, it was noted, will be the centerpiece, with newspaper ads in major cities and space in various trade magazines, according to the committee, to-40-40, 50, and 50 to 60 for the pro-radio drive. Under the chairmanship of Louis Hausman, administrative vice president of CBS Radio, the advertising committee is working on the campaign in conjunction with BAB's permanent promotion committee, headed by Donald W. Thornburgh, president of WCAU, Philadelphia.

Members attending the Thursday session included Robert A. Schmid, MBS vice president; William McGrath, managing director of WDHH-Radio; Edward C. Peters, president of Free & Peters; Winslow Leighton, president of WSNY Schenectady; Edgar Kobak, chairman of the BAB executive committee; William B. Ryan, BAB president, and Messrs. Hausman and Thornburgh.

FREE' ADS

FTC Clearing Docket

FEDERAL TRADE Commission last week claimed it is "rapidly clearing" its docket of "many 'free goods' cases" since deciding that the word "free" should be banned from advertising claims such as in the Book-of-the-Month case.

FTC said 23 firms have notified it of pending "veter ans" by dis-continued use of the word . . . in advertising their products." Cases are being settled administratively through representatives' a minimum of expense, the commission noted, asserting, "This cooperation from advertisers is encouraging. It means they are in accord with the commission's policy . . . It also means that these cases will not have to be litigated and there will be . . . a saving of time and money."

There had been signs of confusion among agencies, advertiser and station circles over the word's use in broadcast and published advertising claims [B*T, May 26].

Togio to L&N

A THIRD new executive, Adolph J. Togio, is to join the new Lennin & Newell agency, it was announced last week (see earlier story, page 21). Mr. Togio, resigned as vice president of William Esty & Co., New York, is to become vice president, general manager and member of the board of L&N.

RTMA MEET

Sarnoff To Be Honored


The award goes to Gen. Sarnoff "for outstanding contributions to the advancement of the radio-television industry."

Presentation will be made during the 28th annual meeting of RTMA and the celebration program will feature Rise Stevens, opera singer, who will appear through courtesy of RCA and NBC.

Set, parts, tube and equipment manufacturers will meet in separate sessions during the four-day industry conference, according to James D. Seerett, RTMA general manager. Divisional membership meetings will be followed by election of officers and directors for the new fiscal year. Past office-holders will be re-elected and a new slate of directors will be honored at June 25 dinner, with present officers and directors as hosts.

J. W. Koecher, chairman of the Renegotiation Board, will speak at the June 25 luncheon on administration of renegotiation legislation as it affects radio and electronic manufacturers. The RTMA Government Relations Section has asked clarification of some problems of renegotiation.

The election involves 17 directors as well as chairmen of the five divisions and executive committees. The board of directors on the final day will elect a chairman, five vice presidents, a treasurer and other association officers. RTMA President Glen McDaniel is not involved in the election process since he is serving a three-year term. Robert C. Springman, president of RTMA board chairman and will preside at the board meeting.

President McDaniel and Leslie P. Smith, secretary and co-chairman of the convention committee, will make their reports to the membership at the closing luncheon. Co-chairman of the committee is Charles M. Hofman.

Alford Promoted

ROBERT H. ALFORD, attorney with the Renewal and Transfer Division of FCC's Broadcast Bureau, last week was appointed chief of that division at the beginning of the new fiscal year. He succeeds Walter Powell, who earlier had been promoted to division chief. Mr. Alford last week also was promoted from captain to major in the Army Judge Advocate General Corps of the Army. From December 1950 until April this year he was on active duty with the Army at Fort Mead, Md. A 1940 graduate of Harvard Law School, Mr. Alford joined the FCC as an attorney in 1945.
Sorry, No Regulation

FCC doesn’t regulate the set repair business. The Commission put out a public notice to the effect last week after it learned in several instances that radio and TV home repair services have advertised such services or their service personnel as being “licensed by FCC.” The Commission explained it is “not authorized by law and does not license persons to engage in the business of installing or repairing radio and television home receiving sets.”

the revision. The proposed revisions at that time would have made operator licenses more nearly match the size of the station.

NARTB explained that the proposed changes would involve no degradation of the engineering standards of any station and will permit many stations, particularly those in sparsely or nonfarm areas, to improve and expand their program service.

The petition pointed out the revisions.

(Continued on page 99)

MAINE RADIO HOMES

96% Density—Census

RADIO ownership in the state of Maine had reached 96% when the 1950 decennial Census was taken, with highest concentration of radio homes reported in the city of South Portland, 95.8%. In the Portland urban area 98% of homes had radios, according to Housing Census figures compiled by the U.S. Census Bureau.

Because of lack of nearby TV service, the percentage of TV homes in April 1950 was low, amounting to 1.2%. Highest concentrations were found in the city of Sanford, 6.5%, and York County, 4.5%. At the time the census was taken, there were fewer than five million sets in the nation whereas ownership now runs over three times that figure.

Urban radio concentration, 97.8% of homes, was compared to 96.2% of urban and rural nonfarm homes, 94.5% of the rural farm homes, and 93.9% of rural nonfarm homes.

The statistics in this table are extracted from final report of the 1950 Census of Population, Series P-A, No. 19, now available in about six weeks from the Superintendent of Documents, Washington, 25 C, at 55c a copy. Descriptions and maps of “urbanized areas” are presented in this report.

Statistics on characteristics of the population in Maine are presented in a final report of the 1950 Census of Population, Series P-B, No. 19, available from the Superintendent of Documents, at 55c a copy. Descriptions of Standard Metropolitan Areas are presented in this report.

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

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

June 9, 1952 • Page 29

OPERATOR RULES

FCC Solicits Comments

PROPOSALS for changes in FCC's transmitter operator requirements, which would eliminate the engineering headaches of a substantial proportion of the country's AM stations and many FM outlets, were issued by the Commission last week.

Requested in petitions filed earlier with the FCC by NARTB [83, 84, Feb. 4], the proposals involve:

(1) Persons holding less than first class radiotelephone operator permits would be allowed to operate transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less.

(2) Remote control of the transmitters of such stations would be allowed.

FCC did not specifically propose to make the operator requirement changes requested by NARTB, but the notice of proposed rule-making said the "Commission believes that the information contained in the petition... raises questions of sufficient importance to warrant the institution at this time of rule making proceedings looking toward the possible adoption of amendments to the Commission's rules of the nature discussed in the petition."

If adopted, observers noted, the practical effect of the changes would be to ease the staff and operating costs problem of small stations, particularly those in sparsely or nonfarm areas.

On First Class Operator

The changes would not permit stations to operate without any first class engineer, however, FCC officials pointed out. They only would relax the requirement for a first-class operator to personally attend a transmitter from the time it is operating, as is necessary now, and would permit remote control operation of certain transmitters.

Inviting comments by Aug. 4, FCC outlined a number of questions to which information pertaining to the proposals is desired. Two of the questions touched on fulfillment of emergency operation under the Connel plan (control of electronic radiation to prevent enemy planes from "homeing" on broadcast signals).

In a separation, the Commission waived provisions of its regulation requiring a day time, AM, and the same time, WGNF Gastonia, N. C., was granted special authority to operate its transmitter by "remote supervision," that is, by a restricted operator who would be under the supervision of a first-class operator located at the transmitter of WGNF-FM, seven miles distant.

Both special authorizations are reported the first of their kind to be permitted by the Commission with respect to commercial broadcast stations.

WTIP is a 250 kw fulltime station on 1240 kco. WGNC is assigned 1450 kw with 250 kW fulltime. Both outlets noted operating economies would be possible while WTIP particularly cited the "acute shortage of operating personnel."

In substance, NARTB's proposed amendments to the Commission's operator rules would authorize restricted operators to put a station on the air, keep the transmitter log, make external tuning adjustments, make such other minor adjustments as may be required as a result of primary power supply variations and failures and make replacement of only such defective parts as tubes, fuses and other components designed for simple plug-in replacement.

The changes would require each station to employ a first-class man to be responsible for and make all internal tuning adjustments, major repairs and overhauls and all other technical installations or corrections not authorized to be done by a lower class operator.

NARTB originally had asked for the proposed changes to apply to stations of maximum power of 5 kw, but revised its request a fortnight ago to specify 10 kw.

For about a year FCC has permitted stations to operate with less than a first-class operator at the transmitter for up to 120 days under emergency conditions. These temporary authorizations are cleared by FCC field engineering offices.

During World War II the Commission similarly relaxed its transmitter operator requirements but this was terminated in 1946 when the number of engineers available returned to normal.

The Commission in 1948 proposed to revise its operator licensing requirements and held a hearing on the matter, but declined to take positive action on the grounds that insufficient evidence had been presented by broadcasters to support the revision. The proposed revisions at that time would have made operator licenses more nearly match the size of the station.

NARTB explained that the proposed changes would involve no degradation of the engineering standards of any station and will permit many stations, particularly those in sparsely or nonfarm areas, to improve and expand their program service.

The petition pointed out the revisions.

(Continued on page 99)
NARTB BOARDS

Radio, TV Units Set Meetings This Week

NARTB's two boards of directors—Radio Board and Television Board—will hold separate meetings this week to take up financial, membership and related problems.

The Television Board meets Monday (today) and Tuesday at The Homestead, Hot Springs, Va. This board, last year's NARTB convention in Chicago March 31-April 2.

The Radio Board meets Thursday-Friday at NARTB headquarters in Wills Point, Calif. From 16 to 20 of the two boards met jointly at Bandera, Tex., in mid-February.

Appointment of two board committees was announced last week by President Harold E. Morency. They will handle arrangements for the 1953 NARTB convention in Los Angeles and problems dealing with association by-laws.

Carl R. McCollough, WGAL, Lancaster, Pa., was appointed chairman of the special convention committee. Size of this committee has been expanded to include both board members and broadcasters not now on the board.

The group will meet June 24 at the Palmer House, Chicago, to start work on arrangements for the 1953 meeting.

Serving with Chairman McCollough are Hugh Terry, KLZ Denver; Albert D. Johnson, KOTY, The Bronx; Calvin J. Smith, KPAC Los Angeles; Howard Lane, Marshall Field stations; Henry W. Slavick, WMC Memphis; Jack Harris, KPRC Houston. Mr. Lane is also a past chairman of the convention committee.

By-Laws Committee

The by-laws committee, including board members, again is headed by A. D. Willard Jr., WGAC Augusta, Ga.; Leonard Kapner, WABC, Philadelphia; and W. J. Reeder, WI. New members are Merrill Lindsay, WSOY Decatur, Ill.; Robert D. Sweeney, WDSU New Orleans; Kenneth Carter, WAAM (TV) Detroit.

NARTB’s Radio Board will cope with TV’s inroads on listening and the sagging trend in network AM rates. The association’s AM Committee at a May 22 meeting (BT 45, May 28) adopted a resolution calling for one of the most fundamental research jobs in recent radio history. The board’s NARTB director of research, will conduct a study of radio station operations to find out why some stations are successful and others are not. The study, which will be a benchmark for future radio coverage, is priced too low in most markets, according to Mr. Allerton.

Paul W. Morency, chairman of the NARTB Radio Affiliates Committee, will report on work of that group, including an Advertising Research Foundation study of audience measurement services. This study is designed to show the value of each type of measurement service, with weaknesses and limitations delineated. Edgar Koback, WTWA Thomson, Ga., is the NARTB director, is president of ARP, which is supported by agencies, advertisers and media.

Both radio and TV groups are scheduled to consider the question of NARTB membership and study results of the new combination due plan under which discounts are given for stations under common ownership. Both boards will review progress of the “Register and Vote” campaign sponsored jointly with American Heritage Foundation.

Financial problems will be taken up by the boards. The TV Div. of NARTB operates with an autonomous structure, aside from the recent $65,000 payment made to the association for overhead. Both radio and TV budgets, approved in February for the fiscal year which started April 1, are on a three-month basis.

A report on the operation of the Television Code will be made to the NARTB Board of Directors at the Code Review Board headed by John E. Fetzer, WKZO-TV Kalamazoo. The code body met last Thursday and Friday in Washington (see story page 5).

Both radio and TV directors will be given legislative reviews summing up current Washington developments (see radio-TV probe story page 9).

The radio group will hear reports on work of special committees handling the effort to secure amendment of FCC rules covering transmission of rules covering first-class operators and remote operation of transmitters (see remote story page 29).

SUN GLASS SPOTS

Station Free Time Asked

PACKET of “spot announcements” for free broadcast has been received by stations from the public information department of Sun Glass Institute, 511 Fifth Ave., New York.

“As a public service the Sun Glass Institute has put together the following brief spot announcements with particular reference to motorists,” stations are advised.

Obviously pleased with its public service approach, the Institute adds, “You will be performing a public service by bringing these facts to the attention of thousands who may be gambling with their safety.”

It’s especially timely to carry the announcement, according to the Institute, “with warm sunny weather upon us.” Without being obviously commercial about it, the Institute warns, “Scientists and eye specialists warn motorists not to use public to care in safeguarding their eyes from too much sun.”

Mr. McCollough . . . chairman of special convention committee

RACING NEWS

Radio-TV Not in WU Order

TRANSMISSION of racing news and racing data will not be affected under provisions of Western Union’s proposed tariff revision, which was described last week in a day-and-a-half hearing before the FCC, according Examiner Fanney N. Litvin.

FCC itself, however, has been studying race broadcasts with an eye to possible illegal gambling and has designated for hearing the licenses of 16 stations (BT 45, May 23, March 3).

Western Union told the Commission it seeks to further restrict the people it may serve with racing wires to prevent illegal use of the legitimate news information. The new tariff would permit the leasing of such facilities only to radio and TV stations, to press associations and to publications and newspapers having second-class mailing privileges.

In the past, Western Union explained, it has been possible for a certain subscriber to qualify as a “newspaper” service and to order “drops” in pool rooms and other unidentified locations. In such cases, Western Union would not know how the information was being employed, it maintained.

“While transmission over leased wire facilities is by the subscriber and not the telegraph company,” Western Union’s Walter Semingsen told FCC, “Western Union does not undertake to censor the information transmitted. However, under the law, it is not only possible that no one will use the service for illegal purpose. The company promptly discontinues service if it receives notice from a recognized law enforcement agency that the service is being used contrary to law.”

FCC has not been concerned with race information broadcasts as such, but only with respect to the rapidity with which race results are aired and the amount of detail given, i.e., betting odds, track conditions, scratches, and jockey changes.

Mr. McCollough . . . chairman of special convention committee

ANTI-CENSORSHIP

Johnston Urges Media Unity

ERIC JOHNSTON, president, Motion Picture Assn. of America, last week called for all media to present a united front against encroachments of censorship.

The MPAA president warned that when one medium is threatened by censorship, all are threatened. Mr. Johnston Wednesday before some 130 newspaper editors and motion picture representatives at the Hartford Times’ Motion Picture Industry Symposium, held at the Times Tower atop Talcott Mt. near Hartford. The Hartford Times is licensee of WTHF Hartford. Mr. Johnston said:

“The screen has been fighting for freedom of expression. Just recently we won a magnificent, though not yet complete, victory in the Supreme Court of the U. S. The Court said that the motion picture is entitled to the free speech and free press guarantees of the Constitution.

“In line with this principle, the Supreme Court did cut away shackles of motio picture censorship. But it seeks to further restrict the screen, and, as a matter of constitutional right, says that the same liberties and freedoms as the press are not secure from government interference.

“Leveling a criticism at newspapers in general, Mr. Johnston reminded his audience that, “Sometimes, I want to tell you, we have felt pretty rotten . . . fought for freedom. We haven’t always had an awful lot of help. Sometimes, we have found that the press—‘its championship belt fights are possible have been indif ferent to what has happened to the screen. ‘I’m confident, though,” he added, “that the press will fight hard about this. I think the press realizes that when one medium of expression is attacked, it’s a knockout punch to them all.”

Driving home this point, the MPAA president declared, “It’s a knockout punch to us all whenever a state censors a motion picture.

“It’s a knockout punch to us all whenever a government seeks to censor radio or television.

“It’s a knockout punch to us all whenever a medium of the press—must answer to a congressional inquisition.

“If any one of us sits back and allows these serious threats to free press to go unchallenged,” Mr. Johnston warned, “all of us will be the victims—and the whole structure of our basic liberties will be endangered.

“Not on our backs and get into this fight,” he declared.

FTC Cites Firm

HYMAN KATZ and Louis Ginsberg, trading as Penn Upholstering Co., Baltimore, are charged in a Federal Trade Commission complaint with misrepresenting the quality of their upholstering work and the materials they use. Firm is said to have falsely represented its work in radio and TV commercials as well as in other media. Hearing was set for Washington, July 10.
More Samples from the WHO Mailbag

Gentlemen:
I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is depending on positive conditions. You will probably never hear of it, but your station has saved the Flower Industry many thousands of dollars by its road conditions report.

I fear one was delayed in a nearby state for two days because of icy highways. Before starting, I had tried to contact local police and newspapers for weather conditions and with little success. The report was, colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and maybe have had any additional mileage. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am very grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCullough
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:
Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to see the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
Louise M. Rosenfeld
Assistant Director
Cooperative Extension Work
State of Iowa

Dear Mr. Woods:
We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY PHILLIPS
Executive Director
Society for Crippled Children and Adults, Inc.
Des Moines, Iowa

Gentlemen:
I greatly appreciate your broadcasting the program "The New Frontier." Such programs should be an important factor in the effort to eliminate prejudice. I hope that they may continue.

Yours sincerely,
ERNIE X. ANDERSON
Des Moines, Iowa

Top notch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—friends.

Out here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' sales records, month after month and year after year. . . .
For Pasterity
A RADIO transcription was among memorabilia of 1952 to be included in a sealed metal box placed in the cornerstone of the new $276,000 building at the Port of Seattle's Fishermen's Terminal. Transcription so honored was of an interview by W. B. Hell, KOMO Seattle's "The Old Boat Puller. The Old Boat Puller is aired six days week-ly and directed at Puget Sound area commercial fishermen.

Spot Costs Down
(Continued from page 28)

magazines and the increased mill-rate lines of newspapers on the basis of circulation without con-sid-ering readership, but when he came to figure radio costs he introduced a new element—listenership—the public by which should not apply to the print media."

NARTSR commented that while "print media are bought on circulation, with minor after-measure-ment," broadcast media are pur-chased on "the circulation equivalent of radio sets and radio homes, plus audience measurement for each, quarter-hour, each program, announcement, station break. The measurement beyond circulation in broadcasting is there, even though it is universally admitted that the ratings underestimate the real list-ening audience."

Secondary set listening, out-of-home listening, portable sets, auto sets, store sets, etc., not covered adequately by ratings, are all spots for radio, NARTSR noted.

The increase in spot radio time sales from $45.7 million in 1941 to $108 million in 1951 enabled station operators to absorb increased operating costs instead of passing all of them on to advertisers, giving advertisers using this medium the benefit of lower unit costs produced by the increased volume of spot business, NARTSR pointed out.

The data in the accompanying charts and tables should make the advertiser "quite happy," NARTSR concluded. "His advertising mes-sages in all media cost less than the per cent increase in significant economic fields, so the advertiser is able to buy his advertising in any one of these three major media at a price that represents in two of them only a fraction of the general increase in commodity and other prices, and in the third (spot radio) at an actual decrease."

<table>
<thead>
<tr>
<th>TABLE I</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPOT RADIO</td>
</tr>
<tr>
<td>1941</td>
</tr>
<tr>
<td>Class A, Announcement Rate</td>
</tr>
<tr>
<td>Radio Sets in Use</td>
</tr>
<tr>
<td>Number of Radio Families</td>
</tr>
<tr>
<td>Annual in use (3)</td>
</tr>
<tr>
<td>Estimated sales radio sets 1952</td>
</tr>
</tbody>
</table>
| The 93 stations in the sample were selected by power and location (the total number of stations in the United States. However, more network affiliates are used in compilation pro-
portional to that of non-network affiliates. |

<table>
<thead>
<tr>
<th>TABLE II</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAGAZINES</td>
</tr>
<tr>
<td>No. of Magazines</td>
</tr>
<tr>
<td>1945</td>
</tr>
<tr>
<td>1951</td>
</tr>
</tbody>
</table>

Source: Magazine Advertising Bureau.

<table>
<thead>
<tr>
<th>TABLE III</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEWSPAPERS</td>
</tr>
<tr>
<td>Total Averages</td>
</tr>
<tr>
<td>1941</td>
</tr>
<tr>
<td>Morning</td>
</tr>
<tr>
<td>Evening</td>
</tr>
<tr>
<td>Sunday</td>
</tr>
</tbody>
</table>

* * *

<table>
<thead>
<tr>
<th>TABLE IV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Factors Affecting Cost Per Thousand For Advertising Media Bureau of Labor Statistics</td>
</tr>
<tr>
<td>July 1941</td>
</tr>
<tr>
<td>Wholesale Price Index (1929 = 100)</td>
</tr>
<tr>
<td>All Commodities</td>
</tr>
<tr>
<td>Radio</td>
</tr>
<tr>
<td>Consumers Price Index— All Items</td>
</tr>
</tbody>
</table>

Source: Editor and Publisher Yearbook 1951.

NFL Suit Delay Seen

The NATIONAL FOOTBALL LEAGUE trial, scheduled for June 18 in Federal Court at Philadelphia, may be postponed a week. The league is charged with violating the Sherman Anti-Trust act by curtailing telecasts and broadcasts of its games. U. S. District Court Judge Allan K. Grin indicated at a pre-trial conference with attorneys that the trial date might be delayed because of a civil suit now in its third week in his court.

<table>
<thead>
<tr>
<th>TABLE V</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAGAZINES</td>
</tr>
<tr>
<td>Combined Black and White Cost Per Paper Rate Thousand</td>
</tr>
<tr>
<td>1945</td>
</tr>
<tr>
<td>1951</td>
</tr>
</tbody>
</table>

Source: Magazine Advertising Bureau.

* * *

RWG STRIKE

May Be at Convention Time

RADIO WRITERS Guild, which has been waiting since its network contracts expired Oct. 1 to settle news writers' grievances, may wait a few weeks longer to call its strike at a time when the networks would be hard put to arrange national political conventions in July, when news writers will be at a premium.

The union, which had voted to strike some weeks ago and had received strike approval from its parent, "Authors' League of America", reported last week that a strategy meeting—between its strategy and strike committees—was to be held late in the week. This follows the return of Ira Marion, eastern region vice president, from Hollywood conferences with west coast and central RUG unit representatives. Mr. Marion reported only that his union was trying to arrange "a tight time schedule" before walking out.

Federal mediation, which has continued in spite of the union's vote to strike against NBC, CBS and ABC, has not made much pro-
gress in seeking commercial fees for network staff writers. Union argues that its members de-serve increases, not only because other unions have been granted them, but because more and more staffs are working on new radio programming, day-time, network television, and tape recorded segments.

BROADCASTING • Telecasting
Like onions go with hamburgers

That’s how profitable advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.*

Here’s why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
ABC radio commentator Paul Har-vey told the subcommittee. The low level of radio and TV programs is due to the fact that performers, particularly comedians, reflect the "bawdy night life" environment of Broadway and "Manhattan studio audiences," he charged.

As to newscasts, he referred to an "independent" 1944 survey of 38 radio commentators showing that only five could be considered of right wing persuasion and that only one newscast originated west of the Hudson or Potomac Rivers. He declined to discuss individual commentators, but referred to them as "night club and Greenwich Village commentators."

Mr. Harvey, who is on the ABC radio network five days a week (1-1:15 p.m.) and on Sunday nights (10-10:15 p.m.), originating in Chicago, cited The Thin Man series which, he said, made him blush even in front of his wife.

"The subtleties and varying degrees of purple humor," Mr. Harvey said, "are rarely sufficient in single cases to inspire a housewife in Colorado to object."

Defends Home Town

Mr. Harvey's references to the poisonous influence of the New York brouched Rep. Klein to a spirited defense of his native city. Most New Yorkers, he said, were as provincial, as residents of other areas, and not interested in, corruption and sex as intimated by Mr. Harvey. Most studio audiences are filled with people from out of town, he added. When Rep. J. Beer, chairman of the Committee on Education and Labor (R-Col.), remarked that New York could not be considered part of America, he drew a heated rejoinder from Rep. Klein.

Miss Smart pointed the finger of distaste were Miss Smart, who seemingly defended the general level of radio-TV programs, when radio commentator Paul Har
drew a heated outburst from a rather good play at 4 p.m. . . . but the background of the play is an alleged murderer . . . brings in question of mercy deaths. Then at 5:30 the "Gaby Hayes Show," of a western—and most westerns deal with scenes of violence . . . followed by "Doody"

Top-rated disc jockey show

Top-rated 30-minute woman's show!

Top locally produced show in its period!

MORNING IN MARYLAND

Votes being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

"Jan.-Feb. 1952 Police Report"
When a station is so programmed that the listener is assured of high type, diverting and diversified programming, suitable for the listening of every age and interest, the listener acquires confidence in, and respect for the station.

This confidence is carried over into a confidence in the products and services advertised on the station.

That this confidence rings cash registers is verified by the advertisers on WREC. Won't you ask them?

And, remember, — WREC costs 10.1% less than in 1946, and has the highest Hooper rating in Memphis.
probably starting the first week in July, through Foots, Cone & Hold- 
ing, New York, while Sonotone Corp. was said to be negotiating for 
a daytime show (perhaps in the 
Arthur Godfrey Time segments 
opened and not taken by Frigidaire). 
Quaker Oats was reported scheduling 
a 3:50 p.m. EDT show Mondays, Wednesdays and Fridays, 
commencing in the fall with the 
exact program to be selected in the 
meantime, and Chesebrough Mfg. 
Co. was negotiating for renewal of 
its Dr. Christian show (Wed., 3:30- 
9 p.m. EDT) for the 16th year.

In the meantime sponsors of the 
CBS Radio affiliates meeting sched- 
uled in New York July 1-2 reported that 
in the first week after invitations 
got out more than half the stations—or approximately 100— 
had indicated they would partici- 
pate. With three weeks yet to go 
before the meeting, they appeared 
confident that virtually the entire 
roster of CBS Radio affiliates would 
be on hand. Officials of about half a 
dozens stations have indicated they 
cannot be on hand, owing to other 
commitments.

The meeting was called to discuss 
"the current network radio situa-
tion," with the dark prospect of 
another round of network rate re- 
ductions expected to draw the lime- 
light. The affiliates will meet pri-

tively the first day and then be 
joined by top CBS and CBS Radio 
officials on the second. The meeting 
plan was worked out by affiliates in 
consultations with network execu-
tives, who view the sessions as a 
constructive method of approaching 
an admittedly difficult problem. 

At least in part, the meeting is 
an outgrowth of a session of the 
All-Radio Affiliates Committee held 
a fortnight ago, when it was said 
that members would confer individ- 
ually with executives of their re-

sppective networks with regard to 
the general network situation. 
When plans for the CBS Radio affil- 
iates meeting were evolved later, 
AC Chairman Paul W. Morency, 
WTIC Hartford, reported that he 
was "glad to see any activity which 
will study objectively the problems 
which now confront radio," and 
added that "I certainly hope that 
some concrete answers come out of 
the proposed meeting."

NATIONAL Assn. of Gagwriters has 

auditioned-taped two comedy shows, 

Comedians' Roundtable and Gagwrit-

ers Exchange. Format for latter is 
being offered to local stations tied in 
with NAG local activities.

According to an independent survey made by 
students at North Dakota Agricultural College, 
17 out of 18 families within a 90-mile radius of 
Fargo prefer WDAY to any other station. 3,969 
farm families in the rich Red River Valley were 
asked, "To what radio station does your family 
listen most?" 78.6% said WDAY, with the next 
station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with 
much the same overwhelming popularity "in 
town". Despite the fact that the other 
three major networks are represented with local stu-

dios, WDAY consistently gets a 3-to-1 greater 
Share of Audience than all other Fargo-Moor-

head stations combined!
WDAY is one of America's great radio buys, 
serving one of America's great farm markets. 
Write direct or ask Free & Peters for the facts!

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

Candidates' Complaints

(Continued from page 27) 
and his Kansas news conference Thursday, with television provid-
ing, in most instances, immediate 
reports while radio followed up 
with later and sometimes excerpted 
rebroadcasts, spotted among the many 
minute programs. Some networks, 
such as NBC which sent 
Bob Considine and Frank Bourg-

holtzer, assigned reporters and 
commentators to travel with the 
General.

Television newswire services also 
kept pace with the Presidential 
candidate. Telenews Productions 
had field crews flown from Abilene to 
Kansas City where members of the 
New York production staff, moved 
especially for the occasion, 
complimented producing to effect im-

mediate delivery of 
their film. 
By splicing pieces of kinescope 
film together, NBC-TV News Depart- 
mant was able to lead off the 
Camei News Caravan in New York 
with a report of the Abilene speech 
15 minutes after the talk.

Meanwhile, the FCC was ponder-
ing CBS' reply to its letter two 
weeks ago which informed the net-
work it should provide GOP Presi-
dential Candidate William R. 
Schneider equal time with all other 
candidates [At DEADLINE, June 2]. 

CBS declared in its reply, re-

leased last week, that the Commis-

sion's decision "would cut off 
dramatically the ability of radio and 
television broadcasters to inform 
the electorate concerning the issues 
of the campaign. The decision 
would make it impossible to carry 
such programs as CBS Radio's 
Candidat es and Issues and Presi-
dential Profiles and CBS Televis-

ion's Presidential Timer series. 

CBS concluded by requesting a 
hearing before the full Commis-

sion.

Complained In April 
Mr. Schneider had complained to 
the Commission in April that CBS 
was not affording him equal time 
to that given other Presidential 
candidates. On April 30, the FCC 
asked CBS for details and on May 
14, CBS replied. 

One of the points of issue is the 
fact that although Mr. Schneider 
entered the preferential primaries 
inOregon and New Hampshire, 
CBS rejected his request for time 
on the ground, among others, that 
it owned no stations in those states. 

The FCC in its May 28 letter stated that 
that made no difference; Mr. 
Schneider had the right to equal 
time.

Another point apparently made 
by CBS was that Mr. Schneider's 
chances for nomination were pretty 
meager. To this the FCC said: 

"... neither the statute [Sec. 
315 of the Communications Act] 
nor the Commission's Rules permit 
compliance with the statutory 
requirement dependent upon any sub-

jective determination by the station 
or stations involved with respect to 
a candidate's practical chances 
of nomination or election."
You can’t weigh a whale with a postage scale

You can’t accurately measure the size of radio and TV station audiences, either, unless you use a technique fitted to the job at hand, gauging all of its dimensions.

Under today’s conditions, the research method must be unquestionably equal to the task of measuring the value of a station property. That’s the case with Nielsen Coverage Service.

In its method, tailored (via field testing) to the needs of both buyer and seller, NCS doesn’t just meet past research standards. It sets new ones. It insures accurate measurement of the major dimensions of radio and TV, blanketing the country with personal interviews, supplemented by data from the time-proven Audimeter.*

In its reports, NCS will disclose the complete story on the size of daily, weekly, monthly audiences . . . homes reached per minute . . . out-of-home listening and viewing . . . set ownership . . . family characteristics. And NCS will provide the first nationwide TV station coverage survey ever made.

For the most thorough, accurate measurement of station audiences at your command, Nielsen Coverage Service is the single answer. Details and price schedules? Special early discounts expire June 15. Contact our nearest office.

*N Nielsen Company

**Trademark, A. C. Nielsen Company**
June 13-14: Maryland-D. C. Radio-TV Broadcasters Assn., spring meeting, Hotel Stephen Decatur, Ocean City, Md.
June 18: BAB Sales Clinic, Philadelphia.
June 18: BAB Sales Clinic, Baltimore.
June 18: BAB Sales Clinic, Washington.
June 19-20: North Carolina Assn. of Broadcasters convention, Nags Head, N. C.
June 20: BAB Sales Clinic, Richmond, Va.
June 20-21: Communications Institute, Bowling Green State U., Bowling Green, Ohio.
June 23-26: Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.
June 23-26: RTMA annual convention, Palmer House, Chicago.
June 30: BAB Sales Clinic, Syracuse.
July 1: BAB Sales Clinic, Buffalo.
July 1: FCC to commence TV application processing.
July 3: BAB Sales Clinic, Pittsburgh.
July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BAB Sales Clinic, Detroit.
July 14: BAB Sales Clinic, Cleveland.
July 18: BAB Sales Clinic, Indianapolis.
July 21: BAB Sales Clinic, Chicago.
July 23: BAB Sales Clinic, Milwaukee.
July 25: BAB Sales Clinic, Minneapolis.
July 28: BAB Sales Clinic, Denver.
July 30: BAB Sales Clinic, Salt Lake City.
Aug. 15: BAB Sales Clinic, Dallas.
Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 20: BAB Sales Clinic, Houston.
Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
Aug. 25: BAB Sales Clinic, Miami.
Aug. 27: BAB Sales Clinic, Winston-Salem.
Sept. 8: BAB Sales Clinic, Cincinnati.
Sept. 16: BAB Sales Clinic, Louisville.
Sept. 12: BAB Sales Clinic, Nashville.
Sept. 15: BAB Sales Clinic, Little Rock.
Sept. 17: BAB Sales Clinic, Birmingham.
Sept. 18: BAB Sales Clinic, Atlanta.
Sept. 28-29: Assem. of National Advertisers, fall meeting, Hotel Plaza, New York.

WSRS

"The Family Station"

Cleveland's Only News Station On the Air 24 Hours Daily Round the Clock

WSRS

Will be at the Republican and Democratic Conventions Full Time Coverage Direct From Chicago Over Our Own Exclusive Facilities

WSRS

Local News Every Sixty Minutes On the Half Hour Round the Clock On the air 24 hours daily "The Family Station"

WSRS

Cleveland Nat'l Rep. for Joe & Co.

Page 38 • June 9, 1952

WELDON & CARR

Three More Join

Mr. Gilbert

New York and of the CBS international stations at Brentwood, L. J., and Wayne, N. J.

After attending the U. of Minnesota, Mr. Gilbert joined CBS in 1928 and in 1938 was appointed a supervisor in the technical operations division. In World War II he was an officer and project engineer in the Navy Dept. Bureau of Ships, Washington, returning to CBS after the war to become assistant manager of technical operations in 1947 and manager in 1951.

Others Joining

Mr. Bowman worked at Hazeltine Electronics Corp., laboratories in development of antennas, R. F. components and special test equipment for the government I.F.P. program. In 1946 he joined Airborne Instruments Lab., Inc., and from 1947 assisted in supervising the antenna research and development section.

LEVER CHANGES

Bloomquist, Others Affected

FOUR promotions in Lever Div. (soaps, detergents, and shortening), Lever Bros. Co., N. Y., and an advancement in the company-wide organization were announced last week.

G. Walter Laborie, general promotion manager, becomes sales manager of Lever Div.; J. Harvey Howells, advertising manager of the Jelico Div., was named to same post for Lever Div.; John A. Bluem, formerly assistant to the president, becomes merchandise manager, and William H. Harr, budget manager in finance division, was appointed marketing service manager.

Howard Bloomquist, advertising brand manager, was appointed general manager of the promotion division for the overall Lever organization.

Mr. McMahen, formerly chief engineer of KSTP-AM-FM-TV, St. Paul, Minn. He will join the firm June 15.

A U. of Minnesota graduate with a B.E.E. degree, he started his career at KSTP in 1939. During World War II he was a project engineer on government war contracts with Airborne Instruments Lab., returning afterward to KSTP as assistant chief engineer and becoming chief engineer in 1948.

SLASH COSTS... INCREASE PROFITS!

GATES 5KW and 10KW AM TRANSMITTERS

GATES 5/10 KW TRANSMITTER With Phasor

Here's good news, indeed, for performance conscious broadcasters who want quality equipment and who appreciate the many bonus advantages this better engineered broadcast transmitter offers.

Check These Features

1. Popular new 3X2500F3 tubes used both as power amplifiers and modulators. As modulators, these low impedance tubes provide lower distortion—higher broadcast fidelity. They operate at lower plate voltage, provide greater safety factor and better circuit constants.

2. More effective and efficient cooling system employs a single 44 H. P. blower motor instead of usual three 1/3 H. P.

3. Separate meters provided for every important circuit. No multimetering employed.

4. Sixty second or less accessibility to any part regardless of location.

5. No saving at sacrifice of quality. All transformers fully cased, abundance of circuit protection, including ten over/underload relays and five magnetic circuit breakers plus average two cycle frequency stability.

6. Handsome appearance — modern design, easy accessibility.

7. Lower primary power consumption (151/2 KW at average modulation). One broadcaster reported actual savings of $100.00 monthly in power bill after replacing older 5 KW with new GATES 5/10.

SPECIFICATIONS

- 5 R. F. stages with 3X2500F3 power amplifiers.
- 4 audio stages with pair 3X2500F3 Class B modulators.
- Inverse feedback employed but will meet full F. C. C. requirements when omitted.
- Response 30–10,000 cycles 1.5 Db. Noise consistently way below 60 Db. at 100% modulation.
- Average distortion 2 1/2% or less at 50 and 7500 cycles.
- Power consumption at average modulation only 6.5 KW at 5 KW or 23 KW at 10 KW, carrier power.

Join GATES equipped broadcasters everywhere who are slashing initial and operating costs, increasing quality of broadcasts and building profits. Write today for descriptive literature and engineering data on these modern GATES 5/10 KW Transmitters. See for yourself why there is no wiser nor more profitable investment in broadcast transmitters than in GATES!

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas ☛ Warner Building, Washington, D. C. ☛ International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec
FARM DIRECTORS
Plan Washington Meeting
FIFTH annual radio farm directors' meeting will be held June 16-17 at the Dept. of Agriculture headquarters auditorium in Washington, with farm organizations and the National Assn. of Radio Farm Directors cooperating.

The opening day's meeting will include a discussion session with Secretary of Agriculture Charles F. Brannan. A feature titled "Fillin' the Fifth Plate" will be supervised by Gus Geisler, administrator, Production & Marketing Administration; Byron Shaw, administrator, Agricultural Research Administration, and O. V. Wells, chief, Bureau of Agricultural Economics.

Monday afternoon's agenda features a meeting with members of Senate and House Agriculture Committees.

Progress report on Point Four developments will be made Tuesday by Stanley Andrews, administrator, Technical Cooperation Administration, Dept. of State. Maynard Spees, of the Radio & Television Service, Dept. of Agriculture, will conduct a TV session, to be followed by a discussion on informational services.

NARTB VOTE DRIVE
State Committees Named
COMMITTEES to cooperate with NARTB's Register and Vote campaign have been named by four of 38 state broadcasters associations, according to NARTB President Harold E. Fellows. The national drive is being sponsored jointly by NARTB and American Heritage Foundation.

Committee members follow:

ARKANSAS—Storm Whaley, KXOA Siloam Springs, chairman; Ted Woods, KOSE Oceola; Melvin Spann, WAKA-O Fort Smith, and J. M. Moore, KVMC Arkadelphia.

INDIANA—O. E. Richardson, WASK Lafayette, chairman; Dan Far, WIRE Indianapolis, Bee Coe, WWCA Gary; Ed Thoms, WJKG Fort Wayne, and Joe Higgins, WTHU Terre Haute.

NEW JERSEY—Paul Alger, WSNJ Boro, chairman; Fred Weber, WFPG Atlantic City; Fred Bernstein, WTTM Trenton; Harry Goodwin, WNJR Newark; Bob Williams, WFCN New Brunswick, and Gordon Gilfen, WKBK Camden.

UTAH—S. John Schle, KUTA Salt Lake City, chairman; Lennox Murdock, KSL-TV Salt Lake City; George Hatch, KLD Ogden; Reed Bulen, KVNU Logan; Wade Ebeling, KBUSH Brigham; and Joe Briggs, KSL Radio City; Salt Lake; Art Higbee, KUSB Cedar City; Reed Schile, KSLV Richfield; Lee Walker, KJAM Vernal; Jack Richards, KOLP Price, and Arch Madsen, KOVO Provo.

a winner on any ticket...

Want to be the party in power?
Take a tip from the last two elections—on trade paper effectiveness, that is.

A leading 50 kw station asked 800 advertisers and agencies: "Which publication would you use if you were in our place trying to reach you?"

A landslide for BROADCASTING • TELECASTING—by 392%
Fact Finders Associates of New York, in the first personal interview survey of the radio-TV trade press, asked: "What trade journal brings radio station advertising most effectively to your attention?"

A resounding first for BROADCASTING • TELECASTING—
by 445%
Whatever your platform for trade paper values—coverage, readership, loyalty, influence, effectiveness—you'll be the party in power on the BROADCASTING ticket.
WJW
CLEVELAND'S CHIEF STATION
presents
THE HOTTEST SELLING QUARTET
IN CLEVELAND RADIO

From left to right:

SOUPY HINES
"THE SOUPY HINES SHOW"

JACK CLIFTON
"CLIFTON'S HOUSE PARTY"

ALAN FREED
"KING OF THE MOON DOG HOUSE PROGRAM"

JANE STEVENS
"THE WOMAN'S PAGE"

For further details, call, write Hal Waddell, Sales Manager

5000 WATTS
WJW BUILDING
CLEVELAND 15, OHIO

BROADCASTING • Telecasting
KILLINGSWORTH-UNION AVENUE DISTRICT
where more than 50,000 Portlanders shop regularly.

FURNITURE DEALER
Bob Calef reports, "Aggressive merchandising, loyal friendships among retailers and proven ability to sell makes KGW tops."

Celebrating our 31st Year
of Leadership and Community Service

KGW
PORTLAND, OREGON

Now, more than ever before, the rich, ever-growing Columbian Empire offers a top market for your product and KGW offers the way to greater sales for you through its proven public acceptance and proven merchandising plan. You want to buy where they're listening and KGW offers the largest audience of any Portland station. An area of nearly 12,000 square miles you can cover with this one station! Get this power that produces for your product now.

BANKER
W. B. Gard, manager, Union branch, U. S. National, states, "The voice that sells in the Portland area is KGW. Truly the 'choice' in our area."
OUTSTANDING CHOICE OF THE RADIO AUDIENCE: KGW!

GIANT Clifford Thompson, eight-foot-four, relates, "KGW is the giant of Northwest radio and produces head and shoulders above anyone else."

HOUSEWIFE Mrs. Alice Brown avers, "We're always 'sure' of the products advertised on KGW. It is the community leader that brings us the best."

GROCER H. C. Hamnett says, "KGW's merchandising plan is the best to hit our area in Northwest radio history. Sales boom for KGW-advertised products."

DRUGGIST Don Sloop declares, "KGW is first with news, music and all-around entertainment that makes it the favorite with us. The west's best!"

CAREER GIRL Arden Stohr, airline hostess, says, "You're flying high with KGW, the station that appeals to everyone and is everyone's choice."

Killingsworth... Another Portland area solidly "sold" on KGW!
FCC Budget

FATE of the $6,700,460 FCC budget for fiscal 1953 rested this week with a joint Senate-House conference committee, following full Senate approval last week of an additional $600,000 for TV application processing.

House last March approved $6,108,460 for FCC operations in the fiscal year beginning July 1, 1952, although the President had asked for $3,078,000. Senate Appropriations Committee recommended an additional $600,000 to take care of an expected heavy workload on TV applications after a spirited plea for more funds for this purpose by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and Homer E. Capehart (R-Ind.), also a member of the Commerce Committee [B+T, June 2, May 28].

Addition of $600,000 to the FCC's appropriation was estimated by Sen. Johnson to permit the hiring of 15 additional examiner teams by the FCC. An examiner team comprises the examiner, trial attorney, engineer and accountant plus stenographic and clerical help.

In testimony before the Senate Subcommittee on Independent Offices appropriations last April, FCC Vice Chairman Rosel H. Hyde warned that even if the Commission received additional funds to hire 29 examiner teams, "we would still not be current in the handling of television applications at the end of 1953." He also estimated that it would take about three months to fill any new positions. Other FCC officials have warned that personnel procurement for government officials was a difficult job, and that it takes about a year before new personnel are experienced enough to entrust with hearing cases.

Date for the joint Senate-House conference has not been set. Senate conferees named were: Democrats—Sensa. Burnet R. Maybank (S.C.), Joseph C. O'Mahoney (Wyo.), Kenneth McKellar (Tenn.); Lister Hill (Ala.), Brien McMahon (Conn.), a member of the Commerce Committee; Republicans—Sensa. Leverett Saltonstall (Mass.), Styles Bridges (Mich.). House conferees named were: Democrats—Reps. Clarence Cannon (Mo.), Albert Thomas (Tex.), Albert Gore (Tenn.), George W. Andrews (Ala.), Sidney R. Yates (Ill.). Republicans—Reps. John Taper (N. Y.), John Phillips (Calif.), Frederic R. Coudert Jr. (N. Y.), Norris Cotton (N. H.).

Included in the Senate approval of the Appropriations Committee's recommendations was the suggestion that the FCC charge fees for processing and licensing of TV stations so that the "cost of processing the application through the hearing and the granting of the license should in some measure be reimbursed to the Government by the beneficiaries of such licenses."

The FCC was called upon to investigate such a system of charges and to report its findings.

In the 1952 Independent Offices Appropriation Act, such a recommendation also had been made for all government regulatory agencies. The FCC submitted a report to Congress stating that it did not consider establishment of fees feasible, nor did it believe sufficient revenues would accrue to make a fee system worthwhile.

AFA Convention

Underway in New York

At least 1,000 advertisers were expected to attend the Advertising Federation of America convention starting in New York's Waldorf-Astoria Hotel yesterday (Sunday), spokesmen reported last week, indicating that advance registration has been "exceptionally good."

Although the four-day meeting is dedicated to "better advertising—more efficient advertising people," delegates are slated to hear an inventory of television's future, to be delivered by leading agency and broadcasting executives. Wednesday morning's prime topic will be "What the Television Thaw Means" with explanations from the point of view of the network, the agency, the advertiser and the producer. Other speeches Wednesday morning will include an explanation of UHP by Raymond Guy, manager of radio and allocations engineering for NBC.

Irvig H. Herriott Jr.

Funeral Services were conducted in Chicago last Monday for Irving Howard Herriott Jr., 40, district sales manager of Zenith Radio Corp. and son of the company's general counsel. Mr. Herriott died May 29 in Washington on a business trip. He joined Zenith in 1937. Surviving are his wife, Marjorie, a son and a daughter.

Hawaiian Tour

Listeners Invited by WIBW

An Airplane tour to the Hawaiian Islands open to radio listeners is included in autumn plans of WIBW Topeka, Kan. The tour is to be conducted by Wes Seyler, WIBW farm service director.

Mr. Seyler said that the primary purpose of the tour is to study agriculture and livestock in Hawaii but there will be time to take advantage of the Hawaiian climate. A more leisurely trip is being planned via ocean liner.

Price per person will be based on actual cost, Mr. Seyler said. Reservations may be made for both men and women, subject to prior claims and space limitations.
BIG LEAGUE BASEBALL
Exhibition Games
Regular Games
World Series
All-Star

AUTO RACES
Indianapolis Speedway Races
Pan-American Speedway Races

PRIZE FIGHTS
Pabst Blue Ribbon Fights

BIG-TIME FOOTBALL
National Collegiate Games
Southwest Conference Games
Professional Games
Army-Navy
Trinity University
East-West
Blue-Gray
Gator Bowl
All-Star
State High School Championships

HORSE RACING

More big time sports than all other San Antonio stations combined!

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

Represented nationally by the GEORGE P. HOLLINGBERY Co.
On All Accounts  
(Continued from page 18)

through with production a campaign that will sell the client's products or services.

In its two and a half years, American Advertising has taken new accounts, put them on radio alone, and made them successful. Mr. Lease particularly cites E. Masin furniture, which formerly had used classified ads exclusively, and the Veloz & Yolanda dance studios. The Seattle studio became the top Veloz & Yolanda money-maker on the Pacific Coast in the one year it was Mr. Lease's account, and new studios have since been opened in Tacoma, Bremerton and Portland, all as accounts of American Advertising.

Tony Lease's role as charmer of lonely women results from another account, the Sinus Institute. He created and now voices Mr. Jet, a "Lonesome-Gal" type of show for women. Aired Mondays through Fridays at 7:30-7:45 p.m. on KXA Seattle, Mr. Jet offers semi-classical music with intimate commentary, to sell sinusitis treatments.

Another successful promotion of American Advertising is Tune Trail, aired daily from noon to 2:30 p.m. on KRSC Seattle. The musical quiz show has six participating sponsors.

The agency's ultimate TV objective is to develop a complete production department. Mr. Lease himself serves on direction, production, script and ideas, and currently has two assistants in the agency. He is looking for "triple-threat men" for his staff, to develop, create and sell ideas in television production.

Advertising-wise, Mr. Lease believes in the value of saturation. He seeks to build a personality for the advertiser, then hammer it home with consistency. "You can spend $1,000 in one week, and be forgotten in two," he says.

Although as "Mr. Jet," he has captured many feminine hearts, Anthony Lease in private life is happily married to the former Theo Thill. They have one son, Thill Anthony Lease, born last May 5. Mr. Lease is a member of the Washington State Press Club, and avers his hobby is philosophy.

GRID COVERAGE  
WMAL Gets Md. Exclusive  
EXCLUSIVE radio coverage of the complete 1952 U. of Maryland football schedule by WMAL Washington, was announced last week by Kenneth H. Berkeley, general manager, WMAL-AM-FM-TV.

Jim Gibbons, a local sportscaster, will handle the play-by-play. Maryland opponents include Missouri U., Auburn, Clemson U., Georgia U., the Naval Academy, Louisiana State U., Boston U., Mississippi, and Alabama U. Last season, an undefeated Maryland team trounced Tennessee in the Sugar Bowl game on New Year's Day.

CONTINENTAL AM TRANSMITTERS  
Via Graybar  

Type 314-2 1000 watt Continental transmitter — Unique pressurized cabinet design guides cool, filtered air to all components. Variac transformer smooths out power and voltage variations. Unit cuts back easily to 500 watts.

Type 312 250 watt Continental transmitter — Low-level modulation of linear RF power amplifier provides superior performance. Unit has 14 metering positions.

Graybar-distributed units embody these important transmitter features:

1. Simplified circuit design — inexpensive tube complement  
2. Easy adjustment — fewer tuning controls  
3. Unified Transview cabinet — flameless all-aluminum construction  
4. Ready accessibility to all components  
5. Electric door locks with pressure latches — provide maximum safety  
6. Electronic time delay — automatic filament voltage regulation  
7. New Continental Type 30XT Crystal Oscillators  
8. Low drive, high-gain amplifier tubes — require no neutralization  
9. Vacuum tank capacitors — oversize components

Your near-by Graybar Broadcast Equipment Representative will be glad to give you complete details on either of these new Continental transmitters.

Discuss your other AM, FM, or TV requirements with him, too. You'll find him well-qualified to assist you in every phase of station construction or expansion...and modernizations of transmitter and studio facilties. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.  259-16

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...
AT LITTLE ROCK spring meeting of Region 6, National Assn. of Radio Farm Directors, are (1 to 7): Seated—John MacDonald, WSM Nashville; George Roener, KTRH Houston; Jack Jackson, KCMO Kansas City, Mo.; standing—Jack Timmons, KTBS Shreveport, new vice chairman; George Shannon, WWL New Orleans, new chairman; Lloyd Evans, KWTO Springfield, Mo.; John Holmes, KLRA Little Rock, Buffalo, N. Y.; Jack Creel, KFYF Lubbock, Tex.; Harold Dedrick and Sandy Sanders, WKY Oklahoma City.

NEW LAW FIRM

FRANK B. HAND Jr. and Daryal A. Myse, both formerly with FCC, announced last week that they have formed a new law firm which will specialize in radio and television matters before the FCC.

In addition to his experience as a practicing attorney before FCC, Mr. Myse has a number of years' experience as a practicing engineer. He was graduated from the Engineering College of the U. of Wisconsin in 1933, and is a registered professional engineer in Wisconsin, Maryland and the District of Columbia. He was admitted to the D. C. bar in 1946. Mr. Hand was admitted to the D. C. bar in 1938. He also has served with the Interstate Commerce Commission. The new firm will be located in the offices of Mr. Hand in Washington's Transportation Bldg.

SHOUSE SPEAKS

To Wilmington Graduates

NO EFFORT to achieve international understanding is wasted, James B. Shouse told 108 graduates of Wilmington (Ohio) College at the 78th annual commencement exercises June 2.

Mr. Shouse is chairman of the board of Crosley Broadcasting Corp., and vice president-director of Avco Mfg. Corp. Crosley Corp. owns WLW WLWT (TV) WLWA (FM) Cincinnati, WINS New York, WLWB (FM) WLWD (TV) Dayton and WLWC (TV) WLWF (FM) Columbus.

Speaking in defense of the United Nations, Mr. Shouse assured that the UN is not yet wholly effective but asked the graduates what they would suggest in its place.

The alternative to the UN, he said, is anarchy in which all nations engage in an arms race which would end in all nations being swallowed by an imperial state.
On March 27, 1899, Marconi astounded a group of friends by sending signals with his system of wireless telegraphy for a distance of 30 miles. News traveled slowly in 1899 and it was many weeks before Marconi's feat was known to the entire world. It is doubtful, even in his wildest dreams, if Marconi could have envisioned the vast use we make of his principles of wireless telegraphy in radio broadcasting today.

Just 25 years ago, the STORER BROADCASTING COMPANY was born in Toledo, Ohio. Its major precept was—and is—that broadcasting in the public interest would be its number one responsibility. During the past quarter century all STORER BROADCASTING stations in the eight markets where they are located have adhered to that principle. For this reason the people who live in those eight markets listen to and believe in STORER BROADCASTING stations. Our number one responsibility has become our greatest asset. That is why advertisers who want results use STORER BROADCASTING COMPANY stations—the stations listeners believe in.
FCC Black Magic

FOR a classic portrayal of the Biblical quotation about the left hand not knowing what the right hand doeth, we cite the FCC as Exhibit A. The FCC is crying poverty. It needs manpower to handle its TV "workload." An important personage—Chairman Edwin C. Johnson—gets his Interstate Commerce Committee to plead for $800,000 more to give the FCC that manpower. The Senate meets it two-thirds of the way by approving $600,000.

Even before Congress had acted, the FCC yields to the mountings of its lawyers and places on temporary license the stations of several networks because of a wild-swinging, publicity-seeking complaint of the American Civil Liberties Union alleging "blacklisting."

Here, on the one hand, the FCC bemoans its dire financial straits. And on the other, it invents a working capital area which is none of its business. This artificially stimulated FCC "business" follows the pattern of the late-lamented Richards' Stations hearings; the current ABC-United Paramount proceedings, brought by the nuisance issues. It is conceivable they have a bearing on the proposed merger; the abortive "rebroadcast rule" which places the FCC stamp of approval on program piracy, and the still-warm letter to CBS wherein the FCC holds GOP President aspirant William R. Schneider of St. Louis is entitled to equal opportunities with other Presidential candidates (wherein it introduces the vicious practice of regulating licensees in advance of the fact).

How do these actions come about? The blacklisting case is a shining example. Last April, ACLU called upon the FCC to conduct a general investigation of "blacklisting" stemming from the publication of Red Channels. Came widespread publicity, what with the citing of such entities as NBC, CBS, ABC, DuMont, WPIX (TV) New York and KOWL Santa Monica as alleged blacklists. Renewals of several were due June 1.

At its meeting Wednesday, May 28, the Broadcast Bureau recommended, and the Commission approved, regular renewals and dismissals of the extraneous complaints. At the next day's session, General Counsel Ben Cottone (who had provoked the rebroadcast rule and who made the Richards case a cause celebre) announced the deployment of a legaleistic abracadabra about the Administrative Procedure Act requiring investigation and written opinion. Comr. E. M. Webster felt there was something to this procedure business. Comr. Hyatt began anew for the FCC to mislead liberals and seconded reconsideration. Chairman Paul A. Walker wilted. There was more legalistic interplay.

So temporary licenses ensued. The vote was 3-2, with Vice Chairman Rosel Hyde and the FCC's newest member, Robert T. Bartley, opposing the action as improper use of the licensing function extending beyond the intention of the statute. Comms. Robert F. Jones and George E. Sterling were away.

It is this sort of mischief that the FCC lawyers have been inciting. It's the phony-liberal precept of trying to dispel all alleged social sins by using the licensing power. It's the kind of activity that has infused the FBI with the notion that the FCC is made up of a gang of left-wing (or worse) sympathizers.

On the blacklisting issue, if there are those who say they are discriminated against, they have recourse to the courts, not the FCC.

And pity Chairman Johnson and his committee, who stuck their necks out to get an economy-minded Congress to give the FCC more money, only to have the same FCC write a new WPA legalistic leaf-raking project that is make-work and make-trouble.

D. L. (TONY) PROVOST

THE celebrated "Topper" novels created by the late Thorne Smith may owe certain facets of their hero's character to a man with whom the novelist once roomed in Greenwich Village. He is D. L. (Tony) Provost.

Topper was pictured as a good-natured businessman, successful, but with a turn for getting into out-of-the-ordinary situations. That shoe fits Tony Provost.

But where Topper was meek and easy-going, Tony Provost dons sprinting shoes for a much faster and aggressive whirl in the business world. Today he is vice president and general manager of Hearst Corp.'s Radio and Television Div., and, perforce, one of the broadcasting industry's most active and aggressive fighters.

In direct supervision of WBAL (50 kw) and WBAL-TV Baltimore, both NBC affiliates, Mr. Provost also heads WINS-AM-FM Milwaukee (5 kw). He is a member of the board of directors of KING Seattle, Wash., partly owned by the Hearst Corp.

With these widely-spread properties demanding his business talents, Mr. Provost has established a policy for overall operation which combines sound business administration with state-of-the-art affairs programming.

His 20 years of experience in broadcasting stood him good stead in his present position when he succeeded the late Tom A. Brooks.

During his work as an independent program producer from 1931 to 1939, he had a hand in pugilist Max Baer's dramatic career. He handled the rights to a three-week radio dramatic show, sponsored by the B. F. Goodrich Co., and starring the prizefighter before his fight with Princess Caranese, and the next year prior to the Braddock fight, a half-hour Baer dramatic show sponsored by Gillette Safety Razor Co. It has not been revealed whether Mr. Provost was responsible for the publicity gag during this time of having the fighter "shot" by a sound effects man in a New Jersey hotel lobby with blank cartridges, an act which made national headlines.

Mr. Provost served as sales manager for Empire Broadcasting Co. from 1939 to 1942 and from 1942 to 1945 was assistant manager of WEAF New York.

His decision to stick with the broadcasting industry became pronounced when a side venture back-fired during this period. With a partner, Mr. Provost tried to introduce an oil-nut crushing machine into Mexico, but the Mexican government objected that the machine was unfair to labor. When a representa-

(Continued on page 54)

BROADCASTING • Telecasting
"Wherever You GO...there's RADIO!"

CKLW is proud to have played a part in the United Detroit Radio Committee's campaign which won top honors for group radio promotion in 1951. CKLW conceived the slogan, first gave it air time, and joined with other Detroit Stations to emphasize the great value of radio in the Detroit market.

Celebrate Our 20TH Anniversary

153,358 Broadcast Hours
11,804 Advertisers Served
48,620 Hours of Public Service Broadcasts

CKLW

50,000 WATTS • 800 On Your Dial

Guardian Building • Detroit 26
JOHN THORWALD, radio-TV director, WJHP Jacksonville, WMTC Ocala, WDLP Panama City and WCOA Pensacola, all Fla., has resigned. Future plans have not been announced.

DICK DAWSON, account executive, DuMont Television Network, to Paul H. Raymer Co., N. Y., station representative firm, in same capacity.

ALFRED E. ANSCOMBE, sales promotion director, WKWB Buffalo, promoted to local sales manager.


JERRY WINTERS named sales manager, WVOW Logan, W. Va.

Mr. Dawson

**“Save up to $16 a month on food bills.”**

Using radio, TV, small ads, and the package itself.

Sterling Salt tells housewives how the trick is done.

On pages 44 and 45 of the May 9 issue of Printers’ Ink, James K. Gearhart, advertising and merchandising manager, International Salt Company, “Gives credit for sales boost to high information value of ads.”

If you missed this story drop me a line and I’ll send it on to you.

It’s important on two counts:

First, you can use it to build several solicitations for new accounts, local, regional or even some national advertisers. Second, it was probably read by the largest single group of buyers of advertising in this country. Of our total circulation, 23,309, more than two-thirds are advertising managers, sales managers, agency executives, and the top executives who “give the nod” to schedules.

With the article you will see a typical radio script, three small space ads, and the complete story of how “Sterling Salt is now helping tens of thousands of housewives to save up to $1.93 on a dinner for four, and up to $18.00 a month on their food bills.”

At the present time, 34 Radio Stations are releasing daily Sterling weather reports five times a week. With these reports, commercials are rotated to feature Sterling Table Salt,

**Printers’ Ink** - 205 East 42nd Street, New York 17, N. Y.

Bussalt for the farm, Sterling Industrial Salt, and Sterling Sugar Action Salt for ice control.

Articles like this often provoke this question: “Why does Printers’ Ink come up with so many factual, down-to-earth, profit-making stories?”

For 83 years, our subscribers have told us what they want. They are the buyers of advertising. To hold their interest and renew their subscriptions year after year, we know that stories like the Sterling Salt report are what they seek.

Two suggestions: Read the Sterling story, then contact some local or regional food advertiser and tell him how he can use your station to expand his business. Another suggestion: Start telling the Buyers of Advertising weekly in Printers’ Ink about your own station and market.

We are ready to help you whether you decide to use 1/6 of a page or a full page on a regular schedule.

When shall we have our first talk?

ROBERT E. KENYON, JR.

Advertising Director

Mr. Kenyon

PAUL SIMPKINS, staff announcer, WJDX Jackson, Miss., to WGLC Centerville, Miss., as station manager.

QUENTIN C. STURN, accounting staff, WIND Chicago, transfers to sales.

HARRY SIMMONS, salesman, Paul H. Raymer Co., Chicago, to RFC Radio Spot Sales, same city, in same capacity.

STUART HEPBURN, recently discharged from the Navy, to WNAV Annanpolis, Md., on sales and announcing staffs.

JOHN ROSSITER, general manager, WTWN (TV) Columbus, Ohio, elected vice president of Picture Waves Inc. in addition to present duties.

MIKE SHAPIRO to sales staff of WFPA-TV Dallas.

HAROLD GREGSON, station manager, KNYB Newport, Ark., returns to KNEA Jonesboro, Ark., as commercial manager.

WILLIAM GIDEON and LAWRENCE H. ROGERS appointed to board of directors of WSAZ Huntington, W. Va.

BRYAN J. BUSH, former commercial manager, WDDQ Chattanooga, Tenn., WALTER H. STAMPER Jr. and WILLIAM O. JONES, salesmen there, to WAFP that city, in same capacities.

**Personals . . .**

SYDNEY H. EIGES, NBC vice president in charge of press and information, elected president of New York professional chapter of Sigma Delta Chi, honorary journalism fraternity.

GEORGE HINDERSON, director of sales, WLWC (TV) Columbus, elected to board of directors of city’s Manufacturers Representatives Assn. . . . GLAD HALL JONES, KRKD Los Angeles account executive, to head second annual advertising workshop series for teachers at Fairfax High School, same city, June 14-25 . . . JOHN MCDERMOTT, sales staff, KMBC and KFPR Kansas City, Mo., elected president of Junior Chamber of Commerce . . .

ROBERT J. McANDREWS, commercial manager, KHRG Avalon, Calif., was m.c. at sixth annual Hucksterado dinner dance of Hollywood Ad Club, June 6.

KEN SPICER, business manager, WBT-AM-FM and WBTY (TV) Charlotte, N. C., elected president of city’s National Office Management Assn. . . . BENEDICT GIMBEL, president-general manager, WIP Philadelphia, to receive honorary degree of Doctor of Humane Letters from Lincoln U. . . . ANDY A. MCDERMOTT, manager of Radio & Television Sales Inc., Toronto, elected second vice-president of Advertising and Sales Club there . . . LEE HODGE, sales staff, WKTY La Crosse, Wis., appointed general manager of city’s annual summer civic opera. RALPH V. STEELE, sales staff, WKTY, named “man of the year” by County Reserve Officers Association . . . AL WEALES, account executive, KLO Ogden, Utah, elected president of city’s Advertising and Sales Club . . .

AM IN TV HOMES

**Probed by Advertisers**

RADIO sets require less attention than TV sets. That’s what most respondents said in a survey by Advertisers’ Tele-Scope on “What is your opinion as to why people continue to listen to the radio even though they own television?” Women in 756 TV homes in the New York metropolitan area were queried. Answers and percentages follow:

Radio requires less attention 26.5%
TV less demanding—bed for eyes 9.0%
Many have favorite radio programs 7.8%
Radio has its own values 6.2%
Radio forecast opinion, like that of the TV, is good 5.2%
Many radio programs better than TV 4.5%
Some TV programs are poor 3.6%
Nobil 2.5%
Miscellaneous reasons 5.4%
Don’t know 31.9%

**More French-Language**

EXPANSION OF CANADIAN Broadcasting Corp. French programs was decided on at the CBC board of governors meeting in May at Quebec City. French-language stations as far west as Edmonton are to receive wire-line network service from Montreal and Quebec this summer. There are a number of independently-owned French-language stations now in operation in northern Ontario and eastern Canada, which will be included in this expansion. It also was decided to build a French-language CBC station in New Brunswick province, which will be operated by the French-Canadian officers, that frequency and costs have not yet been determined. The New Brunswick station will carry the French-language programs exclusively.
YOU MIGHT STRIKE OUT 20 BATTERS IN ONE GAME*—

BUT...

YOU NEED THE FETZER STATIONS TO WIN IN WESTERN MICHIGAN!

If you're pitching for the rich Western Michigan market, WKZO-WJEF and WKZO-TV give you three strikes on any other media in this area.

RADIO
WKZO, Kalamazoo, and WJEF, Grand Rapids (a CBS combination) deliver about 57% more city listeners than the next-best two-station choice in these two cities, yet cost 20% less than the next combination. In addition to their home-town superiority, WKZO-WJEF have tremendous rural circulation too. The 1949 BMB Report shows that WKZO-WJEF have greatly increased their unduplicated audiences over 1946—up 52.9% at night ... 46.7% in the daytime! In the Grand Rapids area alone, this represents an unduplicated day-and-night coverage of 60,000 homes!

TELEVISION
WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. A new 28-county Videodex Diary Study, employing the BMB method, offers smashing proof that WKZO-TV delivers 91.9% more Western Michigan and Northern Indiana homes than TV Station “B”!

Write direct or ask Avery-Knodel for all the Fetzer facts, today!

* Maury McDermott of the Louisville Colonels tied this American Association record in a 1949 game with St. Paul.

WKZO-TV
WJEF
WKZO
ALL THREE OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Our Respects To
(Continued from page 50)

Mr. Provost, whose first name is DeLancey, but who has become known throughout the broadcasting industry by his initials, D.L.—or his nickname Tony—, was born June 28, 1908, at Winsted, Conn., and attended Gilbert Preparatory School.

Awarded a bachelor's degree at William & Mary College, Williamsburg, Va., he entered the advertising business, but was forced out of work during the depression. He entered radio via a recording concern.

As program manager for WNBC New York from 1945 to 1949, Mr. Provost saw the station receive more national awards than at any time in its history. Specializing in children's shows and public affairs programming, he gave many current radio and TV favorites their first big break. Tex and Jinx were introduced by Mr. Provost and he also brought Bob Smith from Buffalo to New York as a morning entertainer and star in children's programs, where Mr. Smith first brought forth his Howdy Doody show.

Moving to Baltimore as business manager for WBAL-AM-TV in 1949, he took over his present job in 1951. Since then the properties have expanded steadily with development of merchandising and photographic departments, an increased news staff and intensive concentration on educational programming.

Expands Classroom TV

WBAL-TV already had been among the first stations in the country to inaugurate TV programs for public school classrooms. Under Mr. Provost the educational programming was expanded to embrace the university level, and now makes available Class A time each week for a series participated in by every major college and university in Maryland. Additional choice time is devoted to a weekly medical show presented by U. of Maryland doctors.

The WBAL radio and TV outlets present 51 public service programs weekly.

Mr. Provost also has expanded actual programming time, insisting that WBAL-TV be the first station on the air every day and the last at night, the station starting at 7 a.m. with the Garroway show and ending with live news and sports programming at 12:15 a.m. WBAL-TV programmed its own 6-10 a.m. variety show long before the NBC Today program, reportedly receiving the highest rating for early-morning TV in 10 major cities covered by ARB.

Six months ago WBAL went on the air for 24 hours a day. An outstanding feature show on the all night broadcast is conducted by Archdale J. Jones, an Englishman, who helps track down missing persons.

Some indication of why business records show WBAL-TV at its peak booking level and WBAL listing its strongest billing in recent years, may be gathered in Mr. Provost's standing advice to his various staffs:

"We can no longer be purveyors of entertainment from an ivory tower. The people have grown up with our media and are no longer averted by technical magic. Today radio and television stations, like newspapers, must be a part of their communities. That means we must go to the people with our cameras, our tape recorders and our microphones. We must enter their schools and their churches, participate in their fund-raising campaigns and record the progress of their vital civic and legislative issues.

Showmanship Factor

"...It must not be forgotten, however, that we are also in show business. All the public service in the world will fall on deaf ears unless we employ the tricks of our trade to make it dramatic and vital to the public. . . ."

Although Mr. Provost must travel a lot of necessity, he relaxes when he can at his home in a valley north of Baltimore. He is married to the former Seraphine Baumgartner.

His hobbies are his dogs, gardening and sometimes a hand of poker.

SCAAE ELECTION

Jorgensen Named President

KAI JORGENSEN, executive vice president and chairman of the board, Hixson & Jorgensen Inc., Los Angeles agency, has been elected president of Southern California Advertising Agencies Assn. He succeeds Willard G. Gregory, president, Willard G. Gregory Co. who continues as board member.

Elected first and second vice presidents, respectively, were Earl L. Taggart, partner of Taggart & Young Adv., and Robert F. Millar, president, Stellar, Millar & Lester Inc. Forrest Dolan, vice president, The Meyers Co., was named secretary-treasurer.

Pulse Expands Service

PULS E's addition of 18 radio and ten video markets to its service area surveys marks the firm's greatest four month expansion in history, Dr. Sidney Roslow, Pulse head, said May 24. He said Pulse now covers 67 radio markets including 18 million families, or 42% of the U. S. total, and 38 TV markets containing 86% of all TV sets. New markets, as released by Pulse, include Houston, San Antonio, Toledo, Providence, Milwaukee, Tuls a, San Diego, Miami, Pittsburgh, Baltimore and Richmond.

NO ARGUMENT HERE . . .

WBNS has more listeners than all local stations combined!

All the neighbors listen in when WBNS is on the air. And you can't argue with these facts: WBNS has the top 20 rated programs . . . a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1 1/4 million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.
Can America escape socialism?

Some nations couldn't. And there are people in this country who are trying to push America down the same one-way street.

They don't speak out for socialism openly—they know most Americans don't want it. Instead, they give persuasive reasons for the steps that lead to socialism.

There's one clue that will help you recognize this hidden socialism. It's the old line: "Let the federal government do it—or run it—or take it over—or own and operate it." When you hear that, look out.

For the more things the federal government runs, the closer we are to socialism—whether we want it or not—and the fewer rights and freedoms we have left for ourselves.

America can escape socialism—here's how you can help: Recognize the steps that lead to it. Help your friends and neighbors see the danger. And use your ballot wisely!

---

WHERE DOES SOCIALISM START? One of socialism's first aims is to have the federal government take over electricity, and thus get the whip hand over every business, farm and family. In America, socialized electricity has spread steadily—and the pressure is on for much more. That's why America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES* publish this warning to all Americans.

*Names on request from this magazine
GHMO LABOR CASE

"Cease and Desist" Asked

TRIAL EXAMINER Stephen S. Bean, National Labor Relations Board, last week recommended that KJMO Hannibal, Mo., "cease and desist" from discouraging membership in any labor organization of its employees or in any other manner interfere with or coerce employees in their self-organizational rights.

Mr. Bean was acting on charges filed by IBEW, Local 1272, AFL. Complaint was issued March 5. Hearing was held at Hannibal March 24-26. Mr. Bean last week also recommended dismissal of several other charges of discrimination by KJMO.

World in Canada

ALL-CANADA Radio Facilities Ltd., Toronto, has obtained Canadian distribution rights for World Broadcasting System Inc., New York. R. F. Tait, of All-Canada, will handle the World Program Service library for Canadian stations. Plans are under way for expansion of the service to include Canadian artists and programs specially designed for Canadian broadcasting to cover local holidays and other features.

WSYR's Local Radio Sales

UP 39%

For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

FRANK MAY, manager, KBIG, Vancouver, British Columbia, opened KBIG's newly-completed broadcasting facilities here.

ROY GREEN, operator, CHNO Sudbury, to CHUM Toronto, as announcer-operator.

JAMES PETERSEN, professor of radio and TV, Ball State College, Muncie, Ind., to special broadcast service staff of WLW and WLWT (TV) Cincinnati.

JEN HERSHOLT, star of CBS Radio Dr. Christian, named "the doctor we'd most like to work with" by American Nurses Assn.

LOU SHABOTT, formerly of WCWC-WFMA (FM) Rocky Mount, N. C., to WJWL Georgetown, Del., as announcer.

PETER H. WINS, director of sports and special events, WHMP Northampton, Mass., to Amshele College there as public relations staff.

MIKE ROSS, Hollywood TV actor, assigned role in Paramount Pictures feature film, "Plasure Island."

CARL W. HERZMAN, KLZ Denver, Colorado, program director, presented award for service as advisor to Colorado Jr. Cattlemen Asn. at group's annual convention.

JULIA PRESSON to continuity staff, WPTF Raleigh, N. C. B. J JACKSON, WCOM Greensboro, to WPTF announcing staff.

EL JONES, CKWS Kingston, named a director of Advertising and Sales Club there.

BARNEY PHILLIPS, actor in NBC-TV Dragset, assigned role in United Artists feature film release, "The Glass Wall."

DON McGILL, music producer, CBM Montreal, named program director of CBM.

CARMEN PHELPS, Pitluck Adv., to WOAI-TV San Antonio, for daily show, Menu Matinee.

JAY J. HARRIS to WTTG (TV) Washington, to handle publicity and promotion.

ED SIMMONS and NORMAN LEAR, writers of Martin & Lewis NBC radio TV shows, signed to co-write comic film motion pictures to be released through Paramount Pictures.

DIZZY DEAN, sportscaster for Falstaff Brewing Corp., opened May 25 at Dizzy Dean Day ceremonies in Sportsman's Park, St. Louis.


SYD KENNEDY, manager of CHB Halifax, appointed program director of Maritimes Region of Canadian Broadcasting Corp., with headquarters at Halifax.

EVELYN CLARK DEGENENDORF, assistant promotion manager, KCBS San Francisco, appointed promotion manager succeeding HENRY LOCK GOSSENGE. PETER TURDICI, head of pre-press, KCBS, promoted to record librarian replacing DAVE MCELHATT new manager relief announcer. BOB FAIRBANKS succeeds Mr. Turdici. JEAN POTEET and BEVERLY BECKER to KCBS program staff.


WILLIAM BALLARD, writer for Kids and Co. on DuMont Television Network, and Joe DiMaggio Show on NBC-TV, father of boy, May 14. Paternal grandmother is REGGIE SCHUEBEL, partner of Wyatt & Schuebel, N.Y.

News...

AUSTIN BOYLE, Chicago Daily News, to ABC Chicago press staff.

ADOLPH J. SCHNEIDER, director of NBC-TV and special events, presented 1952 citation for alumni achievement by U. of Omaha.

Thesaurus Abroad


JAYCEES' DAY

Take Over WASK Schedule

OLD CLICHE, "banker's hours," didn't mean a thing to Jaycees of Lafayette, Ind., forhtnight ago as 40 businessmen took over the town, lock-stock and barrel — including the microphones of WASK there.

From 6 a.m. sign-on until post-midnight sign-off, it was Junior Chamber of Commerce day at the station as Jaycees and their "guest stars" handled microphone chores. Occasion was a special promotion aimed at boosting "Greater Lafayette Day." Plan was conceived by R. Richardson, WASK owner, and Robert Sharer, Jaycee board member.

Feature of day's activities was reading of each other's commercials by competitive business rivals. A bank president and manufacturer opened the broadcast day with news, markets and records. Jaycees also announced a local semi-pro baseball game. Participating in broadcast activities were bankers, insurance men, salesmen, lawyers, merchants, industrial officials and a Marine sergeant.

REACHES 93,217 RADIO FAMILIES

PRESENTED BY EVERETT MCKINNEY INC.

Page 56 • June 9, 1952

BROADCASTING • Telecasting
Hitch Your Wagon to a LOCAL Star

Your sales wagon, that is. For it's the local artist on the local television program who carries the greatest sales impact with viewers (and buyers).

He is a well-known personality in the market. His endorsement of a product carries weight.

That's one reason why Spot TV is such a highly effective advertising medium.

Associate your product with the leading personalities in these eleven markets. You'll find them starring (and selling) on the outstanding television station of each market—listed here.

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

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
The Dinah Shore Show
NBC Television Network
Starring Dinah Shore

"In 98% of all U.S. Television Stations"

There are many good reasons why Houston-Fearless television camera pedestals and dollies are standard equipment in a vast majority of television stations. They are skillfully designed to give complete mobility to the camera, engineered to withstand constant usage, and built to give dependable performance at all times.

They embody 26 years of leadership in manufacturing camera and film processing equipment for the motion picture studios of Hollywood and throughout the World. You can rely on Houston-Fearless for quality and dependability.

Write for catalog on television equipment.

The
Houston
Fearless
Corporation

- DEVELOPING MACHINES - COLOR PRINTERS - FRICTION HEADS
- COLOR DEVELOPERS - DOLLIES - TRIPODS - PRINTERS - CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"

Page 58 • June 9, 1952
WR5' PRIORITY PLAN

By LARRY CHRISTOPHER

MODIFICATION of FCC's temporary processing procedure and city-by-city priority listing — to effect more equitable positioning among cities now receiving limited service — was proposed to the Commission last week by Westinghouse Radio Stations Inc. FCC issued its city priority list a fortnight ago [B+T, May 26].

The Westinghouse technique employs a "television service factor" as the key to positioning. This factor is the population of the city divided by the number of TV stations there. Computing one list on the basis of city population and another on the basis of metropolitan area population, Westinghouse covers only the B-2 through B-5 groupings (cities with existing service).

Allocation Developments

Other allocation developments last week included:

● Petition for reconsideration of FCC's Sixth Report lifting the TV freeze by Matta Broadcasting Co., licensee of WLOA Braddock, Pa., requesting assignment of Channel 4 there. Petition argues factors of separation between Braddock and Columbus, Ohio, and suggests channel changes involving WLWC (TV) and WBNS-AM Columbus.

● Request by Zenith Radio Corp., Chicago, that FCC (1) issue a ruling declaring all Chicago applicants, including WBKB (TV) there, on "equal footing" in their bids for Channel 2 and (2) "maintain status quo in respect to Channel 2 in Chicago."

● Plea by Dr. Forbes Farms Inc., Palm Springs, Calif., for amendment of Sec. 3.606 (allocation table) to allocate UHF Channel 14 there under provision of 15-mile rule.

● Opposition of Havens & Martin, operator of WTVY (TV) Richmond, to petition of High Point Enterprise (WHPE High Point, N. C.) to remove the allocation of VHF Channel 6 from Beekley, Va., to High Point.

The Westinghouse petition noted that the priority principles retained by FCC in the Sixth Report "are fair to the public" and that "it is in the public interest and serves the greatest good to the greatest number" to bring into reality, as quickly as possible, priorities 1 through 4, giving all areas a choice of two programs and all cities at least two stations. Priority 1 is to provide at least one TV service to all parts of the U.S.; priority 2, to give each community at least one station. Priorities 3 and 4 are the same except they specify two services to all areas and two stations to each community, respectively, the petition explained.

Conflicts With Priorities

Noting that the Sixth Report indicates FCC's desire "to bring into being as many of the UHF television services as possible during the shortest period of time," Westinghouse said the temporary processing procedure "would accomplish this result but, in our opinion, unnecessarily conflicts with priorities 1 through 4, at least to the extent.

"For instance," the petition continued, "hearings will be held in Los Angeles and New York-Needham area, both served by seven television stations, ahead of the Pittsburgh area where the station's applications were all denied September 19, 1951, and which stations filing in May 1952. (Continued on page 59)
television applications

Digest of Those Filed With FCC May 29 through June 6

(Indicates pre-application re-filed.)

Boxscore

VHF UHF Total

Applications filed since April 14...

41 22 64

One applicant did not specify channel number.

Edward D. Madden (1), vice president in charge of NBC-TV sales and operations, smiles as William Boyd, film star, signs 10-year contract plying way for new Hopalong Cassidy series.

Edward D. Madden

Page 60 • June 9, 1952

BROADCASTING • Telecasting

TV REQUESTS

TOTAL of new and amended television station applications filed during week ended April 14, in FCC's receiving docket, Order was released (FCC, April 14) rose to 64 last week when 24 applications were submitted to the Commission—more than during the same period in the last week before the TV freeze lift.

Zenith Radio Corp., amended its application and seeks Channel 2 in Chicago. It plans to spend $564,000 in development and lose $260,000 in operating costs the first year.

KOMO Seattle filed an amended application for Channel 4. KOMO plans to spend $1,115,460 for the TV station (it already has the building) and expects the first year operating cost to be more than $1 million.

There were two applications from Honolulu, Hawaii. They came from KGU, owned by the Honolulu Advertiser, for Channel 4, and the Honolulu Newspaper Association, Ltd., motion picture distributor and exhibitor, for Channel 2.

Breakdown of last week's applications shows that there were nine new requests filed—six for VHF Channel 5 in Detroit and three for UHF.

There were 15 amended applications, of which nine are for VHF outlets and six for UHF.
WARNING that "time is running out so rapidly," FCC Chairman Paul A. Walker last week called for prompt action in the use of the 242 TV channels reserved for non-commercial educational stations in the Commission's Sixth Report [B*7, April 14].

Pledging his "full support and cooperation for all such television educational stations," Chairman Walker made his plea for positive action on Tuesday before a two-day conference on educational television in North Carolina at Chapel Hill. Some 200 state educational representatives attended the meeting, called by Gordon Gray, president of the consolidated U. of North Carolina, and also president of WSJS Winston-Salem, N. C. [Consolidated university includes the Women's College at Greensboro, State College at Raleigh and the U. of North Carolina at Chapel Hill.]

Seven UHF channels and one VHF channel are reserved for non-commercial educational use in North Carolina, under the provisions of the Commission's Sixth Report.

Concerning FCC's decision to reserve channels, made "after years of study and by the Commission's action," Chairman Walker expressed the belief that "the decision to reserve channels will stand as one of the most important contributions ever made to the development of American education.

Heated Competition

"If anyone doubts the value of these television channel assignments," said Chairman Walker, "he need only observe the heated competition for the commercial assignments. In every large city we anticipate that the demand will exceed the supply. Applicants are ready not only to construct and operate stations, but in most large cities to stand the heavy expense of the necessary changes which are necessary to choose the best qualified applicants."

Noting that by July 1 FCC expects to have 1,000 applications on hand, Chairman Walker observed that "this demand for assignments has, in fact, been so intense that the Commission deemed it proper to attach a most important limitation to its reservation of educational channels.

"That limitation is that if the circumstances warrant it, the Commission may, at the end of one year or thereafter, change the value of the non-commercial educational assignment to a commercial assignment," he pointed out.

The FCC chairman continued: "We have always understood that these precious television assignments cannot be reserved for you indefinitely. The need for

EDUCATORS MULL TV PLANS

Walker Warns of Time


June 9, 1952 • Page 61
TV Applications
(Continued from page 60)
and seven others with less than 1% each. Address: W-2172 First National Bank Bldg., St. Paul 1, Minn.

† SPRINGFIELD, Mo.—Springfield Times Inc., Th. 3 (60-66 me), ERF 10 kw visual, antenna height above average terrain 524 ft., above ground 560 ft. Estimated construction cost $231,335, first year operating cost $180,000, revenue $196,000. Studio and transmitter $99 West Sunshine St., 77° 10' 59" N. Lat., 93° 18' 11" W. Long. Transmitter license to Laurence C. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer John S. Calvert, Washington. Principals include: President Lester E. Cox (49 out of 266 shares), Vice President William W. WTPR Springfield, president and 50% owner of Pioneer Adv., Springfield, vice president, and 12% owner of KOAM Pittsburg, Pa., and vice president 49% owner of KCMO Kansas City, Mo.; Vice President T. W. Duvall (1 out of 256 shares), Director Newspapers (Springfield News and Leader Press) and KGBX Springfield; Treasurer William S. Bixby Jr. (1 out of 256 shares), Director Springfield News and Leader Press and KGBX, and president and 46% owner of Springfield-Mercer, Times-Democrat, and KHJ Muskogee. Springfield Newspapers Inc. owns 121 out of 256 shares. Address: 606 Bonneville Ave., Cleveland.

† CLEVELAND, Ohio—United Best, Co., UHF Ch. 19 (60-50 me), ERF 225 kw visual; antenna height above average terrain 682 ft., above ground 769 ft. Estimated construction cost $206,330, first year operating cost $184,000, revenue $220,000. Studio location 5,000 Euclid Ave. Transmitter Terminal Tower Bldg., 41° 29' 58" N. Lat., 81° 41' 41" W. Long. Transmitter RCA antenna. Owner Byers, Hoffman, Lovett & Dale, Washington. Consulting engineer Jansky & Bally, Columbus. Applicant is licensee of WJK-AM-FM Cleveland. WHK-AM-FM Columbus, Ohio; WHXK Akron, Ohio, and owner of WJK-AM-FM Youngstown, Ohio. Principals include: President Sterling E. Graham, vice president of Forest City, Ohio; President of Cleveland Plain Dealer and News, and Vice President Paul Bellamy, vice president of United Best, Co., and owner of WJK-AM-FM News. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

FARGO, N. D.—North Dakota Best, Co., Ch. 13 (210-216 me), ERF 5,700 kw visual; antenna height above average terrain 420 ft., above ground 490 ft. Estimated construction cost $152,185, first year operating cost $120,000, revenue $144,000. Studio and transmitter location 400 10th Ave. N. S., Fargo, N. D. South of jct. with U. S. 10, 46° 48' 55" N. Lat., 96° 47' 58" W. Long. Transmitter antenna. Owner North Dakota Best, Co. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer H. McC. Agnew. Applicant is licensee of KSJB Jamestown, N. D., and KCJB Minot, N. D. Principal stockholder is John W. Boles, owner of North Dakota Best, Co. Address: North Dakota Best Co., Minot, N. D.

† DAYTON, Ohio—Skyland Best, Co., Ch. 4 (180-186 me), ERF 316 kw visual; antenna height above average terrain 406 ft., above ground 490 ft. Estimated construction cost $68,000, first year operating cost $44,000, revenue $64,000. Studio location 252 N. Queen St. Transmitter Gypsy Hill Road, 39° 11' 11" N. Lat., 83° 13' 20" W. Long. Transmitter DuMont antenna, RCA. Legal counsel Arthur Schrader and Stephen T. Helford. Transmitter Dr. Samuel H. Aldutoff Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of UHF Lafayette, Ind., and WTPR Lafayette, Ind. Principals include: President Frank H. Aldutoff (99%), general manager of WLBN; Vice President Samuel M. Aldutoff (66%), and Secretary-Treasurer Barbara Aldutoff (12.5%). Address: 202 N. Queen St., Lancaster.

† YORK, Pa.—Susquehanna Best, Co., UHF Ch. 43 (644-660 me), ERF 171 kw visual; antenna height above average terrain 527 ft., above ground 547 ft. Estimated construction cost $231,335, first year operating cost $180,000, revenue $220,000. Studio location 117 W. 2nd St., York, Pa. Transmitter GE antenna. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Jansky & Bally, Columbus, Ohio; WHK-AM-FM Cleveland; WHXK Akron, Ohio, and owner of WJK-AM-FM News. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

† CHAMBERSBURG, Pa.—Chambersburg Best, Co., UHF Ch. 46 (662-668 me), ERF 104 kw visual; antenna height above average terrain 1,182 ft., above ground 187 ft. Estimated construction cost $245,632, first year operating cost $206,000, revenue $276,000. Studio location Craft Press Bldg. Transmitter location on Appalachian Trail, Snowy Mountain, South of South Mountain Sanitarium, 39° 02' 02" N. Lat., 77° 29' 41" W. Long. Transmitter GE antenna. Legal counsel Jansky & Bally, Columbus, Ohio; WHK-AM-FM Cleveland; WHXK Akron, Ohio, and owner of WJK-AM-FM News. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

† LANCASTER, Pa.—Peoples Best, Co., Ch. 8 (180-186 me), ERF 516 kw visual; antenna height above average terrain 379 ft., above ground 427 ft. Estimated construction cost $239,000, first year operating cost $180,000, revenue $220,000. Studio location 325 N. Queen St. Transmitter Gypsy Hill Road, 39° 11' 11" N. Lat., 83° 13' 20" W. Long. Transmitter DuMont antenna, RCA. Legal counsel Arthur Schrader and Stephen T. Helford. Transmitter Dr. Samuel H. Aldutoff Jr., Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of UHF Lafayette, Ind., and WTPR Lafayette, Ind. Principals include: President Frank H. Aldutoff (99%), general manager of WLBN; Vice President Samuel M. Aldutoff (66%), and Secretary-Treasurer Barbara Aldutoff (12.5%). Address: 202 N. Queen St., Lancaster.


† SPOKANE, Wash.—KQH Inc., Ch. 6 (680-696 me), ERF 10 kw visual; antenna height above average terrain 941 ft., above ground 825 ft. Estimated construction cost $231,335, first year operating cost $180,000, revenue $220,000. Studio location Radio Central Bldg. Transmitter location 4102 Regal Ave, 47° 36' 56" N. Lat., 117° 15' 41" W. Long. Transmitter GE antenna. Legal counsel Kirkland, Fleming, Washington. Consulting engineer Jansky & Bally, Columbus, Ohio; WHK-AM-FM Cleveland; WHXK Akron, Ohio, and owner of WJK-AM-FM News. All stock owned by Forest City Publishing Co. Address: 5000 Euclid Ave., Cleveland.

† SPOKANE, Wash.—Lawser Best, Ch. 2 (540-60 me), ERF 100 kw visual; antenna height above average terrain 781 ft., above ground 712 ft. Estimated construction cost $249,670, first year operating cost $212,000, revenue $258,000. Studio and transmitter location 41st and Regal, 47° 36' 56" N. Lat., 117° 15' 41" W. Long. Transmitter RCA antenna. Legal counsel McKenna and Wilkinson, Washington. Consulting engineer Robert M. Stumpf, Washington, Washington. Applicant is licensee of KQTH Spokane (but has bought and sold KQTH), both transactions awaiting FCC approval, owns 49% of KOL Seattle and 22% of KXL, Missouri; Mr. Washer formerly owned KQH and KGA, both in Spokane. Address: Davenport Hotel.

† OSHKOSH, Wis.—Oshkosh Best, Co., Ch. 4 (180-186 me), ERF 316 kw visual; antenna height above average terrain 313 ft., above ground 344 ft. Estimated construction cost $186,000, first year operating cost $120,000, revenue $160,000. Studio and transmitter location 1235 Bowen St., 44° 03' 43.5" W. Long. Transmitter GE antenna. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Applicant is licensee of WOSH Oshkosh and WSHI Stillwater, Minn. Address: William F. P. Williams Jr. (51%); William F. Sr. (17%); Penrose E. Johnson (17%), and Frederick Renabaw (15%). Address: Oshkosh, Wis. (Continued on page 72)
This July is a month to be marked in history. When the curtain goes up on the national political conventions in Chicago, people from coast to coast can watch the nomination of presidential candidates.

In seven short years the Bell System has expanded the intercity television network so that it is now possible for 99% of the television viewers across the nation to watch the same program simultaneously. Behind this expansion is a story of achievement. Radio-relay and coaxial cable routes were planned and built. Special equipment was designed, tested and perfected. And men of special talents were trained in its special use.

The present value of the network, furnished by the Long Lines Department of the American Telephone and Telegraph Company and the Bell Telephone Companies, is about $90,000,000. Yet the cost of service is low. The telephone companies' total network charges average about 10 cents a mile for a half hour of program time.
**WRS' Priority Plan**  
(Continued from page 59)

with priorities 2 and 4 at a much earlier date."

Similarly, one-station Pittsburgh, which under FCC's temporary processing procedure falls near the bottom of the B group city listings and is the last city on the list for all of Pennsylvania, ranks fifth on the Westinghouse's city area list. On the metropolitan area list, Pittsburgh ranks first.

In its petition, Matta Broadcasting contends the Sixth Report and order stipulates only Channel 4 at Braddock (Pittsburgh area) by changing the assignment of WLWC from Channel 3 to Channel 4. The petition points out that Channel 4 could be assigned to Braddock in accordance with the Commission's minimum spacing rule by changing WLWC to Channel 10 and switching WBNS-TV from Channel 10 to Channel 4.

Braddock's post office is 169.39 miles from the transmitter of WLWC at Columbus.

Distance from Braddock's post office to the transmitter of WBNS-TV is 170.43 miles, the petition asserts, thus permitting Channel 4 to be assigned to both Braddock and Columbus. Thus, "an additional television service . . . could be made available to the public," FCC was informed.

Not to permit this added channel use, Matta Broadcasting contends, is "contrary to the Commission's own policies" in this proceeding.

The petition further notes that under the Commission allocation, Channel 4 at Columbus for WLWC is only 159.043 miles from the transmitter of WWJ-TV Detroit instead of the required 170 miles. Under the Matta Broadcasting plan, assigning Channel 4 to WBNS-TV, the transmitter separation with WWJ-TV is increased to 162.9 miles.

Permitting "sub-minimal co-channel mileage separations in favor of existing licensees and permittees which, in itself constitutes an arbitrary and unlawful discrimination in favor of existing licensees and permittees," the petition charges, "does not legalize the Commission's proposed assignment of Channel 4 to WLWC for two reasons: (1) no existing licensee or permittee is presently authorized to operate on Channel 4 at Columbus, Ohio; and (2) the co-channel separation of WLWC on Channel 3 (from WWJ-TV at Pittsburgh) of 162.450 miles would be reduced to a co-channel separation on Channel 4 (from WWJ-TV at Detroit) of 159.043 miles."

Matta Broadcasting further contends the Commission's refusal to allocate Channel 4 at Braddock is illegal because of the FCC's failure to give adequate legal notice of the bases of its action as required under the Administrative Procedure Act."

"Fundamentally," the petition argues, "the lack of adequate legal notice to petitioner . . . derives from 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 television channels."

Right to "full and fair hearing . . . was denied in this proceeding to a guessing game in which petitioner had, at its peril, to guess which of the infinite possible technical standards the Commission might adopt--simultaneously with its decision on allocations of channels--and to base its participation upon such a guess," the petition contends.

Another principal assertion of the Matta Broadcasting petition is that the city-to-city mileage separation requirement "is an arbitrary principle of channel assignment and unlawfully deprives Braddock . . . of the use of Channel 4."

The petition notes "it is clear from the Commission's general observations that the "assignment spacing" requirement was adopted solely for the convenience of the Commission in preparing an assignment table and without regard to the effect of the principle on the public interest involved in specific allocation problems."

"The city-to-city co-channel spacing does not determine the coverage of potential television stations or interference between such stations in different communities," the petition observes, stating that "objections to the co-channel minimum city-to-city spacing on the ground of irrelevance were registered in this proceeding but, while the Commission acknowledged the filing of these objections . . . the Sixth Report and Order disregarded them."

Zentith Radio Corp. contends in its petition that FCC's proposal to switch WBKB (TV) Chicago from Channel 4 to Channel 2 in order to reduce interference and "effect the minimum utilization" of VHF channels "presents only a problem of preferment of Balaban & Katz Corp. [WBKB], which has never applied for any authorization on Channel 2, over those such as Zentith who have had long-pending applications for authorization on Channel 2."

"Such substitution does not reduce interference, make available a reasonable number of channels or effect a maximum utilization of VHF channels," Zentith contends, "since these factors are unchanged whether it is Balaban & Katz, Zentith, or some other applicant" who is granted Channel 2.

Zentith notes that FCC, coincident with the Sixth Report, issued a memorandum opinion and order permitting only three "temporaries" in the Sixth Report required amendment of Zentith's application and rendered moot an earlier petition seeking clarification of Channel 2's status. The memorandum said that Zentith, if it filed a properly amended application under the rules of the Sixth Report, may at the time again raise the questions of its status and the status of Balaban & Katz respecting Channel 2.

Maintenance of the status quo of Channel 2, until comparative hearings among all applicants were held, "would not appear to prejudice significantly the public interest . . . or rights of any parties," Zentith contends. It would mean a "temporary continuance in Chicago and a few affected localities of conditions which have in any event been in existence since the imposition of the "freeze." WBKB would continue temporarily on Channel 4 and WTMJ-TV Milwaukee would continue for that time on Channel 3, rather than switching to Channel 4 as proposed, the petition notes.

Another reason for maintaining the status quo, according to Zentith, was proposed sale of WBKB by Paramount's Balaban & Katz to CBS, contingent upon the approval of merger of ABC and United Paramount Theatres.

Zentith says that Balaban & Katz actually has a "hold harmless" agreement "to operate commercially upon Channel 4 for two reasons: (1) FCC has been unable to determine the renewal of license of WBKB and (2) when FCC issued its Third Notice of allocation pro- (Continued on page 68)
3 things you need...

to launch
a successful UHF
Television station

And Du Mont can help you get all three. Write today for this informative booklet, "UHF, The New Big Development In Television", and find out how you can get on the air quickly and profitably...

with Du Mont UHF transmitting equipment
with Du Mont Television programs
with a Du Mont-built UHF audience

Learn how these three Du Mont operations, working together, can help make your UHF plans a successful reality.

Du Mont
First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N.J.

Allen B. Du Mont Laboratories, Inc. 1500 Main Ave. (DEPT. BT 04) Clifton, N.J. Please send me my copy of "UHF The New Big Development in TV".
Name
Company
Address
YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

On May 30, 1949, there were 2500 Sets in WFBM-TV’s coverage area.

Today there are 235,000 Sets in use in WFBM-TV’s coverage area.

Weekly Television Summary

JUNE 9, 1955

Station WFBM Channel 6

"First in Indiana"
A long shot of WMAR-TV’s large studio in full action shows four sets in use. The picture was taken during telecast of the 7-hours-a-week "Notional Revue.” Of the over 100 hours of weekly programming on WMAR-TV, CBS, the world’s leading television network, supplies more than half.

The smaller studio is equipped with a full-scale working kitchen. Ann Mar is here conducting "The Woman’s Angle," a popular daily program.

WMAR-TV’s two remote units, employing five TV field cameras, have covered more than 1400 events to date.

Weekly Quarter Hour Firsts

<table>
<thead>
<tr>
<th>WMAR-TV Station</th>
<th>A. Station B</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 A.M. to 6:00 P.M.</td>
<td>90 56 47</td>
</tr>
<tr>
<td>6:00 P.M. to 11:00 P.M.</td>
<td>74 50 16</td>
</tr>
<tr>
<td>164 106 63</td>
<td></td>
</tr>
</tbody>
</table>

WMAR-TV is a big film producer, as shown by these two Houston Processing. Its daily newsreel alone has filmed some 8600 news stories since inception.

The box score of WMAR-TV’s Maryland leadership, according to April A.R.B., is 164 quarter-hour firsts of the week’s 333 when all three Baltimore television stations are on-the-air.

In Maryland, most people watch WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO

CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
posing to delete Channel 4 at Chicago, "any license held by Balaban & Katz . . . . became subject to the Injunction that the Commission might finally recognize such deletion of Channel 4." This was done by the Sixth Report, Zenith indicated.

Zenith contends, therefore, that the Commission "may not now . . . . give its consent to the transfer from Balaban & Katz Corp. to Columbia of a license since, March 1961, has been in effect and which, since the issuance of the Commission’s Sixth Report and Order, is foredoomed to early, inevitable cancellation. What Balaban & Katz proposes to transfer to Columbia (apart from its physical facilities) is not a license but a legal argument that the transfer might have an important competitive advantage in any contest for Channel 2 in Chicago."

Dr. Forbes Farms, in seeking the allocation of Channel 14 to Palm Springs, points out that the nearest channel is located at San Bernardino, 47 miles distant. Palm Springs’ population is 7,426, the petition explains, noting, however, that the allocation table provides for channels to about 350 cities, or about one-third of the total number of cities which have smaller population than Palm Springs.

In opposing the WHPE petition, Havens & Martin points out that the allocation of Channel 6 at High Point would cause interference to WTVY’s Grade B service area and interfere with the use of Channel 6 at Wilmington, N. C.

Havens & Martin’s petition notes that "in the High Point petition a great deal of emphasis is placed upon the fact that there is already a VHF station in operation in the general area, a considerable number of VHF receiving sets are located in the vicinity and a UHF broadcaster would face great hardships under the circumstances. In fact, from the general tenor of this petition, the conclusion is inescapable that The High Point Enterprise Inc. is motivated by the desire to hold the revolving door of television broadcasting on someone else’s path rather than to undertake such pioneering in the area as might be required of a UHF broadcaster."

Following are the two priority listings suggested by Westinghouse, based upon use of the television service factor (population divided by number of existing television stations). The first list is based on city population, the second on metropolitan area populations. Only those cities giving in FCC city priority groups B-2 to B-5 are included [BET, May 26].

CITIES RECEIVING TV SERVICE

Watch Washington

WNBW is offering for sale a series of 26 first-run feature films, to be shown at 11:05 p.m. Friday and the second run of 26 Peerless films, to be scheduled at 10:00 p.m. Wednesday. Ratings for these periods are high—costs are reasonable.

Get details now!

Washington Watches

TOP TWO PACKAGES AVAILABLE

WPIX (TV) CUTS Summer Rates Set

REDUCTION of about 50% in regular rates for certain programs and participations, effective June 16 to Sept. 14, has been announced last week by WPIX (TV) New York.

The hot-weather rate offers 25 eight-second identification spots on a run-of-the-station basis for $400 or 50 such spots for seven-day week for $2,000. Individual spots normally are $30 each.

Packages to be offered at a decrease are Matthew Neureisel, Sunday Film Theatre, Step Film Theatre, Six-Gun Playhouse, Montmore and Night Out Theatre, all movie features; Teleports Digest, with Harry Wisser; and It Happened This Week, 1950, NBC News review.

Monteene Neureisel is offered at $100 per program. It Happened This Week, is offered at a $1,000 package for 15 weeks. Six-Gun Playhouse, is limited to participations of 60 seconds or less.

CBS-TV Names Banker

ROBERT M. BANKER, unit manager of CBS-TV's dramatic series, Studio One, has been appointed casting director for the network, effective today (Monday). Mr. Banker replaces Robert Freyer, resigned. After serving as account executive on Network One for the Murray Martin public relations firm, Mr. Banker joined CBS-TV in 1960.
A fifth of a mile straight up

This slim steel needle reaching skyward is one of the tallest structures on earth.

It is the antenna tower of Station WSB-TV at Atlanta. From the ground level to the tip of the beacon that tops it off, the tower measures 1062 feet, almost exactly one-fifth of a mile.

Topmost portion of the structure is the 57-foot FM pylon with the 200-foot TV antenna just below it. The rest of the three-sided tower, from the 800-foot level down to earth, is a supporting structure for the pylon and the antenna.

Heavy guy wires of Bethlehem galvanized strand, attached to the tower at two levels, have the main responsibility for holding it in position and bracing it against winds. In addition, a substantial amount of Bethlehem steel was utilized in providing the structural cross-bracing.

The tower's location right within Atlanta and less than a mile from the center of the city's business district means television at its best for the large Atlanta TV audience. And the great height of the tower insures maximum coverage of TV sets in a very wide surrounding area.
AN INVENTOR, a judge and a theatre operator testified during last week's FCC merger hearing at the FCC.

The inventor was Dr. Allen B. DuMont, president of Allen B. DuMont Labs. He had testified earlier in the details of DuMont's financial situation in the early 1940s. He said that Paul Raibourn, who was head of Television Productions Inc. (wholly-owned Paramount subsidiary), wanted to convert DuMont stock, what Dr. DuMont thought was a low rate. Dr. DuMont testified that Mr. Raibourn wanted the lower rate so TPI could get more shares if stock.

Dr. DuMont asserted that at that time he felt Paramount was trying to take advantage of DuMont.

Relationship between Sphonophy Corp. of America and DuMont Labs. was also proved by Commission counsel Arthur Gladstone. Dr. DuMont said he only saw the SCA execs once or twice but was not interested in a patent-licensing agreement with them.

Judge George W. Latimer, appointed last June to the U. S. Court of Military Appeals, was on the Utah Supreme Court bench before that. A decade ago he was on active military duty but was recalled by Joe Draper, manager of Salt Lake City theatres, to attend a meeting in Los Angeles with Leonard Goldenson, then in charge of Paramount theatres and now president of United Paramount Theatres; Austin C. Keough, chief counsel for Paramount; Sam Dembrow, at that time a Paramount executive, and Mr. Lawrence.

The meeting concerned a theatre in Salt Lake City which had been taken over by its landlord after Inter-Mountain Theatres, a Paramount subsidiary, had not renewed the lease.

Judge Latimer testified that Messrs. Keough and Goldenson said at the meeting that no one should run the theatre if they didn't, and that if Mr. Lawrence tried it, he would get no first-run pictures. Judge Latimer said it was not a

**Networks' Time Sales**

(Continued from page 85)

works at present, averaging about one-third the number of outlets of average radio network for commercial programs. Only nine product classes gave more money to radio in March than to TV, networkwise, including three groups—agricultural, furniture and trade—representation—not represented in network TV at all.

---

FCC Hear Dr. DuMont, Latimer, Edwards


c

**ABC-UP**

---

**Plans UHF Tests**

*UHF propagation tests to determine the effect of antenna height on transmissions are planned by RCA, according to applications filed with FCC for approval to employ four transmitters in the 480-884 mc band using output of 50 watts. RCA told the Commission it plans to use four antennas on the tower of WOR-TV New York, spaced at heights of 185, 370, 550 and 735 feet. Each antenna will have a gain of about 100 and will be tiltable upward 2° and downward 10°. RCA mobile units will take measurements in the area for about six months.*

---

**TABLE V**

<table>
<thead>
<tr>
<th>Top TV Network Advertiser in Each Product Group in March 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertisement</strong></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Electrical &amp; Automotive</strong></td>
</tr>
<tr>
<td><strong>Apparel, Footwear &amp; Access.</strong></td>
</tr>
<tr>
<td><strong>Watches, Clocks &amp; Jewelry</strong></td>
</tr>
<tr>
<td><strong>Food, Food Products &amp; Beverages</strong></td>
</tr>
<tr>
<td><strong>Equipment, Appliances &amp; Parts</strong></td>
</tr>
<tr>
<td><strong>Building Materials, Equip. &amp; Fixtures</strong></td>
</tr>
<tr>
<td><strong>Advertising &amp; Media</strong></td>
</tr>
<tr>
<td><strong>Newspaper &amp; Printing</strong></td>
</tr>
<tr>
<td><strong>Drugs &amp; Chemicals</strong></td>
</tr>
<tr>
<td><strong>Graphic Arts &amp; Printing</strong></td>
</tr>
<tr>
<td><strong>Tire &amp; Rubber</strong></td>
</tr>
<tr>
<td><strong>Pharmaceuticals &amp; Drugs</strong></td>
</tr>
<tr>
<td><strong>Medical &amp; Scientific</strong></td>
</tr>
<tr>
<td><strong>Agricultural &amp; Farming</strong></td>
</tr>
<tr>
<td><strong>Building &amp; Construction</strong></td>
</tr>
<tr>
<td><strong>Home Furnishings &amp; Textiles</strong></td>
</tr>
<tr>
<td><strong>Office Equipment &amp; Supplies</strong></td>
</tr>
<tr>
<td><strong>Other Products</strong></td>
</tr>
</tbody>
</table>

---

**Broadcasting • Telecasting**

---

**Fustest, Gets Mostest**

YOU DON'T own a TV set but want to watch the political conventions this summer? On a first-time, first-served basis, the DuMont Labs. will install, free of charge, TV sets in metropoli- tan New York homes for the entire week of either the GOP or Democratic conclaves.

---

**ABC-UP**

---

**WHEN WILL SELL FOR YOU, TOO!**

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you Sell via WHEN.

---

**Central New York's Most Looked at Television Station**

Represented Nationally by the KATZ AGENCY

---

**WHEN TELEVISION**

---

**NBC BREAK SPOTS**

**Standardized Plan Set**

TEN-second shared identification breaks have been standardized on all eight of NBC's spot TV stations, Thomas B. McFadden, NBC director of national spot sales, announced Thursday.

The single minimum standard will permit the spot advertiser reasonable flexibility for the design of his commercial message and, simultaneously, greatly reduce agency production problems and effect substantial savings in production costs, he said, pointing out that NBC is the first in the industry to adopt the standards (CLOSED CIRCUIT, KAW). The cost savings should induce present spot advertisers to increase their buying and help persuade new advertisers to enter TV on a multi-market basis, he explained.

The NBC standards conform with those recently recommended by the National Ass'n of Radio and Television Station Representatives, Mr. McFadden pointed out.

Basis of the system is that the upper right hand quarter of the TV screen is reserved for the station's identification, with advertising copy to occupy the remaining three quarters.

Thus, agencies can use one film or piece of art for an advertisement scheduled to be used on a number of stations and of redesigning the film for each station individually, the agency will have only to strip in the proper logotype in the top right-hand corner of the station identification—of the different prints.

Timing breakdown for the ten-second spot's audio allows for 1½ seconds of silent picture for the opening, six seconds for the advertiser's commercial, 2 seconds of silent picture for station identification, 1½ second of silent picture for roughing breaks, 35 seconds of protective padding for the freeze frame.
NCAA Controls—'52 Plan
(Continued from page 59)

mate and propose his own coverage schedule, both of which are to be submitted, in writing, to each other for NCAA selection of the winning bidder. Only after his selection will the sponsor be free to bid individually with the various colleges for TV rights.

The plan explains that "the sponsor must prove national coverage"—defined as 63 markets—"on each of the 12 dates, and must make any one or more of the games involved available without charge to any other networks and independent stations which may wish to carry such games on a sustaining basis simultaneously with the network presenting the series." Mr. Hall explained that any station seeking simultaneous, sustaining coverage would, in all probability, also have to take the same college game commercially, unless it could figure out a way to predict the often quick insertion of an announcement between plays. And if commercials could be deleted, it seemed unlikely an advertiser would pay for coverage to be shared with other networks or stations. Thus, it seemed that, regardless of NCAA intentions, only one network would carry the games.

Another puzzler was the request that, on as many dates as practicable, small college games—as defined by the National Collegiate Athletic Bureau—be included on a local basis, "either in supplement of the series or in substitution for a series game."

Networks wondered last week why an advertiser would add small college play—and higher costs—to his schedule, when often a small college game would be of national interest, and how the importance of each game could be determined before the season's start. The NCAA answer is that advertisers will create much ill will if they impose an outside game on a local audience interested in the home team, that costs can be cut by sharing coverage with a local advertiser.

High Standards Desired

The sponsor was not, must be an "organization of high standards," a factor that will weigh cost less importantly, Mr. Hall said, as the coverage and money factors. Asked if the plan doesn't expect too much from the sponsor, he said that similar arrangements in last year's plan had worked out all right.

Other notable portions of the plan are that each team can make only one TV appearance per season, in contrast to last year's two—one at home and one away—and all TV receipts will be assessed "to meet requirements" of the NCAA television budget. Eighteen cents of every TV dollar was withheld last season, but Mr. Hall thought the amount would be less this year since no TV survey, comparable to last year's $50,000 study, is being conducted.

"Any previous rewards for athletic success pale in comparison to the rewards of TV," the committee stated in its letter explaining TV control to faculties and officers of member colleges.

Noting the ten-man group was "convinced" of this only after careful study, the letter said TV rewards "constantly multiply as more sets are installed, more television stations are put into use and the networks expand to all corners of the nation. If television offers irresistible premiums for sports glory today, the TV committee wishes to point up and underline the more serious problem which will be posed when 'pay-as-you-see' television arrives—a period estimated by experts to be not more than three years away. The rights for a few network games, now measured in millions of dollars, will be measured in millions of dollars when an effective 'pay-as-you-see' system is placed in operation."

The NCAA feels it has protected itself from possible restraint of trade charges, not only by requiring that TV coverage be shared, but also by dropping last year's blackout requirement. And no college would be forced to participate in television, it was pointed out. Further protection was injected with a statement that the committee can, if special considerations arise, make exceptions to all its rules.

The TV committee's recommendations are subject to two-thirds approval by reference of member colleges, scheduled to have been completed Sunday. Members voted 18-3 in favor of television control at their annual convention in Cincinnati last January.


can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.

Western Round-Up 4:45 p.m.—A popular western show complete with chuck wagon, rope tricks and brands. Excellent use of live demonstrations, slides and film make this an up-to-the-minute participation program that ranks in the top 10 listings.

TV Weatherman 10:00 p.m.—A daily comprehensive weather show using the stations fine production facilities and complete wire and weather services. This top rated program has been continuously sponsored on WBNS-TV for 2½ years.

you can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.

you can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.

you can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.

you can see the difference on WBNS-TV

WBNS-TV maintains an auxiliary transmitter in addition to its regular transmitter in order to fully guarantee a continuity of service. This supplementary equipment, plus WBNS-TV's fine facilities, expertly operated, supervised and maintained, is further proof of why advertisers and viewers all agree—you can see the difference on WBNS-TV.
Free Plugs Prove Fool's Gold

(Continued from page 22)

alent advertising would cost on a regular basis. The mechanics of placement depend to a great extent upon the publicist's contacts among stars, writers and producers of the programs, but techniques, charges and compensation vary.

The cost to the advertiser includes all charges attendant to getting the plug on the air, plus the fee to the publicist making the placement. The publicist may work on a retainer basis or he may charge on a per-plug or quantity-plus-fee basis. Some firms charge more for placing a plug on a nighttime show than on a daytime show; others make no distinction. The cost for a plug on a network show, of course, generally runs higher than on an individual station or small group of stations.

It is a popular conception that the writer, producer, performer or whoever works a plug into a show subsequently finds on his doorstep, by way of compensation, a case of whiskey. This is by no means entirely accurate, but the belief is not without some foundation.

"Giving whiskey probably started when somebody received payment in the form of his 125th watch," one publicist reported.

The watch-and-whiskey compensation category has been expanded to include a number of mementos, including money. The "standard" payment, where it is cash, is said to average around $60 to $90 per plug. The reward also may take the form of an equivalent credit at a department store, for instance, a supply of the plugged products or some other appropriate gift. Or there may be no payment at all, except insofar as the idea surrounding the plug is a contribution to the program.

There are divergent accounts of the willingness of talent to participate in the plug game.

On one hand there are reports of "The List," which is described as a compendium of names whose use on the air will bring compensation to the user. According to this version, "The List" is circulated among writers, producers and performers—or they may easily learn the names that are on it by investing in a telephone call to the public relations agency which keeps it.

'Sneak Plugs' Get In

At the other extreme, a radio-TV publicist reported he had never known a writer, producer or star who would accept a plug merely for compensation offered. But he conceded that neither had he ever heard of compensation having been returned. He contended that program personnel in a position to insert plugs are too well paid to be interested in plug money and, that from a selfish standpoint, they would not jeopardize the success of a show by using plugs which would detract from it. Yet he agreed that what he called "sneak plugs" are often ad libbed in "from left field," to program detriment.

Some comedians—who as a group are generally more marketable in this respect, since gags lend themselves more easily to quick plugs—have been known to rattie off a succession of plug name-drops before they could be squelched.

By no means are all plugs planted. And the unplanted plug generally pays off for the plugger in gifts from the plugged producer as well, or almost as well, as does the planted publicity.

For instance, one radio-TV public relations practitioner reported that a gag on one leading comedy show employing, without solicitation, the name of a nationally advertised electric razor resulted in the delivery to the comedian of a gross—144, no less—of electric razors of that brand.

In the area of planted plugs, an instance involving the Hess Bros. department store in Allentown, Pa., was cited as an example of publicity which not only has no cash or equivalent payoff for program talent but also is a contribution to programming.

On behalf of the Hess Bros. store, a "stunt" was worked out and submitted to the Philip Morris-aided "TV Quick or Consequence" program. It occurred shortly before Easter.

Stunt Described

The stunt involved dressing a T or C contestant in an Easter bunny outfit and having him hitch-hike from Hollywood, where the show originated, to Allentown, Pa., where he would be feted by Hess Bros. and local notables. Each week the program carried a pickup bringing listeners up to date on the contestant's cross-country progress and to his arrival in Allentown. Thus Hess Bros. got mentions on a network show for five consecutive weeks, and—it was emphasized—the program benefited from the stunt idea.

Similarly, many other examples were offered as representative of "legitimate and constructive" plugging—interviews with people engaged in interesting or unusual occupations, discussions of books or plays, and the like. The recitation of prizes that they should augment their regular advertising and their newspaper-magazine publicity with—plugs—in the broadcast media. On occasion, advertisers have been known to undertake plug placement themselves, direct. One radio-TV writer reported he had been called by an advertiser and offered a $1,600 "plug" in order to work the name of the advertiser's product into a television show which he was then preparing.

The networks are most acutely irked, of course, by the "sneak" plug, the dragged-in plug, whose lack of point makes it obvious and
irritating. But what are they doing to eliminate it?
In answer to that question, Harry Ommerle, CBS-TV program director, told Broadcasting & Telecasting that “We police it in every way possible through reviewing the script before airing. In most cases it’s the ad lib that gets across and on the air.”

Although he considers such merchandising sometimes helpful “if wisely tied together,” Guy Della Croppa, CBS Radio vice-president in charge of network programs, Hollywood, declared that in general the network “does not endorse such broad programming practices.”

“When a national manufacturer rides free plugs it is bad for advertising,” he said. “However, every case should be individually considered and all within the realm of good taste. It depends upon how far they go. All free plugs are watched very carefully by CBS.

“We are particularly against the type of insert plug used by well paid writers to derive added income or merchandise. We make every effort to eliminate them.”

Carl Watson, assistant manager of the continuity acceptance department of NBC radio and television, reported that “by this time we have come to know the regular performers who are likely to drift away from a given ‘business’ in the script, and these are watched carefully.”

Additionally, he said, “scripts are screened beforehand and rehearsals usually covered to be sure that plugs are not placed in the show. Most performers know what is and what is not acceptable by now.”

Another network executive suggested the only real method of policing against out-of-taste plugs would be to restrict all trade-name gags to products which are also sponsors of regular radio and television shows.

It also was brought out that the networks rely to a great extent upon producers and directors to keep an eye out for unseemly plugs. At least one producer, it was learned, has warned performers on his shows that any member who works an unapproved rehearsed plug into a broadcast will have his pay cut back to union scale.

Venezuela TV Station

PLANS for Venezuela’s first TV station, scheduled to begin transmission this November, were divulged May 29 with announcement of a contract between Venezuelan Minister of Communications and an RCA international distributor, Dr. Luis F. Jiminez M., president of Intelec S.A.

New station is to be built in Caracas, with an RCA 10 kw transmitter capable of providing adequate intracity coverage. To be operated by the government, the outlet will not carry commercial programs.

**TV Applications**

(Continued from page 71)

The tube that

**"Stands on its head"**

Stands on its head, electrically speaking, because its grid-flange construction permits more stable operation with effective isolation of input and output circuits. Benefits: higher output, simplified circuitry, lower intermodulation, and more stable operation.

Grid-flange construction—an RCA development—opened the door to a new era in vhf operation. The 7562 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler—offers substantial operating economy.

There’s an RCA Tube Distributor just around the corner from your station. For best, friendly service—call him!*

**Tele-Q Patent**

PATENT for its system of cueing TV performers has been issued the Tele-Q Corp., New York, Tele-Q Sales Co. President Larry Merchant announced Wednesday. Tele-Q equipment was first used commercially in November 1950 and is now widely used in New York.

**RCA**

RADIO CORPORATION of AMERICA

ELECTRON TUBES

HARRISON, N.J.

June 9, 1952 • Page 73
TWO leading universities staging highly successful TV educational programs in cooperation with commercial television stations have voiced publicly their appreciation of the increased participation in their work. They are the University of Oklahoma and Sherman Lawton, producer of The Open Window, which has been seen on KTU, Oklahoma City and KOTV (TV), Tulsa, stated as chairman of the U. of Oklahoma Committee on Broadcasting, that 92 TV programs had been produced under these programs.

"This represents a minimum time value of $29,900, as loss of revenue to the stations, plus cost of operation," he reported, amounting to a gift of well over $60,000 from the stations to the university. Working with commercial stations, the university has enjoyed a low cost of .008 of one cent per viewer-impression, Chairman Lawton reported. Cost to the university was $2,200 for the period, exclusive of salaries and student assistance wages.

"The success of the programs is indicated by a Hooper rating in Oklahoma City of 58, as contrasted with the 1.6 for educational programs in the New York City area," Prof. Lawton continued. "Mail response in both Oklahoma City and Tulsa has been excellent. Total audience impressions during the series exceeded 28,000,000.

"Twenty-five different areas of instruction were represented during the 1950-51 season and 28 dur-

99,952 TV SETS
IN THE QUAD-CITY AREA

Each month this TV set gage will be extended, according to the Quad-City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger as our TV signals are received over an extensive area beyond the Quad-Cities. Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into larger quarters.

True to a 25 year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Cities residents—and advertisers profitably. Let Johnson, V.P. and Gen. Mgr.

D. C. Talent Raid?

ICK TEMPL, cowboy singing star of WTOP-TV Washington, baby sat last Monday for the three children of Walter Compton, general manager of WTOP-TV Washington. Mr. Temple's baby-sitting was a door prize at the annual Jamboree of the American Federation of Musicians, May 24. The prize was actually won by Alex Sheffett, WTOP account executive, but Mr. Sheffett isn't planning on being a father time this month. So he turned over his prize to Mr. Compton who, with Mrs. Compton, attended the Washington opening of the play, "Gentlemen Prefer Blondes."

WEWS-WRUR SERIES
Will Extend for 2 Yrs.

JAMES C. HANRAHAN, general manager, WEWS-TV (TV), Cleveland, and Dr. John S. Mills, president, Western Reserve U., last week announced a two-year extension of two educational series.

One program is a half-hour telecourse, home study by TV for credit; the other is a Sunday series known as University Circle, a half-hour program about the school and community cultural life. "Western Reserve U, is grateful for the opportunity which WEWS has given to carry on its program of education by television," Dr. Mills said.

Editors Name 'Lucy'

LUCELLE BAIL was voted the best comedienne and I Love Lucy the best comedy drama in the first annual American Weekly Tele-

vision Poll, conducted among TV editors of 23 metropolitan newspapers.

GUARDIAN SERIES
Planned by WMCT Memph

WMCT (TV) Memphis is planning a series of weekly vocational guidance programs to aid high school and college students in choosing careers, Wilson Mount, executive program manager, has announced.

In addition to aiding students, Mr. Mount said that "the programs will be so designed that they will prove of much interest to the tele-

vision public, as the opportunities for young people that lie in the various fields of business and the professions are pictured and explained."

A wide field to be covered are the cotton industry, medical profession, industrial economics, banking, lumber manufacturer, journalism, and the livestock industry.

TV APPLICANTS

Four Buy UHF Transmitters

ALLEN B. DuMONT Labs, Television Transmitter Div., last week announced sale of four 5-kW UHF TV transmitters to WSOY and WDZ Decatur, Ill.; WHIZ Zanes-

ville, Ohio; and KCKO Tulare, Calif. Deliveries are slated for 1953. The four outlets have applied to FCC for TV stations and await channel grants.

DuMONT is a new transmitter equipment employs the Elmac Elektro power tube and is now available at the same price as the standard DuMONT VHF transmitter with equivalent power, company spokesmen said.

DuMONT TV network will carry New York Times Youth Forum starting Oct. 14 with sessions to be taped for broadcast on WQXR New York, sta-

tion owned by the Times."
CONVENTIONS

AT&T Plans Full Linkage

ALL U. S. TV stations except KOB-TV Albuquerque may be con-
nected with AT&T's live TV net-
work in time for the political con-
nventions next month, under plans advanced by the telephone company
last week.

The company's Long Lines Dept.
announced plans to add Phoenix to
the live network, saying "efforts
are being made to provide the net-
work connection in time to carry
the national political conventions
in July" and pointing out that
when Phoenix is included, the Bell
System network "will make live
network programs available to 107
stations in 65 cities.

Only other U. S. television city
outside the live network then would
be Albuquerque.

Plans for bringing Phoenix
(KPHO-TV) into the live network
call for routing telecast signals
from Los Angeles over a coaxial
cable which already is in service
for telephone use. Equipment will
be added to permit use of the cable
for television as well as telephone
service.

The Republican national con-
vention opens July 7; the Democratic
convention July 21. Both will be
in Chicago.

AT&T's Long Lines Dept. mean-
while applied to FCC last week for
authority to construct a micro-
wave relay link which will provide
two TV channels, along with hun-
dreds of telephone circuits, between
Dallas and San Antonio. The pro-
posed link, scheduled for comple-
tion late this year, would be built
between Dallas and Austin, where
it will connect with the Austin-
San Antonio system which was open-
ed for service in February.

Under the plan, AT&T will con-
struct six intermediate radio relay
stations along the 170-mile route
between Dallas and Austin.

To provide one TV channel to
San Antonio in time for the July
political conventions, Long Lines is
installing temporary radio-relay
equipment between Dallas and
Austin. This equipment will be re-
moved upon completion of the new
project, AT&T.

New WCBS-TV Business

WCBS-TV New York booked more
than $1 million worth of new local
business in the seven-week period
ending May 22. George R. Dunham,
general sales manager, has an-
nounced. He said the accomplish-
ment was pace-setting if not record-
breaking for local contracts.

BROADCASTING • Telecasting
Four New Companies...

FORMATION of Guild Films Inc., Hollywood, TV film production-distribution firm, was announced last week by Reuben Kaufman and W. Lee Wilder.

Mr. Kaufman resigned last month from his position as president of Snader Telecriptions Sales Inc., reportedly in a dispute over operational policy.

Mr. Wilder, independent motion picture producer-director, will serve as president of the new firm; Mr. Kaufman as vice president-secretary and distribution chief. Headquarters for Guild Films Inc. are in studios of KTTV (TV) Los Angeles.

Production is underway on a 12 quarter-hour situation comedy TV film series, Hallo Darling. Future plans include Gallagher’s Travels, quarter-hour comedy series; Adventures in Storyland, fairy tale program, and Musical Americans. Mr. Kaufman was in New York last week to open sales offices and to conclude negotiations on feature films for TV distribution.

At the time of Mr. Kaufman’s resignation, Louis Snader, president, Snader Telecriptions Corp., parent organization of STS, announced that Tommy Joe Granum would replace Mr. Kaufman as head of sales for STS. (B*ST, May 19, 12).

Emanuel H. Demby and Myron L. Broun last Tuesday announced formation of Demby, Broun & Co., New York, motion picture and television film production firm, located at 34 East 51st St., telephone Plaza 9-2495.

W. Lee Mr. Demby as president and Mr. Broun as vice president, the new firm will take over all TV and film properties formerly held by The Demby Co., New York public relations firm, which continues in latter capacity.

Among properties acquired by the new firm is What’s Playing, TV package, a remake seen on WJZ-TV New York and now in process of being re-packaged and offered for sponsorship under direction of Mr. Demby. Currently in production is a 15-minute cowboy film series featuring ABC-TV western star Jim Atkins.

Newly incorporated for $200,000 is Whishe TV Productions, based at 1910 Wilshire Blvd., Los Angeles. Plans encompass TV film medium from one-minute commercials to hour-long programs in addition to production of live shows. Hollywood attorney Nathan O. Freedman is chairman of board with David X. Miller, musical director at Universal International, named executive producer.

The 9,000 sq. ft. two-story building taken over by the firm will be known as Whishe TV Center.

Jack Goodwin announces that he is going into regular film production in Africa. Among the first series are 51 15-minute self-contained stories of the reminiscences of “Old Pletcher,” a retired big-game hunter. The subjects will deal with hunting, bushmen, native ritual etc., Mr. Goodwin said. His first two sample productions will be completed in September. He will fly to the U.S. to arrange syndication and sponsors. Mr. Goodwin said he also will be making a series of three- and five-minute shorts entitled African Visit. Mr. Goodwin’s address is P. O. Box 4801, Johannesburg, South Africa.

Production...

Scripta written for television by playwright-author William Saroyan will be the basis of a projected 26 half-hour TV color film series to be produced by the newly formed William Saroyan Television Playhouse Inc., Hollywood. Acting as co-producer-director with Mr. Saroyan will be Rodney Amateau, completing directional assignment on “Monsun,” motion picture filmed in India. Mr. Saroyan will introduce each film. Cost of all 26 is estimated at $500,000.

Concentrating on “highlights and sidelines” rather than duplicating network coverage, Telenews Productions Inc., New York, is completing plans for filming Republican and Democratic national conventions in July. Staff of more than 25 will handle coverage, Ted Genock, Telenews editor-in-chief, said, with Production Manager Marshall Davidson supervising makeup operations. Telenews last week also announced its daily television newsmagazine, formerly eight minutes in length has been increased to a minimum 12-minute length. The company’s newswheel, Telenews Daily, produced in conjunction with INS, has been expanded, it was noted, to meet growing needs of TV stations.

After having acquired TV rights to Kerry Drake, a syndicated comic strip, production is getting underway on 26 half-hour films by Haffner-Halperin Inc. Sterling Hayden will star in the title role. Marjorie Reynolds is assigned the feminine lead.

Normandy Productions Inc., Hollywood, has two field units out shooting backgrounds for new TV film packages. One, headed by producer John P. Ewing, is covering Pacific Northwest for 13 films tentatively titled Americans. The other, an untitled hour-long group of 13, will be shot throughout U.S. Arthur Fellows, an associate producer for David O. Selznick, recently joined the firm as a producer-director.

United-World Films, subsidiary of Universal International Pictures, began its initial television film series of 13 half-hour programs last week. Titled Fighting Man, the film’s stars are Mort Thompson and Cliff Clark with George Clair as director andformation supervisor. There are three more series in the pre-production stage.

Sales...

United Television Programs, New York and Chicago TV film distributors, has sold its Movie Quick Quiz Program for two additional markets, bringing total sales to 26. Beginning June 20, IGA Stores will sponsor show on WNBK (TV) Cleveland; and Oaklawn Appraisers, Inc., will use the program in that city on KRLD-TV, effective June 19. Aaron Beckwith, UTP sales director, meanwhile reported one additional contract has been signed for Hollywood Outlet, half-hour detective series starring Melvyn Douglas, on WFIL-TV Philadelphia.

Negotiations have been concluded by Louis Snader whereby films from Snader Televisions Library will be released to Jens Fr. Lawaetz, head of the government-owned TV station in Copenhagen, Denmark, for one year. This marks the first entry into the European market for Snader Televisions Corp., Beverly Hills, Calif.

Dudley Television Corp., Beverly, Calif., is to produce 13 quarter-hour TV films in color for Martin Outboard Motors, Eau Claire, Wis. Programs, built around types of fishing, will be ready for fall release.

Film People...

Syd Lewis and Art Sanchez, night-club entertainers, have been signed by Berry Courneya Productions, Beverly Hills, to appear in Lewis & Sanchez Play, 13 quarter-hour television films, starting in August. The format will consist of music and impersonations held together by a story line.

John Ireland has been signed by Pennant Television Productions Inc., Hollywood, to play the leading role in upcoming “Silence in the City,” half-hour film in Date With Destiny TV series. Production starts end of June with film stars Stephen McNally, Palmer, and Gabor already signed for other films in series.

Alan Hartman, formerly associated with MCA, Frederic, W. Ziv Co., and Official Films as sales representative, last week was named eastern sales representative of United Television Programs, TV film distributors. He will have headquarters in UTP’s New York offices as assistant to Aaron Beckwith, director of sales, and will handle the metropolitan New York, Philadelphia, Washington and Baltimore territories.

Lee Kaufman, vice-president in charge West Coast operations Et- tinger Co., Hollywood (public relations firm), to William F. Brody Productions, that city, as director of special sales promotion-merchandising department.

OPERATING schedule at WENR-TV Chicago has been expanded from 71 to 81 hours weekly.
Prices: From $2435 to $2535 depending on Frequency Bands

* Excellent signal to noise ratio through channel 83.
* Large illuminated meter scales for easy operation.
* Overmodulation lamp flashes when modulation exceeds level set by a dial.

The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

* Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.
* Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.
* High fidelity audio output for distortion and noise-level measurements and for audio monitoring.
* Continuous indication of percentage modulation and an overmodulation alarm.

This instrument — the first UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark guarantees trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.

* Pilot lamp indicates adequate R-F input level.
* Terminals are provided for connecting remote center-frequency and modulation meters and overmodulation indicators.
* Separate a-c inputs for heater and monitor circuits enable direct connection of crystal oven to station stand-by power circuit.
* Panel switch allows simultaneous indication on modulation meter of both positive and negative peaks, as well as choice of either peak.
* New cabinet simplifies installation and removal of monitor from rack for maintenance.
* Chassis arranged for maximum heat dissipation and easy servicing.

The new G-R Type 1183-T T-V Monitor for the VHF and UHF bands

Channels 2 to 83

BROADCASTING • Telecasting

June 9, 1952 • Page 77

GENERAL RADIO Company
275 Massachusetts Avenue, Cambridge 39, Massachusetts, U. S. A.
90 West Street NEW YORK 6 920 S. Michigan Ave. CHICAGO 5
1000 N. Seward St. LOS ANGELES 38
CODE ATTACKED
Stultifying Censorship, ACLU Tells FCC

TV CODE of NARTB is "stultifying censorship," the American Civil Liberties Union charged FCC. The civil rights organization said that the code violates the free operation of radio and TV programming which got underway last week (see story, this issue).

Writing FCC Chairman Paul A. Halter, ACLU noted that radio and TV programming which got underway last week (see story, this issue).

Writing FCC Chairman Paul A. Halter, ACLU noted that radio and TV programming which got underway last week (see story, this issue).

"It seems to us that this abnegation of responsibility for licensee self-restraint and the substitution thereof of a code of industry-wide censorship," ACLU continued, "is improper and fraught with great dangers both to the free operation of radio and TV and the public at large.

Television under the code will be "diluted force in our national and illegal censorship," the American Civil Liberties Union charged FCC. The civil rights organization said that the Communications Act precludes prior censorship.

ACLU charged the TV code "provides for an extreme form of censorship which, in effect, rules out material which would be offensive to many groups or parts thereof, in any community in the country, however reasonable or unreasonable the particular potential objectors may be.

"It seems to us that this abnegation of responsibility for licensee self-restraint and the substitution thereof of a code of industry-wide censorship," ACLU continued, "is improper and fraught with great dangers both to the free operation of radio and TV and the public at large.

Television under the code will be "diluted force in our national and illegal censorship," the America...
Strictly Business
(Continued from page 18)
program promotion. He also was among the earliest to realize that a program will not build listenership without enthusiastic support of dealers and distributors.
At the outset, therefore, he visited the field, learning advertising and promotion problems of local dealers and distributors. Today, he still continues this practice.
Circumstances which led to Mr. DeBow's career with Cities Service began shortly before 1926 when he was a member of the production department of Lord & Thomas, first agency to handle the Cities Service radio account.
Shortly thereafter, he went to Cities Service as editor of a company house organ. He was soon given the additional duty of being in charge of the company's financial advertising. Thus today, at age 50, he is well grounded in the tools of his calling. Mr. DeBow has been manager of the Cities Service advertising and news department since 1948, except for a Navy hitch in 1945.
Born in New York City, May 16, 1907, he received his early schooling there and attended Columbia U. in 1923, where he married Dorothy Camden. They have two children, Jay, 20, who majors in radio and advertising at the Henry A. Grady School of Journalism, U. of Georgia, and Tom, who is 12.
Mr. DeBow likes to fish and hunt. In summer, he spends weekends in Maine, commuting from New York by plane. He is a member of the Assn. of National Advertisers, the Advertising Club of New York, Radio Executives Club, Downtown Athletic Club and the Plandome Golf Club.

FTC PERSONNEL
Mead Announces Changes
ROBERT B. DAWKINS, assistant general counsel in charge of special legal assistants at the Federal Trade Commission, succeeds James W. Cassedy as assistant general counsel in charge of appeals, FTC Chairman James M. Mead announced last week. John V. Buffington succeeds Mr. Dawkins.
Mr. Cassedy resigned to join a law firm which brought the comment from Chairman Mead that "we might as well face the fact that government can no longer compete with private business in the matter of salaries."

WCAU Inc. Labor Vote
NATIONAL Labor Relations Board confirmed last week that in elections held April 18 at WCAU Inc., Philadelphia, among all film technicians, the AFL-Electrical Workers, Radio & Television Broadcast Technicians, Local 1241, received all of the eight votes cast. WCAU Inc. operates WCAU-AM-FM-TV.

From where I sit
by Joe Marsh

Me—Advising a Banker!
The Missus and I were invited to a big dinner over at Balesville the other night. I sat next to a banker from the state capital.
"Mighty nice country you've got down there, Mr. Marsh," he says. "Don't be surprised if I come to live there myself. In a few years I plan to get away from everybody, buy a farm and just take it easy."
"Well," I told him, "we'd like to have you. But when someone plans to buy a farm and 'take it easy' he often winds up working harder than ever. It takes a lot of work to run a farm right no matter how many hands you can afford to hire."
"And from where I sit," I continued, "you won't 'get away' from people either. Neighbors are plenty important in a farming community—whether it's helping one another out or just friendly visiting over a sociable glass of beer." "Hard work and neighbors dropping in all the time?" he asks, looking over his glasses. Then he smiles and says, "Sounds wonderful. You've just sold me on a farm."

Copyright, 1952, United States Brewers Foundation
GEOFFREY W. HENYAN, chief of components branch, NPA's electronics division, returns to General Electric Co., Schenectady, N. Y., as general manager of tube department.

URSULA HALLORAN, Rogers & Cowan, N. Y., public relations firm, elected vice president.

MARTINE Z. MARSHALL Ward Jr., manager of merchandising research, Vick Products Div., Vick Chemical Co., N. Y., promoted to director of department.

JACK ABEL to In-sulin Corp., of America, Long Island City, N. Y., in charge of mechanical engineering department.

FRANK LYON Co., Little Rock, Ark., appointed distributor for RCA Victor in southwest.

ROBERT N. KATZ, advertising manager, Remington-Rover Co., Inc., Seattle, to Kaye-Halbert Corp., Culver City, Calif., in similar capacity. He succeeds ED ALThUSER, new national marketing director.

E. A. TISCHLER, consultant on special assignment, Hoffman Radio Corp., Des Plaines, Ill., named publicity director. DONALD L. LARSON, advertising manager, becomes advertising director. Sales promotion manager is relieved of this duty. 

KOEKI O'NEARS, for the past ten years director of creative departments and chairman of the reviewing board of J. Walter Thompson Co., New York, will join Lennen & Mitchell pending completion of the change to Lennen & Newell.

Meanwhile, it was announced that Walter F. Swettfager, vice president; Michael J. Madas, secretary and vice president; Hans Sauer, vice president and executive art director; John B. Spies, treasurer; Todd R. Franklin, vice president in charge of financial and general information research; Anthony V. Parkers, assistant vice president in charge of media; Frederick W. Reynolds Jr., Robert M. Owens Jr., Thomas F. Doughnut, Daniel J. White, Walter De Cale, assistant vice president; Stephen M. Kenton, vice presidents; Peter V. Keveson, vice president and radio and television copy chief; Nicholas E. Reynolds Jr., general counsel.

J. H. ROBERTS was transferred from Des Moines, Iowa, to Hollywood as chief of studio department.

A. L. DURKIN was promoted to field manager, Midland City, Texas.

PETER V. KEVESON, vice president and radio and television copy chief, resigned.

Mr. Ward

THE BROADCASTING ASSOCIATION ELECTION

PHILIP W. LENNEN and H. W. Newell, who are planning a new agency to be known as Lennen & Newell [B.P.M. May 26], were elected chairman of the board and president, respectively, at the annual meeting of Lennen & Mitchell, New York, last week. The agency will continue to function as Lennen & Mitchell pending completion of the change to Lennen & Newell.

Meanwhile, it was announced that Charles J. O'Mears, for the past ten years director of creative departments and chairman of the reviewing board of J. Walter Thompson Co., New York, will join Lennen & Mitchell pending completion of the change to Lennen & Newell.

Sen. Russell Names

SEN. RICHARD B. RUSSELL (D.-Ga.), candidate for the Democratic Presidential nomination, has appointed Thomas D. Blake, former son-in-law to the late Senator T. Early, White House press-radio secretary, to his public relations staff. Oliver W. De Wolf continues to work with the press, radio and television relations field.

Mr. Elrod

THE TOLEDO STATION

Fourth AM Grant Proposed

INITIAL decision recommending the grant of the fourth AM station at Toledo was issued by FCC last week. The proposed station, for 1 kw fulltime on 1470 kc, directional day and night, would go to Midwestern Broadcasting Co.

In the initial ruling, Hearing Examiner Finney N. L. Light proposed to deny the competitive new station bids of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. of Ohio, Oak Harbor, Ohio. The examiner also would deny the application of WD-Telecom Toledo to change from 1 kw daytime on 1560 kc to 1 kw fulltime, directional, on 1470 kc.

The examiner preferred Midwestern Broadcasting on the basis of greater integration of ownership and day-to-day management of the proposed station. Proposals of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. were found to involve interference to CFOS Owen Sound, Ont.

The examiners found that the Rural Broadcasting Co. bid must be denied on the basis of FCC's requirement for 30 kc separation between stations where their respective 2 and 25 mv/m contours overlap. WLEC Sandusky, Ohio, is assigned 1450 kc.

The examiner also found that the Rural Broadcasting Co. bid must be denied on the basis of FCC's requirement for 30 kc separation between stations where their respective 2 and 25 mv/m contours overlap. WLEC Sandusky, Ohio, is assigned 1450 kc.

The examiner also found that the Rural Broadcasting Co. bid must be denied on the basis of FCC's requirement for 30 kc separation between stations where their respective 2 and 25 mv/m contours overlap. WLEC Sandusky, Ohio, is assigned 1450 kc.
MARKETERS MEET
Madden, Dunville to Talk

TELEVISION and radio will be discussed by NBC's Edward D. Madden and Crosley Broadcasting Corp. President Robert E. Dunville, respectively, at a session of the American Marketing Assn.'s meeting in Cincinnati next week.

Mr. Madden, NBC vice president in charge of TV network operations and sales, will talk on "Television, a Revolution in Marketing," on Tuesday afternoon. At the same session, Mr. Dunville will discuss "Radio Today and Tomorrow." Among other speakers will be Richard D. Crisp, Tatham-Laird, on "A Case Study in Copy Research." The meeting is scheduled Monday through Wednesday at the Netherland Plaza Hotel.

Lux Changes Format

FOR the last five broadcasts of the current season, June 2-26, CBS Radio's Lux Theatre becomes Lux Hour of Romance and Mystery with two half-hour programs, Romance and Broadway Is My Beat, filling the Monday 9-10 p.m. EDT time period. J. Walter Thompson Co., Los Angeles, is the agency for Lever Bros.

Kefauver Vs. Taft

SENS. Estes Kefauver (D-Tenn.) and Robert A. Taft (R-Ohio) are scheduled to discuss their respective policies on Theodore Granik's American Forum of the Air June 15 (Sunday), 10:30-11 p.m. EDT over NBC's radio and TV networks.

IN THE DENVER Ad Club competition, KLZ Denver won first awards in public service programming and local music program origination, and special awards in news commentary, public service and children's programming. Public service first awards were for KLZ's "Sounding Board, Friday evening vehicle for airing important controversial questions. Above (1 to r) are Jack Tipton, KLZ account executive; Sheldon Peterson, KLZ news director, holding the Public Service Award; M. D. Marlow, advertising manager, McMurtry Manufacturing Co., holding Local Music Program Origination Award; John G. McMurtry, company president; Tom Axelson, Axelson Agency, and Hugh B. Terry, KLZ general manager.

BELL, GEROT
Head Gen. Mills, Pillsbury

TWO major milling companies in Minneapolis have elected new presidents: Charles H. Bell of General Mills Inc., and Paul S. Gerot of Pillsbury Mills Inc.

Mr. Bell succeeds Leslie N. Perrin, 65, who has retired. Formerly executive vice president, Mr. Bell is the third generation of his family to be president of General Mills or a predecessor company.

Mr. Gerot moved up through various sales and advertising positions to become executive vice president last year. In his new post, he succeeds Philip W. Pillsbury, who becomes chairman. John S. Pillsbury, who had been chairman, is now honorary chairman.

NIELSEN DOUBT
Expressed on BMB Survey

CHECK with A. C. Nielsen Co. Audimeters at the time BMB audience measurement survey No. 2 was underway in the late 1940's "showed that the average radio family actually listened weekly (during the daytime) to 59% more radio stations than the BMB ballots reported," according to Mr. Nielsen.

His statement June 2 came with distribution of a brochure giving details of a new "Nielsen Coverage Service."

"Expressed another way, this means that the mail ballot system short-changed radio by 37% on this one point alone," he continued, asserting these findings are being reported because radio now is "being forced to fight for fair recognition."

He contends the new NCS project, now in progress with results promised in the early fall, goes "far beyond" the BMB mail survey and will provide the first nationwide measurement of TV coverage as well as radio coverage, show TV and radio ownership on a county basis, car radio ownership, out-of-home listening and viewing, and other data, classified according to family characteristics.

Assuming that NCS is viewed as "a continuing or repetitive" service, Mr. Nielsen said plans for No. 2 (in 1953 or 1954) are being made, and points out that the discount structure on subscriptions includes 10% off for subscribing now to the second study. NCS is offered on two bases: "Basic" and "comprehensive," the latter including "basic."

Copies of the brochure describing NCS are being mailed to all radio and TV stations and leading advertisers and agencies.

D'ARCY EXPANDS
Plans Announced at Fete

CELEBRATING expansion of its New York operations, D'Arcy Advertising Co. played luncheon host to 76 members of its New York staff at the Waldorf-Astoria last Monday.

J. F. Oberwinder, president of the agency, announced to the members the addition of four new accounts and 34 members of the former Federal Advertising.

He also explained the appointment of a three-man administration committee which will be responsible for all decisions on management policy affecting the New York operation. This committee is composed of Vice President John Young Brown, who will sit as chairman and Vice Presidents Kenneth W. Plumb and John B. Morse.

He further announced the appointment of an eight-man plans board which will serve as an agency team on all advertising campaigns and problems of clients served by the New York office. Headed by Vice President Gordon E. Hyde, the plans board will include Vice Presidents Brown, Plumb, Morse, Paul Louis, James T. D'Arcy, Douglas Boyd and Frank S. Ott.

SIMMER series of NBC radio The Railroad Hour, started June 2, featuring 18 new operettas written or adapted by Jerome Lawrence and Robert Lee.

Mr. Richard H. He hemp Blue Ribbon Man The Pabst Co. Chicago

Derek Dick: We're about to Gill a powerhouse punch dream here in '54 Keno when they give done buildin' their new 'electric' plants. Seems all I hear about is more gene- ral power. Since the war last it must have somethin' to do with the fact that more plants is al- ways been put up and old plants is worn more than the others. When they say, "What's new in the field?" I guess the big shots is sayin' "The Keno Power."

They here about it on WCBS with 5,000 at 580. Yes, it's a habit! For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainmement.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

Mr. Richard H. He hemp Blue Ribbon Man The Pabst Co. Chicago

Derek Dick: We're about to Gill a powerhouse punch dream here in '54 Keno when they give done buildin' their new 'electric' plants. Seems all I hear about is more gene- ral power. Since the war last it must have somethin' to do with the fact that more plants is al- ways been put up and old plants is worn more than the others. When they say, "What's new in the field?" I guess the big shots is sayin' "The Keno Power."

They here about it on WCBS with 5,000 at 580. Yes, it's a habit! For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainmement.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

JOHN T. FLYNN, WGM New York news commentator, has completed revisions for sixth edition of his best-seller, While You Slept. New material is based on McGregor Committee hearings in U. S. Senate, and the Korean war.
PAIR of tickets to a Cleveland Indians ball game are going to each of five or six telephone contestants each evening on It's a Hit! on WTAM Cleveland. New musical baseball quiz was created by Joe Boya, station program director. Contests comprise a team. When the song is identified correctly team gets a man on first base. If a score is made before "three outs" each member of the team collects two tickets.

WOMEN'S CLUBS WORKSHOP PLANS are being drawn up by Ruth Crane, WMAL-AM-TV Washington women's director, for a TV institute for women's club officers. Two TV workshops will be scheduled. Miss Crane will present a "model" club program with club leaders as studio guests. Discussion period will follow.

NEWSY STATION BREAKS -- STATION break news flashes went into effect June 5 at KSTP-AM-TV Minneapolis-St. Paul. Twelve spot summaries per day use local and national items closing with a plug for the next scheduled newscast.

WOW-AM-TW FARM TOUR WOW-AM-TV Omaha fifth annual Farm Study Tour will be held June 14-15 and Texas will take place September 14-30 under Mal Hansen, station farm director, when a minimum of 166 persons will visit citrus and cattle raising areas in Texas and agricultural regions of Mexico.

TV MECHANICS COURSE -- AVERAGE householder started getting pointers on how and when to make repairs and insure proper maintenance when WTVD (TV) Miami began a series of programs, Home Mechanics, last week. Telecasts are presented in cooperation with the evening division of the University of Miami. Copies consisting of eight half hour programs, will also stress evaluation of household merchandise for good design, construction and material.

BROCHURE ON PROMOTION -- PHOTOGRAPHS of grocery displays and stores where displays are featured highlight "marketeteering" brochure sent to agencies and accounts by KXYZ Houston. Copy stresses that advertiser's product will get on-air promotion in any time classification in addition to promotion in 12 leading grocery stores if KXYZ facilities are used to sell merchandise.

PROGRAM'S MAIL RESPONSE -- KING size promotion is the theme used in a mailing piece plugging Ed King and the KDKA Pittsburgh Party Line show. Illustrated with playing cards, copy points up the program's pull. On a show in mid-April, two one-minute announcements were made offering copies of a promotional newspaper. Station reports, 5,800 responses were received.

INDIAN FILMS ON TV -- SPECIAL arrangements with the Embassy of India, Washington, D.C., were made by WFIL-AM Philadelphia for a series of cultural and social films dealing with that country. Half hour movies covering all phases of Indian life, are being presented to inform the public on conditions existing in the Far East.

ELECTION COVERAGE -- EIGHTY additional persons were employed by WGST Atlanta to help give extensive coverage to state primary elections last month. WGST reports that 10 minutes after polls closed the station aired the first flashes of precinct returns.

WLW'S TALENT SEARCH -- STAR search conducted recently by WLW Cincinnati drew 1,273 entries and originated from 174 theatres in WLW's four state listening area, according to station reports. Three finalists will be named for cash prizes and will receive three-month contracts with the station. Contracts will be open for renewal if the acts are successful.

“WILLY” AWARDS -- AWARDS designed to foster and stimulate the study of broadcasting were presented to two Michigan State College students last week by WILS Lansing, Mich. At an awards luncheon, Lee Hanson and Clayton Roehl received "Willy" statuettes for work in announcing and radio production, respectively.

RECIPES BOOKLET -- As service to her TV audience, illustrated mimeographed booklets containing recipes for summer parties are being mailed by Mary Landis, WBLA-TV Baltimore's kitchen expert. Recipes included are those used by Miss Landis in her cooking program.

NEW STATION BREAKS -- NEW approach to station breaks is being tried at WIP Philadelphia. Children of staff announcers identify themselves, tell about their dads and announce the station call letters.

PROFESSORS FEATURED -- PROFESSORS from Bryant College, Providence, R.I., took to the airways last Saturday when a new series of broadcasts was inaugurated on WPRO that city. Titled "Bryant's View," the program marks the college's entrance into the radio field with regularly scheduled programs. All lecturers on the weekly broadcast will be members of the faculty.

POLITICAL TELECAST -- ELEVEN viewers in the South were given five and a half hours of on-the-spot coverage of the Texas Democratic convention by KEYL (TV) San Antonio last week. Members of the station's news staff interviewed convention delegates and covered the event from the city's Municipal auditorium.

WNX FORUM -- WNX Yankton, S.D., awarded $250 to a Yankton high school pupil at the sixth annual "Spring Workshop," culminating program of the WNX High School Forum. The winner was adjudged "most effective" of the finalists who spoke on, "Are We in Danger of Losing Our Freedom of Speech Through Government Action?"

EIGHTH ANNUAL FORUM -- "Voices of Tomorrow" competitions being conducted by WBEN-AM-TV that city. Final will be simulcast over the station at the end of June. Two outstanding vocalists will win an all-expense trip to compete for national honors at Chicagoland Music Festival in August.

GRASS ROOTS SURVEY -- WGR Cleveland's News Editor Charles Day, in a "grass roots" political survey, is interviewing editors of rural and suburban newspapers for his program 'Ohio Opinion.' In addition to probing political thinking in regard to the Presidential race, Mr. Day asks his editor-guests about any cultural or industrial improvements in their areas of northern Ohio which might be of general interests WGR listeners.

ACADEMIC SERIES -- SERIES covering activities in schools of medicine, law, dentistry, and graduate education affiliated with the U. of Louisville has begun at WAVE-TV Louisville. University—Today brings to viewers such programs as the opera, "Cosi Fan Tutte." This program telecast last week was the city's first locally produced TV opera, station reports. WAVE also claims an enthusiastic response from laymen and critics alike.

WFOR LOCAL COVERAGE -- WFOR Hattiesburg, Miss., took advantage of opportunity to carry out its renewed program of emphasizing local news and special events coverage when fire broke out in a half-block of buildings adjacent to the station. David Waite, WFOR newsman, was up on the roof of the studio in time to broadcast the arrival of the fire fighting equipment. One of the spokesmen of the local-emphasis policy is Don Cunningham, news editor, who said that he was getting complete cooperation from the station.

"LOST AND FOUND" STATION -- WDBA Memphis is attaining a reputation as the "lost and found children's station," reports Program Director Christine C. Spindel, citing the recent case of a lost four-year-old. Just after the mother had telephoned the description to WDIA, a second call came in from the finder, obviating the necessity for a broadcast.

Page 82 * June 9, 1952
BOOK REVIEWS


Both books are part of the Wiley Applied Mathematics Series, of which I. S. Sokolnikoff is the editor.

The first, Antennas: Theory and Practice, offers a thorough treatment of the basic ideas and techniques necessary to understand antenna behavior and design. It is a comprehensive book dealing with antennas of various types in various frequency ranges.

Book treats antenna principles and the theory of radiation with practical applications; it stresses physical ideas and pictures as well as methods of quantitative analysis.

The second volume, Advanced Antenna Theory, presents the theory behind antenna behavior and broad band antenna design. It is devoted to recent, important work in advanced antenna theory and would serve as a current review of current trends in antenna research and development.

Dr. Schelkunoff, internationally known authority on antennas, has for more than 20 years been with Bell Telephone Labs, as a consultant. Dr. Friis is director of research in high frequency and electronics at Bell Labs and is the originator of 24 patents.

TWENTY BASIC POINTS FOR TV RECEIVER SERVICE by A. C. W. Saunders. Published by the Paul H. Wendel Pub. Co., Indianapolis, Ind.; 44 pp.; $1.00.

FIFTH notebook in the Television Technician's Lecture Service, this booklet presents the essentials for rapid TV servicing by circuit analysis.

Twenty basic circuit points are described in text and profuse diagrams: Design of video amplifiers for broadband response, control of stage gain, function of automatic gain control, tuned circuit response, gain and bandwidth comparisons, stagger tuning of 1-F stages, parallel effect of grid circuit on plate load, design requirements of video detectors, phase-inversion properties of a conventional amplifier and others. Voltage waveforms and concise data on proper iron trap adjustment are also given.

Mr. Saunders is director of Saunders Radio and Electronic School, Boston, and president of the Radio-Television Technicians' Guild, and developed his circuit-analysis technique during lectures to TV servicemen throughout the United States.


ANTENNAS made of wires, masts and towers with frequencies up to 80 mc are grist for Mr. Laport, chief engineer, RCA International Div. The book includes some of the more advanced designs for both UHF and VHF and is illustrated with graphs, charts and photographs.

Callings on a backlog of 50 years of world-wide engineering experience, Mr. Laport treats radiation, circuit, and mechanical engineering aspects separately for each type of antenna and includes consideration of operational requirements, bandwidth, propagation engineering and system engineering.

Watch that "Follow-thru"

Even Bismarck knows that no matter how much power you put into your swing, it's the follow-thru that counts. If you're interested in the rich Midwest market, KFYR, with the nation's largest coast-to-coast coverage, is "must" on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.
**POLITICAL ISSUES**

**Miller Advises Broadcasters**

**BROADCASTERS** have the right to editorialize during political campaigns and are entitled to take definite stands on issues and candidates, according to Judge Justin Miller, chairman of the NARB board.

Writing in response to a query from Arthur L. Greene, manager of KLTI-AM-FM Longview, Tex., Judge Miller summarized the rights and privileges of broadcasters. Mr. Greene had inquired about the position his station, and the take in a local wet-dry campaign.

"I hope you will go ahead and editorialize your own position frankly and forcibly," Judge Miller wrote Mr. Greene, "telling your audience that it is your right and privilege to do so, under the Constitution and law of the land. Then, I hope you will invite as many responsible citizens—as you can conveniently program—as to speak on all phases of the problem for, against or in-between; telling your audience, in doing so, that you are inviting those people to speak—not in derogation of your right to editorialize—but in order that the people may hear all sides of the question and decide intelligently how to vote; being fully confident the truth will prevail if all sides are presented.

This, in my opinion, is the true editorial tradition, and one best calculated to maintain the respect and confidence of your community, as well as to establish the prestige of broadcasting."

Going into the legal duty of a broadcaster under the law and under FCC rulings, Judge Miller explained that Sec. 315 of the Communications Act permits a station to refuse facilities to both sides and sidestep the issue, or permit it to fall or give time to one candidate to speak on one side in which case it must give equal opportunity in time, day or night, to his opponent.

If the second alternative is adopted, Judge Miller warned, the station must not censor the script of any candidate who broadcast, involving possible risk.

The FCC has ruled, he reminded, that the word censor in Sec. 315 forbids the broadcaster to delete any part of, or in any way change, the script of the candidate, even though it may be libelous on its face. This FCC "dictum" sets up a dilemma, he noted, if the broadcaster should refuse to allow a candidate to broadcast material or persuade him to recast it. Such a course would involve the danger of having FCC deny license renewal.

**Possible Repercussions**

On the other hand, Judge Miller continued, if he allows the candidate to broadcast a libel he may suffer a judgment for damages under the law of his state. A number of states have laws freeing the broadcaster from liability in such cases unless he was himself a party to the libelous broadcast.

Another risk in Sec. 315 was pointed out by Judge Miller, who observed that "it would require a broadcaster who permitted a Democrat and a Republican to use his station, also to permit a Communist to use it, if the Communist were a qualified candidate. The Supreme Court has recently decided that a Communist is a criminal, because he advocates the overthrow of government by violence.

"Hence, if a member of the Communist party qualifies as a candidate and preaches the overthrow of government over a broadcasting station—assuming that the broadcaster knowingly permits him to do so and fails to strike out the criminal preaching—then the broadcaster might be charged as an accessory to the crime.

"The incongruity of Sec. 315, and the FCC's interpretation of it, thus become more and more apparent," Judge Miller summed up the controversial issue doctrine in this way:

It is the duty of the broadcasting licensee, in the public interest, to see to it—in the programming of his station—that liberal attention is given to controversial issues affecting the public interest of his community. It is his duty, moreover, to see to it that both sides of such issues are fully and adequately presented; hence, that he must use due diligence to select proper subjects for such discussions and due diligence to find qualified speakers on each side. The FCC has enunciated this doctrine on many occasions and has clearly indicated that it will give serious consideration, in renewal hearings, to broadcaster licensees who have complied with the doctrine.

Judge Miller emphasized that the First Amendment of the Constitution— forbidding Congress to make any law abridging freedom of speech and press—and Sec. 326 of the Communications Act forbidding FCC from interfering with freedom of speech and press—"clearly guarantee to broadcasters the privilege and the right to editorialize." He recalled that FCC in 1949 reversed its earlier ban against editorializing but still requires the broadcaster who editorializes to give the public a reasonably balanced presentation of all responsible viewpoints on the issue.

He urged the Longview broadcaster to tell the community, as a newspaper editor would do, "how you feel about the subject, massing your arguments as effectively as possible. Then I hope you will graciously invite responsible persons to present their responsible viewpoints, also. In this way you conform to the applicable laws, doctrines, rules and interpretations, but you will do so in a dignified way, consistent with the privilege of broadcasting and with your rights and duties under the Constitution."

Judge Miller said that a good case can be made by challenging the validity of Sec. 315 and the FCC's decision on constitutional grounds. He chided broadcasters for failure to fight for their rights under the First Amendment and Commerce Clause, referring to the way publications have met challenges to freedom of the press.

"If you can set a pattern of editorial courage and understanding which will show willingness to assume, voluntarily, the normal responsibility of an editor in his community," Judge Miller said: "if other broadcasters throughout the country will do the same; perhaps, after a time, we can put broadcasting upon such a footing as to make possible the same bold insistence upon the constitutional principles as that of the editors today. Until that time the odds are against us—In Congress, in the courts and before the FCC."

**MISSOURI Governor Forrest Smith signs the State Senate bill providing broadcasters immunity from suit resulting from libelous statements by candidates making radio-TV appearances. Gov. Smith, who planned to veto the bill, signed it after conference with Missouri station spokesmen [May 26].**

**‘CARAVAN’ TOUR**

**On Westinghouse Sales Plans**

"CONVENTION CARAVAN," a carnival introducing Westinghouse radio-television fall merchandising plans to dealers and distributors is to arrive in Chicago today (Monday) for the first of seven countrywide meetings, J. F. Walsh, TV radio division sales manager, announced last Tuesday.

"While meetings feature a carnival atmosphere, with Broadways; artists performing, the basic theme is Westinghouse Electric Corp.'s sponsorship of CBS radio and television coverage of the coming political conventions and campaigns. From Chicago the caravan will move to New York, Philadelphia, Atlanta, Dallas, Los Angeles, and San Francisco.

**LEADING the country in sixth annual aptitude tests sponsored by American Assn. of Adv. Agencies was Los Angeles area with 91 candidates.**

---

**KWK delivers to its sponsors the most welcome package of all . . . the St. Louis radio audience of KWK's LOW—low cost per 1000 radio homes delivered.**

**Yes . . .**

KWK delivers to its sponsors the most welcome package of all . . . the St. Louis radio audience of KWK's LOW—low cost per 1000 radio homes delivered.

**KWK delivers to its sponsors the most welcome package of all . . . the St. Louis radio audience of KWK's LOW—low cost per 1000 radio homes delivered.**

**Globe-Democrat Tower Bldg. St Louis**

**KWK**

**The KATZ AGENCY**

**Page 54 • June 9, 1952**
Humor in High Places

"HUMOR QUOTIENT" will be established for Presidential candidates Warren, Kennedy, Russell, Hart, Humphrey, McMahon, Taft, Rayburn and Eisenhower in a test to be given by the Washington Chapter of the National Assn. of gag writers, Bill Treadwell, director of the Museum of American Comedy, has announced. The questioning of candidates is part of a national survey being conducted by the museum to find if Americans are losing their sense of humor, he said.

NBC Availabilities

NBC will make five political convention radio programs available for local sale on a cooperative basis, spokesmen have reported. The programs: June 28, 7-7:30 p.m.; July 1 and July 3, 10:35-11 p.m.; July 6, 11:30 p.m.; and July 17, 10:35-11 p.m. Talent charge per program in case of full sponsorship will be one-fifth of the station's one-time applicable half-hour rate. Where participations are sold, the charge will be in the same ratio to the station's spot announcement rate. Programs may not be sold to advertisers competing with Philip Morris Corp., which will sponsor NBC radio and TV coverage of conventions.

PHILLIES' GAMES

Fans Ask More Broadcasts

SO MANY baseball fans have requested greater radio-TV coverage of their games, the Philadelphia Phillies have composed a form letter, which reads in part:

The Phillies wish that all our games could be broadcast. Unfortunately, we feel that there is sufficient interest to warrant the extra expense of a separate station for each Philadelphia club... The Phillies would also like to telecast a greater number of our games. Also, however, we now have only three television stations in Philadelphia, and because of network demands on their time, they find it inconvenient to schedule more baseball games. If you have further suggestions on this matter, a letter to the television stations might be helpful.

KVO CAN! and DOES!

Call PAUL H. RAYMER CO., National Representatives

CHURCH NAMED

CBS Radio News Director

WELLS CHURCH, acting director of news and public affairs of the CBS Radio Network since April, has been named director, CBS Radio President Adrian Murphy announced last week.

Prior to being named acting director, Mr. Church served as chief of CBS Radio News, and in his new post he will have charge of the news operations for CBS Radio coverage of the Presidential conventions in Chicago this July. A veteran of radio and newspaper work, Mr. Church first joined CBS Radio in 1931 at Washington, D. C.

He became acting director of news and public affairs when Director Edmund Chester resigned to become general manager and part owner of NBC-Cadena Azul in Cuba (BT, April 14).

DEWES ELECTED

Heads Ad Club in St. Louis

BONNIE DEWES, first place winner in the Erma Proetz Awards competition for her television work, was elected president of the Women's Advertising Club of St. Louis. Miss Dewes, of the market research department, D'Arcy Adv. Co., succeeds Helen Frange, who will serve as an honorary member of the board of directors.

Others elected at the meeting in the Forest Park Hotel June 2 are: Josephine Rickey, vice president; Mrs. Lila Bauch, treasurer, and Leonora Allen, treasurer. Nine new committee members are: Mrs. Robert A. Willier, program; Mrs. Hazel Wagner, membership; Esther Lee Bide, educational; Jeanne Hynes, press; Mrs. Evelyn Schacht Cochrane, publication; Grace Stockhus, business & civic; Mrs. Virginia Stobie, entertainment; Mrs. Marie Addison, attendance, and Mrs. Elmer C. McDugan, personal relations.

Roper Series Begins

ELMO ROPER, public opinion analyst, began a series of telecasts called Where the People Stand on the NBC-TV network, 10 p.m. Wednesday. First half-hour program featured, besides Mr. Roper, a panel of three leading newspaper editors representing different political opinions from different sections of the country. The analyst, heard on the NBC radio network weekly at 3 p.m. EDT Sunday, will present a second political analysis on television June 22.

LBS SUCCESSOR

Planned Regional Suspends

MCLENDON BROADCASTING System, new West Coast regional network scheduled to start operations June 7 (BT, June 2), was suspended last Wednesday. "Various circumstances" were responsible, according to Gordon McLendon, president of the regional and operating head of Liberty Broadcasting System, which suspended last month (BT, May 19). These circumstances included two lengthy absences from Hollywood headquarters by Mr. McLendon, who was to have handled personally daily re-creations of major league baseball games.

Mr. McLendon is to appear June 17 in Philadelphia as a witness in the government's anti-trust action against professional football and also will give depositions in his own suit against organized baseball, set for August 18 in Chicago.

Although 17 West Coast stations had contracted for regional service, Mr. McLendon and Benton Paschall, executive vice president, said they felt it would be impossible to carry out agreements this season. The regional was incorporated in California and the name will be retained for possible resumption of operation at a future date.

May 29 Decisions . . .

COMMISSION EN BANC
To Remain Silent
KVQV Alexandria, La.—Authority to remain silent for additional 60 days.

Extension of Authorization
WIBK Knoxville, Tenn.—Extension of temporary authorization to operate for period of 90 days to expire Sept. 1, 1953, or until 30 days after completion of proceedings in Supreme Court of the United States which have been instituted and which period shall be shorter.

WHNL SSA Extended
WHNL Medford, Mass.—Extension of SSA to operate on 1430 kc 350 W D without frequency type monitor for period of 60 days, or until authority shall have been granted to WHNL to operate programs tests in accordance with latest mod CP, whichever is sooner.

Granted Reinstatement
KWPW-FM West Plains, Mo.—Reinstatement of expired CP for Class B FM station.

May 29 Applications . . .

ACCEPTED FOR FILING
CP to Change Location
WKAT-FM Miami Beach, Fla.—CP to change trans. and studio location.

Extension of Completion Date
WWGC Manitowoc, Wis.—Mod. CP which authorized new AM for extension of completion date.

TENDERED FOR FILING
Change ERP
KSEF-TV St. Paul—AMENDED to change ERP from 15.3 kw vis. 9.3 kw.

License Renewal
WBGO Groton, Conn.—Requests renewal of license.

Change Studio Location
WJPA-FM Grand Haven, Mich.—Mod. CP which authorized new FM to change ERP from 550 to 115 kw, trans. and studio location to Copeland, Mich.

TENDERED FOR FILING
Change ERP
KSSE-TV St. Paul—AMENDED to change ERP from 96.7 kw vis. 94.3 kw.

June 3 Decisions . . .

BY BROADCAST BUREAU
To Remain Silent
WCAT Rapid City, S. D.—Granted authority to remain silent for period during which regular instructional activities are suspended from June 1 to Sept. 5.

Extension of Completion Date
KPRB Fairbanks, Alaska—Mod. CP to change ant. system, and extend completion and date completion dates 2 months and 8 months from date of grant, respectively.

WBZ-FM Boston—Mod. CP for extension of completion dates to 12-20-56.

WJKR-TV Providence, R. I.—Mod. CP for extension of completion date to 7-36-52.

License For FM
WLPC-FM Erie, Pa.—License new FM station: 97.9 mc; Ch. 2: 75.8 kw; minus 240 ft.

TV—Ch. 6
WJIM-Lansing, Mich.—CP to change ERP from 15.3 kw vis. 9.3 kw, aur. to 8.7 kw vis. 4.3 kw.

June 3 Applications . . .

ACCEPTED FOR FILING
AM—1200 kw
WHWD Hollywood, Fla.—Mod. CP which authorized new AM for approval of ant. trans. and studio location.

AMENDED to change power from 1 kw to 590 w.

License Renewal
WGCX Greensboro, N. C.—Requests renewal of license.

Change Studio Location
WFGR-FM Grant, Mich.—Mod. CP which authorized new FM to change ERP from 550 to 115 kw, trans. and studio location to Copeland, Mich.

TENDERED FOR FILING
Change ERP
KSTP-TV St. Paul—AMENDED to change ERP from 96.7 kw vis. 94.3 kw.

WBEN—TV Buffalo—Mod. CP to change ERP from 88 kw vis. 44 aur. to 53.70 kw vis. 26.80 aur.

June 4 Decisions . . .

BY COMMISSION EN BANC
AM—869 kc
KTBW Modesto, Calif.— Granted application to increase D power on 869 kc from 5 to 10 kw and install DA-DN.

KFNP Shenandoah, Iowa.—Mod. license to specify on 920 kc with 1 kw ERP 50 w. with time to KUSD, Vermillion, S. D. (and) division respectively until KUSD, on April 9, 1953, was authorized to operate on 960 kc 1 kw.

Petition Denied
WJEL Springfield, Ohio.—By order, denied petition to gladden application to increase power on 1600 kc from 500 w to 1 kw D and to operate 500 w N using DA-DN.

 Granted STA
WEIP Charleston, W. Va.—By order, waived Sec. 3.105 and 3.181(b) (4) and granted STA to Aug. 1 to operate this station, by remote control.

WQNC Gastonia, N. C.—By order, waived Sec. 3.105 and granted STA to operate by remote supervision.

ACTIONS ON MOTIONS
By Comr. Frieda B. Hennon
Television California, San Francisco.—Granted request for dismissal of petition for clarification of effective date of renewal of applications for prior granted.

WBNF (FM) Beverly Hills, Calif.—Granted petition to amend application to change ERP from 20 kw to 30 kw. Increase ant. height and ERP; removal of application, as amended, from hearing docket.

Montreal Broadcasting Corp., Montreal, Pa.—Petition to amend application to increase power on 1350 kc of 965 kw, and for removal of application as amended, from the hearing docket.

Radio Norwich Inc., Norwich, N. Y.—Waived Sec. 3.105 and granted petition to amend to own motion, removed from hearing docket applications for WATS and Radio Norwich Inc.

By Comr. Edward M. Webster
Hawthorn Broadcast Co. St. Louis.—Granted petition for extension of time to June 9 to file exceptions to Initial Decision in proceeding re application and that of Hirsch Communication Engineering Corp., St. Louis.

By Hearing Examiner Elizabeth C. Smith
Desert Radio & Telecasting Co., Palm Springs, Calif.—Granted petition for approval of ant. trans. and studio location.

By Hearing Examiner Hugh B. Hutchison
WBUD Topeka, Kan.—Ordered that record in proceeding be reopened for purpose of incorporating letter considered relevant and necessary to determination of issues and that, upon such incorporation, record thereafter opened.

By Hearing Examiner Fanny N. Litziv Azalea Broadcast Co., Mobile, Ala.—Granted petition to amend so as to speci...
city site, furnish additional coverage, and for removal from hearing.

By Hearing Examiner J. D. Bend

B & C Radio Co., Rockford, Ill.—

Granted petition to amend application to show: (1) present owners of corporation; (2) corrected geographical co-

ordinates for proposed site; (3) corrected plat of ant. site; (4) crr-
correction showing of 260 mv/m and 800

of interference to be caused by pro-

posed station to service WEBA. Granted

pended motion to reconvene proceed-

ings and set for further hearing June

18 at Washington. Further ordered

attorneys for the parties and their engi-

neers consultants appear at offices of

Commission 10:00 a.m. Friday, June 15,

at conference considering: (1) simplifi-

cation and clarification of the technical

issues in this proceeding; (2) possibility

of stipulating with respect to facts; (3)

procedure at hearing; and (4) such

other matters as then and there may be

resolved in order to shorten record, to

sharpen issues, and to expedite com-

pletion of hearing.

KBBS Harlingen, Tex.—Granted

motion for extension of time from June 2

to June 12, 1952, for filing reply to

proposed findings of fact and con-

clusions submitted by KOA Denver.

(Continued on page 81)
Classified Advertisements

Help Wanted

Managerial

Experienced manager for net af- filiate. 8 years experience, $500 per month minimum. Box 315P, BROADCASTING • TELECASTING.

General manager with successful rec- ord. Experiences in television and radio, Li- berty, Ohio. Salary and conditions separate. Box 351P, BROADCASTING • TELECASTING.

Very successful, highly rated midwest independent needs commercial manager immediately. Will help carry management load. State qualifications and salary requirements. Please do not phone. Box 360P, BROADCASTING • TELECASTING.

Experienced station and commercial man- ager to take over at full time. Excellent oppor- tunity in larger metropolitan market. Good opportunity for man with ambition, sales ability and executive experience. Box 315P, BROADCASTING • TELECASTING.

Excellent opportunity for in- progressive, experienced, commercial man- ager to take full time. Eastern or Midwest, $1000 per month. Box 350P, BROADCASTING • TELECASTING.

Salesmen

First class salesman wanted by AM-FM station in South. Must be reliable, industrious, sober. Don’t expect regular salary. Box 350P, BROADCASTING • TELECASTING.

All type accounts including local, news, DJ, sales. Send full details. Box 355P, BROADCASTING • TELECASTING.

Technical

Excellent opportunity for good local salesman. Must have license. Send full account, list of accounts now on call, salary required. Box 351P, BROADCASTING • TELECASTING.

Time salesman for Texas station. Salary plus commission. Good market. Box 320P, BROADCASTING • TELECASTING.

Announcers

Experienced announcer-engineer. Seven years start. Upper midway area. Box 350P, BROADCASTING • TELECASTING.

Announcer-engineer with first phone. Must have top announcing ability. CBS station in southeastern city. Salary plus commission. Send full details. Box 355P, BROADCASTING • TELECASTING.

Good announcer with experience at copy writer, Pennsylvania Independent. Send full experience, all time, with photos and sample copy. Box 355P, BROADCASTING • TELECASTING.

Young combo man, first phone, seeking varied experience in live broadcasting. Excellent opportunity. Box 350P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do engineering. Ideal for small community or farm station, including salary require- ments to KBFS, Great Falls, Montana.

Help Wanted (Cont'd)

Announcer-engineer. Starting salary $900 per week WIBR, Enterprise, Alabama.

Immediately; experienced combination manaje. All work important, salary excellent. Send full details and experience to WIBR, Enterprise, Ala.

Announce, equipment, sales. Excellent salary. Send full details and experience to WIBR, Enterprise, Alabama.

Announcer-engineer. Combination man preferred, but we announce training. Ideal living and working conditions. Five week day. Some overtime at time and one-half. Good future, good salary and other benefits. WOCB, West Yarmouth, Massachusetts.

Engineer with first class license. Willing to learn announcing. WREX, Lexington, Virginia.

Immediate opening for first phone license. No experience needed. Car required. Send full details to WIBR, Enterprise, Alabama.

Network station, TV application, has opening for staff announcer. Excellent opportunity. Send full details to WIBR, Enterprise, Alabama.

Alert experienced announcer. 100 years old. Temporary. Send full details to WIBR, Enterprise, Alabama.

Experienced announcer wanted for daytime station. Good living and working conditions. Salary, $600 to $700 per month. WIBR, Enterprise, Alabama.

Engineer. First class. Immediate opening. Previous experience not essential. Contact James McKee, Station Supervisor, WCVV, Cherry Valley, New York.

Production-Programming, Others

CBS affiliate in leading southeastern market needs promotion man, preferably with experience. Excellent opportunity. Please send full details and salary requirements to WIBR, Enterprise, Alabama.

Engineer needed immediately for 1000 watt midwest top network affiliate in Chicago. Excellent opportunity. Send full details to WIBR, Enterprise, Alabama.

Program director—Opening June 15 for top network affiliate. Excellent opportunity for man with ideas. Applicants from Illinois and adjoining states only can be considered. Personal interview. Box 300P, BROADCASTING • TELECASTING.

Salesmen

Salesman and experienced announcer, employed, experienced. DJ and directing. Willing to offer future TV sales. Nine years radio, all phases. Box 310P, BROADCASTING • TELECASTING.

Salesman-producer. Six years sales experience. Original, profitable ideas. Will relocate. Box 340P, BROADCASTING • TELECASTING.

Announcers

Hilbilly DJ specialist. General an- nouncing, music board. Desire experienced announcer. Salary, plus $100 per month. Details request. Box 300P, BROADCASTING • TELECASTING.

Announcer seeks top ladder from 250 watt. BA Degree. Good news experience. Will relocate. Box 310P, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Announcer—4 years experience. All staff duties. Informal DJ interaction. Prefer suburban area. Box 315P, BROADCASTING • TELECASTING.

Announcer—radio station manager. Local owner. Operate console. Box 315P, BROADCASTING • TELECASTING.

Announcer—radio station manager. Local owner. Prefer experience in DJ, news, sales and board operations. Prefer upper midwest. Box 310P, BROADCASTING • TELECASTING.


No prima donna. I'm an adult, experi- enced announcer. Need me? Box 335P, BROADCASTING • TELECASTING.

Announcer, AM or midnight DJ. Eight years experience in radio specific events. No boards. $90. Box 330P, BROADCASTING • TELECASTING.

Announcer, AM to midnight, DJ. Experience with hillibilly and Hillbilly. Three-piece hillibilly band, headed by experienced announcer. Seeker, seeking a mountain. Station with hillibilly station in south or south- east. Good pay, excellent experience. Excellent opportunity. Send full details and salary requirements to Box 350P, BROADCASTING • TELECASTING.

Draft exempt announcer with eight years experience. Excellent experience. West Coast Mountain region. Box 340P, BROADCASTING • TELECASTING.

Announcer, first phone. Five years ex- perience. All phases. Married veteran. Prefer position within 50 mile radius of Los Angeles. Box 350P, BROADCASTING • TELECASTING.

Gainfully employed, but ready to move up. Topflight DJ announcer. Five years experience. To move to Dallas area. Box 320P, BROADCASTING • TELECASTING.

Tell your story, sell your story! College graduate. Excellent experience. Veteran, family, 200 miles Chicago. Box 325P, BROADCASTING • TELECASTING.

Announcer and control board operator. Small market, good experience. Experience light but concentrated. New small, prospects bright. Box 330P, BROADCASTING • TELECASTING.

Combination man. Two years experi- ence. All phases open. Must be MT exempt. Available immediately. Box 345P, BROADCASTING • TELECASTING.

Tell your story, sell your story! College graduate. Excellent experience. Veteran, family, 200 miles Chicago. Box 325P, BROADCASTING • TELECASTING.


Announcer, college grad, experienced, announced large market in midwest. DJ, news, sales, sales management. Experienced announcer. Box 350P, BROADCASTING • TELECASTING.

Announcer—salesman. Good newsmen, commercial man, DW. Prefer south. Box 350P, BROADCASTING • TELECASTING.


Announcer and control board operator. Small market, good experience. Experience light but concentrated. New small, prospects bright. Box 330P, BROADCASTING • TELECASTING.

Personal DJ with voice that sells. Experienced stage, MC, vocalist. Good staff duties. Prefer suburban area. Box 315P, BROADCASTING • TELECASTING.

Announcer—college trained graduate, small market. Good news experience. Will relocate. Box 310P, BROADCASTING • TELECASTING.

Announcing. No charges for blind box number. Send box replies to BROADCASTING • TELECASTING, 570 National Press Bldg, Washington 4, D. C.

Announcing. Announce, sell. Local owner. Operate console. Box 315P, BROADCASTING • TELECASTING.

Announcing. Announce, sell. Local owner. Operate console. Box 315P, BROADCASTING • TELECASTING.
Westerns 250 watt fulltime independent. Single station market, wonderful town for family living. Very profitable under absentee ownership. Gross near $70,000—can be increased. Will assign license to right corporation stock for $80,000—less for cash. See this quick! Box 3797, BROADCASTING • TELECASTING.

$11,000 for controlling interest in established and drift daytime located in one of Ohio's rich industrial areas. Box 1047, BROADCASTING • TELECASTING.

Western stations. Independent. 200 w. No competition. $6000 terms to good operator. Box 3979, BROADCASTING • TELECASTING.

Top Hillbilly Disc Jockey

Only top rated need apply. This is a position in a tough competitive market requiring a versatile man who knows his western, hillbilly music. You must have originality, humor and that certain touch which will appeal to the common folk. You will be able to hit a commercial hour and sell it. Showmanship is important and above all you must be able to build and maintain a high Hooper rating. You can earn $22,000 a year if you have the talent we want. You will be paid a base salary, plus a bonus. You’ll have an opportunity to hit the country town for personal appearances. Disc jockey’s on this station are now earning from $5000 to $10,000 a year. If you are wide awake and have a keen feel for the country people then we want you. Interested applicants should send a resume and mention your experience on personal appearance work. Young men and women. Salary plus expenses.

For personal appearance work write Box 337P, BROADCASTING • TELECASTING for full details.

Situations Wanted (Cont’d)


equipment.

150,000 feet 219 Copperwood ground wire. Immediate delivery. Box 1234, BROADCASTING • TELECASTING.

SY250 Gates transmitter. New Fall. Fall 1948. Time to replace your oldtimer with KCN, Broken Bow, Nebraska.

One RCA type 76-B console and power equipment, Transmitter unerated. KVGC, Wawalo, Texas.


One 640AAA condenser microphone and RA-1065 amplifier equipped with plug-in, condenser and 5000 watt. DET, Detroit.

Slightly used in good condition, three RCA TAC15 amplifiers. One DuMont type 1061-A receiver. Nice diecast on any or all of above. Contact Chief Engineer, WSM-TV, Nashville, Tennessee.

Ruda model M766 gasoline engine direct coupled 2A Wootley 751, RCA 55 kW transmitter, 55 Kw cycle of 55 cycles and 1500 foot range. Complete 5000 watt. $7500 FOB Atlanta, Va., plant. Contact Chief Engineer, WTOP, Inc., Warner Blvd., Washington, D. C.

Complete recording studio. Finest equipment. Good lease with option on building. Will sell as is or just recording equipment. If present ownership changes, some consideration will be given. 4300 N. Central, Phoenix, Arizona.

Wanted to Buy

equipment.

Wanted—Quarter and one kw FM monitor receivers, used or new. Box 3717, BROADCASTING • TELECASTING.

Used equipment: Limiting amplifier, console, Universal pickups with polaroids, jack panel, Cabinet rack. Its coaxial cable sl ohm, Fresno, California.

Wanted to Buy (Cont’d)

FM antenna. Andrew 1204 or similar, 4-bay or more for side mounting on pole. Must be coax line too. WTV, Jacksonville, Fla.


Help Wanted

Announcers

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey

Top Hillbilly Disc Jockey
Agency Recognition

EDITOR:

On page 14 of your May 26 issue you state that Helene Curtis Industries (permanent), Chicago, is sponsoring Tuesday and Thursday segments of Johnny Olson’s Rumpus Room through Russel M. Seeds Co. The name of the agency is in error.

This Helene Curtis television is being handled by Gordon Best Co. Inc.

Richard Best
Radio-TV Director
Gordon Best Co. Inc.
Chicago

Subversive Literature

EDITOR:

How we love your “Tearsheets for Radio” feature in the May 26 issue. For right there accompanying this radio yarn and supplementing your bio of author Gene F. Seehafer, new manager of research and sales promotion of CBS Chicago, is a photo of Mr. Seehafer holding an NBC television rate card.

Guess there's nothing like keeping up-to-date with the competition.

Harold A. Smith
Advertising & Promotion Manager
NBC-TV Chicago

EDITOR:

I am surprised at my good friend

For Immediate SALE!

TV TRANSMITTER

Now in operation and available for inspection

RCA TT-5A TV Transmitter, including:

1 set of new spare tubes
control console
side band filter
duplexer, and other essential equipment

If interested, suggest immediate attention as equipment will be disposed of as soon as possible

Write to:

K P I X
Al Towne
Director of Engineering
San Francisco

Gene Seehafer. As manager of research and sales promotion for CBS, he should have a new picture taken. What is that in his hand, an NBC-TV rate card?

[EDITOR’S NOTE: The picture was made when Mr. Seehafer was still teaching at the U. of Minnesota where he hence could hold an NBC-TV rate card without burning his fingers. See below.]

Proof Positive

EDITOR:

I have been delightedly looking through the recent “Take Your Choice” publication of BAB in which they compare the more than 106 million radios in the United States with other media and products. One of the most interesting was the statement that there are more radios in the United States than there are beds. We have been toy ing with an idea which we are not going to put on the air:

“Recent statistics have shown that there are more radios in the United States than there are beds... proving once again that radio is your best form of entertainment...”

Bill Bradford
KSSJ, Weather Springs, Tex.

Switch

EDITOR:

Always get a big kick out of your cartoons. Here is an original of mine you can use if you care to.

Speak for Yourself

EDITOR:

... a certain comedy team which has been a radio “institution” for more than 20 years, and which has made its fortune in radio, and radio alone, had an opportunity last Sunday night to put in a “plug” for radio that would have meant much to the industry in its efforts to sell radio as “the world’s best medium of advertising.” But what happened? They put in one of the best arguments for newspaper advertising that I’ve heard via radio. Instead of advertising a summer cottage by radio, an ad was inserted in a newspaper, and the “overwhelming” results were referred to on two occasions.

Why couldn’t the actors have said, “We’ll call Radio Station ___ and put it on the air?” The “overwhelming” results could have then been attributed to radio. No, the thing that we in radio have been fighting for years was completely ignored, and the competition was glorified! This example is not cited as criticism of this program in particular, but merely a recent example of radio’s failure to “sell” itself...

It is suggested that stations, networks and BAB write letters to all key persons who appear on radio or who speak in public, and ask them to give radio its just due. If they heard it on radio, ask them to say so. And certainly script writers should be admonished to give radio a break and delete references to newspapers.

Every reference on the air to a specific newspaper, or newspapers generally, is giving them the advantage of the world’s best medium of advertising free of charge... advertising for which we charge our sponsors, but give away to our competition.

I’d like to hear what others think about it.

Dave Highbaugh
Program Director
WHIR Danville, Ky.

Say It With a Rose

NBC observed National Secretaries Day last Wednesday by presenting each of the 432 secretaries in its New York offices with a rose accompanied by a card which read: "A small expression of our real appreciation and our many thanks." Similar ob servances were scheduled in NBC offices in other cities.

MD.- D. C. MEET

Scheduled for June 13-14

SPRING meeting of the Maryland-D. C. Radio & Television Broadcasters Assn. will be held June 13-14 at the Hotel Stephen Decatur, Ocean City. Charles T. Grandy, WBOR Salisbury, Md., will preside as association president.

After a Friday morning business meeting, Mayor Thomas D’Alesandro III, Baltimore, will address an afternoon luncheon session. Broadcast Advertising Bureau will conduct an after noon sales clinic. BAB President Bill Ryan is on that program. Vincent Waslewski, of the NAB's Legal Dept., will discuss legislation affecting broadcasters. Richard Mayborne, sales promotion director of Kann’s Department Store, Washington, will speak on promotion and advertising problems facing the retailer.

An afternoon panel on regional sales problems will include Joseph L. Brechner, WGAY Silver Spring; Jack Surrick, WBFR Baltimore; John S. Hayes, WTOP Washington; Richard Eaton, WOOK Washington; Richard Rudolph, WITH Baltimore; Charles E. Smith, WBTO Cumberland. Speaker at the Friday dinner will be FCC Commissioner George Sterling.

Saturday's program includes a television panel with Ewell K. Jett, WMAR-TV Baltimore; Herb Cohan, WAAM (TV) Baltimore; Leslie H. Pearl Jr., WBAL-TV Baltimore; Gene Juster, WBNW (TV) Washington, and Richard Davis, WELL-UHF-TV New Haven. Ken Sparrow, of BMI, will speak following the panel. Ed Gross, of Sydney Hollander Co., will give a factual analysis of the Maryland-D. C. trading area at the afternoon luncheon.

Page 09 · June 9, 1952

BROADCASTING · Telecasting
summary through june 5

(Also see Actions of the FCC, page 86.)

initial decisions

v. toledo, ohio—the minority bctg., fcc.fcc hearing examiner fannie n. livin issued initial decision looking towards grant of 1150 kc. 1 kw fulltime, da-on. conditions. simultaneously, following applications were denied: the toledo hinde co. and radio corp. of toledo, wmo. toledo to serve from 1560 kc. 1 kw-d. to 1740 kc. 1 kw fulltime, and rural bctg. co. of ohio for 1740 kc. 1 kw fulltime at oak harbor, ohio. decision june 1.

wbur trenton, n.j.—morrisville bctg. co. fcc hearing examiner hugh r. hutchinson issued initial decision looking towards grant of application for mod. cp to specify new transmitter site. decision june 4.

final decision

new bern, n. c.—crown bctg. co. commission denied final decision granting 1450 kc. 250 w fulltime, and denying by default application of eastern carolina bctg. co. decision june 1.

memorandum opinion & order

grand island, neb.—grand island bctg. co. commission denied petition for review of hearing examiner’s action of nov. 30, 1951, removing from hearing docket application for 1450 kc. 1 kw fulltime. memorandum opinion and order june 5.

wa po bid denied

fcc turns down sta request

the fcc last week denied a request by wa po chattanooga, a video applicant, that it be given a special temporary construction authorization to use its present tv equipment to bring the national political conventions to chattanoogans owning tv sets [b&t, may 18].

in a reply to a wednesday to mountain city television inc., wa po organization set up to operate wa po’s television, commission said sta’s “are not intended to replace basic construction permits, which are . . . prerequisite to the installation, construction, and operation of transmitting equipment of the nature contemplated in your request.”

“further,” the fcc said, “the commission believes that a grant of an sta of the nature requested by you would be likely to give you, in addition to your capacity as an applicant, an undue advantage should you become engaged in a comparative hearing with other applicants for channel 3 in chattanooga.”

kfel sets up studio

gene o’fallon, general manager of kfel denver, informed major tv networks last week that kfel had set up a tv studio in the brown palace hotel in denver, adjacent to the eisenhower headquarters. kfel has leased telephone lines from the studio and can service networks with television programming during the presidential candidate’s stay in denver. last autumn kfel provided world series coverage off the transcontinental link although denver has no tv station.

fcc actions

begin on page 86

broadcast product display

gives product 90% chance for sale

a full product display at the point-of-sale installed by radio or television stations gives the product a 90% chance for success and sale, in the opinion of jack zinselmeier, merchandising director for wlw cincinnati.

components of merchandising, were discussed by mr. zinselmeier wednesday before members of the chicago radio management club and the television council. on the same panel were james shelby, radio-television director of mccann-erickson, and o. johler, merchandising manager for the iga grocery stores.

the trio attempted to explain the specifics of merchandising. mr. zinselmeier termed it “a mental nudging” which brings the desired product to the attention of the consumer at the point-of-sale, bridging the gap between the creation of the desire for a product or service with advertising and the actual sale.

mr. zinselmeier heads a merchandising staff which operates separately from promotion or public relations, which has 25 different merchandising services. he recommended as basic in local outlet merchandising the proper and full-view display of the product, which “glamorizes it,” in the eyes of the consumer, Mr. Zinselmeier said. the display must have a 70% chance of sale.

merchandising, despite some industry belief, has “no black magic in it,” he said. it is a very old practice, with what he described as the best practitioners with their “tight skirts and sweaters and low necklines.”

Mr. Shelby outlined promotions and merchandising programs used by mccann-erickson for standard oil of indiana and its 20 division points in its midwest distribution area. merchandising, in his opinion, makes a show and a product more acceptable, and sells the listening habit.

Mr. Johler of iga detailed merchandising used for the 10,000 stores in the u.s., emphasizing the success of a two-week campaign on mutual in which 5,600 stores were participating.

“in merchandising, it isn’t what you know but how much you do it,” he claimed, citing follow-through and enthusiasm as the most important factors for success. the mutual campaign begins late this month.

educators mull plans

(continued from page 61)

different television production techniques preparatory to programming its own station. the university anticipates providing a community television service, including information for farmers, housewives and parents; refresher courses for professionals and technical groups; supplementary classroom instruction programs for elementary and secondary schools; appreciation of the arts and programs to develop understanding of public affairs.

Dr. Bevis noted costs of installing and operating a television station vary widely.

“all i can say at this time is that we feel the costs will be within the resources of the university,” he commented.

the board of trustees of the u. illinois on may 26 authorized its corporate offices to file an application with FCC for a station on channel 12, assigned to the champagne-urbana area for educational use.

wayne u., detroit, has encouraged community participation in planning for the use of uhf channel 56, reserved for education. a general citizen advisory board representing all educational interests in the detroit area, already has explored the possibilities of the administration and programming of an educational television station.

it is reported that the license will be held by a non-profit educational corporation with basic policies of the station to be directed by a board of trustees of some 15 persons selected from the community. time allocations and station operation would be the responsibility of an operating committee working under the board.

the facilities of WDET (fm) then, presented to Wayne u. by uaw (cio), will be adapted for television broadcasting, according to william e. stinson, assistant to the president of Wayne. use of the station’s land, buildings and tower will cut construction costs for the Detroit educators, it was explained.
Operator Rules—FCC Solicits Comment

(Continued from page 98)

mova the "obsolea"e first-class operator requirement would greatly increase costs to stations and make it difficult for an operator to obtain a license, particularly in rural areas. This was noted.

One broadcaster pointed out that the proposed changes would permit a person who wanted to hire a local man who could qualify under a restricted license in lieu of having to hire the higher and higher on the scale, skilled remote control technicians. He noted that the proposal required that at least 500 of the operator's 900 positions be filled by local people. Although this is still the policy, in light of the wide range of broadcasting stations in rural areas, it is particularly limited.

FCC observers noted that about 20 FM stations are now employing remote control of their transmitters under special authority. According to reports thus far, such operations appear to be working "satisfactorily," they noted.

FCC's Questions

Concerning the NARTB proposal, FCC officials noted that the Commission is particularly interested in non-directional antennas.

A question was raised regarding whether an operator should be allowed to operate a transmitter, which must be authorized by the Commission rules, with non-directional antennas?

Another question was raised regarding whether a restricted remote control operator permits?

What if the number of invalid directions is to be obtained by a station staff, the perceived value of the Commission's rules, with non-directional antennas?

Would a non-directional antenna permit be restricted enough to prevent such an operation?

(a) What kind of equipment would be considered adequate for non-directional antennas?

(b) What degree of control of the transmitter would be required to be provided by the Commission rules, with non-directional antennas?

(c) Why is it important that the Commission rules, with non-directional antennas, be sufficient to prevent the occurrence of

(d) To what extent may the amendment regulations be explained by a station's technical training when operating either standard or FM broadcasting transmitters?

(e) To what extent would be required to be made by a station's technical training when operating either standard or FM broadcasting transmitters of non-directional antennas?

(f) What advantage, if any, would be provided by the Commission's rules, with non-directional antennas?

The proposed rule-making notice also provided for the Commission's rules, with non-directional antennas, for the off-air audio signal from the modulator, which is transmitted by the operator other than those who provide telephone authorization.

Add a new subsection (a) to Section 3.165 to read (a): "The licensee of each first-class radio broadcasting station may authorize any operator or operator within the station's authorized remote control point, if such operator or operator is not permitted by the Commission's rules, with non-directional antennas, for the off-air audio signal from the modulator, which is transmitted by the operator other than those who provide telephone authorization.

Add a new subsection (b) to Section 3.165 to read (b): "The licensee of each non-commercial educational FM broadcast station may authorize any operator or operator within the station's authorized remote control point, if such operator or operator is not permitted by the Commission's rules, with non-directional antennas, for the off-air audio signal from the modulator, which is transmitted by the operator other than those who provide telephone authorization.

Add a new subsection (c) to Section 3.165 to read (c): "The licensee of each non-commercial educational FM broadcast station may authorize any operator or operator within the station's authorized remote control point, if such operator or operator is not permitted by the Commission's rules, with non-directional antennas, for the off-air audio signal from the modulator, which is transmitted by the operator other than those who provide telephone authorization.

Add a new subsection (d) to Section 3.165 to read (d): "The licensee of each non-commercial educational FM broadcast station may authorize any operator or operator within the station's authorized remote control point, if such operator or operator is not permitted by the Commission's rules, with non-directional antennas, for the off-air audio signal from the modulator, which is transmitted by the operator other than those who provide telephone authorization.
Auto Totals

Auto registrations in the United States totaled 42,682,591 in 1951, an increase of 5.8% over the 40,335,581 registered in 1950, according to the Bureau of Public Roads, Dept. of Commerce. Number of trucks registered was 9,000,913, an increase of 4.8% from 8,510,826 registered the year before.

* all registered motor vehicles are equipped with radios.

Florida, Nevada and South Carolina reported increases of more than 11% in total vehicles registered. Only the District of Columbia reported a decrease. California had the most vehicles registered, 4,926,164; New York was second with 3,831,559 and Pennsylvania third with 3,189,198. Other leading states in motor vehicle registrations were:

<table>
<thead>
<tr>
<th>State</th>
<th>1951 Registrations</th>
<th>1950 Registrations</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Hampshire</td>
<td>180,162</td>
<td>172,339</td>
<td>4.4%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1,865,396</td>
<td>1,779,181</td>
<td>4.8%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>2,305,428</td>
<td>2,228,436</td>
<td>3.5%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>3,739,351</td>
<td>3,735,113</td>
<td>0.1%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>1,219,484</td>
<td>1,196,538</td>
<td>1.8%</td>
</tr>
<tr>
<td>Ohio</td>
<td>1,082,007</td>
<td>1,090,019</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Illinois</td>
<td>1,753,943</td>
<td>1,743,245</td>
<td>0.6%</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,377,025</td>
<td>1,346,887</td>
<td>2.3%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>1,100,191</td>
<td>1,072,290</td>
<td>2.6%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>2,361,024</td>
<td>2,303,362</td>
<td>2.6%</td>
</tr>
<tr>
<td>Texas</td>
<td>2,940,388</td>
<td>2,792,079</td>
<td>4.8%</td>
</tr>
<tr>
<td>California</td>
<td>3,794,364</td>
<td>3,610,867</td>
<td>5.1%</td>
</tr>
<tr>
<td>New York</td>
<td>4,926,164</td>
<td>4,613,290</td>
<td>7.1%</td>
</tr>
<tr>
<td>Florida</td>
<td>5,193,056</td>
<td>4,782,059</td>
<td>7.7%</td>
</tr>
<tr>
<td>Nevada</td>
<td>2,126,909</td>
<td>1,884,581</td>
<td>12.1%</td>
</tr>
</tbody>
</table>

Radio's Power and Pull

Theme of CBS Radio's Sales Film

A DOCUMENTARY film dramatizing the power and pull of radio as a sales medium was unveiled last week by CBS Radio, which reportedly already has sold 89% as many quarter-hours for this fall as it had on the air last September.

Titled "More Than Meets the Eye" and described as the first business film ever to tell its story through both motion pictures and radio, the 30-minute film, designed to give radio's sales impact on the buying habits of Americans. It asserted:

"A few months ago, a general gloom pervaded the entire industry. Despite radio's broad coverage and lowest cost per thousand people reached, many important advertisers were experimenting with a new medium, and pessimists felt that radio was in a decline from which it would not recover.

"Well, I'm happy to report...a great renewal of interest in radio by advertisers, star performers, and listeners. Most of the big star programs are on the air next fall, and with the new shows that are being developed this summer, next season will be bigger than last year."

The report on fall program orders thus far wrapped up was given by Mr. Hausman. He told the New York group that, as of that time, CBS Radio had orders which, in terms of daytime shows, represent 91% of the number on the network last September. For both daytime and nighttime, the figure was 93%.

"More than Meets the Eye," produced for CBS Radio by United Productions of America and featuring the voice of newspaperman Robert Trout, is designed to show visually the power of sound as a medium. It emphasizes that with 105 million sets in 43 million homes and 28 million automobiles, "radio's coverage is greater than the coverage of any other mass medium" and "goes wherever there are people."

Where the average time spent per day with radio is 108 minutes, CBS Radio notes, the average with TV is 43 minutes, with newspapers 94, and with magazines 18. Further, the film states, "More than 14 million people listen in the middle of the day, 14 million in the afternoon, 25 million at night. And these totals are conservative—for national rating services regularly measure only about half of all radio listeners."

Radio also "reaches prospects at the lowest cost"—934 persons per dollar by radio; 365 per dollar by TV, 384 by magazines, and 240 by newspapers.

In a pitch for CBS Radio in particular, the film claims that "the average audience is bigger on CBS Radio," that "CBS Radio has more top programs—daytime or nighttime—than all other networks combined," that CBS Radio's cost is lowest and has stayed "lower than almost any commodity you can name and that, as evidence of their belief in the network," "advertisers invest more dollars-to-build sales on CBS Radio than on any other network."

4 Reasons Why

The foremost national and local advertisers use WEVD year after year.

Jewish Market of Metropolitan New York
1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"
Harry Brownly, Managing Director
WEVD 117-118 West 46th St., New York 19
NEW CO-OP REGIONAL FORMED BY EX-LBS AFFILIATES

NEW REGIONAL network comprising over dozen stations in mid-Atlantic area, formerly affiliates of Liberty network, scheduled to start June 16, with one-month experimental news service keyed from WOL, Washington. Interested stations set cooperative project in motion at two-day meeting concluded Friday at WOL studios.

Basic experimental plan proposes 7 p.m. news origination for three weeks out of WOL, including Sunday newscast by Joseph C. Harsch, winner of duPont award. Fourth-week programs would come from Chicago during Republican convention. Telephone line extends from Johnson City, Tenn., through North Carolina, Virginia, District of Columbia, Pennsylvania and into northern Ohio. WRFD Worthington, Ohio, owned, like WOL, by Peoples Broadcasting Corp.

Herbert E. Evans, Peoples vice-president-general manager, elected temporary chairman at two-day meeting. Group discussed extension of service to two-hour basis.

ONE RADIO, THREE TV SALES REPORTED BY ABC

FIRST WEEK of June provided renewed business activity for ABC, with one new radio sale and three television renewals reported Friday by Charles T. Ayres, radio network vice president, and John B. Lanigan, vice president for TV sales.

TONI Co. (Toni Home Permanent, Tonette and White Rain), Chicago, through Tatham-Laird, same city, purchased weekly hour on radio with backing of Tuesday, Thursday half-hours of Break the Bank. Monday, Wednesday and Friday segments continue to be sponsored by Bristol-Myers through Doherty, Clifford & Shenfield.


NEW NBC AFFILIATES

WTMC Ocala, Fla., and WIKC Bogalusa, La., to affiliate with NBC radio network. WTMC, on 1290 kc with 1 kw, is owned by Ocala Broadcasting Co. and managed by Thomas Gilchrist. WIKC, on 1490 kc with 250 w, is owned by Enterprise Publishing Co. and managed by Curt Stiegl.

Formerly affiliated with MBS, WTMC to be replaced on Mutual by WLBG Leesburg, Fla., on 790 kc with 1 kw. Mrs. Eleanor Hunter is station president, with T. Hoke McCullie as general and commercial manager. WIKC, also MBS affiliate, not being replaced by Mutual after it joins NBC Aug. 8.

BOY TROUBLE

WHITEOUT of NBC telecast of Walcott-Charles fight just as decision was announced was due to small boy's desire to "see better." Network officials reported Friday that boy in audience climbed pole from which power for telecast was coming and inadvertently kicked a switch, throwing network off air. By time trouble was located and power restored NBC had had to fill in with audio announcement of decision from its New York studios. Boy was unhurt.

Business Briefly

(Continued from page 5)

New York.

RICHARDS W. COTTON, assistant to president of Philco Corp., appointed director of NPA Electronics Div., and also chairman of Electronics Production Board, succeeding J. A. Miller, who returns to RCA. Appointment effective June 16.

FCC COMR. GEORGE STERLING elected to life membership in Eastern Assn. of Fire Chiefs, Reading, Pa. He long has been active on officer key in home community, Peaks Island, Me., near Portland.

WILLIAM DOTY EDOURARDE, sales representative for NBC-TV spot sales in Hollywood, named TV spot sales manager for Western Div., heading NBC-TV's spot sales activities in 11 western states. Prior to joining network in May 1951, he was sales manager of KFWB Hollywood, and before that served with Compton Adv. and Badger & Browning & Hersey, both New York.


HELEN WHEELER, production assistant of George F. Foley's Dr. George Gallup Show, transcribed series aired on some 130 stations, promoted to production supervisor.

HENRY G. WENTHEN, production staff, Benton & Bowles, N. Y., to Scheidler, Beck & Werner, that city, in similar capacity.

RICHARD L. LINKROUN, CBS-TV producer and director, to Geyer, Newell & Ganger, N. Y., as executive producer.

RONALD G. VAN TINE, Washington newspaper, named assistant to George Sandifer, radio-TV director of U. S. Chamber of Commerce.

JOHN H. L. TRAUTFELTER, vice president-treasurer of WFBR Baltimore, elected president of Maryland Assn. of Certified Accountants, first radio executive to hold this post.

WILLIAM C. KLEIN, member of sales staff at WLS Chicago many years, joins WENR (ABC) Chicago radio spot and local sales.


JOHN F. REEDER, account executive and head of plans board of William H. Weintraub & Co., N. Y., to Benton & Bowles, same city, as vice president and account supervisor.

STANLEY LUKE, director of industrial relations for International Telephone & Telegraph Corp. and affiliated firms both here and abroad since 1945, elected assistant vice president of ITT.

NEW TECHNIQUE

NEW experimental technique, combining movie and TV methods, to be used on final program of RCA Victor Show, NBC-TV, Friday, 8 p.m. EDT. TV cameras to shoot scenes of Elio Pinza on location several days in advance for transmission to Hollywood for filming and editing. Orchestra to play "live" during telecast, however.

Press release for people...
"IN THE HEART OF AMERICA... It's The KMBC KFRM Team and It's Wholehearted"

Wholeheartedly Delivering...**

- **A Larger Market***
  *In the Kansas City Metropolitan Area alone there has been a population increase of 16,900 in the past 12 months. (Sales Management Survey of Buying Power estimate 1/1/51, 820,400—SMSB pop. est. 1/1/52, 837,300).**

- **A Richer Market***
  *Typical is the increase in effective buying income in the Kansas City Metropolitan area, (SMSB estimate for 1951, 1 billion, 433 million dollars)—150 million dollars more than 1950! Retail sales, too, are up with a total estimate for 1951 (SMSB) of over 1 billion, 73 million dollars.*

- **The ENTIRE Market***
  *Larger and richer, the important fact is, that The KMBC-KFRM Team delivers the entire rectangular Kansas City Primary Trade Area, as established by the Chamber of Commerce of Kansas City and including all of Kansas, western Missouri and adjoining segments of Iowa, Nebraska, Colorado, Oklahoma and Texas.*

**Call KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel. Get prompt, efficient delivery of this year's larger and richer Heart of America.

SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, WITH

The **KMBC-KFRM** Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
"Why, they're listening to the radio!"

There are 690,140 radio sets within 60 miles of Louisville, making a whopping big average of 2.2 sets per home!

But each of these 313,700 homes averages only 1.64 regularly received newspapers, and only .48 TV sets!

That's one more reason why WAVE radio can deliver 1000 impressions for only 37c! Get all the facts from Free & Peters!

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

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Like beer goes with pretzels

That's how low-cost results go with W-I-T-H in Baltimore! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here's why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.
50,000 Calls on grocers
made Sure
"OPERATION GROCER"
is Right

in the way it combines
powerful radio, grocer-group newspaper, and point-of-purchase activity!

in the way it focuses all three
of these at a specific time, in behalf of your product!

in the way your product benefits
from this concentrated advertising-merchandising plan, week after week after week.

There's a complete brochure waiting with your name on it the minute you call or wire (don't wait to write). A WLS salesman or a John Blair man is ready to explain how easily and economically you can profit from the advertising-merchandising plan that was fully tested and proved all through the summer of 1951—the advertising-merchandising plan that is now ready... and right for your grocery-sold product. Call today about

"OPERATION GROCER"
originated by the radio station that gave you FEATURE FOODS—Dinner Bell Time—SCHOOL TIME—and the one and only NATIONAL BARN DANCE—

1230 WEST WASHINGTON BOULEVARD CHICAGO 7
890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company