Cavalier renews co-sponsorship of "BROADWAY TV THEATRE"

R. J. Reynolds Tobacco Co. picks up Cavalier option four weeks ahead of time—to extend run through summer—on television's top dramatic show... original

Broadway hits, presented live, five nights a week, reaching more homes per dollar than any other TV drama.
Go where there's GROWTH...

GO WHAS!

FARMING IN KENTUCKY IS BIG BUSINESS!

There's more to the Kentucky Farm Story than last year's record crop! There's the story of tractors and trucks... 59,193 tractors were in use in 1950; an increase of 142.5% over 1945! 50,032 farm trucks were in use in 1950; up 102% over 1945! From 1939 to 1949, farm gasoline and other petroleum fuel and oil purchases increased 410%... and tractors in use were up 396%!

That's a lot of tractors, trucks and petroleum fuel! FARMING IN KENTUCKY IS BIG BUSINESS!

GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS... seven days a week; morning, afternoon and night. WHAS farm programs have an average listenership 329% greater than that of the next highest rated station. (Benson and Benson)

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
WKM您同意 RESULTS!

1253 Orders from 18 Spot Announcements
(Letters Contained an Average of $1.75 for a Total of $2,192.75)

WHERE DID THESE ORDERS COME FROM?

79 Michigan Cities Including:
- Detroit
- Dearborn
- Pontiac
- Mt. Clemens
- Monroe
- Ann Arbor
- Saginaw
- Flint
- Bay City
- Port Huron

36 Ohio Cities Including:
- Toledo
- Fremont
- Sandusky
- Tiffin
- Findlay
- Lorain
- Mansfield
- Fostoria
- Norwalk
- Cleveland

For Coverage of METROPOLITAN DETROIT
SOUTHEASTERN MICHIGAN and NORTHERN OHIO

BUY

WKM

1310 ON THE DIAL

5000 WATTS • 1000 WATTS
DAYTIME • NIGHT

Affiliated with WKHM Jackson, Mich.

SEE YOUR LATEST PULSE AND YOUR HEADLEY REED MAN
I. The best picture and audio signal in North Texas... Survey of 750 Television dealers.

II. 10 out of the first 15 Television shows in the Dallas-Fort Worth area are on KRLD-TV. Current Videodex. (Individual Stations)

III. More local and retail advertisers than all other stations in Dallas and Fort Worth combined. "Rorabaugh"

IV. Telephone Answering Services report KRLD-TV produces the same number of calls in Fort Worth as Dallas, in proportion to population.

V. Exclusive programming... KRLD-TV is the only TV station to televise the great Columbia Television Network programs in Dallas-Fort Worth and contiguous areas.

VI. Texas' Most Powerful Television Station on low Channel 4.

KRLD-TV becomes a basic, interconnected member of the COLUMBIA BROADCASTING TELEVISION Network.

Programs direct from New York, Los Angeles... and the momentous Democratic and Republican conventions at Chicago will be telecast by KRLD-TV.

See More on Channel 4.
PRESSURES of advertisers and agencies for lower radio rates now being turned also against proposals that daytime rates be boosted as partial offset for widely expected cuts in network nighttime charges. Group of major agencies, who contend daytime charges should be reduced, too, though probably not as much as nighttime rates, is seeking permission to appear and present arguments when CBS Radio affiliation and CBS Five, July 12, to consider network radio problems. Another request for "outside" participation—by NARTS—was rejected by affiliates' group on theory that there are in-family meetings.

IS THERE change in Detroit affiliation of CBS upcoming? CBS, it's learned, is making coverage survey of Detroit area presumably against day it negotiates with WJR for contract renewal. Station gets network's highest rate—full rate minus usual sales commissions, amounting to about 50% of card rate. This is against maximum 31 1/3% for major market stations carrying full schedules.

DON'T WRITE off deal involving KMPC Los Angeles in near future. Transaction in neighborhood of $1 million is entirely possible, either with NBC which is only network not owning Los Angeles key, or syndicate headed by John McNeil, former ABC executive and now with Doherty, Clifford & Shenfield, national advertising agency, or group headed by Robert O. Reynolds, vice president general manager and part owner of KMPC.

NEWS OF SALE of NBC's KOA Denver may come any day. Network officials were said Friday to be still undecided whether to sell, but it was acknowledged they'd had several "battering" offers—one of which led Financial Vice President Joseph V. Heffernan to Denver for negotiations earlier in week. Among bidders: Bob Hope and Denver Mayor Quigg Newton, for one; Don Searle and Herbert Hollister (owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan.), for another [CLOSED CIRCUIT, June 9, May 19].

BROADCASTERS in South have been alerted to plan of NABET-CIO to undertake "Operation Dixie" looking toward organization of technical and programming staffs. Report reaching them is that $300,000 war chest has been established and that 35 to 40 organizations will be assigned in area.

NEW TWIST to proposals for amendment of FCC temporary processing procedure to get big cities off bottom of city priority listing will be suggestion that cities with applications in hearing prior to freeze be given preference. Pioneer applicants would gain indirect equity at least for efforts. Request expected to be made today (Monday), deadline for petitions for reconsideration of Sixth Report lifting TV freeze. Several other bids for rehearing also expected today (see page 68).

FURTHER evidence that TV towers won't be major menace in their navigation—as feared by aviation groups when FCC issued Sixth Report heralding 2,000 stations and 2,000-ft. antenna.

(Continued on page 6)

Without Discounts

ADVERTISERS in May spent $28,696,746 for time on national and network TV networks, rise of 7.9% over broadcast network time sales of $26,698,029 in same month of last year, according to figures released today (Monday), by Publishers Information Bureau, which reports its figures in terms of gross time sales, calculated at one-time rate, before discounts of any kind.

Combined gross of four nationwide radio networks for May totaled $13,994,919, decline of 15.6 percent from May 1951 gross of $16,576,895. Concurrently, time sales of four TV networks totaled $14,701,827 in May of this year, increase of 46% over TV gross of $10,021,184 for May 1951.

Network-by-network tabulations of PIB for:

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**NETWORK RADIO TOTALS TO DATE**

<table>
<thead>
<tr>
<th>Year</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>$1,695,282</td>
<td>$4,327,583</td>
<td>$7,349,018</td>
<td>$13,371,883</td>
</tr>
<tr>
<td>1951</td>
<td>$1,684,824</td>
<td>$4,305,579</td>
<td>$7,279,163</td>
<td>$13,269,566</td>
</tr>
<tr>
<td>1950</td>
<td>$1,666,515</td>
<td>$4,296,296</td>
<td>$7,272,537</td>
<td>$13,235,348</td>
</tr>
<tr>
<td>1949</td>
<td>$1,670,812</td>
<td>$4,284,786</td>
<td>$7,268,588</td>
<td>$13,224,186</td>
</tr>
</tbody>
</table>

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**NETWORK TELEVISION TOTALS TO DATE**

<table>
<thead>
<tr>
<th>Year</th>
<th>DuMont</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
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<tr>
<td>1952</td>
<td>$711,148</td>
<td>$8,628,653</td>
<td>$20,475,920</td>
<td>$32,153,591</td>
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</tr>
<tr>
<td>1951</td>
<td>$703,042</td>
<td>$8,396,242</td>
<td>$19,862,241</td>
<td>$30,001,495</td>
<td></td>
</tr>
<tr>
<td>1950</td>
<td>$681,421</td>
<td>$8,232,599</td>
<td>$19,402,033</td>
<td>$30,157,043</td>
<td></td>
</tr>
<tr>
<td>1949</td>
<td>$664,261</td>
<td>$8,066,866</td>
<td>$19,042,848</td>
<td>$30,775,075</td>
<td></td>
</tr>
</tbody>
</table>

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**May and January-May, this year, compared thus:**

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
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<tr>
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</tr>
</tbody>
</table>

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**BUSINESS BRIEFLY**

PONTIAC HOUR SHOW: Pontiac dealers signed for 15-week series of full-hour evening shows, Pontiac Film Theatre, on WCBS-TV New York, starting Tuesday (5-9 p.m.). Purchase represents estimated $75,000 in billings. Agency, MacManus, John & Adams, New York.

HARRIS MAY EXPAND: Harris Chemical Co., Cortland, N. Y. (Fly-Ban insecticide), currently in two-week radio spot campaign, will expand to 40 or 50 markets if test is successful. Marfree Agency, N. Y., is servicing.

NAME AGENCY: Economics Lab., St. Paul (Solliax household cleaner and electra-sol dishwater compound), names Scheideler, Beck & Werco, N. Y., as its advertising agency. Account formerly served by Cunningham & Walsh.

SWANDSON MAY EXPAND: General Foods, N. Y. (Swandson cake flour), which is sponsoring The Second Mrs. Burton on CBS Radio (2:15 p.m., five times weekly), is considering possibility of increasing station line-up or adding another network radio show to combat competitors' increasing use of daytime radio.

SEABROOK LOOKING: Seabrook Farns, Bridgeport, N. J. (Frozen foods), through its agency, Hilton & Riggio, N. Y., asking for half-hour radio availability in about 110 markets. Campaign will start mid-August.

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**MARKIN QUITS CROSLEY, JOINS GENERAL TELERADIO**

DWIGHT D. MARTIN, vice president and assistant general manager of Crosley Broadcasting Corp., resigning to become vice president of General Tire & Rubber Co.'s radio-TV subsidiary, which today (Monday) officially changes name from Thomas S. Lee Enterprises Inc. to General Teleradio Inc. Announcement of his appointment by General Teleradio, being released today, does not specify his duties except to say that he will be vice president and general officer. He has been especially active in TV.

General Teleradio is licensee name of New York radio and TV properties, which were acquired by General Tire early this year. New General Teleradio is incorporated under California laws, encompasses all General Tire broadcasting properties: Don Lee and Yankee networks, controlling interest (about 58%) in Mutual, plus WOR stations.

K & E RESIGNS KELLOGG

KENYON & ECKHARDT, New York, Friday resigned estimated $3 million Kellogg Co. account, effective Oct. 1. Leo Burnett Agency, Chicago, is expected to pick up some of Kellogg business since it already handles part of it. It was understood that K & E may have another cereal company to service in near future.

**June 23, 1952 • Page 5**
THREE MORE PROTEST SIXTH REPORT; FCC REPLIES

THREE MORE petitions for reconsideration of FCC's Sixth Report to lift TV freeze were filed with Commission Friday. FCC concurrently made public a reply to request of Pittsburgh Mayor David L. Lawrence respecting failure of Commission to allocate more VHF channels to that rugged terrain area (see story, page 65). Letter includes new war of words between Cums. Robert F. Jones and George E. Sterling.

Chesapeake Television Broadcasting Inc, Baltimore TV applicant, seeks reshuffle of UHF channels there and in Harrisburg and Reading, Pa., to make channels workable in area. Firm points out UHF allocation in area overlooks minimum spacing provisions and contends site to south of city which meets minimum separation prevents inadequate coverage because of terrain.

WFOX Milwaukee, TV applicant prior to freeze, seeks "same procedural and substantive rights" on Channel 12 as it had on Channel 5, for which it went through hearing and, with present applicant, withdrew. It filed for grant just days before September 1948 freeze order. Otherwise, WFOX asks restoration of four VHF channels there. FCC now assigns three VHF (unreserved) and three UHF.

WJDX Jackson, Miss., challenges legality of Sixth Report in establishing zone system and wider spacings in Zone III than proposed in earlier Third Report. WJDX asks modification of order to switch city to Zone II and permit location of VHF Channels 9 there.

FCC told Mayor Lawrence it couldn't comment on VHF allocations at Pittsburgh since case has been appealed to courts and is also before Commission for reconsideration. Pittsburgh fared as well as other major cities in priority list, FCC indicated. Comm. Jones, however, in separate view charged letter constituted amendment of processing procedure since FCC said Group A and Group B applications would be processed simultaneously. Thus, he argued, some Group B cities with multiple services would get still more before Pittsburgh got second service or some Group A cities got first services. Opposed Comm. Sterling, in additional view, opposed Comm. Jones' holding letter constitutes no amendment of procedure since simultaneous processing of A and B applications was provided in Sixth Report.

ABC SIGNS EIGHT

SIGNING of eight new affiliates reported by ABC Radio on Friday, bringing total to 336. They were listed as:

- KGPH Flagstaff, Ariz. (1280 kc, 550 w), owned by Frontier Bestg. Co. and managed by A. S. Holm; KCGL Clifton, Ariz. (1490 kc, 290 w), licensed to Saguaro Bestg. Co. with Chet Darwin as manager; KGAN Kingman, Ariz. (1230 kc, 250 w, 15 kw, 10 kw), owned by Blackstone Bestg. Co., managed by M. E. Danbom; WGRG Cairo, Ga. (1800 kc, 1 kw day only), owned by WALTER Racing; WBBR Tallahassee, Fla. (600 kc, 500 kw, 500 kw, 500 kw, 1 kw night), owned by Blackstone Bestg. Co., managed by M. E. Danbom; WJWJ West Palm Beach, Fla. (15 kw), owned by Jim Honey; WDDW Dawson, Ga. (960 kc, 1 kw day only), owned by Dawson Bestg. Co., managed by W. C. Woodall Jr.; WGRH Fort Pierce, Fla. (1380 kc, 1 kw), owned by Hurricane Bestg. Service, managed by Claude C. Willman Jr.; WSKV Union, S. C. (1460 kc, 1 kw), owned by Union-Carolina Bestg Co., managed by C. P. Stibring.

Page 6 • June 23, 1952

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In this Issue—

Regular commercial sponsors are figuring out how to adjust their schedules to the disruptions that are bound to be experienced in the revision process of the political conventions. And the Democratic Party has made contracts for radio-TV network time next fall. The political season is both help and hazard to broadcasters. Page 27.

ABC moves toward realignment of radio and TV. Pat Weaver is put in charge of both radio and television networks, and Frank White becomes general manager of both. Meanwhile, CBS Radio affiliates committee, planning strategy for July 1-2 meeting of all CBS Radio affiliates in New York, swears to resist any rate reductions. Page 27.

House passes McFarland Bill with some important changes from version that the Senate passed. One is an amendment to make broadcasters immune to libel suits arising from political broadcasts. Other some discrepancies between House and Senate measures will have to be ironed out in joint conference committee. Page 25.

Wise sponsors will buy both radio and television, the "best unduplicated buy an advertiser can make," Edward D. Mason, NBC vice-president in charge of TV sales and operations, tells American Marketing Assn. Page 26.

Tail TV towers won't be the navigation hazard that aviation interests first feared they would be. A study in preparation for the industry-government committee investigating this question shows that most new telecasters will move uptowers tall enough to interfere with the airways. Page 63.

TV applications and arguments over the processing procedure proposed by the FCC are on the increase. Commission denies petition to amend its processing plan and says it will stick with its procedure. Page 27.

This week broadcasters will come to their own defense in the radio-TV morals hearings of the House subcommittee which two weeks ago saw a demonstration of the "hootchie kootchie" by a Congressman who said he had seen it on TV. Page 28.

After-midnight broadcasting is attracting listeners and sponsors. There's a special B&T report on 24-hour-per-day radio broadcasting. Page 28.

Upcoming

June 22-26: Advertising Assn. of the West, Olympic Hotel, Seattle.

(Other Upcomings page 44)

Closed Circuit

(Continued from page 3)

nns—contained in fact that nearly half of 1,200 communities assigned channels have populations around 10,000. Such cities economically can't support big power, tall tower stations, observers point out. Statistics of towers currently planned also show minority above 1,000 ft. (see story page 58).

AMICABLE solution expected soon in only major problem thus far tossed into lap of NARTB Code Review Board. Details still under wraps but it's known there aren't any neatlines or morals involved.

LOOK FOR ANNOUNCEMENT this week that one of major radio-TV set manufacturers is planning special "pre-season" go to help noncommercial educational television get off ground on nation-wide basis, coupled with plan looking toward raising multi-million dollar fund for similar purposes through manufacturers in number of fields.

SPACE accommodations for independent stations desiring to cover political conventions no problem but cost factor poses obstacle. As with networks, stations must bear facilities installation costs. National Committee's formula was to pro-rate costs based on number of indies wanting in. Some have dropped plans, however, with resultant higher tab for others. Plan to parcel out space set off by sound-proof curtains.

LAPFULL of political time lost by major network when all its brass happened to be in "conference" or "busy" while buyer cooled heels in reception room, and finally went across street.

THERE'S TALK that Harris subcommittee of House investigating morals of radio-TV programs is thinking seriously of inviting advertising and talent agencies to answer charges of "offensive" performers and shows. Some committee men also understood to be impressed with "dry" testimony regarding flooding market and "sell" of beer and wine commercials, want to ask agency men who's responsible—they or advertisers.

GENERAL FOODS, N. Y., through Young & Rubicam, N. Y., late Friday was still trying to clear daytime strip on CBS Radio for sponsorship of Bing Crosby by Jell-O. Talent figure said to be in neighborhood of $42,000. If radio time not acceptable to all sides, GF-Crosby negotiations probably will dissolve and advertiser will be forced to start again with another show.

STORM CLOUDS are gathering over FCC proposal to relax transmitter operator rules, permit remote operation of some transmitters. FCC, under protest from engineers, as changes begin to flood FCC, NARTB and unions. Management says technical help is short, wages forced disproportionately high. Engineers, in seeking tougher rules, say stations want cheap operation, bigger profits. Watch for this argument against relaxation: Unattended transmitters will be wide open to enemy sabotage.

PRIVATE study of TV program sources understood to show no network produces even half of commercial programs on its facilities, with one said to "own" less than 5%.

For more AT DEADLINE see page 98

BROADCASTING • Telecasting
All It Took was a Hot Lick...

... And Joshua really "sent" Jericho—tumbling, that is.

KOWH swiped the page from history and tried it on the Omaha, Council Bluffs area. Darned if it didn't work! Popular music "hath charms" ... especially when served up la KOWH, garnished by program techniques that have placed KOWH first in the nation! For an idea of how many walls are being penetrated by KOWH, glance at the below Hooper share-of-audience chart averaged for October, 1951-April, 1952, 8 A.M.-6 P.M., Monday through Saturday.

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

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

Kowh
OMAHA

"America's Most Listened-to Independent Station"
General Manager, Todd Sterz; Represented Nationally By The BOLLING CO.

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

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KOWH
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"America's Most Listened-to Independent Station"
General Manager, Todd Sterz; Represented Nationally By The BOLLING CO.

BROADCASTING • Telecasting
June 23, 1952 • Page 7
PROMOTION 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' colorful scotchlitted 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 1,436 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.

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

Represented by
NBC Spot Sales

A GENERAL ELECTRIC STATION

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Washington 4, D. C.
Telephone ME 1022

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CHICAGO BUREAU: 960 N. Michigan Ave., Zone I, Central 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton. News Editor.


Annual subscription for 52 weekly issues $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.
Annual subscription to BROADCASTING + TELECASTING including 54 issues $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.
Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

*Reg. U. S. Patent Office

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BROADCASTING + Telecasting
In this election year, something besides the weather is going to be HOT in Arkansas! Folks down here like their politics at a boil and their politicians "pouring on the heat"! It makes for more interesting elections just as it makes for a more enlightened electorate.

★ With five men in the race for governor, with a Congressional seat at stake, with other state, county and local offices being contested for ... summer in Arkansas will surely be "Hot and Unsettled"!

★ KLRA will cover the state political scene from all angles. Only KLRA with the state's only full-time News Department (soon to be implemented with special personnel), is in a position to fully report the news of politics as well as the usual run of events.

★ Special coverage of the Democratic Primary on July 29, as well as the Run-Off Primary on August 12, has been planned. The general election in November will be covered by CBS on a national scale and by KLRA on a state-wide basis.

★ Gubernatorial candidates will be heard on special public service broadcasts as well as paid political time. Significant, we believe, is the fact that the first gubernatorial candidate to make his opening address chose KLRA alone of the Little Rock stations to carry his message to Central Arkansas.

★ The National Conventions of both parties will be completely covered by CBS Radio under the sponsorship of Westinghouse. This is an ambitious coverage, and Arkansas will be listening avidly, because the choice of both Republicans and Democrats will be important to the people of Arkansas. KLRA, which has proven itself "Arkansas's Listening Habit", is proud of the fact that it is "CBS Radio for Arkansas".

So there will be no "summer slump" in listening to KLRA this summer (there NEVER has been!) but advertisers with a message for this up-and-coming market will get MORE VALUE than ever with a schedule on KLRA.

For the Complete KLRA Story Ask any O. L. Taylor Company Office

KLRA LITTLE ROCK

BROADCASTING • Telecasting

June 23, 1952 • Page 9
Chary of Charity

EDITOR:

Your report on "Free Plugs" in the June 9 issue of Broadcasting.

TELECASTING was welcome coverage of a most irritating income loss to radio stations and networks—but it stopped short of the most serious "steal" of all.

You failed to mention the fact that one entire industry depends almost entirely for its success on radio—and spends only pennies for paid advertising on the air while pouring literally thousands into newspapers and magazines...and thousands more into the palms of individuals on the talent pay-rolls of the nation's stations.

Of course, I mean the phonograph record folks. For 25¢ or less—the manufacturing cost of one of their discs—they can "buy" a minimum of three minutes of commercial devoted entirely to their product. And when you hear some of the DJ's slobbering over a platter that arrived a day ahead of the rest, you realize that the cash value of these "commercial" runs into staggering figures...

The interesting thing about it all is the fact that any group of stations in a sizable area could torpedo the whole "steal" in 30 days. All it takes is a little organized effort. No label mentions, for example, some judicious "knocking" of pet releases. The omission of a major label for a month—from all stations, all programs. Tearing up all those "stop" reports and those return postcards from the publicity departments. If that treatment doesn't slam sales down and scare up some fast, legitimate advertising dollars, then our medium is no good in the first place and the record people are simply being charitable, sending out all those "free" records!

It will be suggested that my interest in this subject stems from my connection with the transcription library field. Not at all. Long before I reached here, I was pounding away at this "steal," in company with a lot of self-respecting operators who learned long ago that "you can't sell it if you give it away."

Maurice B. Mitchell
Vice President
Associated Program Service
New York

Fudd's No Dud

EDITOR:

OUR COMPLIMENTS ON THE SERVICE RENDERED THROUGH "BUSINESS BUILT BY RADIO." IF AVAILABLE, PLEASE SEND AND BILL US FOR 100 ADDITIONAL COPIES.

George M. Burbach
GENERAL MANAGER
KSD ST. LOUIS

EDITOR:

Your dissertation on "Eustace T. Fudd" really hits the mark and certainly, in my estimation, should take its place among the masterpieces of radio promotion...John E. Bernhard Jr.

General Manager
WFOY St. Augustine, Fla.

EDITOR:

"Radio Is No Damn Good"...is a fine job...handled with your usual high quality...and should be most effective.

What'll reprints run?...want to use it as soon as possible.

Ralph J. Robinson
General Manager
WACE Chicopee, Mass.

EDITOR:

Congratulations on the collection of radio success stories and the excellent form in which you have presented them.

Can you please send me an additional 25 copies and bill us.

Del Lescot
Promotion Manager
RDYL Salt Lake City

War or Peace?

EDITOR:

I see in your June 9 issue that you have declared a state of war exists: "Research Wrangle—Nielsen, SAMS Battle." Please tell me who invoked whom. All I know is that we announced we were a going business producing a very up-to-date new kind of coverage service, NCS.

There was a time when we had hoped a single combined service (Nielsen-SAMS) might have been offered to the industry, but SAMS preferred to fan the embers of a once live BMB, rather than tackle the real problem of answering radio and TV's currently different problems on coverage and audiences. So we went on alone to research the problem and develop NCS.

Way back in R. B. (before Baker), BMB said no to personal in

(Continued on page 16)
Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

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

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

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

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

   Go Yankee! Go Home-Town — with the Yankee Home-Town Food Show!
By any measure, WGAC is first.
COVERAGE:
With 5,000 watts on 580 k.c. WGAC and only WGAC blankets the twenty county, 500,000 population, four hundred million dollar Augusta Retail Trading Area, with an average daytime penetration of 71% and with 80% more listeners than its nearest competitor (Broadcast Measurement Bureau Study No. 2).

RATINGS:
WGAC captures first place in 47 of 52 quarter hours daily, Monday through Friday, 7 A.M. to 8 P.M., in the Augusta Retail Trading Area (Pulse, January 1952).

ADVERTISING:
More local and national spot advertisers spend more money on WGAC than on any other Augusta radio station.

MAIL PULL:
Always Augusta's top mail pull station, WGAC demonstrated its marked superiority in this category last Christmas, when, to eliminate confusion among the small fry all four Augusta radio stations carried the same Santa Claus at the same time. WGAC accounted for a fat 40% of the total mail response:

<table>
<thead>
<tr>
<th>Station</th>
<th>Letters</th>
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<tbody>
<tr>
<td>WGAC</td>
<td>2,174</td>
</tr>
<tr>
<td>Station B</td>
<td>1,345</td>
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<tr>
<td>Station C</td>
<td>1,003</td>
</tr>
<tr>
<td>Station D</td>
<td>489</td>
</tr>
</tbody>
</table>

Right now? Typically, Busby's Bargain Block is averaging 1,000 letters a week in response to its Mystery Tune contest on WGAC.

TOP TALENT:
WGAC's local personalities capture first place in the 1952 Pulse ratings whenever they are on the air:
1. Claude Casey and the WGAC Sagedusters at 7:15 A.M., 12:15 to 1:00 P.M. and 6:30 P.M. daily.
2. Joyce Hayward, who conducts Augusta's only women's program, 1:15 to 2:00 P.M. daily.
3. Hugh Grant, former U.S. Minister to Albania and Thailand, and Augusta's only news commentator, at 7:00 P.M. daily.
4. Warren Hites, WGAC's star newscaster, at 7:00 A.M., 7:55 A.M., 8:30 A.M. and 12:00 Noon daily.
5. Farmer Chambers, Richmond County Agent and Augusta's only farm commentator, 6:15 A.M. daily (not rated because of early hour).

COMMUNITY ACTIVITIES:
WGAC, its personnel and its management are active in nearly every phase of Augusta's civic life. Included on its staff are the Chairman of the Augusta Chapter of the American Red Cross, the President of the Civitan Club, the Chairman of the Hospital Entertainment Committee of the Red Cross, the Campaign Chairman and Treasurer of the Boys' Club of Augusta, the Chairman of the Scrap Mobilization Committee of the Augusta area and members of the Boards of Directors of the Community Chest, the Red Cross, Boys' Club, Kiwanis Club, the American Businessmen's Club and the Merchants' Association.

COMMERCIAL:
By any measure, by any yardstick, WGAC is the Augusta area's first station. No matter what measurement you prefer, we've got it. For results, use WGAC. For action, see our

NATIONAL REPS:
Averv-Knodel, Inc.—New York, Atlanta, San Francisco, Los Angeles and Chicago.
M ARVIN FRANK, executive vice president, W. B. Doner, Chicago, elected president.

PENEOLE SIMMONS, radio-TV timebuyer, Federal Adv., N. Y., to Foote, Cone & Belding, same city, in same capacity.

ROD MCKENZIE, Sherman & Marquette Inc., N. Y., elected vice president and account supervisor.


NICHOLAS B. BJORNSON, Levenson Bureau, Phila., to Gray & Rogers, that city, in copy department.

RICHARD S. OLMSTED to Cecil & Presbrey Inc., N. Y., as assistant account executive, NORMAN WEXLER, Brooke, Smith, French & Dorrance, to C&P's copy staff.

GAR W. YATES, vice president of Rogers & Smith, Chicago, and HOWARD N. SMITH Jr. of Dallas office, elected to board of directors.

DUDLEY D. CARROLL, manager of N. W. Ayer & Son, Honolulu, returns to Philadelphia office, replaced by JAMES P. SMITH. FRANCIS M. WATERS, assistant to president, Assn. of National Advertisers, to agency's New York office on public relations staff. DIRK A. WATSON returns to latter office in radio-TV department after tour of duty with Navy.

A BRIEF newspaper career on the San Francisco Examiner served as the portal for entrance into the agency field for Maury Baker, radio-TV director of the San Francisco office of BBDO.

Born at Salt Lake City in 1915, the son of a newspaperman there, Mr. Baker was graduated from the U. of California, but admits he learned more as managing editor of the informal Daily Californian than he did in the halls of learning. His newspaper work led to general assignments and beat work on the Examiner. When World War II began slandering city room staffs, he joined the advertising department of Associated Oil, and shortly afterward was appointed assistant director of public relations for the western division of the American Red Cross.

After an interim of three wartime years as a commissioned officer in the China-Burma-India theater, he entered radio with KGO San Francisco, ABC's owned and operated station there. When ABC opened its extensive television plant, Mr. Baker took over promotion and publicity operations.

"The pace was fast, but the pre-conditioning in so many fields has come in mighty handy since I've been with BBDO," Mr. Baker says. He joined BBDO in June, 1951.

Not so much an account man as he is a radio-TV specialist, Mr. Baker works on all accounts at present active in the broadcasting media. These are Standard Oil of California, Gallo Wine, Pacific Telephone, MJB Coffee, and Circus Foods.

In 1949, Mr. Baker won a national award for his promotional and advertising activities with KGO-TV. He is a member of Alpha Delta Sigma and a long-time member of the San Francisco Press Club.

Married in 1945, he is father of two sons, ages 6 and 1. He lives in Palo Alto.

Although Mr. Baker is an enthusiastic booster of both radio and television, he admits: "TV grabbed me by the ears when ABC first opened its San Francisco video plant. It hasn't let go yet."
LEONARD H. RUSSELL, supervisor of research operations, Young & Rubicam, N. Y., to Warwick & Legler, same city, as director of research and member of plans board.

EARL WENNERGREN, William Koatka & Assoc., Denver (public relations firm), joins MacGruder-Bakewell-Kostka Inc., that city, as radio director. He succeeds JOSEPH W. PALMER, who transfers to Oil Industry Information Committee of American Petroleum Institute as representative, that city.

PAUL BRILLMAN, Electrical Distributing Co., Portland, to James Emmett Adv., that city, as account executive.

RICHARD MARSHALL, junior account executive, Foote, Cone & Belding Inc., L. A., named media manager.

VINCENT P. BLACK, Perfex Corp., Milwaukee, to Grant Adv., Detroit, as vice president serving as account executive on Chrysler Airtemp, Udylite Corp. and Frederic B. Stevens Inc. accounts.

LEONARD S. NAURISON, Thomas & DeChanty Inc., N. Y., to S. R. Leon Co., same city, as account executive.

DALE PLUMB, Vancouver (Wash.) Sun, to Showalter Lynch Adv., Portland, as account executive.

RAY McCAREN, account executive, Julian B. Beal & Assoc., L. A., to Clyde D. Graham Co., that city, in similar capacity.

FRAZIER NOUANN, J. Walter Thompson Co., Chicago, to Ruthrauff & Ryan, that city, as director of public relations and publicity.

DONALD A. BENJAMIN, Geyer, Newell & Ganger, N. Y., to Grant Adv., N. Y., to handle eastern area public relations for Dodge Div., Chrysler Corp.


POLLY PREDMORE, Aerogram Studio, Hollywood, joins Blitz Adv., Portland, as chief copywriter.


PHIL LAVEN, Tintair Co., N. Y., to Action Adv., Memphis, as division manager supervising offices in central and mid-southern states.

SAM HERMAN, assistant copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler, that city.


MORTON & CLYDE, Portland, changes to HENRY J. MORTON Co. with sole ownership purchased by HENRY J. MORTON from VELMA CLYDE, who has resigned because of ill health.

HIXSON & JORGENSEN Inc., discontinued San Francisco office with accounts transferred to Los Angeles headquarters.

RUPERT ARNOLD Adv., L. A., moved to new headquarters at 439 S. Western Ave. Telephone is Dunkirk 2-4409.
Open Mike
(Continued from page 10)
terviews (and it was my voice that was used). There just wasn’t a
well-trained available Nielsen field
staff that could tackle such a job;
and, anyway, it wasn’t necessary to
get answers from non-owners, ra
dio owners and TV owners in pro-
per proportions. Nor had anyone
developed the “family edit” to in-
sure full interview cooperation. But
times have changed.
NCS has to find all those missing
pieces of radio (and TV) listening
—in the living room, up in the back
bedroom—and yes, out of home, too.
And we don’t want any “forgetting”
or “exaggerating.” Our Au-
dimeter will help us there because
we have the perfect check in what
these machines record against what
the same homes report. The ma-
chines must be pretty good or NRI
and NTI subscribers wouldn’t use
them for programs, far more de-
manding than circulation measure-
ments. And as for programs, Page
5 of our ballot only goes to a sub-
sample and isn’t used for station
coverage any way regardless of
what SAMS would like to think.
These trade press “war”s get
tearsome after 20 years. We have
a job of helping radio and TV and
that’s battle enough. How about a
 crusade instead of a civil war for
a change.
John K. Churchill,
Vice President,
A. C. Nielsen Co.

[EDITOR’S NOTE: Mr. Churchill, who
once was director of research of BMB,
is advised that if war exists, BROAD-
CASTING & TELECASTING did not
declare it.]

Thank-You Note
EDITOR:
At this time it is possible to
examine the results of our efforts
in obtaining cooperation from the
radio and television industries for
our 1952 crusade.
During the month of April, Can-
cer Crusade Month, and the early
part of May, into which the cru-
sade was extended, the radio net-
works gave us 240 appeals as com-
pared with 240 last year. For the
same period, the television net-
works gave us a total of 156 ap-
peals as compared with 155 last
year. We had three simulcasts, 12
radio and 18 television integra-
tions, and 10 advertisers using na-
tional spot radio gave us mentions
running well above 200. In radio
there were four network programs
developed either completely or mostly
to the American Cancer Society and
in television there were seven fea-
tures...
The figures I gave above are for
network cooperation, but our field
representatives tell me of areas
throughout the country where it
was impossible to avoid hearing the
subject of cancer throughout the
month of April.
We are grateful to you for help-
ing us tell the industries of our
crusade and we are thankful to
the good men and women in radio
and television for helping so ad-
mirably in the fight to control
cancer.

Walter King
Dir. of Radio-TV
American Cancer Society
New York

in the public interest

IN an all-out safety drive, WABJ
Adrian, Mich., 27 months ago en-
listed 13,000 students in 11 high
schools and more than 100 grade

A TOP Testimonial
for a TOP Program
on the Midwest’s TOP Station

An Agency Executive wrote WGN in May:
"I can say that without qualification that
the "M.J.B. Show" was the best participation
program that we used anywhere in the West or
Far West. In fact, he outpulled almost all of
the other 50,000 watt stations combined and
these stations were located in Cleveland,
Detroit, Los Angeles, Pittsburgh, Boston and
other important markets throughout the
country."

Remember . . . RADIO SELLS MORE TO MORE PEOPLE FOR LESS . . .
and your BASIC BUY in the Middle West is WGN . . . delivering
the greatest coverage and the most homes reached per week*

*1949 BMB

A Clear Channel Station . . .
Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720

On Your Dial

Chicago Office: 220 N. Michigan Avenue
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street
New York — 500 5th Avenue
Atlanta — 223 Peach Street
Chicago — 187 N. Michigan Avenue
San Francisco — 680 Montgomery Street

WGN
BROADCASTING • Telecasting
Page 16 • June 23, 1952

Serving the Middle West
Ray Henle has a long, sincere and requited affection for the political genus. It goes back to his first years in Washington and one of his first big political stories — when President Coolidge chose not to run. In the intervening years, Henle has covered every convention and traveled extensively with each president as well as candidates Landon, Willkie and Dewey.

As editor-in-chief of THREE STAR EXTRA, his understanding of and continuing interest in politicians stands him in good stead.

With Albert Warner as expert on international affairs, Ned Brooks covering domestic news, and Henle on the Washington beat, the Sun Oil Company's THREE STAR EXTRA presents nightly the interpretations of three experts — each working in his special field.

Credit NBC with another unique format for broadcasting news, and credit NBC for having such eminently able newsmen as Henle, Warner and Brooks.

It's not easy to hold news leadership in both radio and television as NBC consistently does. It has to be done the hard way — by having a larger, more distinguished news force and by broadcasting more hours of news every week. That's why most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America
**Mrs. Muffin IS NO Myth ANYMORE!**

- We're not lisping, either... when we say there's no myth to Mrs. Muffin's capturing the interest and imagination of "the younger set" in New Orleans.

- Bright and early each Saturday morning, young ears are literally glued to their radios (WDSU, of course) between 8 and 9 o'clock. During these sixty magic minutes, Mrs. Muffin weaves fascinating stories... as well as giving tips on health, safety, and good deeds.

- As proof of her magnetic personality, recently Mrs. Muffin received more than 6,000 letters during a single week. If sales to the "small fry" is your problem...Mrs. Muffin can easily provide the solution!

- Don't ever be fooled by myths...let WDSU show you real sales in the "Billion Dollar New Orleans Market."

---

**new business**

**Spot • • •**

EMERSON RADIO & PHONOGRAPH Corp., N. Y., and PAN AMERICAN WORLD AIRWAYS, to sponsor radio spot campaign in various markets to boost sales of Emerson "Pan American" portable during vacation season. Agency: Grey Adv., N. Y.

REV. PERCY CROSBY planning to place radio version of TV show, Young People's Church of the Air, in Los Angeles, Chicago and Pontiac-Detroit areas Monday through Friday. Agency: John Camp Agency, Ft. Wayne, Ind.

INTERNATIONAL SHOE Co., St. Louis, adds 45 stations to lineup on Howdy Doody, NBC-TV. Company has 52-week contract for a quarter-hour, adding the new list to its current 81 stations. Agency: Henri, Hurst & McDonald, Chicago.


GENERAL FOODS Ltd., Toronto (Swansdown flour), has started spot announcements on a number of Canadian stations. Agency: Baker Adv. Ltd., Toronto.

**Network • • •**

NAUMKEAG STEAM COTTON Co., N. Y. (Pequot sheets and pillow cases), to sponsor Tuesday and Thursday segments of 15-minute Paula Stone Show on MBS, Mon. through Fri., 10:15-30 a.m. EDT effective July 22. Agency: Jackson & Co., N. Y.


CHEVROLET dealers renewing Dinah Shore Show, Tues. and Thurs., 7:30-9 p.m. on NBC-TV for 1952-53 season. Agency: Campbell-Ewald, N. Y.

R. J. REYNOLDS TOBACCO Co. (Camel cigarettes), to sponsor Pantomime Quiz as summer replacement for My Friend Irma beginning July 4 on CBS-TV, Fri., 8:30-9 p.m. EDT. Agency: William Esty & Co., N. Y.

PROCTER & GAMBLE, Cincinnati, to sponsor Boss Lady as summer replacement for Fireside Theatre from July 1 on NBC-TV, Tues., 9-9:30 p.m. Agency: Compton Adv., N. Y.

**Agency Appointments • • •**

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.

WESTERN IRRIGATION Co., Eugene, Ore. (Dry-Lift drain valve), and MEADOWLAND CREAMERY Co., that city, appoint Coleman Adv., Portland.

THRIFTY DRUG STORES, L. A., appoints William W. Harvey Inc., that city, to handle vitamin products' advertising.

J. HENRY HELSER & Co., Portland (investment counselors), names House & Leland, that city.


**Adpeople • • •**

RAYMOND K. MEFFEN, sales manager, Bymart-Tintair Inc, N. Y. (hair coloring), named director of newly created professional division.

ALBERT M. BEHRENS appointed coordinator of all firm's advertising, publicity and point of sale material.


J. J. CURTIS, eastern regional manager, Johnson's Wax, named national accounts manager to coordinate company's advertising and marketing policies succeeded by R. W. GRIFFITH. G. O. POTTER of firm's Chicago office, appointed national accounts manager in charge of midwest and western areas.
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

AMERICAN RADIO SALUTES THE TEXAS CO. SERVING THE PEOPLE OF BUTTE AND MONTANA OVER KXL F

EACH STAR DENOTES FIVE YEARS OF CONTINUOUS RADIO SPONSORSHIP IN THE PUBLIC INTEREST.

RESULTFUL ADVERTISING on the XL Stations Pays Big Dividends Continuously.

KXL PORTLAND • KXLY SPOKANE • KXLF BUTTE • KXLL MISSOULA • KXLJ HELENA • KXLK Great Falls • KXLQ BOZEMAN

New York 17, N. Y. 347 Madison Avenue The Walker Company
San Francisco 4, Calif. 79 Post Street Pacific Northwest Broadcasters
Chicago 1, Illinois 360 North Michigan The Walker Company
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 20 • June 23, 1952

It's Coverage That Counts!

Mr. Facenda, star of news program sponsored by John B. White Inc., helps "sell" a new Ford during a commercial.

has been able to keep track of sales directly attributed to their TV expenditures. A company spokesman stated a "good number" of sales have been traced to television, of which the greater percentage were used cars.

strictly business

Grandfather sure knew the value of coverage. He didn't take any chance of getting burned . . . and speaking of coverage, WBRE is the "must" buy to reach this 3rd largest populated market in Pennsylvania. Yes, it's coverage that counts and WBRE and only WBRE can deliver this mining-manufacturing market to you.

JACK HALEY

APPEAL to advertisers to join the TV industry in raising video's standards, made June 11 by NABTE Television Code Review Board Chairman John E. Peetzer, probably will fetch a whole-hearted approval from John W. (Jack) Haley, advertising manager of Narragansett Brewing Co. of Cranston, R. I.

Head of the brewing firm's advertising since 1933, Mr. Haley this year breezes through his 25th year in radio. His associates tag him "an extremely vocal proponent of good taste in radio and TV."

He is proud of the several occasions Narragansett and his other clients have been honored for excellence of entertainment. Narragansett, with its heavy use of radio and its pioneering advertising on television making it one of the biggest advertisers in New England, received a certificate of Merit from City College of New York in 1947.

A Brown U. man (treasurer, Class of 1919), Mr. Haley first appeared on radio as commentator, actor and commercial announcer on a wide variety of local broadcasts sponsored by firms with products ranging from chewing gum to public utilities.

He probably has established some sort of a record by writing, producing and being featured on Rhode Island Historian, one of radio's oldest commercial programs. Sponsored continuously by the Providence Institution for Savings, a Mutual Savings Bank, from 1927 through 1949, the weekly radio program was supplemented only with occasional newspaper institutional advertising.

Radio scripts of the Historian program have been printed in pamphlet form and widely distributed to request mailing lists, and four bound volumes still are in demand at libraries and schools—each has passed the 20,000 copies mark. Many have been printed in Braille.

Mr. Haley is in national demand (Continued on page 42)

BROADCASTING • Telecasting

WBRE

AM-FM AFFILIATE

FIRST SHOWING of cars "live" on television by a new and used car firm in the Philadelphia area is claimed by John B. White Inc., Ford dealer there.

Capitalizing on the new WCAU-TV studio's accessibility from ground level, permitting cars and trucks to enter the studios, the White company initiated "live" demonstrations in the commercial portions of its news show a week after opening of the WCAU center [B*T, June 2].

The firm's advertising agency, J. Cunningham Cox, reported the "live" demonstrations televised excellently with favorable consumer reaction. Firm plans demonstrations on all future shows.

Six cars, "television specials," are shown on each program, and the firm thus can keep track of sales attributed to TV.

Keyed in this manner, the firm has been able to keep track of sales directly attributed to their TV expenditures. A company spokesman stated a "good number" of sales have been traced to television, of which the greater percentage were used cars.

feature of the week

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

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Grandfather sure knew the value of coverage. He didn't take any chance of getting burned . . . and speaking of coverage, WBRE is the "must" buy to reach this 3rd largest populated market in Pennsylvania. Yes, it's coverage that counts and WBRE and only WBRE can deliver this mining-manufacturing market to you.

JACK HALEY

APPEAL to advertisers to join the TV industry in raising video's standards, made June 11 by NABTE Television Code Review Board Chairman John E. Peetzer, probably will fetch a whole-hearted approval from John W. (Jack) Haley, advertising manager of Narragansett Brewing Co. of Cranston, R. I.

Head of the brewing firm's advertising since 1933, Mr. Haley this year breezes through his 25th year in radio. His associates tag him "an extremely vocal proponent of good taste in radio and TV."

He is proud of the several occasions Narragansett and his other clients have been honored for excellence of entertainment. Narragansett, with its heavy use of radio and its pioneering advertising on television making it one of the biggest advertisers in New England, received a certificate of Merit from City College of New York in 1947.

A Brown U. man (treasurer, Class of 1919), Mr. Haley first appeared on radio as commentator, actor and commercial announcer on a wide variety of local broadcasts sponsored by firms with products ranging from chewing gum to public utilities.

He probably has established some sort of a record by writing, producing and being featured on Rhode Island Historian, one of radio's oldest commercial programs. Sponsored continuously by the Providence Institution for Savings, a Mutual Savings Bank, from 1927 through 1949, the weekly radio program was supplemented only with occasional newspaper institutional advertising.

Radio scripts of the Historian program have been printed in pamphlet form and widely distributed to request mailing lists, and four bound volumes still are in demand at libraries and schools—each has passed the 20,000 copies mark. Many have been printed in Braille.

Mr. Haley is in national demand (Continued on page 42)
At the request of the Mutual Security Agency of the United States Government, Sam Schneider, KVOO Farm Director and President of the National Association of Radio Farm Directors will head a delegation of his co-workers on a six weeks' tour of Europe to help establish a more effective farm radio service on the continent.

An important part of Sam’s work, in addition, will be to set up a GREENER PASTURES PROGRAM modeled after the highly successful KVOO Greener Pastures Program which has already been adopted in several South American nations.

Translations of this highly important and effective plan* have already been made available to European farm directors in order that they may be prepared to plan progressive steps toward its accomplishment when the American delegation arrives.

The success of the KVOO GREENER PASTURES PROGRAM is a source of pride to us and we are happy for the opportunity of sharing it with our friends in South America and Europe. The land is basic, whether here or any other place in the world. Let’s all work to improve and restore it to its rich, original beauty and fertility.

*Your copy of this important Program is free for the asking. Just address your request to KVOO or your nearest Petry & Company office.
Like pork goes with beans

That's the way successful 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

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POLITICS ON AIR: $10 Million Headache

Democrats Already Are Buying Up Time

By JOHN OSBON

FACTS for "excellent time periods" in radio and television have been corralled by the Democratic National Committee for the post-convention political campaign, it was revealed last week.

While actual sums were not specified, it was learned that the contracts involve "hundreds of thousands of dollars" covering basic time purchases on all major radio-TV networks.

In announcing that contracts have been signed, Committee Chairman Frank E. McKinney boasted that the Democrats, for the first time, had skirted time pre-emption problems at a great saving to the national committee—and incidentally minimizing the headaches of network executives later on.

The purchases cover basic time only on "all national networks" for programs to be broadcast and telecast starting next September and ending just prior to the election Nov. 8. The announcement came as the committee accelerated its Victory Chest drive to raise funds for radio, television and other media.

In the feverish campaigning for the Presidential elections, political broadcasting will play hob with commercial schedules on radio and television throughout the summer and the fall. Regular sponsors are already making plans to adjust their spots and programs to the dislocation bound to be made by the broadcasts of next month's political conventions. And politicians have already entered the market to buy up time next fall.

Early Bird

"I believe we have secured excellent time periods which will reach every city, every town, every community and rural area in the country," Chairman McKinney said. "By moving early, we have saved substantial sums of money. We plan to see that this time is used to achieve the maximum effect."

Thus, the contracts presumably were signed with ABC, CBS and NBC radio and television networks; with MBS, and with DuMont Television Network. There were some reports that commitments will approximate $1 million, give and take either way.

It was reliably learned the Democrats had purchased 10:30-11 p.m. Election Eve network segments.

Chairman McKinney pointed out that choice time periods were obtained early—"before commercial sponsors have signed their fall contracts." In a letter to Democratic party workers, Mr. McKinney explained:

... By contracting for this time now we are saving substantial sums which in previous campaigns we have had to pay to remove regularly scheduled sponsored shows to make way for political broadcasts. This expense—whatever amount it cost to produce the program—we are moving early to raise our radio and TV fund to contract for basic national network time," Mr. McKinney observed. He called on party workers to send in any contributions (Continued on page 97)

How Sponsors Plan To Meet Disruptions

AN ESTIMATED seven to ten million dollars worth of radio and TV spot announcement schedules will be disrupted by the networks' coverage of the political conventions during July, with agencies split in their demands for either time-credit or substitute ("make good") time, the latter to be cleared with the agencies in advance.

The situation derives from the fact that the networks anticipate that during the conventions' key-note addresses and dramatic occasions like the first balloting, coverage will not be interrupted for station identification. However, during predictable convention action all the networks will strive for at least half-hour breaks in radio of the usual 30 seconds duration and at least one break during the hour in television.

Disappearing Spots

Thus, since the individual station on the network will be able most of the time to retain the 30 seconds for station identification, that revenue will not be unduly affected, but the stations still face the loss of the quarter-hour spot.

One of the first radio station representatives to query New York agencies on the problem last week was the O. L. Taylor Co. President Lloyd G. Venard sent letters to the agencies asking approval of a suggested method to be used in handling affected national accounts.

Mr. Venard's plan as expressed in his letter suggested that "if a national account is missed during the convention, the station is to run that announcement on the first break that is open. If for instance, an announcement is scheduled for 11 a.m. and is knocked out by the convention, it would run at the first open break."

Although it was too early for Mr. Venard to have received complete replies, B*T was able to spot (Continued on page 80)
DORLAND ASSETS
Liquidation Authorized

LIQUIDATION of the fiscal assets of Dorland Inc., New York, was authorized last week after the bankruptcy court, with liabilities said to be $190,000, filed an assignment for benefit of creditors in New York County Court.

The authorization was given to A. Alan Reiche, attorney for the assignee, at a meeting at which 32 of the agency's largest creditors — among them WOR New York ($25,260) and the DuMont TV Network ($25,000) — met to appoint a committee of five creditors. They are: Merrell Morgan, representing DuMont Network, Chauncey H. Levy, General Television-Radio; Muriel Henle, ABC; Joseph Lewis, Bingham Photo Engravers, and Leo M. Rogers, Rogers Engravers Co.

The creditors' committee also employed an accountant to go over the books and report to the committee within a fortnight.

Among the questions for the accountant to pursue are the relations, if any, (1) among Dorland Inc., Dorland Adv. Ltd., and Dorland International, and (2) between Dorland Inc. and the Wesley Assoc. agency, which occupies office space with Dorland Adv. Ltd. and whose staff includes Dorland President Atherton Pettingell and Executive Vice President Walter Mass.

At the creditors' meeting, Eugene Roth, attorney for Dorland Inc. said that merchandising activities of radio-TV division under Harold Kaye were the main cause of the agency's financial break-up. He said Mr. Kaye was part owner of some of the companies that were delinquent in paying their bills.

Lewis Ullman, attorney for Mr. Kaye, who was not represented at the meeting, pointed out that in a settlement back in March Mr. Kaye paid Dorland Inc. approximately $15,000 and that there is still a possible rebate of $2,000 or so owed to Mr. Kaye by Dorland. The original settlement of $15,000 was made, he said, after Mr. Pettingell stated in a letter during the Dorland-Kaye litigation that "we may have been in error with respect to the amount of $46,142.04, which we asserted was due. The figure alleged now appears to have been unduly large."

FRENCH SARDINE BUYS
Godfrey Show Segments

FRENCH SARDINE Co. of Terminal Island, Calif., has bought two weekly quarter-hours of the simulcast of Arthur Godfrey's morning show on CBS radio and CBS-TV, effective Sept. 2, bringing to 16 the number of 15-minute simulcast segments already sold for this fall.

CBS-TV Network Sales Vice President Fred M. Thrower announced the purchase of the simulcast on Tuesday and Thursday for the firm's Starkist Tunafish product, through Rhoades & Davis, San Francisco.

BAB CLINICS
Management Units Held

SERIES of Broadcast Advertising Bureau clinics for station managers and sales managers was held in the East last week, with sessions at Philadelphia, Baltimore, Washington and Richmond, Va. Kevin B. Sweeney, BAB vice president, and Jack Hardesty, director of local promotion, made the tour.

Morning programs covered BAB's internal operations, with presentation of income distribution and jobs accomplished along with plans for the rest of the year. These plans include extensive advertising and retail sales promotion drives.

Afternoon sessions were devoted to sales discussions with station sales and program executives. BAB projects were described in detail.

Clandestine VOA?

IS THE Voice of America violating the law of Japan? The Japanese Foreign Office and Radio Regulatory Commission, according to newspaper accounts, think perhaps VOA and Korean language broadcasts may run afoul of Japan's electric wave law. A section of that law stipulates that no license for operating a station shall be given to a foreign country. But the U.S. expressly demanded the right of broadcasts when it negotiated the security pact with Japan. Japanese authorities hold the broadcasts are not intended for U.S. forces there but the local populace.

LBS VS. MAJORS
Trial Date Now Jan. 19

THE EXPIRING Liberty Broadcasting System was revived a bit last week as a Chicago federal district court judge set Jan. 19 as the trial date in the network's antitrust suit charging conspiracy by major league baseball clubs.

Liberty's Chicago law firm, McConnell, Luikin & Van Hook, on Tuesday requested and received a January trial date. The early date is expected to influence the creditors so they may agree to continuance of the costly litigation.

Creditors of Liberty — to whom almost $11 million is owed — will meet in Dallas July 8 to select the trustee, bankruptcy, who is the permanent replacement for the receiver. The receiver is William J. Rochelle, Dallas attorney, who may also be named trustee.

The trustee and creditors will decide what disposition is to be made of the baseball suit. Should the network win a favorable decision, creditors would stand to collect everything owed them. However, they might decide to drop the suit because of litigation costs and the possible time involved in getting a decision. As it is now, debts might be paid off at the rate of 10 cents on the dollar. Liberty's liquid assets are unknown, but presumably include accounts receivable from former affiliates and equipment.

COPYRIGHT BILL
Senate Group Okays

BILL to broaden the Copyright Act to protect recording rights of authors of non-dramatic literary works [B7* March 31, 24] was reported favorably last week by the Senate Judiciary Committee. Bill (HR 3589) is substantially the same as the House-passed version, which would require broadcasters to secure the consent of the author for airing.

Maximum damages of $100 are permitted "where the infringing broadcaster shows that he was not aware that his performance was infringing and that such infringement could not have been reasonably foreseen."

HUMPHREY LAUDS
Talent on OPS Shows

PRAISE for patriotic services donated by radio and film talent in connection with radio programs of the Office of Price Stabilization was given by Sen. Hubert H. Humphrey (D-Minn.). He paid the tribute to their "patriotism and selflessness" in response to charges that broadcasters and artists were aiding OPS "propaganda" programs.

Sen. Humphrey's statement, introduced in the Congressional Record, pointed out that the people must understand the OPS program to check inflation as well as maintain and expand production. He said:

I am confident that your contribution of talent and time has the appreciation of all Americans who fear inflation and desire to protect their economy. You and your associates have been criticized by a small handful of my colleagues for assisting your government. If helping your government in its anti-inflation program is to be considered controversial and political, then I say that we are only a step away from condemning any individual who desires to help his government carry out a program enacted by law through Congress.

ATTENDING the National Assn. of Radio & TV Station Representatives' Spot Radio Clinics luncheon in New York's Nomad Hotel June 16 and shown: Arthur McCoy, Avery-Knodel Inc.; C. L. Miller, president, and C. L. Miller Co., honored guest; F. F. Flanagan, managing director, NARTSR, and Jones Scovorn, Free & Peters Inc.
This motion, and the debate preceding it, brought the admission from the bill's managers—Rep. Oren Harris (D-Ark.) and J. Percy Priest (D-Tenn.)—that the newspaper provision does not bar the FCC from turning down a newspaper applicant if in its judgment a favorable grant would contribute to monopoly in the dissemination of news in the community involved.

This is one of the provisions which was believed to have been at the root of the White House's objections to the McFarland bill, and which led to its removal from the House schedule two weeks ago (BT, June 16).

Bill as passed by the House follows the general outline of the legislation passed in February 1951 by the Senate with several important exceptions: (See summary of principal points below.)

Senate-House conferees are scheduled to meet this week behind closed doors. No major changes are expected to be made in the McFarland bill, although it was said two weeks ago that the FCC had "reached" the White House which had indicated that certain provisions be "adjusted."

Fact that the only attempt to "soften" the bill was made by Rep. Sheppard surprised industry observers. The four-and-a-half-hour debate produced no opposition to the bill. Most of the time was spent on the newspaper section and the political censorship amendment.

Representing the Senate in the conference committee are Democratic Sens. Ernest W. McFarland (Ariz.), author of the bill; Edwin C. C. McLeod (Col), Lester Hunt (Wyo.), and Republican Sens. Charles W. Tobey (N. H.) and Homer E. Capehart (Ind.).

Representing the House are Democratic Reps. J. Percy Priest (Tenn.), Oren Harris (Ark.), Homer Thornberry (Tex.) and Republican Reps. Charles A. Wvolerton (N. J.) and Carl Hinshaw (Calif.).

Agreement Seen

Little difficulty is expected in "compromising" differences between the House and Senate bills. Broadcast spokesmen are hopeful that the provisions relating to suspensions, cease and desist orders and fines will be eliminated. They also believe that the provision regarding the purchase of the apparatus or other equipment by applicants for license renewal by the successful grantee can be deleted. They feel that the language of the House amendment referring to political changes will be clarified.

Spokesmen for major broadcasters also are hopeful that House conferees will accept the Senate provision eliminating the double jeopardy clause.

Most spirited debate was on the respective merits of the Horan and the O'Hara amendments. The former, which would exempt broadcasters from liability for libel uttered on the air by political candidates or their authorized spokesmen. The latter would have permitted stations to censor political speeches for "defamation and obscenity."

The O'Hara amendment was defeated by a House which felt political candidates' speeches should be inviolate and that it was unfair to station owners to require them to give time to political candidates and forbid them to censor such talks, while at the same time permitting them to be sued for libel.

Adoption of the House amendment calls for strong words from Mr. O'Hara. After raising the question of constitutionality, Mr. O'Hara declared:

"I do not believe, and I assure you further, that this bill in all its parts or in any respect is unconstitutional. . . . There is in the Bill of Rights (or any other bill) that is just what you are going to be passing on in this provision."

Adoption of the amendment drew even stronger words from Rep. Clare E. Hoffman (R-Mich.): "This amendment . . . is an imposition.

(Continued on page 86)
COMBINED RADIO-TV SELLS BEST

"BEST unduplicated buy an advertiser can make is the combination of radio and television," Edward D. Madden, NBC vice president in charge of television sales and operations, said Tuesday in an address before the American Marketing Assn. meeting in Cincinnati.

Citing Nielsen figures on "an actual experience of last year," Mr. Madden reported that an advertiser sponsored a network radio program reaching 14.1% of all U.S. homes and a network TV program reaching 7.9% of the nation's homes, but with only 1/10th of 1% of all homes reached by both programs.

"The important thing here is that the duplicated audience—the number of homes reached by both programs—was 43,000 out of almost 10 million homes reached by the advertiser with this combination," Mr. Madden pointed out.

"Radio," he declared, "has too much basic circulation—and, in addition, secondary sets, portable and auto sets—to be passed over. It has too much grass roots penetration, too much advertising impact, for it to be omitted from any advertiser's schedule."

Answering critics who have charged TV with pricing itself out of the reach of most advertisers, Mr. Madden stated that "day or night, television gathers an audience for the advertiser at an economical cost per viewer. And its price is low in comparison with the cost of reaching people through the older visual media."

With figures showing that an average NBC-TV sponsored evening half-hour cost the advertiser $37.60 per thousand, and talent fees reached $11,192,000 in 4,224,000 homes for an average cost of $3.36 per thousand viewers. The average NBC-TV daytime half-hour, costing $15,100 and reaching 4,224,000 viewers in 2,057,000 homes, delivers viewers at the price of $3.57 a thousand, he reported.

In contrast to these TV costs of $3.36 for an evening half-hour and $3.57 for a daytime half-hour per thousand persons reached, Mr. Madden said that a black-and-white page in Life costs $3.83 per thousand and a 500-line ad in the leading newspaper in 64 markets costs $1.17 per thousand. "The most economical medium is television," he noted, "which is substantially below either the largest magazine or newspaper advertising."

Realizing several years ago that TV circulation increased, costs would also increase, NBC-TV "introduced new selling concepts of multiple participating sponsorship, which are making network television advertising available to moderate budget advertisers," Mr. Madden stated.

"They also enable advertisers with somewhat larger budgets to co-sponsor programs which they alone couldn't afford," he commented, reporting that of the 50 leading advertisers, 48 are using television and of those 48, "36 are using some form of participating sponsorship." In the next 50 advertisers, 35 are using TV and 19 some form of participating sponsorship, he said.

"Actually, what we're doing is to make it as easy for the advertiser to buy TV as it is for him to buy space in magazines," Mr. Madden said. He pointed out that an advertiser who wants to reach housewives can buy 15 minutes of the "Katie Smith Hour" (Monday-Friday, 4-5 p.m.) for $12,044, at a cost per thousand of $2.57. A quarter-hour of "Howdy Doody" (Monday-Friday, 5:30-6 p.m.) costing $12,651, will deliver viewers (90% kids) at a cost of $1.38 per thousand. To reach the whole family, Mr. Madden noted, the advertiser can use as little as a five-minute segment of "Today" (Monday-Friday, 7-9 a.m.) for $2,352, or a cost per thousand of $1.36. The three advertisers who jointly sponsored the middle half-hour of "Your Show of Shows" paid $17,329 each a week, he said, reaching viewers at 85 cents a thousand.

"I'm not saying that you will not find advertisers who could get more value out of individual programs," Mr. Madden declared. "What I want to get across to you is that television advertising will not be frozen into the traditional patterns of network radio."

Asking, "Do these new TV selling concepts vitiate the soundness of advertising values established in radio?" Mr. Madden pointed out that "in radio you had the same advertiser sponsoring the same program in the same time period for a fee of $125 per week in 13-week cycles. You had frequency and continuity of advertising impressions on a mass market of consumers."

"If you analyze that situation, you find it's made up of two important elements: One, the program. They could get the same spots turning to the same station, on the same day, every week; two, the frequent and continuous advertising impressions the advertiser could make on the audience attracted by the program."

"These two elements—the mass audience and the frequent, continuing, sell-through advertising that TV does and will retain in the new selling plans television will develop. In many instances we will have to form ad agencies and TV stations to develop the advertiser identification with the program, as you had in radio."

Research organizations should re-visit their radio evaluation methods.

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PROFIT SQUEEZE

BROADCASTERS, one of few industries to absorb rising operating costs out of profits, must avoid or minimize the squeeze between income and operating costs, Richard D. Doherty, NARTB employee-employer department director, pointed out at a broadcast meeting Friday at Nags Head, N. C.

At the same time, he said, radio seems to be the only industry content to reduce profits to pay higher costs of operation. "The reason could be 'devastating' if inflation continues, he added.

John H. Smith Jr., NARTB FM director, called on broadcasters to get FM out of the "foreign language class and into the great radio family" by talking "radio and TV" instead of "FM, AM and TV."

In his analysis of labor and operating costs, Mr. Doherty said the upward spiral will continue "regardless of the political outcome of the November elections," called on broadcast stations not to "party" with the advertisers, "inflationary forces have jumped the national income from $233 billion in 1947 to $328 billion in 1951. An increase of 45% in the same period the revenue of the radio broadcasting industry rose by 30%. Radio stations and networks need a combined additional income of some $185 million if the industry is to get as good a proportionate share of the nation's income as was received in the 1946-50 period."

Lists Operating Problems

Operating problems of the broadcaster are shaped and influenced by broad and complicated national trends. Mr. Doherty said such trends: as National policies which generate inflation; national tax programs which affect potential sponsor advertising budgets; national wage and employment patterns; nationwide union practices; national radio rate tendencies; national legislation which directly affects, or may affect, the lives and work of all radio and television operators.

"Never before in the history of broadcasting," he continued, "has there been such a crying need for understanding. Many of the problems outside operating services and aids if profit-making stations are to maintain their profits and 'red ink' stations are to get into the black."

Referring to radio's absorption of rising costs out of profits, Mr. Doherty said:

"Newspapers and other lines of business have raised rather substantially the prices of their products or services to cover the steady upward march of costs. Many businesses, who in their own business, know full well the fact of higher costs ups prices virtually fail to realize that radio has been equally subjected to higher wages, higher costs of equipment, higher taxes, higher costs for services and, in total, higher operating cost ratios.

"NARTB's three-year campaign for better control of operating and labor costs has assisted a substantial segment of the radio and TV industries and has contributed greatly toward the improvement of the industry's profit margin."

"Today, that the major cost factors in radio and TV stations are too high. These are the high operating costs and the primary factor, excessive payroll expenditures. While many stations operate with an excessive minimum payroll now, 50%, not 10, of the nation's stations have too many employees."

Chiding management, he said: "The fault with many station managements is that they are content to sit complacently on their profits many of which are not too fat—and ride out the 'liquidation' of radio broadcasting. . . . Established businesses don't die; they wither from managerial bungling at their mortalities. We like to think of radio as one of America's younger industries; some of radio's management wants to act like old men sitting out the green beer. It is wrong with radio that creative, courageous and competent management cannot solve. . . ."

"The three-step recognition of FM broadcasting, Mr. Smith said "the great FM discovery" is being made in many more places, including radio manufacturing firms that have been in the business about FM sets. At least two firms are resuming production of FM sets, he said.
MEETING THE CRISIS

NBC Reinforces; CBS Stations Buck Cuts

THE biggest problem facing network radio—how to re-stabilize it—was approached in separate but significant moves last week by the management of NBC and a group of affiliates of CBS Radio.

NBC, to coordinate its radio and TV activities more fully, put NBC-TV Vice President Sylvester L. (Pat) Weaver Jr., in charge of both the radio and TV networks and installed Frank White as vice president and general manager of both, almost simultaneously starting the promotion of using radio and TV in combination as the most effective advertising buy.

Looking toward the July 1-2 "Crisis Conference" of CBS Radio affiliates and CBS officials, members of the affiliates' steering committee met in an agenda session whose tenor gave notice that the network faces a scrap if and when it undertakes any major reduction in rates.

The NBC realignment, calculated to result in "more use of radio in both radio-only and television homes," as was to radio only, came without warning. Announced by President Joseph H. McConnell late Tuesday, it makes Mr. Weaver's abilities—recognized especially in the programming field—available to the radio as well as to the TV network, while giving both radio and TV the benefit of Mr. White's broad experience in administration and sales and also in labor and talent negotiations and relations.

Mr. White, who resigned as president of Mutual in May, joined NBC June 10 and had been slated to head the network's projected television film division. This post went, almost simultaneously with the creation of the Weaver-White appointments, to Vice President Robert W. Sarnoff, who will be responsible for all NBC film activities including planning and expansion of film syndication, reporting to Mr. White (see separate story, this page).

Denny Status

The exact future role of Charles R. Denny, executive vice president of NBC and acting head of the radio network, was not defined. Officials said, however, that he would remain in an executive capacity.

President McConnell's statement of the goals of the Weaver-White appointments—which represent a reversal of the concept which led the network to separate its radio and TV operations a few years ago—was as follows:

"Placing of the actual operating management of the radio and television networks under a single, coordinated control will benefit our audience and our customers. NBC radio network listeners will gain access to the outstanding personalities and attractions which have made our NBC television network such a success. The NBC television audience will have the advantage of a coordinated schedule of entertainment and information programs on both radio and television.

"We expect this coordinated management to give new excitement to our radio programming by bringing into radio many of our television stars and attractions. This will benefit our audience in homes which use radio as the primary source of entertainment and information. This same coordinated planning will also offer television homes a more exciting supplementary program schedule on radio. We expect the result to be more use of radio in both radio-only and television homes."

Mr. McConnell also felt the new arrangement would mean improved sales service to advertisers using both radio and TV, and more coordinated supervision and guidance for NBC employees.

Almost simultaneously with the new appointments—which became effective immediately—NBC's approach to advertisers began to emphasize the advantages of co-ordinated use of both radio and television as combined sales tools, and authorities expected that this would become standard procedure.

The 43-year-old network, with NBC since August 1949, has won reputation as a new-program idea man. Some of the departures from standard programming concepts which he has introduced at NBC-TV are represented in the Saturday-night Show of Shows, with its rotation of stars, and Today, the two-hour early-morning communications program.

He started his career with advertising copy writing in Los Angeles following graduation from Dartmouth College in 1930, moved next into radio program production with CBS-Don Lee network, and became program manager of Don Lee's KFRC San Francisco, Moving to KABC Los Angeles in 1934, he joined American Tobacco Co. and two years later—at 31—he was its advertising manager. After wartime service which started in 1941, he returned to American Tobacco Co. in 1945, then went back to Y&R, where he was vice president in charge of radio and television—the post he held before joining NBC.

Mr. White, who reports to Mr. Weaver in the organizational structure, served both CBS and Mutual before joining NBC early this month. His entry into the broadcast field came in 1937, when he joined CBS as treasurer. In 1942 he was elected a vice president and director, continuing also as treasurer until 1947 when he was named president of the subsidiary Columbia Records Inc. He moved from CBS into the Mutual presidency in 1947 and made substantial advances in MBS sales were made under his three-year administration.

CBS Radio Session

The CBS Radio affiliates' steering committee members met in Detroit on Monday. Though the details of their plans for the July 1-2 sessions were not made public, it was learned that they shared the conviction that reductions in rates in the subject which is expected to occupy the limelight at the meetings, in view of wide speculation that CBS Radio is planning cuts—will never stabilize radio, but instead will lead to greater uncertainty in the field.

The group, it was learned, felt that officials of the networks tend to rationalize the "inevitability" of reductions in rates, and fail to take into account the full vitality that does exist in the medium. Stabilization of the network radio situation can be achieved better by rate increases, if anything, and by rejection of (Continued on page 84)

ROBERT W. SARNOFF, vice president of NBC and director of Unit Productions in its television network, last week was named to head a new NBC film division which will encompass all film activities of the network including a projected expansion of film syndication.

Announcing creation of the new division and the appointment of Mr. Sarnoff to direct it, NBC President Joseph H. McConnell said "we at NBC believe that films will play an ever greater role in the future of television" and that we intend to stay in the forefront in this field as we have in other aspects of television.

In his new post Mr. Sarnoff, who joined NBC-TV as an account executive in network sales in January 1946, will report directly to Frank White, vice president and general manager of the radio and TV networks under the reorganization which installed Sylvester L. (Pat) Weaver Jr. as vice president in charge of both networks (see story above).

The new film division chief was elected a vice president of NBC in June 1951, and became director of

ROBERT SARNOFF

Heads New NBC Film Division

NBC Unit Productions last June 22. Before that he had progressed from network sales account executive to production manager for the television network, and manager of program sales.

As Unit Productions director, he was responsible for the several special NBC production units for The Comedy Hour, All-Star Revue, Saturday Night Revue, Kate Smith Hour, and the Victory at Sea documentary which will be released this fall.

Mr. Sarnoff, a son of RCA Board Chairman David Sarnoff, was assistant to the publisher of Look Magazine, and previously had served with the Des Moines Register and Tribune in a similar capacity, prior to joining NBC. He was in the Navy for three and a half years, with rank of lieutenant, and before that he served in the office of Gen. William Donovan, Coordinator of Information, in Washington.

BROADCASTING • Telecasting

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THE "wee small hours" have meant big business for many station operators who have kept a surprisingly large listening audience entertained and informed between midnight and 6 a.m. Formats vary from a program including information on how fish are biting to that of a mysterious female disc jockey whose signature is "Lovingly Yours, Laura."

SALES LIFT

BROADCASTING after midnight can be successful, too.

Stations on the air 24 hours a day report happy sponsors and worthwhile revenue from the 12 p.m. to 6 a.m. segment of their operation.

Others admit that while extra-hour programming does not always pay its way in cash it is a prestige builder for the station and makes it possible to seek advertisers in other time classifications.

Increased local and national spot business is making many a station manager take a second look at the possibilities of these usually "blacked out" hours.

Advertisers who have difficulty finding the time they want during daylight or early evening hours, or who like a lot of time for a comparatively low rate are looking at this "neglected" period, too.

A baker's dozen station managers in all parts of the country who have operated 24 hours a day anywhere from one year to 20 were checked by BROADCASTING - TELECASTING. Here are some of their conclusions:

1. Favorite format: Records and news.
2. Average personnel: Disc jockey and engineer.
3. Typical sponsors: Local business (wishing to appeal to night listeners) and national advertisers (a good part of these per inquiry on some stations).
4. Success: Every station reported satisfactory listener reaction.

Of course there are many variations. While most stations prefer to keep to a format of popular music, chatter and regular news rounds, others have found variations that appeal to their markets. KFAC Los Angeles uses classical music instead of popular. WJW Detroit has a mystery girl disc jockey. WIP Philadelphia interviews celebrities. KDAL Duluth tells how fish are biting.

Proof that there is a substantial after-midnight audience has come from a number of sources. Advertisers have been making a report in March of this year on a study of the New York market that showed one in every ten homes in that area tunes the radio after midnight. The report indicated that on the average week-day 10.5% of all families used the radio from 12 to 1 a.m.; 4.5% from 1 to 2 a.m.; 1.7% from 2 to 3 a.m.; 4% from 3 to 4 a.m.; 4% from 4 to 5 a.m. and .6% from 5 to 6 a.m.

Other markets with substantial swing shifts and other night activity report an even larger percentage of late night listeners.

Since stations checked included those in every part of the country and formats varied widely the following capsule reports should prove interesting to advertisers considering this time segment and to station managers who are thinking of expanding into late-hour programming.

WGN Chicago

The WGN 720 Club takes over promptly at midnight daily except Monday and continues to 6 a.m. Programming consists of records with five minutes of news each hour on the hour. First four hours of the show is devoted to popular music while the 4 to 5 a.m. period is made up almost entirely of hillbilly tunes.

Two personalities handle the show: Bob McKee, a staff announcer who became interested in the new and different selling methods needed for mail order commercials and Delores (Del from Dixie) Ward of Macon, Ga. Mr. McKee believes he is perhaps the only hillybilly announcer who ever went to Harvard. Miss Ward, with her soft southern voice, has a great following both above and below the Mason-Dixon line. The two alternate hours during the night.

Much of the program is seasonal advertising. Best results are obtained, WGN reports, from the 12 to 1 a.m. and 4 to 5 a.m. periods. Many advertisers are on a per inquiry basis. Advertisers participate in either 10 or 15-minute segments.

WIN Chicago

Beer and amusement advertising give a solid background of sponsorship for the midnight-to-morn-
ing segment on WIND Chicago. The station started its extra-hour operation with a 22-hours-a-day schedule in January 1933. On Dec. 8, 1941 the schedule was expanded to 24 hours and has continued since.

The program first had the name Woman's Mattress but this was changed in 1936 to The Night Watch. Popular music on records is used, with five minutes of news each hour.

While the program is not a big revenue producer for the station, continuance is felt worthwhile. Management of the station believes a large industrial population is necessary to make this type of program self-sustaining.

WCKY Cincinnati

The nighttime audience in the Cincinnati area is largely male, in the opinion of WCKY's management. The station has been on the air all night since 1947 with its Nighthawks program. To cater to men listeners WCKY plays pop with a sprinkling of pop hillbilly until 4 a.m. with five minutes of sports highlights every hour. At 4 the format is changed with an hour of relaxing waltz music.

Frank Taylor, disc jockey handling the show, claims 5,000 members belong to the Nighthawks club. Most sponsors are mail order advertisers.

The late show boasts a number of outstanding success stories. One occurred last summer when the South Carolina Peach Growers' Assn. reported a bumper crop with few truckers coming into the market. The agency, Henderson Adv., of Greenville, S. C., bought a saturation schedule telling fruit truckers in what area the peaches were ripe. Agency and association were pleased with results.

While WCKY finds it difficult to measure the late programming by its own way with direct advertising revenue, management believes the public service it performs is worthwhile.

WSRS Cleveland

Newcomer to the 24-hour operation field, WSRS Cleveland is still experimenting with format and as yet has not investigated its commercial possibilities. In its sixth month on the station, the late shift is covered by one disc jockey who plays request numbers and makes dedications. Advertisers have been attracted to the program and are buying spot announcements. WSRS management is pleased by the mail count and listener response attracted.

WJR Detroit

Constantly successful in drawing vast amounts of mail is the WJR Detroit format of transcribed music with five minutes of news every hour from midnight to 5 a.m. The station employs four disc jockeys for the period, including Marty McNeely, Johnny Russell, Bill Barber and Vic Cotten. Bob Conger reports news during the period while the disc jockeys keep listeners informed of the regional weather reports, road conditions and time.

The station has received mail from 43 states, six Canadian provinces, Alaska, Greenland, Cuba, Puerto Rico and New Zealand. One example of the program's pull came during a Chrysler-sponsored segment when an offer was made to give those who wrote in within 24 hours an automatic pencil. Although the offer was made on Sunday morning and many post offices were closed, 17,129 requests postmarked within the time limit were received.

While the after-midnight segment is currently unspotted on WJR, station management believes it well worth continuing because of the prestige and listener interest it builds. Interest in the program has been shown by several national advertisers because of its apparent pulling power and present favorable rates.

WWJ Detroit

From 2:05 to 6 a.m., WWJ Detroit listeners are soothed and entertained by the station's mysterious girl disc jockey, who signs herself, "Lovingly Yours, Laura." For more than a year she has spun discs and dispensed chatter six nights a week. On the seventh her counterpart, Lorraine, takes over. Beyond their voices the audience has no knowledge of who they are. Her secret identity, WWJ executives feel, adds relish to the program.

Laura does a five-minute news cast on the hour and between records chats anonymously about her family, friends, apartment, and the neighbors' dogs and children. Her voice has a very practical side, however. It has sold such commodities as new and used cars, men's clothes, women's clothes, gasoline, river boat cruises, department store items and ale. When Laura reported a special station, one Day offer for a florist, his entire supply of special plants was sold out by 9 a.m. Her signature, "Lovingly Yours, Laura," has caught on in Detroit and listeners have given her name to favorite pets. Biggest thrill came when a man and his wife sent her a birth notice. The couple had waited for a taxi and the stork at the same time while they listened to her program. When the stork won, the baby was named for Laura.

The midnight to 2 segment on WWJ is handled by Johnny King, an old showman and night club m.c. who uses show business for the basis of his between-record comments.

KDAL Duluth

So greatly did KDAL Duluth's audience seem to appreciate the station's first experiments with 24-hour operation and its Vacationland Calling program that it continued the plan after the vacation season. Since favorable comment has followed and actual loss is small in carrying the program through the months when there is little sponsorship, management plans to continue.

Decision to begin extra-hour programming came after a long, cold spring in 1950 threatened Minnesota's second greatest industry, the tourist business. KDAL checked schedules of other stations on 610 kc and found only one station, on the Atlantic Coast, operating after midnight. Assured of a big area of audience the station immediately started Vacationland Calling.

With Robert Daniels, an expert on fishing and woodcraft, in charge, format consisted of recorded music, time and temperature reports. Detailed descriptions of fishing conditions in Northern Minnesota lakes were given, plus information on camping sites and on the many resorts equipped for tourists. With in two weeks inquiries were received by the Minnesota Arrowhead Assn. and KDAL from 15 states as far south as Texas, and tourists started to arrive. It was estimated 70% of the early tourists on the Gunflint trail reported they had heard the program and became interested in the area.

Advertising during the vacation season has been brisk, much coming from hotels and merchants that profit from the influx of tourists. During the winter all-night filling stations and similar establishments have continued to use the program.

KNUZ Houston

Houston's only 24-hour station, KNUZ, programs its 12 to 5 a.m. segment with Night Beat, a music and news record show emceed by Ted Jones and its 5 to 7 a.m. segment with 128 Ranch. Write-ins and wires prove the popularity of both programs.

Good example of past-midnight (Continued on page 85)
Advertisers to Meet Disruptions

(Continued from page 28)

the following approaches to the situation:

Best Foods and General Foods, through Benton & Bowles, New York, will be guided by suitable “make good” arrangements. In the case of a participation show, however, they will not consider a spot outside the show as a substitute fill-in. They will agree to retaining the spot in the participation show if the show as a whole is aired at a later or different time.

Spot TV or radio ads as those from Utica Club Beer, Four-Way Cold Tablets, Lydia Pinkham, Black Draft Beer, Groves Chill Tonic, will accept substitutes, providing the time is first cleared through the agency. If the agency—Harry B. Cohen—does not agree to the new time it would prefer credit.

On the other hand, an executive of Young & Rubicam told B&T that “if the spots do not run as scheduled” its accounts will expect full credit and will not accept substitute time. Among the major spot advertisers that this policy applies to are Lipton Tea, Borden products, General Foods and International Silver.

At the Ted Bates agency, such summer advertisers as Minute Maid Coffee, American Sugar Refining, B & B Mushrooms and Carter products will ask for “credits” unless equally acceptable time is presented, a spokesman told B&T. As for Colgate-Palmolive-Peet, at the same agency, no definite plan has yet been formulated but C-P-P usually accepts “make goods.”

At Compton agency, clients such as Standard Coffee and Tea, Hubinger Starch, Goetz Beer and Crisco, will take omission credits during this period.

Dancer-Fitzgerald-Sample, New York, will also demand credits for its General Mills and Procter & Gamble spot omissions.

BBDO, New York, indicated that it had no firm policy but will leave it entirely to the account to say whether “make goods” or credit would be in order. “We will treat each one individually,” a BBDO executive said. Among the agency’s accounts which will be affected are Lever Brothers, Breeze, Bromo Seltzer, General Electric, Vick Chemical (TV only), Schaefer Beer, Polaroid Corp., and Johnny Mos.

SSCB, New York, on behalf of Arrid and Filbert will accept “make goods” within a reasonable time after the convention sessions but if time is not available shortly it will take credit.

Kenyon & Eckhardt, New York, has advised station representatives that the agency would like “make good” offers wherever possible for Kellogg Co. Agency will take “make goods” instead of credit where possible. Amazo Dessert is also using “make goods” in some cases and taking credits in others.

Cunningham & Walsh, New York, for Chesterfield Cigarettes will accept substitute time providing the “make good” is comparable to the original time scheduled—for example before and after the convention.

Scheideler, Beck & Werner, New York, expects to take credit in most cases, unless the “make good” is so attractive that it can’t be turned down. Agency summer spot accounts are Mueller Products, Sterling Salt and A-1 Sauce.

WISMER QUITS

Redskins for N. Y. Giants

AFTER a nine-year association as radio-TV commentator with the Washington Redskins professional football team, Harry Wismer has resigned and will do the telecasts of the New York Giants’ football games this fall, Jack Mara, Giants president announced last week.

Mr. Wismer, an MBS vice president, handles five shows a week from New York and gave this as the reason for making the change. Marty Glickman will continue to call the Giants’ plays on radio.

ON HAND for signing of contract for Amoco’s 10th year of sponsoring the Washington Redskins National Football League games on WMAL-AM-FM-TV Washington were (l to r) Ben Boylor, WMAL assistant general manager; K. H. Berkeley, WMAL vice president-general manager; E. F. Kolkmoh, American Oil Co., advertising manager, and Joseph Katz of the Joseph Katz Co., Baltimore, Amoco’s agency. In 1943, WMAL cleared the games to the only other station. This season outfit will feed 35 other radio stations and six other TV stations.

Pre-Convention Radio-TV Developments

Spi vak, Round Tree Set Series; Expand ‘Meet the Press’

LAWRENCE E. SPIVAK and Martha Rountree, owner-producers of Meet the Press and Keep Posted programs, will launch a new half-hour TV show, Nation’s News Conference in a special pre-convention series on NBC-TV, starting July 1 (7 p.m.). Current plans call for the program to be telecast frequently during the conventions.

Eastman-Kodak Plans Rapid Processing in Chicago

RAPID processing for 16mm Cine-Kodak film at its Chicago Processing Laboratory, in connection with film coverage of the national political conventions was announced last week by Eastman Kodak Co. There will be no extra charge for the special service during the conventions, it was added.

The company suggested that M. D. Corp., Eastman Kodak Co., 1712 Prairie Ave., Chicago, 16, be notified of intentions to use the laboratory facilities. The laboratory will remain open on weekends for prompt processing.

Convention Conduct to Change Because of TV—India Edwards

P OLITICAL conventions next month in Chicago will be talked about especially for television, with demonstrations cut down in order to hold the attention of television, India Edwards, vice chairman of the Democratic National Committee, said last week.

In a speech prepared for delivery Saturday before the Sixth Annual Political Institute of the New York State Committee’s Youth Division at Hobart College in Geneva, N. Y., Mrs. Edwards noted that “continuous TV coverage will cause more viewing, than are immediately apparent.” She warned that TV cameras could catch delegates in situations not calculated to impress home audiences.

Television now has a “new secret weapon,” the zoom or telescopic lens, that could focus on delegates without warning. “I suspect the men will have to watch their shaves and their mustache a little more closely this year,” she added.

Mrs. Edwards also used TV as projection board for favoring national conventions—“the biggest platform in the whole sweep of national Presidential primaries because of color and drama.

FELLOWS AT AWRT

Stresses Vote Messages

SUPPORT of the drive to bring out voters in the Presidential election was asked by NARTB President Harold E. Fellows in a June 20 address to the New England chapter of American Women in Radio & Television at the Hotel Statler, Boston.

Women in radio and TV can play a great part in the campaign, Mr. Fellows said; “because as a group they speak for women than any other single professional group in the action. You have, therefore, special obligations in the field of citizenship.”

NARTB currently is conducting a “Get Out the Vote” campaign.
More Samples from the WHO Mailbag

Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly published in "The Iowa Free Press," I hope this will give you some idea of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't give to be able to play the piano like Bill Austin, sing like the "Chore Gang" and that guy, Gene Godt and his witicism. I'll let his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short we just enjoy all of WHO. Only one thing that we haven't heard for a long time that we enjoyed a great deal, Jack Kerrigan's singing. The last we heard of him he was in the office, too.

My "Thank You" has gotten quite lengthy but did want you to know how much we appreciate your thoughtfulness.

Mr. & Mrs. Thos. McClelland
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association of the Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry to us, so interesting and so capable of explaining his broadcast Wednesday morning, May 17th.

Thank you for the splendid cooperation your Radio Station has given the Iowa Industry.

John H. Brockway
Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Oreg., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here.

We heard the basket ball broadcasts & scores on billboards often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place.

Very pretty country. —

Mr. & Mrs. Galen R. Gates
Val Verde Motel, Dornia, Texas

To WHO-all:

I am determined to write you a letter right now, and do you suppose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!!

Herb Plambeck, Gene Godt — oh what a kick I get out of your humorous episodes! We sure enjoyed the WHO kids' hour Saturday! Bud Howard & Lucia congrats on baby! Jack Shelly — Song Fellows — We love you! In fact we love all of you down there.

From all of us

Samuel (11)
Karl (10)
Pete (9)
Tom (8)
Miriam (4)
Sue (11 mo.)

Olaf & Bernice Watne
Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,

L. R. Binder
Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,

Harold S. Gilleney
Stated Clerk
Presbyterian Church in the U.S.A.
Presbytery of Des Moines

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO means in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from your customers, that WHO is giving a unique radio service to the millions of people in Iowa Plus.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC, National Representatives

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a BIG push
by a BIG group
put KBIG on

MY SINCERE THANKS TO...
The KBIG Staff

Emma Barberio, Accounting
Carl Bailey, Larry Berrill, John Haradon,
  Gene McGehee, George Sanders, Announcers
J. D. Edwards, Sam Margolin, Gordon Calcote,
  C. B. Carlin, Bill Dalton, Roy Glanton,
  Charlie Green, Engineers
Gloria Bizzarri, Carol Cook, Lois Haszillo
  Phyllis Nungester, Shirley Wray, General Office
Cliff Gill, Operations
Alan Lasser and Stu Wilson, Program Department
Jeannette Huston and Peggy Wood, Publicity
Patti Kelly, Record Librarian
Bob McAndrews, Phil Dexheimer, Carl Hill,
  Wayne Muller, Joe Seideman, Sales Department

Our Test Boats and Their Skippers

Larry Wilson of the La Belle
Oscar Griffith of the Hurricane
Nick Nojkovich of the Bess Ross II

Our Contractor and Sub-Contractors

Herbert Lutz and Robert Larson and
  The Austin Company
O. R. Benedict and O. R. Benedict Co., Excavation
Fischbach & Moore, Inc., Electrical Work
Carl W. Garson, Plumbing
Clifford Monk, Painting
Western Air & Refrigeration, Air Conditioning

Frank S. Smith, Concrete Block Work
Los Angeles Millwork Co., Millwork
California Glass & Mirror Co., Glazing
J. P. Holbrook Co., Water & Oil Tanks
Olcott's Inc., Flooring
R. W. Downer Co., Inc., Acoustical Installation
Owen Parks Lumber Co., Lumber
Cal Conrad, Landscaping
Anderson & O'Brien, Generator Installation

Our Equipment Suppliers

Robert Kuhl and Gates Radio Co.
William Whiteman and International Derrick & Equipment Co. (Div. of Dresser Industries)
Moe Kudler and Speed Krogar and Advance Radio Tower Co.
Robert Walker and General Electric Co.
Jack Frost and R.C.A. Radio Equipment Division
Robert Yorke and R.C.A. Record Division
Art DePaul and George Oliver and
  Leo J. Meyberg Co.
Robert Thompson and Johnny Valardo and
  Graybar Electric Co.
Robert Kronkright and Kierulf & Co.
Jay Eisman and Hollywood Radio Supply

Our General Suppliers

P. K. Wrigley, Arthur Meyerhoff, Malcolm Renton,
  Orval Liddell and Santa Catalina Island Co.
Edgar Bergen and Peggy Purcell and Cal Interests
the air

Ken Wilson, Distributor, and Chris Craft Co.
James Plush and Glen Conrad and Long Beach
Technical Junior College
Joe Quinn and United Press
Claude McCue and Clyde Wood and A.F.R.A.
George Mulkey and Harry Stillman and I.B.E.W.
Bob Meeker, Don Pontius, Carl Jewett, Tracy Moore
and Robert Meeker Associates
Harry Timmins and Harry L. Timmins Co.,
Multigraphing
Bud Edwards, Jack O'Mara, Jimmy Vandiveer,
Jim Jonson and John I. Edwards and Associates
James A. McKenna and Vernon Wilkinson, Attorneys
Andrew G. Hailey, Attorney
Robert E. Ritch and George Adair and George P.
Adair Co., Consulting Engineers
Jay Tapp and T. & T. Radio Measurements
Jim Wally and Jack Reader, Field Engineers
Catalina Transfer
Avalon Transfer
Ralph Baetz and Ralph Baetz Transfer

Without the help of all these people
KBIG would never have been launched
so successfully.

John H. Poole

JOHN POOLE BROADCASTING COMPANY,
OPERATING

And my thanks to our charter sponsors and
their agencies, who showed their faith in
KBIG by signing contracts before we com-
menced broadcasting:

Advertisers
1. Tom Ashbrook Dodge-Plymouth
2. Dr. Frederick Balles
3. Lerman Clothing Co.
4. Best Motor Exchange
5. Carroll Speedway
6. California Air College
7. Catalina Inn
8. Catalina Steamship Company
9. J. B. Finch Furniture Co.
10. Four Seasons, Inc.
11. Gledhill Dodge-Plymouth
13. Good Housekeeping Furniture
14. Hoffman Auto Repair
15. Jersey Maid Milk Products Co.
16. Kaiser-Frazer Dealers Association
17. Fred Klein Mortgage Co.
18. Kramer's TV
19. Lee's Distributing Co.
20. Lloyds of Avalon
21. Local Loan Co.
22. Los Angeles Daily News
23. Macy Jewelry Co.
24. Don Manchester's Parrot Cages
25. Media Agencies Clients Magazine
26. Leo J. Meyberg Co.
27. Murnat Motors
28. Arthur Murray School of Dancing
29. Native Daughters of the Golden West
30. Eddy Nelson Dodge
31. Nix-Ne Co.
32. Northrop Aircraft, Inc.
33. O'Keefe & Merritt
34. Pacific Telephone & Telegraph Co.
35. Palomar Watch Company
37. A. P. Smiley & Son
38. Streamland Park
39. Thrifty Drug Stores
40. Troy Upholstering Co.
41. Vent-A-Hood
42. Vine Street Motors
43. Water Conditioning Co. of America
44. Earl Weatherford
45. Welch's Restaurant
46. West Electric Sewing Machine Co.
47. Western Airlines
48. Western Amusement Company
49. Western-Holly Appliance Co.
50. Wilton Hotel
51. Dean Witter & Co.

Agencies
1. Action in Advertising
2. Ad Associates
3. Bruce Altman Advertising
4. Arc Advertising Agency
5. Richard B. Atchison Advertising
6. Batten Barton Durstine & Osborn
7. Brooks Advertising Agency
8. Calkins & Holden, Carlock McClinton & Smith
10. Al Carmona Advertising
11. Darwin H. Clark Advertising
13. Spence Fennell & Associates
14. Guild Bascom & Bonfigli
15. Heintz and Co., Inc.
17. McNeill & McGeary
18. The Mayer Company, Inc.
19. Jack Mears Advertising
21. Dan B. Miner Co.
22. Mogge-Privetti, Inc.
23. Claire Rankin Agency
24. Roche-Eckhoff & Associates
26. Lisle Sheldon Advertising Agency
27. Jack Vaughn Advertising Agency
29. Welsh-Hollander Advertising
30. West-Marquis, Inc.

KBIG, GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

BROADCASTING • TELECASTING

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Meeting the Crisis
(Continued from page 27)

tion of under-the-counter deals even though such an attitude might
mean temporary loss of some busi-
ness, it was contended.

George B. Storer of the Storer Broad-
casting Co., one of the prin-
cipal initiators of the July 1-2 con-
ference, was named chairman for
the July 1 meeting, which will be
commented by the affiliates them-
selves. Victor A. Shollis, of WHAS-AM-
TV Louisville, is slated to deliver the
"keynote" address at the open-
ing session. CBS officials will par-
ticipate in the July 2 conferences.
Top executives are expected to be
on hand, headed by Board Chair-
man William S. Faley, President
Frank Stanton, and CBS Radio
President Adrian Murphy.

The steering committee in its De-
troit session rejected a request of
the National Assn. of Radio and
Television Station Representatives
that NARTSR be permitted to take
part in the July 1-2 sessions, to
be held at the Ambassador Hotel,
New York. The rejection, it was report-
ed, was based solely on the belief
that in these meetings the discus-
sions would be more fruitful if par-
ticipation is confined to the affili-
ates and the network alone.

Steering Committee
Steering committee members at the
meeting were Messrs. Storer
and Shollis; William Quarton, WMT
Cedar Rapids; John E. Petzer,
WKZO Kalamaazoo; Hubert Taft,
WKRC Cincinnati, and John F.
Patt, WGAR Cleveland and WJR
Detroirt. Members unable to attend
were Kenyon Brown, KWWF Wich-
ita Falls, Tex.; Saul Haas, KIRO
Seattle, and Ray Herndon, KTRH
Houston.

In the discussion of rates, it was
understood, there was some feeling
that reductions may be justified in
some cases, though this feeling was
not shared by all members. Those
who did indicate such a view, how-
ever, maintained that any reduc-
tions that might be made should be
decided upon only on a case-by-case
basis.

CBS Radio also was said to have
taken in for criticism for its renego-
tiation of affiliation contracts to
obtain the right to change affili-
ates' network rates virtually at a
moments notice. Affiliates felt
the network originally asked for this
contract change so that it would
be able to adjust quickly in case
some other network reduced rates,
and not for the purpose—which
some affiliates now apparently suspect—of initiating a round of
cuts itself.

Population Rises

TOTAL population of the United
States was approximately 156,602,-
000 as of May 1, 1952, according
to Roy V. Peel, director of the
Census Bureau. This figure, which
includes armed forces overseas, is
3.6%, or 5,483,000 persons, above
the April 1950 total.

RADIO- TV HEALTH
McDaniel Notes Growth

PUBLIC confidence in advertising has permitted the "healthy growth
and development of both radio and
television broadcasting" which in
turn have been responsible for the
growth of the set manufacturing
industry, Glen McDaniel, president
of Radio-Television Mfrs. Assn.,
told the annual conference of the
Assn. of Better Business Bureaus,
Friday at Swampsott, Mass.

Advertising, to be effective, must
be honest, he said, adding that the
economic soundness of many broad-
casting operations would be im-
periled if the public were to lose
confidence in the advertising it sees
and hears.

RTMA is encouraging and pro-
moting improved ethical trade prac-
tices, Mr. McDaniel said, refer-
ring to current negotiations with
Federal Trade Commission to
expand the radio trade practice
code to include television. He pre-
dicted the new code would contain
clauses on color TV, adaptors for
UHF, size of viewing screen and
effectiveness of antennas.

Since the formation of RTMA in
1924, he said, only one case in-
volving an FTC order against ad-
vertising of radio or TV sets has
come to the federal courts, and this
involved technical questions. He
cited factors in TV set advertising,
such as erratic behavior of electro-
magnetic waves.

At the same time, Mr. McDaniel
said, radio set makers are entitled
to indulge in time-honored "puff-
ing" practices and cannot be ex-
pected to dwell on adverse or de-
rogatory factors in advertisements.

Description of picture tube areas
and diameters presents a special
problem, he said.

Mr. McDaniel said RTMA's en-
gineering standardization work has
eliminated much public confusion.

D.C. BOXING BILL
Set for Senate Debate

BOXING COMMISSION for the
District of Columbia will be cut in
for 10% of any income from the
sale of radio-TV and motion pic-
ture rights, as well as from gen-
eral admissions if the Senate ap-
proves a House-passed bill (HR
5785) reported favorably last week
by the Senate District Committee.
Bill was scheduled for Senate
debate Saturday (June 21). It is
based on the fact that the D. C.
Boxing Commission does not have
the power to collect a percentage
diagross income, only of admissions.
It was passed by the House last
month.

In a letter to the Congress in
1951, former president of the D. C.
Board of Commissioners John Rus-
sell Youngt stated that the impact
of TV on the income of the local
Boxing Commission has been "dis-
astrous." He cited figures showing
that the Boxing Commission's in-
come has slumped from a high of
$37,000 in 1944 to $10,000 in 1950,
and $5,000 in 1952.

In Rhode Island, vacationists find hundreds of miles
de seashore and beaches . . . excellent sailing . . .
the best in salt water fishing . . . sports for the entire
family . . . a state crammed with historic and scenic
interest. Neighboring Massachusetts offers exci-
ting Cape Cod and a shore line famous for vacation
glamour.

Most of each New England vacation dollar is spent
for the PRODUCT YOU SELL—23¢ for general mer-
chandise . . . 22¢ for food . . . 12¢ for gas, oil and
transportation services. Get your share of that dol-
lar by talking to the vacationist thru WPRO—the
most-listened-to-station in this rich, New England
vacation-land.

More New Englanders listen to WPRO
than ANY other Rhode Island station

$900,000,000
BONANZA
New England's vacation industry
earns approximately $900,000,000
yearly . . . and a large share of that
within WPRO's coverage area.
All this...

DAVE SHANKS . . . AUSTIN'S BEST KNOWN FARM EDITOR . . . in
"Reuben's Radio Half-Acre"
6:30-6:45 A.M. Monday through Friday
  Sponsors: The Purina Dealers of Central Texas
  Safe-Way Farm Products

PAUL BOLTON . . . DEAN OF CENTRAL TEXAS RADIO NEWS EDITORS . . . in
"Straight Texas News" . . .
with emphasis on Austin and Central Texas . . .
7:30-7:45 A.M., Monday through Saturday
  Sponsor: The T. H. Williams Company

"CACTUS" PRYOR . . . AUSTIN'S OWN RADIO PERSONALITY . . . in
"The Austin Hoedown"
8:15-8:55 A.M., Monday through Saturday
  . . . for laughs, drama, music and SALES . . .
  "Cactus ain't a lady, but the ladies listen and buy!"
  Available for non-competitive one-minute announcements.

and CBS, too!

KTBC 590 on your dial
AUSTIN, TEXAS

"The Strongest Voice in the
Capital of the Biggest State"
Represented Nationally by The O. L. Taylor Company
vitation to a foul, dirty, vilifying campaign over the radio."

And Rep. George A. Dondero (R-Mich.) added: "I think the amendment ... is an invitation for the lowest kind of a political campaign."

Mr. Hoffmann's interest in the amendment stemmed from his concern over the technicalities of legal sections for damages against defamation when uttered over the air. He has pending a bill to make liable the speaker who broadcasts defamation in the district in which the victim resides or where the defamation is heard.

References to discrimination against newspapers if radio stations are absolved of liability for defamation were answered by spokesmen for the amendment who pointed out that stations are licensed, that they are required to give equal treatment to political candidates and that they are forbidden to censor such speeches.

Potent support for the Horan amendment was furnished by Rep. John W. McCormack (D-Mass.), the House Majority Leader. He also led the fight for inclusion of the section prohibiting stations from charging candidates more than comparable commercial rates. He said:

"Certainly, if we are going to do anything now about proper and justifiable protection of men and women who aspire to public office in the use of radio stations and television now is the time to see that we are not charged more than the minimum commercial rate charged to others."

Mr. McCormack's sentiments were echoed by other House members.

Discrimination Point Debated

Import of the provision for-"bidding, or in any other manner," against newspaper applicants arose the greatest amount of debate.

Rep. Harris, was asked repeatedly where the provision might be construed to hamstring the FCC from deciding against a newspaper applicant if a grant meant monopoly of the means of news dissemination.

Time and again, Mr. Harris and other members of the House Interstate & Foreign Commerce Committee answered that it did not mean the Commission determined that a grant to a newspaper applicant might unduly concentrate the media of communications, it could decide against such a grant.

Mr. Harris was asked of monopoly involved, where you have two applicants, then certainly the Commission could not say that it would be in the public convenience and interest to give to a station that would bring about a monopoly in this field," Mr. Harris asserted.

Exact meaning of the provision, in this light, was given by Rep. Period homes Whip and author of the provision:

I am just as strongly opposed as any member of the House to any proposition that would authorize and establish a monopoly of newspaper and news-dissemination agencies in community and (but) I feel that simply because an individual is publisher of a newspaper and applies for a license to operate a radio station, there should not in a sense be two stations against him to license rights.

The public interest must always be paramount. I do not believe our public is best served by granting a monopoly to newspapering or news-disseminating services.

Rep. Harris, in answer to other questions, emphasized that: "It was in no way to give any preference to newspaper applicants" that the provision was recommended.

Speaking enthusiastically for the amendment was Ohio publisher Rep. Clarence J. Brown (R.). He warned:

"I say to you that if the FCC, through an arbitrary ruling, can say an American citizen who happens to have an interest in a newspaper or magazine, who is engaged in the publishing business, shall be considered unfit to receive a radio or television license, then I say that the FCC has the right to do this."

He said that if a man has red hair he might be considered disqualified to own a radio station or to engage in television, or the Commission can say, if you please, that if a man belongs to the Methodist Church or the Catholic Church, he cannot own a radio and television.

Similar sentiments were voiced by the Republican Minority Leader, Rep. James W. Martin Jr. (Mass.), also a newspaper publisher.

Clarifying questions were asked by Rep. Clinton McKinnon (R-N.Y.), House Majority Whip, who asked if the provision made it possible for the FCC to refuse any permit to a political candidate that wanted to have a station.

Mr. McKinnon pleaded for additional funds for the FCC: "Congress, I think, sometimes have been penny-wise and pound foolish in not providing the FCC with sufficient funds to operate efficiently and with good speed, and as a result of that we have become a lot of people the right to be in business who would otherwise be serving the public and making tax money for Uncle Sam.

FCC Legal Staff Scored

FCC's legal staff came in for castigating, as did some former FCC chairmen, by Rep. Eugene E. Cox (D-Ga.), long-time minus of the Commission. He urged the adoption of a provision to forbid practices before the FCC for one year following resignation of commission members and key staffmen.

This provision was in the Senate version, but it is not in the House bill.

After relating the history of recent chairmen of the Commission, Cox declared: "It is time that the process of washing it out is very rapidly going forward."

In Mr. Harris' description of the bill, which he revealed had been under executive consideration by the House Interstate & Foreign Commerce Committee for 23 days following the close of hearings, he pointed out that most "vital" portion related to separation of staff from commissioners.

He said:

"The committee (House Interstate & Foreign Commerce) believes that this will have a very salutary effect on the operations of the Commission and will make it act in a manner similar to that of a court in these contested proceedings. The committee believed this particular provision of the bill as of vital importance in guarding against any hearings in cases involving applications for licenses."

Matter of requiring stations to tape-record all programs was brought up by Rep. Albert P. Moran (R-Conn.). He referred to the WMOR situation last year when it was alleged the New York disc jockey had "ad libbed" criticisms of a column in the Greenwich (Conn.) Time [Feb. 22, 1951]. Attempts by the editor of the newspaper to ascertain what was said were fruitless, Moran said, because the station had no tape recording of Mr. Gray's remarks.

Reason for the inclusion of the provision requiring a successful applicant to purchase the equipment of the unsuccessful applicant, where the latter is a licensee, was given by Rep. Carl Hinshaw (R-Calif.) in answer to a question by Rep. James G. Donovan (D-N.Y.).

He said FCC granted WJJK Gary, Ind., which deleted WPCC license, the latter through "a prima facie case of fault of the latter. Subsequently, the Supreme Court upheld the right of the FCC to act in this manner in 1933, Mr. Hinshaw said.

ABC AGAIN ASKS

Denial of KOB Requests

ABC on Tuesday petitioned the FCC again to dismiss pending applications of KOB-AM-TV Albuquerque for modification of permit to operate as private KOBQ on 770 kc. ABC's WJW New York is the clear channel outlet assigned 770 kc.

The ABC petition for dismissal of KOB's application for transfer of ownership from T. M. Per- padday to Time Inc. and Wayne Coogan against FCC on May 28 [B&T, June 2], the transfer of permit was granted and the FCC was notified June 13 that the transfer transaction had been made.

An identical petition on Paragraph 4 of the FCC memorandum order of May 28 granting permission for the KOB sale. The paragraph stated in part that "whether the Albuquerque application should be dismissed is not properly before us at this time since, as a matter of law, we cannot say that the corporate licensee is now owned by new parties. We therefore must deny that portion of the petition seeking dismissal of the pending Albuquerque applications and we do so without passing upon whether, in the event the transfer is consummated, those applications would be dismissed by us."

The ABC petition Tuesday stated KOB had been given 11 years of special service authorizations for "temporary" operation on 770 kc. In its memorandum order May 28, the FCC conditioned its approval for the transfer to whatever action the Commission may take in order to carry out the mandate of the U.S. Court of Appeals to reconsider KOB's status on 770 kc.
"SUCCESS STORY"
19th ANNUAL PERFORMANCE
starring
ORIGINAL CAST
★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.
★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

KTUL Offers Advertisers
A Tradition of Confidence Based on Years of Consistent RESULTS

This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 19th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual.

• KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER TULSA network radio stations COMBINED.
• LOCAL ACCEPTANCE is the "GRASS ROOTS" TEST of a Radio Station's SELLING POWER!
• Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

KTUL RADIO
CBS Radio Network

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
'MORALS' PROBE

MORAL tone of radio-TV programs will be defended June 25 and 26 when broadcast representatives appear before the Harris subcommittee investigating "immorality" and "offensiveness" on radio and television [B.T., June 16, 9].

The right of broadcasters to self-regulate themselves is also expected to be urged by NARTB and network officials to the stand before the House subcommittee, headed by Rep. Oren Harris (D-Ark.).

Committee was set up under a resolution by Rep. E. C. Gathings (D-Ark.) which authorized a probe of radio-TV programs.

Expected to be the first industry witness is John E. Fetzer, chairman of the NARTB Television Code Review Board. Mr. Fetzer is owner-operator of WZKO-AM-TV Kalamazoo and WJEF-AM-FM Grand Rapids, Mich.

Other NARTB witnesses will be Harold Fellows, president; Thad H. Brown, TV director, and Ralph Hardy, government relations director.

CBS is scheduled to be represented by Jack Van Volkenburg, president of CBS Television; NBC by Charles R. Denny Jr., executive vice president.

Gordon P. Brown, WSAY Rochester, N.Y., who proposes to set up American Assn. of Affiliated & Independent Radio & Television Broadcasters to take advantage of the FCC's rebroadcast rule, has requested a chance to testify following NARTB's appearance. His topic would be radio monopolies and network influence on the type and character of programs as well as FCC's past views on networks.

A subsequent session will be scheduled for FCC officials, it is understood. The Commission already has furnished the subcommittee with a breakdown of complaints in its files.


Mr. Meeman's editorial took advertisers to task for appealing to the "common denominator . . . [which] is pretty common." This is how Mr. Meeman reasoned: "In choosing programs the advertisers are motivated by these desires: (1) to get the attention of the largest possible number of viewers (2) to persuade them to buy their goods (3) to get the viewers to think well of the company which offers the product."

Mr. Meeman did not think the last factor looms large in the advertiser's mind.

After reviewing the great potentialities of TV, Mr. Meeman closed with these words: "We are allowing the medium of television to be shaped by the desire for entertainment and the gratifying of our whims."

"Not only is there too much entertainment in broadcasting, it is provided by the same source as provide entertainment for night clubs and the sophisticated Broadmoore, Indiana, and still isn't suited for the family at all."

When Rep. Gathings sponsored the investigation of radio-TV programs, he also asked for a probe of pornography in books, magazines and comics.

This week, the special committee to study the morals of printed media was authorized to spend $25,000 by a House Administration subcommittee. The sum must still be approved by the full committee and then by the House.

Appointed to the special committee, which Mr. Gathings heads, were Democratic Reps. Reva Beck Bosone (Utah), Emanuel Celler (N.Y.), George P. Miller (Calif.) and Republican Reps. Edward H. Rees (Kan.), Louis E. Graham (Pa.), Katherine St. George (N.Y.) and Carroll D. Rearns (Pa.).

E A R L Y B I R D

GRASSROOTS COMMENTATOR

Holds 55% of the 7:00 A.M. audience* in
ROCKFORD, ILLINOIS
No. 2 MACHINE TOOL CENTER IN THE NATION

— JOHN J. DIXON
— another reason why

NATIONAL ADVERTISERS
buy more listeners per advertising dollar on
WROK-AM-FM

CONLAN SURVEY—1952
H-R Nat'l Reps.

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ABC PROGRAMS

Summer Changes Announced

DETAILS of ABC radio's summer program format re-alignment, higher ratings, new two-hour block of hit music hits and commentary effective June 30 [B.T., June 16], were announced last week by Leonard Reeg, vice president for radio programs.

Evening lineup changes will bring The Mayor of Times Square, featuring band leader Vincent Lopez into the 5:30-6:30 p.m. Eastern time spot beginning tomorrow (Tuesday) and a weekly half-hour of sentimental songs in the 8:30-9:00 p.m. Western period under the title, Valerntino, starting July 2.

Postmark U. S. A. moved into the 8:30-9:00 p.m. Wednesday slot last week, featuring Jimmy Blaine in a new type audience participation show, and Summer Cruise, a program of light classical and musical comedy music was to take over the Thursday 8:00-9:00 p.m. slot. Masquerade, another light musical program, is to start July 6 in the Sunday 9:15-9:45 p.m. slot.

Midnight program will be replaced by a starring hillbilly musical program with Tennessee Ernie Ford at 2:30-4:00 p.m., Monday through Friday. The following half-hour, featuring commentator Cal Tiney will be sponsored by General Mills (Monday—Friday). Additionally, General Mills for Pura Snow, Rex and other products, will sponsor The Bill Ring Show, new 15-minute program of western and country-style music, in the 12:30-12:45 p.m., EDT time slot, effective June 30.

Bidding out the afternoon, the network will present pianist Ronnie Kemper from 4:30-4:45 p.m., followed by newscaster commentator Dean Cameron from 4:45-5:00 p.m.

Coincident with its new afternoon programming, the network will offer, effective June 30, a new forenoon series, Top of the World, featuring Tom Reddy as commentator, 11:15-11:30 a.m., EDT.

Willson Radio-TV Plan

WHAT is believed to be the first comprehensive television spot campaign, an industry-wide effort to sell the broadcast television industry is being inaugurated by Willson Products Inc., Reading, Pa., and will include radio and TV during the summer months, covering 20 major markets on TV immediately before the Fourth of July and participating in Stop the Music jack-o-lantern show on ABC radio network, 5 p.m. Sunday. Agency is Beaumont, Hel- ler & Sperling Inc., Reading.
where are these 24 million listeners?
Now, for the first time, timebuyers will know where are the 24,000,000 car radios . . .

THE 1952 BROADCASTING-TELECASTING MARKETBOOK

will contain a county-by-county listing of automotive registrations. This is the information that buyers have requested. These are the figures that key radio research men have said will be used throughout the year.*

Automotive listening has become a basic part of total radio circulation. Automotive listening is big. Automotive listening is adult. Automotive listening today is an important factor in buying and selling radio time.

The big push is on out-of-home and automotive listening. Hook your promotion to a car—24,000,000 of them. Put your sales into high gear and reserve space in

THE 1952 BROADCASTING-TELECASTING Marketbook today!

*These facts are also to be included in the 1952 Marketbook that will be used throughout the year.

Spot Rate Finder • Radio Homes • Foreign Language Markets • State Maps and other features
RELAX RULES
Md.-D. C. Group Endorses

PROPOSED relaxing of its operator requirements rules by FCC [B&T, June 9] was endorsed by the Maryland-District of Columbia Broadcasters Ass'n at its June 13-14 meeting at Ocean City, Md. The association adopted a resolution approving the plan, long advocated by NARTB.

Next meeting of the group will be held in November at Baltimore. Jack Surrick, WFBR Baltimore, association president, presided at the weekend sessions [B&T, June 16].

In a sales clinic, John S. Hayes, WTOP Washington, laid down five rules for sale of time to retailers, explaining that retailing is the only major industry in Washington aside from the government.

First, Mr. Hayes said, the station must understand the retailer's selling problems, including items to be sold, type of customer to be reached, local and appropriate media.

Second, he continued, the retailer must be indoctrinated with knowledge of the radio medium since he is newspaper conscious and his advertising employers are generally newspaper-trained. "I think you will find that at any time you are personally in simply discussing radio, the makeup of radio audience, the intricacies of radio research, and tricks of radio copy and presentation with every retailer with whom you come in contact, will in the long run pay dividends."

Community Action Urged

Mr. Hayes urged stations to be active in community affairs, so the community-minded retailers will think of the broadcaster when he has a sales problem. Fourth, he said, the account must be well serviced since retailing is a day-by-day operation and the retailer expects a day-time interest in his radio advertising.

Retailers are bound to find out what you charge for your facilities, he added, urging that time be sold by the rate card.

William T. Stubbefield, NARTB station relations director, discussed future trends in broadcasting and telecasting at the closing luncheon session. A check of transmitter manufacturers, he said, indicated that no UHF transmitters are in production.

Attending the two-day meeting were E. K. Jett, WMAR (TV) Baltimore; Mr. Surrick; Charles E. Smith, WTIO Cumberland, secretary-treasurer; Charles J. Truitt, WBOC Salisbury, vice president; Mr. Hayes; Ed Gross, Sydney Hollander Co.; R. C. Emberly, WJZ Baltimore; William Cochran, DuMont; Frank Stearns, Associated Press; Norman Reed, Herman M. Paris, WWDG Washington; H. E. Cahan, WABA (TV) Baltimore; E. S. Smaller, R. L. Hasseller, RCA; Bert Hanauer, WFBR Baltimore; Rudy Frank, WJZ; Denver Hay, Conn.; Ed Tracy, RCA; Frank Barnes, William Cody, General Electric Co.; FCC Comr. George E. Stierling; Leslie N. Pearl Jr., WBAL Baltimore; Eugene Juster, WRC Washington; Maury Long, Broadcasting • Telecasting • Thomas Magazine, WCEM Cambridge; Shelton Earle, WMD Baltimore; Charles W. Irwin, WABA Havre de Grace; Howard Bell, Vincent Wastewski, Robert Church and Mr. Stubbefield, NARTB; J. W. Paulsgrove, WJEJ Hagerstown; Joseph L. Brechner, WGY Silver Spring, Md.; Ken Sparrow, BMI; Allan W. Long, WMFD Frederick; D. L. Provost, WBAL Baltimore; Richard Rudolph, WITF Baltimore; William B. Ryan, Broadcast Advertising Bureau; Roy H. Knotts, WJAC Cumberland.

NABET WRITERS
May Strike in Chicago

ABC and NBC Chicago have been notified staff newswriters, members of the National Ass'n of Broadcast Engineers and Technicians (CIO), will strike if contract negotiation agreement has not been reached July 1.

The news writers, who recently bolted from Radio Writers Guild (independent) to affiliate with the engineers union, seek $130 weekly for staff writers employed more than one year, $110 weekly for beginners, name credits on commercial shows and commercial fees, as well as a one-year instead of a five-year escalator.

Under terms of the old RWG contract, which expired May 31, beginners received $250 monthly with a maximum of $600 over a five-year period. Companies reportedly have offered to raise the minimum to $350 and the maximum to $750.

George Smith, president of the Chicago local, is representing the newsmen, five at ABC and eight at NBC. WBBM (CBS) and WGN (Mutual) are excluded because they do not belong to NABET. Attorneys Walt Emerson and Tom Compere represent ABC and NBC, respectively.

CRIME HEARINGS
Chicago Okays Some Casts

MAJORITY of Chicago City Council's nine-man Emergency Crime Committee last week voted to permit broadcasting and telecasting of committee hearings, which have been opened to the public. Still banned to broadcast newsmen, however, are the more informative and colorful sessions in which subpoened witnesses will testify in the campaign to rid the city of crime. First meeting open to radio-TV newsmen is July 14, when committee policies and procedures will be set.

Although one broadcast concession has been made by the council, bigger ones are sought by militant newsmen, including Bill Ray, news director at NBC who formerly headed the Freedom of Information Committee of Ass'n of Radio News Directors, and Sigma Delta Chi, professional journalism fraternity. They protest discrimination in favor of newspapers.

The council's closed-door stand on broadcasting presumably is based on a declaration by members of the Chicago Bar Ass'n, who say witnesses can object to radio and TV on constitutional grounds.

HOWARD FIRM
Is Formed in New York

FORMATION of Sandy Howard Productions, New York, television and radio packaging firm, was announced early last week by Sandy Howard, president. Company is located at 152 W. 42nd St., New York, N.Y., Telephone: Bryant 9-6286.

As its initial project, the new firm has taken over complete production of WOR-TV New York's daytime children's show The Maltman, starring Ray Heatherton. Under terms of contract with station, SHF will also handle promotion, publicity, sales, and act as licensee on profit-sharing basis for merchandising the program. Additionally, SHF has been authorized by WOR-TV to handle production of the new Dave Elman's Curiosity Shop (WOR-TV, Sunday, 8-9:30 P.M. EDT).
From where I sit

by Joe Marsh

Well, What Do You Know?

Do you believe in a bunch of old tales about lightning—about how it’s attracted by cats or the warmth of cattle . . . how it never strikes in the same place twice . . . or how it’s liable to turn milk sour? Lots of people often do—but they’re wrong.

Dad Hawkins inspired this column today. He’s really studied up on lightning since his own cow barn was struck that time.

“Trouble is, most of us don’t know half enough about the subject,” Dad says. “And about half of what we do know is false!”

From where I sit, Dad’s statement applies to a lot of things besides lightning. Too many people think they know their neighbor’s wrong when he votes for his candidate instead of theirs. Some people even resent our right to enjoy a friendly glass of beer if and when we choose. Opinions based on misinformation and prejudice, instead of being "grounded" on true facts can cause more damage than lightning ever did.

Strictly Business

(Continued from page 20)

as a public speaker, often in the person of the “Rhode Island Historian," the radio character he created. Once he addressed an Indian pow-wow. He has produced outstanding documentary films, in addition to many TV public service sequences.

For the past 25 years Mr. Haley also has written, produced and been featured in an annual Christmas radio program for the Outlet Co., owners of WJAR-AM-FM-TV Providence. This dramatization of religious and Yuletide themes has been such a high spot of southern New England broadcasting that a juvenile mail response to this special feature exceeded 25,000 as far back as 1929.

Under Mr. Haley’s supervision, Narragansett Brewery at present co-sponsors Red Sox broadcasts and telecasts, with a 31 radio station network and three TV station hookups (WBZ-TV, WJAR-TV, Boston and WJAR-TV), plus heavy spot schedules regionally and live weekly sports show over WNHC-TV New Haven.

Other Public Activities

He has served as chairman of the New York World Fair Commission for Rhode Island. He is an active member of the Rhode Island Historical Society and American Legion, and during World War II was chairman of the Aviation Cadet Committee.

He is director of the Rhode Island Cancer Society and the Nickerson Settlement House. He is a member of the corporation of the Rhode Island Hospital, Butler Hospital, Roger Williams General Hospital and the Rhode Island District Nursing Assn.

With his wife, Beatrice, he lives on Blackstone Blvd., Providence. The Haley’s have four children—John Jr., who is in the advertising and printing business; Nancy, a registered nurse, now Mrs. Alexander G. Lyle Jr; Jane and Ann, twin daughters, 19, who recently were graduated from Southern Seminary, Buena Vista, Va.; and four grandchildren, whom Mr. Hrley says are "naturals" for radio careers.

Joe Marsh

Copyright, 1952, United States Brewers Foundation
Vic Radio Profit Diehm Says:

"Time Buyers Meet My 'Airem'!"

WAZL... What a beautiful buy! She has the figures to prove it, too! From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3% and 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

WHOL... Speaking of beauties - here in this Allentown, Pa. trading area there are 6 stations, but the one that always wins the popularity contests is sound, solid and sales-wise WHOL. Want to measure her figures against the other five? Just drop me a note... I'll give them to you.

WHLM... In my "airem" this lovely blossom from Bloomsburg, Pa. is one of my favorites. And why not? She covers a prosperous manufacturing and farming area far in the lead of other stations, and this is her 5th straight year for major league baseball.

WIDE... Here is the newest member of my "airem". She hails from the Biddeford-Saco Old Orchard Beach area of Maine. She is the "must-listen" to station in a prosperous manufacturing center and the leading resort section of that great state.
KINGAN RADIO Pays Off in Results; Godfrey Show Renewed

KINGAN & Co., whose first investment in network radio last fall involved more money than the company had been spending in all media, found the investment paid off in sales results, Kingan Sales Vice President N. Bruce Ashby reported last week.

His statement came with the announcement that Kingan is renewing King Arthur Godfrey and His Round Table on CBS Radio (Sunday, 6-8:30 p.m. EDT) for another 52 weeks, starting in October (B*7, June 9). Warren & Legler, New York, is the agency.

"The CBS Radio network program has paid off for Kingan, or we would not have renewed at this time for our coming fiscal year," Mr. Ashby asserted.

When Kingan embarked on the Godfrey Round Table series in October 1961, the most company executive said, "there still were a number of major points where we had inadequate or no distribution on our consumer identified products."

Since then, he continued, "definite gains have been made in all classes and types of retail trade handling meat products, from the independent operator right through the large corporate chains."

In this connection, he said:

"Some of the specific advantages that have been gained through the combination of Godfrey and His Round Table, CBS Radio and Kingan merchandising are a definite pin-pointed attack on selected consumer identified items on which we have desired to expand distribution and volume... The Godfrey personality and our particular type of program has been very well adapted and very well used for point-of-sale merchandising material and in-store promotions. Local CBS radio stations have been very cooperative in helping make the promotions successful."

"Finally, of course, the sales results warranted renewal. I attribute these sales results to an excellent sales job by Arthur Godfrey over the air and a well-coordinated selling and merchandising job by CBS, Warren & Legler, and Kingan."

Mr. Ashby pointed out that when Kingan undertook Round Table sponsorship, "the program called for a major investment, in network radio alone, greater than total company expenditures for all types of advertising during recent preceding years," and that Kingan officials "obviously" feel their decision was sound.

The Round Table series consists of recorded highlights from the Godfrey morning programs, integrated into a weekly half-hour show and presented at a time suitable for listening by persons unable to hear the morning shows.
Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10.1% less than in 1946.

That's because more people are hearing your message—the area has grown, and also—WREC has the highest average Hooper rating of any Memphis radio station.

Ask salesmen who travel the huge WREC territory—ask advertisers on WREC. They will tell you from experience your spot on WREC is a wonderful spot in a thriving area completely covered by WREC.
Continental Broadcasting Equipment is custom-built to your requirements

For broadcasting equipment individually engineered to meet exact station requirements, put CONTINENTAL skill and experience to work on your next installation.

CONTINENTAL specializes in the production of all types of antenna phasing equipment, and each layout is specifically designed to meet the requirements of the particular directional array involved.

A typical Phasing Control and Power Division Unit

by CONTINENTAL is shown above. This modern unit was manufactured especially for Radio Station KWTO, Springfield, Mo. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

**CARSON NAMED**

For Seven-Year FTC Term

President Truman last Wednesday nominated John Carson for re-appointment to the Federal Trade Commission for a seven-year term beginning Sept. 26. The nomination was referred to the Senate Interstate & Foreign Commerce Committee, which has not yet scheduled action.

Almost simultaneously, FTC was brought to full strength for the first time since last January as Albert A. Carretta, Washington attorney, was sworn into office. Mr. Carretta, confirmed by the Senate June 12, fills the unexpired term of the late William Ayres ending in September 1954. The oaths were administered to Mr. Carretta Wednesday by Chief Judge Harold M. Stephens, U. S. Court of Appeals for the District of Columbia.

Mr. Carson, former research and information director for the U. S. Cooperative League, was the center of controversy during committee hearings on his nomination three years ago. He was nominated in April 1949 to fill the unexpired term of then Comr. Robert Freer, who resigned to re-enter private practice. Mr. Carson was confirmed that September.

**WLH Little Falls**

Ready to Make Air Bow

WLH Little Falls, N. Y., announced last week that it expected to begin operation within 10 days. The station, an MBS affiliate, is to operate on 1230 kc with 100 w. WLH co-owners are Arthur Feldman, MBS director of special events, and M. Robert Feldman, of Little Falls.

Heading a list of well-known public figures to participate in the special opening-day program is Herbert Hoover, the nation's only living ex-President. Robert Earle, formerly with WKAT Rome and WTVU Utica, both New York, is general manager. Ed Dumas, formerly with Pan-American Airways Communications in South America, is chief engineer.

**'Green Campaign'**

WTMA Builds Used Car Sales

WTMA Charleston, S. C., is credited with making a success of a campaign which ties the wearing of green hats by salesmen to the idea of saving used-car buyers "on the long green."

Advertising stunt was staged by Frank Norris Motors of Charleston. Manager Bevie L. Machen equipped his used-car salesmen with green hats. With Ralph J. Shade, WTMA account executive, he worked out a system of spots. Spots included teasers and then a continuing series of telephone conversations between WTMA announcer Red Munro and automobile salesmen.

Norris used-car sales jumped about 100% the first month, WTMA reports, and each succeeding month has brought continued increases.

WTMA Sales Manager Grange S. Cuthbert Jr. wore a green hat as a gag and in one afternoon picked up three prospects for the automobile agency, station observes.

Mr. Machen comments, "The man-in-the-green-hat campaign, conducted by WTMA for Frank Norris Motors, was one of the most successful advertising campaigns we ever tried. The enthusiasm generated among our own salesmen and the public was of the highest order of any campaign yet undertaken."

**NEW WISN CENTER**

Planned on Milwaukee Site

ERCTION of a radio-television center will be carried out by WISN-AM-FM Milwaukee at a downtown site which the station has purchased on West Wisconsin Ave., Milwaukee's main thoroughfare, at N. 19th St., according to Harry D. Peck, manager.

The 120,000-sq. ft. site cost $145,000, Mr. Peck said. He said plans now are on the drawing board for the new center, which will house all broadcasting and telecasting activities and offices. WISN is a division of the Hearst Corp.

**NU-NBC INSTITUTE**

57 Enroll for Session

SIX-WEEK professional session in radio and video training which begins today (Monday) at the 11th annual Northwestern U.-NBC Summer Institute has 57 enrollees from 25 states and three foreign countries.

Of the students, 15 are employed at broadcasting stations, and a smaller number work in broadcast departments at educational institutions. Foreign students include one from Italy, two from Canada and one from the Philippines.
$50,000 a day—
for waiting!

These manufacturers are waiting.
In their factory, the production line has halted, the men are idle. And every day of this inactivity is costing them $50,000—and more!

What happened? One small breakdown in an important machine has stopped the works!

Even though replacement parts are hundreds of miles away, there's one way they could cut those days of waiting to hours. It's an answer that is saving thousands of manufacturers thousands of dollars every day.

That answer is—Air Express!

Air Express speed means production line speed. Whether your business is factories, films, or food, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST — Air Express gets top priority of all commercial shipping services — gives the fastest, most complete door-to-door pick-up and delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE — Air Express provides one-carrier responsibility all the way and gets a receipt upon delivery.

IT'S PROFITABLE — Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.
Looking for a place to put your minute spots in Baltimore? Pick the WFBR "home-grown"—outstanding participation shows! For instance:

**Club 1300**
Completely outclasses its field—No. 1 show of its kind!

**Melely Ballroom**
Top-rated disc jockey show in Baltimore!

**Nelson Baker Show**
1st in its time period!

**Every Woman's Hour**
Top-rated 30-minute woman's show!

**Shoppin' Fun**
Top locally produced show in its period!

**Morning in Maryland**
Misses being tops for 3-hour period by a fraction!

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

---

**WFBR**
ABC NETWORK
5000 WATTS IN BALTIMORE, MD.

**First or Second in 38**
Quarter Hours *Between 6 a.m. and 7 p.m.*

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**WFBR “HOME-GROWN” SHOWS OUTSTANDING IN AUDIENCE AND RESPONSE!**

**PLANNING** next fall's United Red Feather campaigns, to receive support by all networks, are (1 to 6) Sylvester Weaver, NBC-TV vice president; Joseph Allen, Bristol-Myers vice president and chairman of the ABC Minneapolis-Moline, Films Committee, and Charles Donny, NBC executive vice president.

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**Milestones . . .**

- **STARTING** his 25th year in broadcasting on June 12 was C. L. (Chet) Thomas, KXOK-AM-FM St. Louis. He began at WLW Cincinnati and became general manager of KXOK in March 1943.
- JOCKO MAXWELL, sports director of WWRL Woodsie, L. L., billed as the nation's first Negro sportscaster, observed his 20th anniversary in radio last Saturday. He started in 1932 on the former WNJ Newark with a morning sports program. After WNJ ceased operations, he moved in 1937 to WNYL, where he conducts a weekly Sports Digest. He also writes a weekly sports column, and magazine articles and is author of a book.
- **HOUSEWIVES** took over at the 10th anniversary of Edith Hansen's radio homemaking on KMA Shenandoah, Iowa, June 6, when more than 1,200 honored her at the station auditorium. A Shenandoah housewife, Mrs. Hansen airs programs heard today on 54 radio stations throughout the country. She started on KMA. Edward May, president, KMA, presented her with an engraved silver tray. Also taking part in the festivities were J. C. Rapp, president, and A. W. Ramsey, vice president, Tidy House Products Co. Mr. Rapp is a former general manager of KMA. Mr. Ramsey a former sales manager at the station.
- **TWELVE-year-old Quiz Kids** will be feted at Chicago's Bismarck Hotel on the program's June 26 birthday. Host is Louis G. Cowan, owner and originator of the radio-TV package. Joe Kelly, m.c., and Mr. Cowan will greet more than 400 former and present program kids stars. Show will be tape-recorded for broadcast on its CBS Radio Saturday time period.

WOB NEW YORK supplied about 50 portable radios to Ebbs Field, Brooklyn, last Thursday, when some 400 blind persons attended Dodgers-Cubs game as guests of Dodgers.

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**Summer Music**

Replaces MGB Shows on MBS

MUSICAL SHOWS have been picked by Mutual as summer replacements for the MGB productions which occupy the 8:30-8:40 p.m. EDT periods Mon.-Fri.

Julius F. Seebach Jr., in charge of MBS programs, announced last week that the Mon.-Fri. summer-time schedule would see the shifting of programs in the 8:30-8:40 p.m. slot, starting June 30:

- **Monday, Jazz Nocturne**, featuring Sylvan Levin, MBS musical director in New York, and orchestra plus singer Jean Tiege and a quartette, the Mac and Jack Singers; Tuesday, Jimmy Carroll Show, with Jimmy Carroll, guest vocalist, and Emerson Buckley and orchestra; Wednesday, Music for a Half-Hour, a program of operetta and musical comedy melodies with Jimmy Carroll and guests; Thursday, Symphonic Strings, with Emerson Buckley and orchestra; and Friday, Concerto Festival, with Sylvan Levin and orchestra, plus guests.

A participation quiz, The Great Day Show, is scheduled for the 8:30-9 p.m. period on Wednesday, which currently is the second half of the hour-long M-G-M Musical Comedy Theatre. MGB shows vacations for the summer in addition to Musical Comedy Theatre, are Woman of the Year, starring Bette Davis and George Brent; Black Museum, with Orson Welles; Modern Adventures of Casanova, with Errol Flynn, and Adventures of Maisie, with Ann Sothern.

**Locke Buys Programs**

LOCKE STOVE CO., Kansas City, through Calkins & Holden, same city, has bought a half-hour to an educational series on NBC network, which is effective July 13, 1952. Program is sponsored by the Equitable Life Assurance Society of America and is a half-hour weekly series of educational features for adults.

**Bab Signs**

For Special Nielsen Service

BAB has contracted for a special Nielsen service, making available to BAB members information developed from the Nielsen Radio Index Service, Nielsen Coverage Service and Nielsen Food-Drug Index Service. Contract was announced Thursday in a joint release from W. B. Ryan, president of BAB, and Arthur C. Nielsen, president of A. C. Nielsen Co.

Signing of the contract followed months of negotiations between the radio industry's self-owned promotion organization and the marketing research firm, which Edgar C. Grundy, general manager, is a member of the ABC Research Committee with K. W. Kobak, business consultant, whose clients include the Nielsen firm, and also chairman of BAB's executive committee, reportedly played a major part.

First reports to be developed by BAB from NRI material will include analyses of general radio listening and of viewing habits, early morning and late evening radio audiences, evening radio listening in TV areas, cumulative weekly and monthly audiences of programs broadcast more often than once a week and audience size studies of national spot radio campaigns, Mr. Ryan said.

**Auto Data in Fall**

Food and Drug Index Service will provide material for additional reports on seasonal variations in the sale of packaged goods, importance of rural and small town markets for types of products and case histories of radio advertising successes as reflected in store sales records, the joint release stated. In the fall the first NCS report will give BAB subscribers up-to-date information on automobile and other out-of-home listening.

"Through the Special Nielsen Service" Mr. Ryan said, "BAB members will be armed with important new facts about radio listening and the movement of goods resulting from broadcast advertising. We expect that some of BAB's most significant presentations for local and national advertisers will be based on the tremendous fund of information which A. C. Nielsen has spent many millions of dollars to acquire."

BAB officials would not comment on the amount the organization is paying for Nielsen service other than to indicate the sum is "reasonable."

**Gallup Sales Expand**

EIGHT additional sales of Dr. George Gallup Show, transcribed radio programs, were announced last week by George F. Foley Inc., N. Y., film packaging and distributing firm. Bringing total sales to 120 markets, new station sales include WWVA Wheeling, W. Va.; WMAM Macon, Ga.; WMT Cedar Rapids, Iowa; WDNC Durham, N. C.; KMED Medford, Ore.; XMO Tacoma, Wash.; WLOL Lima, Ohio; WMAS Springfield, Mass.
How the Flying Tigers got over the Hump

1. In November, 1945, we told the story, in this series, of 12 India-China “hump” flyers from the American Volunteer Group who came home from the war and started an air freight business. They called their company The Flying Tiger Line Inc.

2. As we told you then, the veterans pooled all their savings but they still needed additional capital to launch their project. Several Los Angeles businessmen offered to furnish this capital on a 50-50 basis—the veterans to operate the company. This capital enabled them to start operations on June 25, 1945, with 8 war surplus Conestoga cargo planes.

3. Over the last seven years the company’s growth has been spectacular. Their fleet of planes has grown from 8 to 39. In 1949 they received the first certificate to fly U.S. Air Freight Route 100. And they now operate daily transcontinental schedules to 43 cities, in addition to world-wide contract and charter services. The company has now contracted for seven new DC-6A’s—the largest order ever placed for cargo planes.

4. Last year their fleet earned a total revenue of $15¼ million compared to $458 thousand the first year. In 1951 their planes flew a total of over 13½ million miles compared to ½ million miles the first year. Today The Flying Tiger Line Inc., is the world’s largest certificated freight and contract air carrier.

5. The company has used Union Oil aviation products since it began operations in 1945. But that doesn’t seem nearly as important to us as the fact that the men were able to accomplish these things. It could hardly have happened under anything but the American profit and loss system.

6. For without the profit incentive the businessmen wouldn’t have put up the capital to start the business in the first place. Without the hope of gaining financial independence, the veterans wouldn’t have had the incentive to sweat out the problems of starting the company and developing it. Altogether, we think it’s a wonderful example of the advantages of our American free enterprise system over others.

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

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890
Manufacturers of Royal Triton, the amazing purple motor oil

BROADCASTING • Telecasting
THANK YOU,

"ZIV SWEeps NON-NETWORK TV FILM DIVISION WITH 3 OUT OF 4 TOPPERS’ states industry-wide survey!

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<td>Cisco Kid</td>
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<td>3</td>
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We quote: "Ziv Television Programs, Inc., swept the field, topping first, second and fourth positions with 'The Cisco Kid,' 'The Unexpected,' and 'Boston Blackie' scoring 63, 48 and 43 points respectively.

Billboard Magazine mailed questionnaires to all 109 TV stations. 78 of the questionnaires were returned and the above results printed in Billboard TV Quarterly, June 14, 1952. We’re gratified...we’re elated...we’re happy...we’re proud. All we can say is—thanks...gee whizz....
``STATIONS NAME ZIV Best TV Film Distrib. . . .''

in industry-wide survey!

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ZIV TELEVISION PROGRAMS, Inc.

``Ziv Television Programs was voted the outstanding distributor of TV film series especially produced for television by an almost two to one margin in The Billboard's first quarterly survey of TV films. This was the verdict of the nation's Television stations. . . .''

THE BILLBOARD, TV FILM QUARTERLY, April 12

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO

NEW YORK HOLLWOOD
NO MATTER whose fault (if indeed anyone can be singled out for blame) much radio network business in the past year and a half has been conducted in the haggling traditions of a Near Eastern bazaar, where nobody pays the first price asked unless he is a rich and stupid tourist.

A wandering rug merchant may be able to do its pittance of business that way, but it does not work out well for larger enterprises. It frankly has brought out well for radio, as a special article in last week's issue of this publication made disturbingly clear.

The trouble has been that not very many people in radio have brought themselves to admit that radio network business has really degenerated to the hawker's level. It is not easy to believe that an enterprise dealing in more than $100 million a year could have let its price structure fall into utter chaos.

Only recently, it seems to us, has the radio industry as a whole begun to recognize this problem. The next step, which it appears will soon be taken, is to deal with it realistically. The heart of the problem is price.

Quite obviously, many of their canniest customers think that radio networks today are overpriced. Although we certainly do not agree, we must concede that, whatever the reason, the networks have been unable to persuade these customers that the price (or at least the announced price) is equitable.

It was an unhappy consequence that haggling came to be so much easier than the networks objected to the first prices asked. There is no point now in wondering whether the line could have been held if the networks as a group had steadfastly stuck to their prices.

Radio networks now have no choice other than to set a new price scale. It must be reasonable enough to attract buyers but high enough to enable networks and their affiliated stations to make a living.

Above all, the price scale must be one to which all the networks will adhere. If, after the readjustment that seems inevitable, a new period of haggling ensues, the demoralization of radio that network industry will complete and their destruction unavoidable.

INERTIA, which has plagued broadcasters for years, is nowhere apparent in the approach toward the so-called Gathings investigation in Congress, which so far has been marked primarily by side-show exhibitions and an obstinate effort of prohibitionists to force alcoholic beverage advertising from the air.

A formidable team of spokesmen for broadcasters and telecasters will testify next week before the House Interstate and Foreign Commerce Subcommittee. They will come prepared to show that radio and television are entirely capable of self-defense.

Many broadcasters were deluded by what transpired when the hearings opened three weeks ago. The witnesses launched diatribes against "hootchy-cootchy" dancers and "beer-bar" advertising. They spoke of the headline-hunting that animates many Hill hearings.

A timely note of caution is sounded by Committeeman Arthur G. Klein (D-N. Y.). He understands the tactics of the headline-hunter and he cited the appearance of the prohibitionists, who earlier in the session were thwarted in a drive to get through a Senate committee a bill to prohibit alcoholic beverage advertising. This happened by the slim margin of one vote.

So the campaign was carried to the House, smugged in under the broad terms of the Gathings Resolution, theoretically aimed at purported "offensive" TV programs.

Thus far, an NABT delegation headed by Pres. Richard N. Earls and including Code Review Board Chairman John E. Petzer has scheduled appearances before the subcommittee. Network representatives plan to testify. The Brewers' Foundation, recognizing the rush of the blue-nosers, also contemplates an appearance.

This is gratifying. The foe hasn't been underestimated. A strong showing should spell the end of these forays against free media (for the moment, anyway). It will become apparent that Congress can't legislate program content without contravening the Bill of Rights.

Revision Needed

IN SOME DETAILS, the version of the McFarland Bill passed last week by the House is unacceptable.

Though retaining some of the major provisions of the original measure, as proposed by Sen. Ernest W. McFarland (D-Ariz.), and passed by the Senate, the House version stripped in just a few particulars to pervert what could be a useful piece of legislation into an extremely dangerous one.

Discrepancies between the Senate and House versions have cropped up elsewhere in this issue. Those which strike us as especially in need of straightening out include:

The failure of the House to change Sec. 311 of the existing Communications Act which permits the FCC to refuse broadcasting licenses to persons found guilty in federal court of monopolizing radio communications. This section was eliminated from the act in the Senate bill on the quite justifiable grounds that it constituted "double jeopardy."

The addition by the House of a section authorizing the FCC to suspend licenses for 90 days and levy fines of $500 a day for violations of the Communications Act. The Senate, in its bill, would give the FCC power to issue cease and desist orders, which would be bad enough. The House would make the situation intolerable. An intemperate or willful Commissioner would have an easy way of exercising such punitive powers. The FCC's present power of license revocation is adequate.

The House bill subsection preventing stations from charging excessive rates that exceed "the minimum charges made for comparable use of such station for other purposes." In the absence of further explanation, this subsection could be interpreted most unfairly. Suppose the political broadcast restored a program regularly scheduled under a long-term contract earning a favorable discount. Would the discount be figured in when computing the "minimum charges?"

These and other apparent flaws in the House version must be eliminated before broadcasters can regard this legislation favorably. Fortunately, the measure will be taken up by a joint Senate-House committee wherever it is, to be hoped the ills will be removed.

There would seem to be a chance that a sensible bill may emerge. It is interesting that the roadblocks which certain FCC personnel tried to place in the way of the measure proved ineffective in the House, which passed the bill overwhelmingly. This would indicate that if the conferees can produce a compromise bill reasonably soon, it would have a chance of adoption by both Senate and House.

But one thing must be kept in mind. It would be better to have no new bill at all than one containing serious shortcomings.

TIMELY TESTIMONY

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T O BENEDICT GIMBEL JR. there's no business like show business, unless, of course, it's broadcasting. Happily, Mr. Gimbel, president-general manager, Pennsylvania Broadcasting Co., licensor of WIP-AM-FM Philadelphia, has been able to combine both of his loves.

Twenty-two years ago, Mr. Gimbel assumed the presidency of WIP and since that time has directed its efforts in entertainment and civic affairs.

How successful has he been? Mr. Gimbel's answer to that query shows that whereas, he brings much imagination to his programming, his feet are solidly on the ground insofar as the practical aspects of station operation.

He has a one-of-a-kind yardstick with which to measure success. That word is simply: Results.

"Many people have been deprecating radio and its effectiveness," he commented. "We at WIP feel differently. The year just past shows an increase of 26% in local billing over the year before . . . the highest in the 30 years of WIP's existence."

"Next year is going to be even better," he added optimistically. "I don't think any other medium can offer a serious challenge to radio on a coverage basis or on a cost basis.

“Everyone knows that the set sales are the highest ever and radio sales volume is the highest in its history.

"It all adds up," said Mr. Gimbel. "To more penetration, more listeners, more business. Radio is a great medium and I think it will continue to be for years to come. It's economical and it produces. Isn't that the answer to any good medium?"

The early direction of Mr. Gimbel's life was not pointed toward broadcasting. It was assumed that he would inherit the mantle of his family's famous mercantile business.

A native Philadelphian, Mr. Gimbel attended Central High School there, then completed his secondary education at Thorpe School, Stanford, Conn., and at La Villa, Lausanne, Switzerland.

College training at the U. of Pennsylvania's Wharton School was interrupted in Mr. Gimbel's sophomore year when he joined the Army during World War I. He was discharged as a sergeant after 16 months' service. He was graduated from Wharton in 1921.

Then, as planned, he began his business career with the Gimbel store in Philadelphia. Following an apprenticeship of two years, during which he served in every department, young Mr. Gimbel was made assistant mer-
Here's how to DOUBLE your impact in the Detroit Market

MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend $100,000,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

ASK YOUR HOLLINGBERY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.
Our Respect To
(Continued from page 58)

chandise manager of the ready-to-wear departments. A year later he was named merchandise manager of those sections.

In 1922, Gimbel Bros. purchased WIP as an adjunct to its advertising department. The station shared time in those days with WPAN, then owned by the Levy brothers of CBS fame. In the early 30's, Gimbel Bros. bought out WPAN, deleted the call letters, and WIP started to hit its stride under the guidance of Benedict Gimbel Jr.

During those long months while he was learning merchandising, Mr. Gimbel had longed for some active participation in show business. When the radio station came along, he seized the opportunity. Here was a field in which he could enlist his knowledge of show business on behalf of the station's advertisers.

Under his imaginative direction, WIP was the first station in the Philadelphia area to go on a 24-hour daily, seven-day-a-week operation; it was the first in Philadelphia to broadcast from airplane to ground and the first to broadcast from the bottom of the sea.

This progressive programming has led to well satisfied advertisers. A source of pride with Mr. Gimbel is the fact that many of the station's current sponsors have been with WIP for 10 to 15 years. One advertiser has just celebrated its 21st anniversary with the station.

Mr. Gimbel not only sets the policy of the station, but he is active also in helping carry it out. He is at his office usually before 9 a.m. and remains in harness as long as he feels he is needed. This sometimes means that he is still working at midnight.

Covers Local Stories

Many ideas are originated by him. And, since WIP tries to give full coverage of local happenings, he often covers stories himself. He is an honorary Philadelphia fire chief.

Philadelphia being his "home town," Mr. Gimbel takes an active part in civic affairs. He was lately honored by the Boys Clubs of America for his more than 30 years of service as a member of the board of the Crime Prevention Assn. He is also a member of the board of directors of MBS and serves as president of the Philadelphia Radio & Television Broadcasters Assn.

On June 3, just three weeks ago, he was awarded an honorary degree of Doctor of Humane Letters by Lincoln U., Oxford, Pa., during the university's 98th commencement.

He has attended every major sports opening night performance in Philadelphia for the past 17 years. Mr. Gimbel's home guest book bears the names of most of the great and near-great of the theatre, movie and radio world; his collection of autographed photographs number nearly 1,500; his personal record library is an enviable collection, as are his collection of strange hats, brought from far parts of the world.

As a youth, Mr. Gimbel was an avid polo player. He rose for the Philmont Polo Club and for the Lancaster Polo Club and for the

Wave power. He is a member of Philadelphia's Poor Richard Club, the Radio Executives Club of New York, the Radio Pioneers, the Lamb's Club of New York and the Variety Club of Philadelphia.

He is now married to the former J. Jessie Kane, of Philadelphia. A son of Mr. Gimbel by a former marriage is Edward Nathanson, ABC-TV production-director.

As for future ambitions, the Pennsylvania Broadcasting Co. has just filed for UHF TV stations in Philadelphia, Milwaukee and Pitts-

burgh. Also, Mr. Gimbel plans extensive expansion of WIP.

He has full faith in the future of radio but TV quite naturally, has a fascination for him, too. Every new show would mean an "opening night" and the familiarly beloved backstage call, "Curtain going up!"

WTSP BALLCAST
Studio Outdraws Ballpark

STUDIO recreation parties held by WTSP St. Petersburg, Fla., to stimulate fan interest in minor league baseball have become so successful that the station actually outdrew the ballpark in attendance on one occasion.

This was the enthusiastic report from Jack Faulkner, WTSP program director, in commenting on the station's newest activity. The parties have been a regular feature the past few weeks, with attendance at the baseball broadcasts hitting 150 for each game. Admission is free and cooperative sponsors supply free sandwiches, soft drinks, ice cream and cigarettes.

When the local Saints team played the weak second-division Fort Lauderdale Braves in a Florida International League game, some waggs wagered the studio party would draw more people than the game at Fort Lauderdale. It did—by 20 fans.
WGEZ DUNKS
Stages Sears Day

WGEZ Beloit, Wis., helped dunk three top local Sears Roebuck & Co. executives into a river as a result of the success of an annual Sears sale.

For several days preceding "Sears Days," and throughout the nine-day sale, WGEZ aired 11 spots daily plugging the event. In addition, Sears co-sponsored Chicago White Sox baseball games over the station.

Immediately preceding the sale, a "planning party" was given. John Barrows, store manager, set the quota, and announced that if 128% of it were reached, he would submit himself, fully dressed, for a thorough dunking in the Rock River, just north of Beloit. If 121% were reached, Gordon Wedge, assistant manager, would be dunked, and if 135% were reached, Alvin Collins, credit manager, would receive the same treatment.

Opening night brought the largest crowd in the history of the store. In three hours, about 15% of the quota was reached. At the end of the nine-day sale, total business equalled 141% of the quota.

Employees declared "D for (dunking)" Day and Messrs. Barrows, Wedge and Collins lived up to their end of the bargain.

WGEZ was on hand at the dunking to give a gurgle-by-gurgle description.

All three executives praised WGEZ's part in making the sale a success. Mr. Wedge commented, "We feel that the success of the sale was due greatly to the power of radio and especially in the kind of promotion we have come to expect of your station after two years of advertising with you."

KAUFMAN AGENCY
Wins 18 NAAN Awaros

HENRY J. KAUFMAN & Assoc., Washington, received 18 awards at the 21st Annual Conference of the National Advertising Agency Network, which met Monday-Friday last week at Skytop, Pa.

The annual creative awards competition had 384 entries by the 30 advertising network members. Kaufman clients who won awards include:

WMT Cedar Rapids; Christian Heurich Brewing Co., Washington, local merchandising campaign and spot radio advertising; Potomac Electric Power Co., local general newspaper campaign and radio program; First Federal Savings & Loan Assoc., Washington, spot TV announcements, and Mason Root Beer Bottling Co., Washington, TV program.


GOOD COMMUNITY RELATIONS
are essential. Radio can be a real help!

In countless companies, the Employment Director faces a terrific task these days. Management calls for continuing additions to the force, while competition grows stiffer all the time.

Good community relations can be of tremendous assistance. And, as many companies have shown, radio is an excellent tool for fostering friendship in a plant's neighborhood. Radio programs help make friends not only with families near at hand, but also with those in outlying areas that other media usually fail to reach.

If you're not already using radio as an aid to recruitment, it will pay you to look into it. And if you're located in any one of six leading industrial areas.. Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon... you're in luck. You can count on the specialized programming experience of a Westinghouse radio station to help you make friends with your neighbors.
This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence... Their turn will come soon enough.

The account executive finishes his presentation; a cold silence falls on the group.

What do they think of it? Why doesn’t somebody say something?

The client’s ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it’s the client’s turn to speak. The media director unconsciously fingers his copy of Standard Rate... and waits for the inevitable storm of questions to come.
Every agency man who’s been through it knows Operation Critical. A recommendation in five figures— or six—is on the table...the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn’t go along.

The questions begin:

“How much of a break in rates would we get if we put the whole magazine campaign into these top five?”

“This newspaper—how well does it cover the city and trading area population?”

“Has there been any study of listening habits in the Kansas City region?”

“Do these business publications get read by employees below management level?”

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—Operation Critical.

The media director’s fingers fly as he flips to a figure in Consumer Markets, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.

As usual, the “standard” questions are relatively easy to answer. Standard Rate & Consumer Markets have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends...

“Which of these women’s magazines carries the most ethical drug advertising?”

“Do young people read this Sunday supplement?”

“Has this station’s audience grown in the last year? How much?”

“Would it be worthwhile to add a second paper in this city?”

Listings of standard facts cannot answer many such questions—they’re not supposed to. But the need for quick access to summarized information has been anticipated by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That’s why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form...and to place this information near their market listings (in Consumer Markets) and near their media listings (in SRDS).

STANDARD RATE & DATA SERVICE, INC.
the national authority serving the media-buying function

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

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

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

BROADCASTING • Telecasting

June 23, 1952 • Page 57


**Front Office**

Robert J. Bodden, program director, WRCO Richland Center, Wis., appointed general manager, WRDB Reedsburg, Wis.

W. W. (Nick) Carter Jr., station manager, WTRY Troy, N. Y., promoted to general manager and director there.

George W. Clark Inc., N. Y., appointed national representative by KRSC Seattle.

Irwin Hott, sales staff, WONE Dayton, Ohio, and former musical director at WOL Washington and WRFD Worthington, Ohio, to WVKO-AM-FM Columbus, in sales capacity.

Mr. Carter

David A. Carlisle added to sales staff, WFIL-TV Philadelphia.

Lewis D. Stearns, account executive, KECA Hollywood, has resigned.

Keith McKenney, sales staff, Free & Peters, to WJYK-TV Detroit, in same capacity.

Wayne Mack, sales staff, WDOK Cleveland, resigns to devote full time to announcing and producing.

Thomas C. Harrison to WSM Nashville, as director of national spot sales.

Gardner Cawles, president, KRNT Des Moines, re-elected chairman of the board, *Minneapolis Star and Tribune*. Kingsley H. Murphy, president, KSO Des Moines, re-elected to board of directors.

Thomas P. Clark Co., N. Y., elected to membership in National Assn. of Radio & Television Station Representatives.

**Personal**


Hugh A. L. Halff, president, WOAI-AM-TV San Antonio, elected to board of trustees of National Jewish Hospital, Denver. . . . Dana Clark, guest relations manager, ABC Hollywood, recovering from stroke suffered recently.


**Feist Elected**


Joseph A. Fischer of J. Fischer & Bro., retiring president, automatically becomes MPA vice president. Donald H. Gray of H. W. Gray Co. was re-elected secretary and W. A. Sniffin of Harold Flammer Inc. was elected treasurer.

Four new directors were elected: Donald F. Malin of C. C. Birchard Co., Kermit A. Walker of Bourse Inc., Walter Heinrichsen of C. F. Peters Corp., and Robert Schell of Shawnee Press. Benjamin Pepper of New York was appointed permanent legal counsel for MPA.

**Mitchell Elected**

L. Spencer Mitchell, general manager of WDAE Tampa, has been elected director of District No. 4 of the Columbia Affiliates Advisory Board to serve out the unexpired (1952-55) term of Glenn Marshall Jr., general manager, WMBB-TV Jacksonville, who resigned from CAAB to join the CBS-TV Affiliates Advisory Board now being organized [B&T, June 16]. Mr. Mitchell was chosen in a special election to select a replacement for Mr. Marshall.

**The Water’s Fine! (really)**

A quick dip into the North Dakota pool of buying power will convince you that KFYR in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYR facts and figures.

**KFYR**

Bismarck, N. Dak.

5000 Watts-N.B.C. Affiliate

Rep. by John Blair
ROLLAND C. BOURBEAU, appointment merchandising manager, WBAL Baltimore, succeeding J. WILLIAM MASON, who transfers to sales service, WBAL-AM-TV.

PATRICIA SCANLAN to CBS Radio public affairs staff, Washington.

ROBERT C. CURRIE, producer-director, WCAU-TV Philadelphia, appointed production manager.

PAUL SCHIRMPF, news editor, KWOS Jefferson City, Mo., to farm programming department, WDAF Kansas City, Mo.

GEORGE SANDERS, Hollywood disc men, adds similar duties at KHGH Avalon, Calif.

DONALD McGIN, announcer and producer, CRM Montreal, appointed program director.

TIM OSBORNE, senior announcer, KTHT Houston, promoted to program director, replacing JOHN KNAPP, who transfers to KSOX Harlingen in same capacity.

ED F. SHADBURNE, sales staff, WAVE-TV Louisville, Ky., to advertising staff, KVOO Colorado Springs.

NORMAN HANSEN appointed assistant farm commentator for Pacific region of Canadian Broadcasting Corp., Vancouver.

FRED GREGG, promotion man with Scripps - Howard papers, to WLWT (TV) Cincinnati, as head of new client service department. Assisting him will be JAMES ALLEN, former city editor, Cincinnati Post, and JACK FRAZIER.

Mr. Osborne Mr. Knapp

KNOX TAUSCH Jr., account executive, KMOX St. Louis, appointed merchandising manager at station.

ARTh WOLDT to announcing staff, WSYR Syracuse, N. Y.

GRANT RECKBIECK, assistant advertising-promotion manager, NBC Chicago, to KNBM (TV) Hollywood as director of sales promotion.

A. C. WILLIAMS, disc jockey, WDIA Memphis, promoted to promotion consultant.

JOSEPH C. BREAL, program consultant, WDSU-TV New Orleans, named production manager.

ROBERT M. ADAMS, director of press and public relations, WOL Washington, to WRC and WNBW (TV) that city, in similar capacity.

JERRY REUTER, KLRA Little Rock, Ark., to announcing staff, KWK St. Louis.

HAL LAWSON to WJR Detroit announcing staff.

MORTON COHN, program director, WCHS Charleston, W. Va., and HARRY BRAWLEY, public affairs director there, elected to presidency of Kanawha Players and Charleston Open Forum, respectively.

FRANK FONTAINE, star of CBS Radio Frank Fontaine Show, assigned role in Paramount Pictures feature film, "Scarred Stiff."

Mr. Osborn Mr. Knapp

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

WSYR - AM-FM-TV - The Only Complete Broadcast Institution in Central New York, National Representatives

WSYR - WBAL-AM - WBAL-TV - AM-FM-TV - The Only Complete Broadcast Institution in Central New York, National Representatives

TYBO-PIVER, star of KECA-TVS Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM McCOULLOM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 15.

MAX TERHUNE, star of KNXT (TV) Hollywood Abbot's Tent Show, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WMAX Yakton-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WBT and WBT (TV) Charlotte, N. C., for summer months.

BOB MENEEFF, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.


GEORGE DOBBINS, sports announcer, KTFX Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM McCOULLOM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 15.
KBLA BURBANK

Begins in California

KBLA Burbank, Calif., 250 kw on 1490 kc, was to begin fulltime operation Saturday from its transmitter studio at 290 Amherst Drive. Permanent studios and executive offices at 11516 Oxnard St., North Hollywood, are being ready this weekend.

Licensed to Broadcasters of Burbank, KBLA is owned equally by Floyd J. Jolley, Burbank councilman; Arthur J. Crowley, attorney; Gordon A. Rogers, contractor; Walter Mansfield and Albert S. Hall, realtors. Robert S. Marshall, formerly of KFMV (FM) Hollywood, is KBLA general and commercial manager.

The staff includes Nicholas Muskey, assistant manager and program director; Charles Powers, account executive; Julie Cummings, copy writer-traffic manager; Robert Skiles and Robert Miller, announcers; and Thomas Payne, engineer.

Arthur M. Semones

ARTHUR M. SEMONES, 53, who worked at Henri, Hurst and Donaldson agency, Chicago, since it was organized in 1916, died Tuesday after a long illness. Funeral services were conducted Friday. Three years ago he become a vice president. Surviving are his wife and two sons.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY

COLLINS... for broadcast equipment of unquestioned quality

Collins 212A Studio Console

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

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

11 W. 42nd St. 1930 Carpenter Blvd. 2700 W. Olive Ave. 1970
NEW YORK 18 DALLAS 2 BURBANK

MORE AND EARLIER CHRISTMAS RADIO

NRDGA Studies Department Stores '52 Plans

RADIO, widely used in department stores' pre-Christmas promotions last year, is expected to do as well or better this year, while TV is still an unknown factor with most stores, according to Howard Abrahams, sales promotion head of the National Retail Dry Goods Assn.

In the June issue of Promotion Exchange, NRDGA bulletin service, Mr. Abrahams said that although Thanksgiving Day is the traditional starting time for retail Christmas advertising, reports from stores indicate that "1952's Christmas promotions will definitely be on the earlier side." Plans are made much earlier, with "newspaper and radio themes planned on the most part during late summer, although actual Christmas formats are not created until later in the season," he said.

"Of 91 stores studied, 52 used radio in the 1951 Christmas season," Mr. Abrahams reported. Stores with regular programs on the air generally reslanted them at Christmas time, while "a substantial number" of stores added special pre-Christmas programs, Mr. Abrahams added.

"From their reports," he said, "it is evident that stores will put as much and probably increased emphasis on Christmas radio programming as compared with last year."

On the video front, Mr. Abrahams reported that "only a small percentage of the stores reporting Christmas plans, use television regularly as a selling medium. Generally, the TV users relented their telecasting, whether it consisted of programs or spots, to Christmas themes. Last year, several stores added TV at Christmas time. These stores are divided in their thinking as to whether they will repeat their TV this Christmas.

"However, stores which had specialized programs slanted to children's audiences are definitely enthusiastic about the effect of these programs and will repeat these techniques this year."

RADIO FESTIVAL

Inaugurated by WBEZ

POLITICS of Britain and the drama of Oscar Wilde highlighted the first summer radio festival sponsored last week by the Chicago Board of Education on its FM station, WBEZ. The five-day programming from 9 a.m. to 4 p.m. included shows relayed to educational stations throughout the country by the National Assn. of Educational Broadcasters.

The radio festival included programs from the U. of Michigan, U. of Illinois and U. of Chicago, Northwestern U. and the British Broadcasting Corp. George Jennings, director of the board's radio council, said the effort will be continued during school holidays and summer vacations if response is favorable.

Safety by Radio

PENNSYLVANIA ASSN. of Broadcasters, noting mounting traffic deaths, is planning a saturation public service spot campaign on all holiday weekends in the interest of traffic safety. PAB board of directors, who met in Harrisburg June 12, is advocating that all members participate in the plan. It is believed, said Robert Trace, station manager, WMGW-AM-FM Meadville, Pa., that radio can play a major role in reducing traffic accidents by constantly alerting motorists of dangers which lurk on crowded highways. Plan is to incorporate messages in station breaks.

BMI is sponsoring series of 10 concerts by the Berkshire String Quartet, which will perform new works of chamber music by 29 contemporary composers. Series will be held at Music Mountain, near Falls Village, Conn.

Only ONE Station DOMINATES

This Rich Growing 15-County Market with

FOOD SALES of $124,756,000*

* Sales Management, 1952 Survey of Buying Power.
When you put a CBS Television Film Sales show on the road for your product, we're just starting to sell. As part of the package, we now offer you merchandising services which assure the show and the product of catching your customers' eyes.

For our shirt-sleeve staff not only will make a full kit of selling tools available, but will go into your markets to give you on-the-spot counsel and assistance, where indicated.

Whatever type of show you start out with, we'd like to help make it a success story. Just ask us for details.

CBS Television Film Sales

with offices in New York, Chicago, Los Angeles and Memphis
Neither Sergeant H. A. Ries, of the Pennsylvania State Police, nor Sergeant John Eihleiter, School Safety Officer of the Lancaster City Police, was available on May 3 to conduct WGAL-TV's regular Saturday afternoon safety program. Both were busy supervising the FIFTEENTH annual Lancaster City and County Parade of School Safety Patrols, an event sponsored by the AAA in conjunction with the Pennsylvania State Police and the Lancaster City Police.

WGAL-TV covered the parade with 3,500 safety patrolmen marching to the music of 26 high-school bands. Forty thousand spectators watched the parade and 11,000 saw the safety demonstration which climaxed the event.

Purpose of the parade was to highlight once again the instruction youngsters receive in highway safety. Through alternate Saturday afternoon safety programs—"Guardians of Safety," conducted by the City Police, and "Highway Safety," conducted by the Pennsylvania State Police—WGAL-TV plays an important role in safety instruction to many young people throughout a wide area.

**WGAL-TV**

LANCASTER, PENNSYLVANIA

A Steinman Station

Clair R. McCollough, Pres.

Represented by

**ROBERT MEEKER Associates**

New York  Chicago  San Francisco  Los Angeles
TALL TOWER HAZARD

By LARRY CHRISTOPHER

AIR HAZARD potential of tall TV towers does not appear as serious as aviation interests once feared, according to statistics contained in a study now being prepared for the industry-government "ad hoc" committee considering the problem. The study shows there is but one application pending before a regional airspace subcommittee for a 2,000-ft. tower (Dallas-Ft. Worth) while there are only three requests pending before airspace subcommittees in the entire U. S. for towers in the 1,500-1,999 ft. category. Two in that range already have been approved, the study shows.

Aviation Interests Alarmed

Aviation interests b e c a m e alarmed at the prospects of 2,000-ft. towers sprouting over the country when FCC announced its Sixth Report and Order lifting the TV freeze and finalizing the allocation of channels for some 2,000 TV stations in about 1,200 communities [B*T, April 14]. The Sixth Report provides for tower heights up to 2,000 ft.

The ad hoc committee is a working group studying in detail the tall tower air hazard problems and their possible solutions. It is composed of TV, aviation and government representatives, both FCC and CAA, and was appointed to the task by the first major conference on tall towers held in April under the joint chairmanship of FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee [B*T, April 28]. The ad hoc group will submit its reports shortly to Comr. Webster and Dep't Administrator Lee, at which time another large industry-governmen conference is expected to be called to act on the reports.

Meanwhile, in FCC correspondence disclosed last week on Capitol Hill, it was learned that the Commission considers it has full authority under the Communications Act to deny "any applications which may involve a hazard to air navigation."

The statement was made April 19 by Comr. Rosel H. Hyde in a letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee. The letter replied to a request by S. G. Tipton, general counsel for the Air Transport Assn.

BROADCASTING • Teletasting

JUNE 23, 1952

Study May Reduce Fears

CITY PRIORITY

FCC Rejects KXEL Petition

FCC's TEMPORARY processing procedure for handling new TV station applications "will...make possible the affording of television service to the greatest number of people in the shortest period of time."

That is what the Commission declared Thursday in denying the petition of Josh Higgins Broadcasting Co. (KXEL-AM-FM Waterloo, Iowa) for amendment of the temporary processing procedure in order to place Waterloo in a more favorable position [B*T, May 5].

Smaller Cities Cut Out

KXEL maintained that by using city population as the basis of priority, applications for the larger cities with no service would get relatively prompt consideration, although cities would have no chance of getting service "for months or even years, even though stations in these smaller cities may serve other substantial populations outside the city to which the channel is allocated."

FCC, however, noted big cities have rural areas which would get service as well.

The temporary processing procedure stems from the Commission's Sixth Report and Order lifting the TV freeze [B*T, April 14].

The city priority listing, compiled in accord with the temporary procedure, was issued by FCC about a month ago [B*T, May 26] and places Waterloo 61st in Group A-2. Waterloo's population was given as 65,198. It is 72 miles from the nearest TV station, FCC's listing states.

Applications for Group A-2 cities (more than 40 miles from existing stations) will be processed beginning July 1 in order of the city listing by population, according to the temporary procedure. Concurrently, applications for Group B cities (less than 40 miles from service) will be processed, starting with Group B-1.

In other allocation developments last week:

- Both WLWC (TV) and WBNS (TV) Columbus, Ohio, filed oppositions with FCC to the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report so as to assign Channel 4 at Braddock (greater Pittsburgh) [B*T, June 9]. WLOA suggests channel changes involving both Columbus stations.
- WIBA Madison, Wis., asked FCC to dismiss the petition of the State Radio Council of Wisconsin which seeks conversion of the non-commercial educational reservation there from one of three UHF channels to the only VHF channel [B*T, June 16].
- Mayor David Lawrence of Pittsburgh has written FCC: "I am

applications; 2,000 ft. up, one application pending.

The study also discloses that two towers over 1,000 ft. have been approved in Zone I, the eastern U. S., and four requests are pending before airspace subcommittees there, but it is considered doubtful they will be employed since less than maximum power would be required. FCC's Sixth Report limits towers to 1,000 ft. in Zone I when maximum power is used.

The ad hoc committee last Tuesday considered its second subcommittee report, that of the special projects committee. This report puts into layman's language major problems such as placing all TV antenna towers in the eastern part of the community and the use of satellite booster stations to eliminate the

(Continued on page 65)

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television applications

Digest of Those Filed With FCC June 13 through June 19

Boxscore
VHF UHF Total*
Applications filed since April 1.... 70 39 110

*One applicant did not specify channel number.

**LISTED BY STATES**

†MONTGOMERY, Ala.-Montgomery Broadcasting, Inc. (WSPA), VHF ch. 12 (204-210 mc); ERP 316 kw visual, 158 kw audible; antenna height above average terrain 720 ft., above ground 863 ft. Estimated construction cost $400,000, first year operating cost $120,000. Post Office address: Box 1031, Montgomery 2, Ala. Studio location: Delano St. between South Court and South Perry St., Montgomey, Ala. Post: Mt. Carmel, 2 mi. South of Montgomery. Geographic coordinates: 32° 01' 15.8" N., 85° 47' 09" W. Transmitter antenna: Long. Transmitter RCA, antenna RCA. Legal counsel: Counsel for鳔 and Robert S. Taylor, Montgomey. Principals include: President Robert C. Taylor (5.8%), president, general manager and 33 1/3% owner of WONN Lake-ELand; Vice President E. D. Counihan (5.8%), vice president, program director and 33 1/3% owner of WONN; Secretary Duane F. McConnell (5.8%), secretary-treasurer, chief engineer and 33 1/3% owner of WONN; Treasurer Dr. Wimburn A. Shearon (5.8%), dentist; Dr. Morris B. Pickens (5.8%), dentist; Dr. Frank H. Johnson (5.8%), dentist; Dr. James M. Wilson (5.8%), dr. Dr. Ralph B. Hanahan (5.8%), radiologist; Dr. F. Stewart Roux (5.8%), dentist; William F. Logan (5.8%), physician; Dr. Luther B. Neal (5.8%), dentist; James T. Shielden (5.8%), radiologist; Dr. John E. Daughey (25.2%), physician; Dr. John H. Miller (5.8%), physician, and Dr. Roger W. Collier (5.8%), radiologist.


ST. LOUIS, Mo.-ST. LOUIS U. and 10 St. Louis businessmen, with an authorized capital of $1 million as St. Louis Telecast Inc., are applying for VHF Channel 11 allocated to that city for commercial television operation, the Very Rev. Paul C. Reinert, S.J., university president, announced Tuesday.

Father Reinert said the new commercial television station, if a construction permit will be filed by June 30, supplanting an earlier application filed by St. Louis U. Jan. 29, 1948. He said all necessary equipment for operation of a TV station has been ordered from RCA.

He said plans were to devote at least 24% of the station's time to educational programming, but that St. Louis U. would continue, nevertheless, to work with other city educational agencies to put on the air a non-commercial educational TV station to occupy Channel 9, tentatively assigned St. Louis for educational purposes.

The university presently owns and operates WEW St. Louis, which he said in 1921 became the second station in the U. S. to go on the air.

Officers of St. Louis Telecast Inc. are Father Reinert and Messrs. Dearborn, Johnston, Bertram and Vols. The university owns the necessary tower for the station at 3673 VHF. Estimated construction cost would be $3,621 Olive St., according to Father Reinert.


+MIAMI BEACH, Fla.—WKAT Inc. (Wkat, VHF Ch. (192-198 mc); ERP 316 kw visual, 158 kw audible; antenna height above average terrain 484 ft., above ground 537 ft. Estimated construction cost $425,000, first year operating cost $144,000, revenue $150,000. Post Office address: 1750 N. Bay Road, Miami. Studio location: 1750 N. Bay Road. Transmitter antenna: Long. Transmitter RCA, antenna RCA. Studio equipment RCA. Legal counsel Arnold & Gower, Indianapolis. Consulting engineer James C. McNary, Washington. Sole stockholder is President A. Frank Katzenmeier.


TAMPA-ST. PETERSBURG, Fla.—Empire Coll Co., VHF Ch. 58 (614-618 mc); ERP 316 kw visual, 158 kw audible; antenna height above average terrain 402 ft., above ground 493 ft. Estimated construction cost $300,000, first year operating cost $400,000, revenue $460,000. Post Office address: 81 Beechwood Ave., New Rochelle, N. Y. Studio location: To be determined. Transmitter location: 10,000 kw visual, geographic coordinates: 27° 51' 48" N., 82° 37' 17" W. Long. Transmitter GE, antenna GE. Legal counsel Land & Burns, Washington. Consulting engineer Benjamin Adler, New Rochelle, N. Y. Principals include: President John D. Doherty, president; Francis O. Doepke, Jr., vice president; Executive Vice President C. E. Conklin, Jr., treasurer; B. A. McDonald & Co., manufacturers-representative; Richard C. Muckerman, executive vice president, City Products Corp.; James M. Ulick, president, Maloney Electric Co.; Daniel M. Sheehan, vice president and controller, Monarch Chemical Co.; Leif J. Sverdrup, president, Sverdrup & Parcel Inc., consulting engineers.

Other officers are Father Reinert and Messrs. Dearborn, Johnston, Bertram and Vols. The university owns the necessary tower for the station at 3673 VHF. Estimated construction cost would be $3,621 Olive St., according to Father Reinert.

ALABANY, Ga.—Southeastern Bstco. System, VHF Ch. 10 (192-198 mc); ERP 316 kw visual, 158 kw audible; antenna height above average terrain 484 ft., above ground 537 ft. Estimated construction cost $300,000, first year operating cost $400,000, revenue $460,000. Post Office address: 300 South St., Albany, N. Y. Studio and transmission location: Slap-
Tall Tower Hazard Study
(Continued from page 63)

need for high tower, high power stations.
The ad hoc group earlier con-
sidered the report of the subcom-
mitee on criteria for use by air-
space subcommittees in making aeronautical studies of TV tower applications (B&T, June 2). The report, now in final form, con-
sidered the basic document of the ad hoc group in that it recommends the "status quo in handling of tower applications" on a case-to-case basis as now provided in Part 17 of FCC's rules and regulations.

The alternative proposal has been to adopt general criteria to guide airspace subcommittees in handling tower applications (B&T, April 7).

Concerning the fixed criteria proposal, the report states: "The subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied down the line in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air naviga-
tion hazard viewpoint. Elsewhere, the report notes the subcommittee considered the pro-
cised criteria "and concluded these criteria related solely to the estab-
ishment of minimum on route alti-
itudes and therefore were not per-
tinent for inclusion in Part 17 of the FCC rules." Rather, they should be left in the hands of the regulations of the Civil Aeronautics Administrator governing the establishment of minimum en route instrument altitudes, the report says.

Use Single Tower

Suggesting that airspace sub-
committees make recommendations to TV applicants to put their antennas on a single tower where practical, the subcommittee report indicates that "in order to impose man-
age, the airspace subcommit-
tees may recommend adjustments in the use of the airspace, en route altitudes, and traffic flow changes as may be required to per-
mit the establishment and protec-
tion of high television tower sites."

The report, however, notes that towers working with TV applic-
ations, work with degrees of de-
ausiasm and often work for the greatest good of the greatest number."
The report urged that "encouragement should be given to selection of sites on tall build-
ings or located on well-defined landmarks.

The criteria subcommittee was composed of Chairman D. D. Thomas, L. R. Wright and O. F. Thomas, all CAA; R. G. Dinning, Capt. R. G. Armstrong, Navy, and A. B. McMullen, Na-
tional Assn. of State Aviation Officials. Mr. Kennedy, representing the Assn. of Federal Communica-
tions Consulting Engineers, was an observer but he was not asso-
ciated with the proposals.

The criteria subcommittee report states:

(1) The subcommittee considered the suggested criteria for use by airspace subcommittees which have suggested: mainly by the main committee and included the criteria solely to the establishment of minimum en route altitudes and therefore were not pertinent for inclusion in Part 17 of FCC's rules.

The intent of these criteria would be improved more properly if they were included in Part 610 of the Regulations of the Administrator governing the establishment of minimum en route instrument altitudes.

Prior to publication they will be co-
verted to a report to the subcommittee on altitude and the comments of the TV in-
strument approach procedures, or do they relate to the establishment of minimum en route altitudes on the civil airways, or the subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appro-
priate section of the Regulations of the Administrator.

The subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied down the line in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint. However, it is probable that guidance can be provided to airspace subcommittees in working out television tower problems at specific locations.

The subcommittee involved in two considerations, of which one is the consideration of aviation and television interests at all costs, and the second is the consideration of the cost to the public. In general, airspace subcommittees should be given criteria by the Federal Aviation Administration, and a partial application to the airspace, en route altitudes, or other traffic flow changes as may be required to permit the establishment and protection of television towers not exceeding 1,000 ft. and above extend well into the airspace, but may be extended by air-
craft, and regardless of the day and night markings placed on them, pre-
determine the use of the airspace.

Therefore, the airspace subcommittees must carefully evaluate the risks, difficulties and restrictions these towers will present to aviation operations of all types if approved. Encouragement should be given to selection of sites on tall buildings or located on well-defined landmarks.

(2) The FCC table of assignments of television channels contemplates the use of as much of the channel as may be necessary to accommodate the maximum coverage of the United States and the broadcast industry in the attempt to provide the service is expected to be provided either by very high towers. Both the aviation and television industries must cooperate toward the end that neither in-
necessary situations will be allowed to accept unreason-
able restrictions.

Mr. Tipton's letter to the House Interstate & Foreign Commerce Committee sought to amend the Communications Act by amending the House last week (see story on page 2). A full explanation of the procedure and policy of FCC with respect to the air naviga-
tion hazard problem is presented in the letter, in his reply, sent to Rep. Closser.

Commissioner Hyde, as acting FCC chairman, wrote in part:

Mr. Tipton has had more work in his capacity as chairman to date than did I, in my capacity to date, of TV applications which involve radio or tele-
vision. We are not interested in con-
structing a hazard to navigation. The Com-
munication Act states that it is my belief that already has full authority, under the existing provisions of the Communications Act, to deny any applications which may include a hazard to navigation. The question of hazards to air navigation is not a new one. It has been the subject of a number of cases, some of which the Commission has considered in granting ap-
provals to the erection of towers and the use of visual markers. Section 663 (g) of the Com-
munication Act gives the Commission the specific authority to require the paint-
ing and/or illumination of radio towers where they may constitute a menace to air navigation. That section does not purport to limit in any way the licensing power of the Commission and the Commission's duty in the ex-
ercise of that power to determine whether such visual markers are necessary to the grant of an application would serve the public interest. The illuminated visual markers have been installed in Section 303 (g) certainly does not mean that the Commission is powerless to deny an application on the ground that the hazard of air naviga-
tion created by a proposed antenna is such that it would not be eliminated or sufficiently mitigated by painting or illumination. Moreover, the Commis-
sion's authority in this field was specifically upheld in the case of Sim-
mons v. Federal Communications Com-
mision (137 F.2d 852, Court of Appeals for the 2d Circuit). Where the Court of Appeals stated that under the Communications Act it is the Commissioners to determine whether or not to allow the use of a tower which is likely to create a hazard. The Commissioners have the authority to require anti-climb construc-
tions which would eliminate hazards. Pursuant to its statutory powers and duties, the Commission has promulgated rules which prescribe certain procedures and standards with respect to

(Continued on page 66)
For the Tardy Tuner

AN ANSWER to the problem of tuning in a TV "movie" after it has started and new programs have already begun has been found by WJZ-TV New York. Beginning June 7, station launched Community Telecasting at 8:30 p.m. and continuing until sign-off. Two consecutive showings of one full-length film will be offered each Saturday, starting at 8:30 and the other at 10:30 p.m. According to station spokesmen, nine advertisers have agreed to participate in the program, which is offered for sale on a participating sponsorship basis.

MARCH OF TIME

To Do Miller Series

MILLER Brewing Co., Milwaukee, has commissioned the March of Time, New York, to film a series of 26 half-hour news-documentaries for sponsorship. The March of Time will be converted from the popular theatre format to television for the first time.

 appellant and Assoc., Milwaukee, will begin buying time in some 50 markets early next month. The TV campaign will be implemented by a similar radio drive, which will either be a radio show or a special. The purpose of the campaign is to promote the Mutual network sponsorship of Gabriel Heatter late in March, and this summer will use only occasional radio spots and TV shows.

Current news footage will be shot by the March of Time staff each week for the film series. Westbrook Van Voorhis will handle narration. The brewing company, previously sponsored Crusade in Europe on TV, was filtered by the same concern.

BUILDING ORDER

More Aluminum for Radio-TV

New government directive permitting radio-TV broadcasters and other industrial-classified groups to self-authorize greater quantities of aluminum for construction and remodeling projects was issued last Wednesday.

Broadcasters now may write their own ticket for 2,000 pounds of aluminum per quarter per project instead of the previous 1,000 pounds. Carbon and alloy steel quotas (25 tons) and copper and other metals remain the same. Aluminum may be substituted for copper in certain instances.

In announcing the revised order, Harold H. Miller, National Production Authority administrator, said increased shares were made possible by availability of copper imports and failure of demand for aluminum to materialize.

Radio-TV broadcasters have continued to receive authorizations in recent months for materials above self-authorized limits. Miller plans to correct this by filing building projects. One such approval was for 15 construction programs totaling over $12 million in the third quarter (B•T, June 16).

WHK Legal Counsel

WHK-AM-TV Cleveland, Ohio, which has filed application with FCC for UHF Channel 19 (B•T, June 9), retains Loucks, Zias, Young & Jansky as its Washington legal counsel. Resumed of the WHK-TV 7 TV station, the company has listed its Washington counsel as Hanson, Lovett & Dale.

SAG TERMS

ATF Would Agree on Pay

PACED with a Screen Actors Guild walkout meeting June 24, members of the Alliance of Television Film Producers in an eleventh-hour move last weekend indicated they would agree to ATF terms of employment for actors in video films. Issue has been holding up signing of a new collective bargaining contract by both groups.

With four member companies of the Association of Motion Picture Producers—Columbia, RKO Radio, Universal International and Republic—having started negotiating an interim deal with ATF, the payment to actors in films for television, ATF members feel that to avert a strike they have no choice but to follow the pattern set by these major studios.

Residual Rights Issue

In negotiations for some months on a residual rights bargaining contract, SAG and ATF talks have been stymied over the residual rights issue. TV producers have stiffly resisted SAG demands for such additional payment. Both groups, however, are in accord on all other issues of the new contract.

The guild, in conformity with the Taft-Hartley Act, last week observed a 60-day notice that it would "assert its legal rights" and cancel existing arrangements with ATF members unless an agreement on the residual rights could be reached by June 24, thus stressing the importance placed on the question of residuals.

Since there is no actual existing contract between the groups, it was explained that SAG's executive board can legally instruct members not to work. However, the customarily hard line policy is for the board to take a strike vote and then send out a referendum to its membership.

TV 'SUPER CIRCUS' Available on Co-Op From ABC

ABC's successful television feature, Super Circus, is being sold for the first time on a cooperative basis to stimulate sales during summer months. Canada Dry ginger ale, a regular winter sponsor, through J. A. Penske, sales manager, New York, has obtained certain alternate weeks of the first half of the Sunday, 4-5 p.m. Chicago-originated show.

The first portion is offered for co-sponsorships in various markets every other week until Sept. 14 and the second portion weekly until Aug. 31. The first half-hour has been telecast live on 22 stations, with a total lineup of 38; the second half-hour, live on 30 with a total of 48. Dean Milk Co., Chicago, for Scoop ice cream, will sponsor the second segment through Leo Burnett Co., Chicago. Murdock Mass Inc., Chicago candy concern, resumes sponsorship Sept. 14.

Eidophor Showing

FIRST American demonstrations of the Eidophor system for projection of large screen theatre television with CBS content are being held this week in New York. Private showing for the press is being given by 20th Century-Fox Film Corp., owner of the Eidophor system, developed at the Swiss Federal Institute of Technology in Zurich.

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BROADCASTING  Telecasting
TO FOLLOW THE SUN with a message...hit every
time zone—same day, same hour—straight
across the country—to do all this efficiently,
economically—USE FILM...

Complete information concerning film selection and processing available...also details
concerning special Eastman technical services, equipment, and materials.
Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
TOP TEN network TV programs, according to Trendex Inc. ratings for week of June 1-7, were released last week as follows, based on the one live broadcast during that week:

1. I Love Lucy (CBS)
2. Electric Company (CBS)
3. Godfrey's Friends (CBS)
4. Red Skelton (NBC)
5. What's My Line? (CBS)
6. Gangbusters (NBC)
7. The Theatre (NBC)
8. Big Town (CBS)
9. The Philco Playhouse (NBC)
10. Strike It Rich (CBS)

SPECIAL SPORTING EVENT:
Walcott-Charles Race (NBC-TV) 58.4

**TelePulse Expanding To 26 Markets**

THE PULSE Inc., New York, announced last week that beginning with multi-market TelePulse for June, the number of markets included will be increased to 26, covering more than nine million TV families. New markets are Milwaukee, Pittsburgh, Richmond, San Antonio, Toledo and Syracuse.

Three additional markets—Providence, San Diego and Rochester will be included in monthly reports beginning in September when the surveys resume after a summer hiatus.

Network TV programs seen in four or more markets will be included in the reports, with individual market ratings computed according to the number of TV families in the area.

**Boys Life' Surveys Set Ownership**

HALF the families of a group of boys, 10 to 17, representing more than 2 million boys, own TV sets, according to a survey by Boys' Life, official magazine of the Boy Scouts of America.

The study indicated 80% of families own record players and nearly all own radios, 55% owning three or more. Most popular TV sets and phonographs were RCA Victor, while Philco radios ranked first, Boys' Life reported.

Asked about record-purchasing, most of the boys said they first heard their favorite records on the radio. Others listed TV, juke boxes, record shops, movies and individual programs such as the Arthur Godfrey show.

Quizzed on record speed preferences, the boys indicated 70% of families own 18 RPM phonographs, 19% had 45 RPM machines and 7% owned 33 1/3 RPM players. Three-speed players were owned by 26% of the families.

The boys chose the Red Skelton Show as their favorite radio and TV program. Next TV choices were Colgate Comedy Hour and I Love Lucy. Next radio favorites were Dragnet and Lone Ranger.

**Weekly Television Summary—June 23, 1952**

**City** | **Outlets On Air** | **Sets in Area** | **City** | **Outlets On Air** | **Sets in Area**
--- | --- | --- | --- | --- | ---
Albuquerque | KOA-TV | 14,207 | Louisville | WAVE-TV, WHAS-TV | 174,143
Anchorage | WATV, WTVS | 26,318 | Metropolis | WJMC, WJMC, WJMC, | 206,230
Atlanta | WGUSA, WAPE, WSB, WSB | 14,296 | Muncie | WWTS, WWTS, WWTS | 14,800
Baltimore | WAAS, WBAL, WMAR, WMAR | 26,909 | Norwich | WWMM, WWMM, WWMM | 133,326
Binghamton | WJNY, WJNY | 10,050 | Columbus | WEAI, WEAI, WEAI | 13,957
Bloomington | WTVY | 5,507 | Columbus | WREK, WREK, WREK | 13,957
Boston | WCAU, WCAU, WCAU | 15,000 | Dallas | WFAA, WFAA, WFAA | 137,750
Buffalo | WBEN, WBEN, WBEN | 21,507 | Denver | WJZ, WJZ, WJZ | 110,700
Charleston | WBSG, WBSG, WBSG | 11,458 | Denver | WCCO, WCCO, WCCO | 117,791
Chicago | WKBK, WKBK, WKBK, WKBK, WKBK | 11,458 | Denver | WCCO, WCCO, WCCO | 117,791
Cincinnati | WCPO, WCPO, WCPO, WCPO, WCPO, WCPO | 23,000 | Dayton | WHIO, WLWD | 233,000
Cleveland | WEWS, WEWS, WEWS | 12,633 | Dayton | WHIO, WLWD | 233,000
Columbus | WEAI, WEAI, WEAI | 13,957 | Dayton | WHIO, WLWD | 233,000
Dallas | WFAA, WFAA, WFAA | 171,791 | Davenport | WCST, WCCO, WCCO | 110,700
Dayton | WSHO, WWLD, WWLD | 75,000 | Des Moines | WDMT, WDMT, WDMT | 81,600
Denver | WCCO, WCCO, WCCO | 117,791 | Des Moines | WDMT, WDMT, WDMT | 81,600
**Quad Cities** | **Outlets On Air** | **Sets in Area** | **Quad Cities** | **Outlets On Air** | **Sets in Area**
--- | --- | --- | --- | --- | ---
Albany | WCCT, WCCT, WCCT | 13,000 | Kansas City | WDAF, WDAF, WDAF | 90,000
Atlantic City | WBLS, WBLS, WBLS | 90,000 | Kansas City | WDAF, WDAF, WDAF | 90,000
Atlanta | WSB, WSB, WSB, WSB | 90,000 | Knoxville | WATE, WATE, WATE | 130,313
Baltimore | WBAL, WBAL, WBAL | 90,000 | Nashville | WATS, WATS, WATS | 130,313
Boston | WBZ, WBZ, WBZ | 90,000 | New Orleans | WDSU, WDSU, WDSU | 365,400
Buckeye | WBNS, WBNS, WBNS | 90,000 | New York | WABC, WABC, WABC | 365,400
Cincinnati | WCPO, WCPO, WCPO | 90,000 | Norfolk | WMAR, WMAR, WMAR | 119,125
Cleveland | WEWS, WEWS, WEWS | 90,000 | Omaha | KMTV, KMTV, KMTV | 130,313
Columbus | WEAI, WEAI, WEAI | 90,000 | Philadelphia | WPSG, WPSG, WPSG | 1,000,200
Dallas | WBAP, WBAP, WBAP | 90,000 | Phoenix | KPHO, KPHO, KPHO | 90,000
Dayton | WHIO, WLWD | 233,000 | Pittsburgh | WFUN, WFUN, WFUN | 160,000
Erie | WICU, WICU, WICU | 90,000 | Providence | WJAR, WJAR, WJAR | 160,000
Fort Worth | WDFD, WDFD, WDFD | 90,000 | Richmond | WTVV, WTVV, WTVV | 176,800
Los Angeles | KCAL, KCAL, KCAL | 90,000 | Rochester | WWAN, WWAN, WWAN | 119,125
**Total Markets on Air** 64* | **Stations on Air** 109* | **Estimated Sets in Use** 17,537,316
--- | --- | ---
*Toplevel NBC Motomores, M. A. E. *
Carolina ladies by the thousands turn to their TV screens at 3 (M-W-F) when cavalier Kurt Webster animates their afternoon with his half-hour "Kaleidoscope." Appearances by authoritative guests from the worlds of fashion, gardening and entertainment are aptly integrated with Snader telescriptions to produce a gay and intimate setting for your advertising message. Let us show you how "Kaleidoscope" creates new Carolina buying patterns.

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
ABC VICE-PRESIDENT Frank Marx says: "These new G-E studio camera channels are being used on one of the most difficult shows we produce. They have been in daily operation for 5 months and have given satisfactory service."

NEW G-E TELEVISION CAMERAS HANDLE TOUGHC JOBS AT ABC

Network finds intricate shows like "SPACE CADET" no problem for new fast-focus, multi-lens G-E units

- Lightweight, quiet, and a vast improvement over conventional studio equipment, General Electric's latest TV camera channel is setting new standards of technical efficiency for ABC. Only 3 hours after these cameras were turned over to ABC operations, they were on the air handling tough commercial shows like "SPACE CADET"—at a remarkable saving in installation, maintenance and operating expense.

More than 30 specific improvements over previous models and those now installed are incorporated in the new units. Engineers at Electronics Park, General Electric's television headquarters near Syracuse, New York, spent 2 years perfecting the equipment now in quantity production.

TV broadcasters who want all-purpose reliability in studio camera channels will find it here—and these units are completely interchangeable with most existing standard makes.

The G-E Broadcast specialist at our office near you has more data on the complete G-E line of transmitters, antenna and studio equipment. Call him for full information, or write: General Electric Company, Electronics Park, Syracuse, New York.
QUICK, POSITIVE FOCUS. Shooting through skylight of spaceship "Polaris", cameraman can 'line up' using outside crank or inside coupling knob. Viewfinder tube is aluminized for bright, sharp pictures. Magnification up to 25 times.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

HIGH-SPEED COATED LENSES, made for G.E. by Bausch & Lomb, are provided with each camera. More than 150 different lens types can be fitted to the turret, will snap into operating positions without jiggle or wobble.
FCC On City Priority
(Continued from page 68)

international agreements in the future.

Executive Committee of the
Federal Communications Bar Annex,
meeting last Monday, turned down a
proposal to petition for reconsider-
ation of the Sixth Report. Reas-
sons for the refusal were
that a fixed allocation plan is il-
legal and the association is not in
a position to carry its case to court.

The KXEL petition was fi-
turned down by the Commis-
sion's temporary processing pro-
cedure, specifically asking amend-
ment of footnote nine to the rules.

The other protest respecting
the procedure was filed a fortnight ago
by Westinghouse Rad'o Stations
Inc., which submitted an alter-
native plan in part [B+T, June 9].

FCC action was directed to the Westing-
house petition.

Applicant for Channel 7 at
Waterloo, KXEL told the FCC it
"is in general agreement with the polit-
cially unfair to the Commis-
sion regarding the considera-
tion of applications for new or chang-
ted television facilities [but] feels
that the population of the city to
which a channel is allocated should not
be the sole factor in determining
the precedence which should be
given to applications."-

KXEL Quotes Census

KXEL pointed out that the census
figures show 43.5% of the popu-
lation lives in rural areas and
that less than 29% lives in cities
with populations over 100,000.
There are about 100 cities with
populations over 100,000, KXEL
noted, 100 cities with populations
between 50,000 and 100,000 and
about 200 cities between 25,000 and
50,000.

Because of the Commission's
limited staff and available funds,
KXEL said, there will be "substi-
tially indefinite" in application pro-
cessing. This, plus the factor of big
cities coming in first in processing,
will put off service to smaller cities
with large rural areas to serve,
KXEL contended.

Long delay in the granting of
service to rural areas "is tantam-
ount to a temporary deprivation,"
KXEL argued, hence, considera-
tion of applications solely upon
the population of the principal city
will be served "unfairly discriminates
against rural areas and smaller
cities."

In denying the KXEL petition,
FCC observed the station "ad-
vances no specific need for new
service. Moreover, petitioner
contends erroneously that the only
consideration the Commission has
established for priority in the pro-
cessing of television applications is
population of cities."

FCC's explanation continued:

In fact, the Commission has estab-
lished a more detailed breakdown
into numerous groups and subgroups
in the first, second, third, and fourth
categories, to which population, fac-
tors such as service to rural areas,
noting that only UHF channels are assigned to a
community, whether any stations are presently operating in the community,
ity, etc. In formulating these categories,
population was not considered by the
Commission. However, each group is
correct, the Commission has estab-
lished as a controlling factor popula-
tion of cities.

We are of the view, however, that
this is the most fair and equitable
basis for determining the al-
locations within each such category. We
believe that the processing procedure
we have established will, within each
subgroup, as categorized, make possible the
allocating of television service to the
factors of people in the shortest
period of time.

Furthermore, it is not true that
the priorities afforded to the largest
cities within each subgroup will mean that
rural areas will be deprived of service.

Extensive rural and sparsely settled
areas around them, and, consequently,
such areas would receive time from stations located in these
larger cities. Petitioner supplies no
adequate basis for changing the tempo-
rary processing procedure as pres-
ently set out in footnote 10, Sec. 1.371
of the rules.

Both WLWC and WBNS-TV
contend that the WLOA petition
seeking addition of Channel 4 at
Braddock should be denied on
grounds that full opportunity for
comments and participation were
afforded by the Commission
and should not now be repeated.

WLOA contends Channel 4 can
be allocated to Braddock since the
failure to meet the 170-mile mini-
imum spacing rule is so
small. "Braddock's post office is 169.99
miles from the transmitter of
WLWC. The latter station is
to change from Channel 2 to Channel 4
under terms of the Sixth Report.

As an alternative, WLOA sug-
gests WLWC switch to Channel 10
and WBNS-TV change from
Channel 10 to Channel 4. WBNS-TV
is 170 miles from Braddock, WLOA
notes.

Both Columbus stations, how-
ever, charge this alternative cannot
not be considered by the Commis-
sion after the formal order.

To consider new proposals now
would mean the Sixth Report
only tentative, not final.

Charges Unitimeliness

Similar charge of untimeliness
was made by WIBA respecting the
"counter proposal" of the State
Radio Council to switch the educa-
tional reservation at Madison to
the sole VHF channel. The council,
which operates the state's educa-
tional license under the
Planning to establish a similar TV network.

Pittsburgh Mayor David Law-
rence, concerning failure of FCC
to allocate more VHF channels
there, concluded in his letter, I
hope that I will be able to retain
the conviction that this unfair
behavior was the result of inad-
vertence which the Commission
will be prompt to correct and it is
intended that I am urging you to con-
firm my request to the matter of
assigning commercial VHF chan-
els to Pittsburgh."

The Mayor noted "the consensus of
voices is that because of the
unusual character of the terrain in Pittsburgh and the
surrounding area a UHF station will not provide a comparable or
competitive service to a VHF sta-
tion. To all intents and purposes,
therefore, the Commission assigns
to Pittsburgh only two commercial
television stations.

WDTV (TV), a DuMont-owned
station, is the only TV outlet serv-
ing Pittsburgh. It is assigned
Channel 11 and 13. Local
commercial specifications. Three UHF chan-
nels are assigned.

Mayor Lawrence's letter con-
tinued:

Pittsburgh is the eighth largest met-
ropolitan market in the United
States. The seven markets which are
larger were operated by the Commis-
sion an average of over four com-
mercial VHF stations apiece, the assign-
ments ranging from seven in some cases
to three in others. Despite the fact
that the Commission states in its Sixth
Report that population in the
major metropolitan area is the most
important factor in assigning
channels, seven markets (some
smaller) than Pittsburgh are as-
signed three or four commercial
VIF channels. No market of comparable
size in the United States is given
such a few as two commercial VHF channels.

The Commission in its Sixth Report
On City Priority

San Diego... the
AIR CAPITAL OF THE WEST!

Despite the
climbing schedule of
production, the backlog of
unfilled contracts for new planes,
as of Dec., 1951,
was sufficient to
insure peak
operations through 1953.
and Order (paragraph 326) explicitly recognized the fact that Pittsburgh was entitled to more commercial VHF channels. In this explicit recognition, it refused to put Channel 9 in Pittsburgh within the preference zone of Steubenville. (The Wheeling/Steubenville area is given priority for commercial VHF channels—the same number as Pittsburgh—although it is only one-seventh the size of Pittsburgh in population. Despite the fact that the smaller area involved in Wheeling/Steubenville would much more frequently become associated with UHF than the Pittsburgh area, the Commission had refused to permit the use of VHF in Wheeling/Steubenville and assigned Channel 18 to Pittsburgh rather than Channel 8.)

A comparison of the Commission assignments of commercial VHF channels to the State of Pennsylvania and to the State of West Virginia indicates that West Virginia received nine VHF channel assignments and Pennsylvania, notwithstanding the fact that the population of Pennsylvania is 16,393,000 and the population of West Virginia is 2,684,000. Ohio, with only 4,960,809 population, has received thirteen commercial VHF assignments, exclusive of the two channels allocated to Wheeling/Steubenville. The Ohio allocation is thus practically double that of Pennsylvania.

VHF Channel 4 could also be used for commercial service in Pittsburgh without violating in any manner the Commission's minimum separation of 100 miles between stations. The Commission's contention that the distance must be measured from a Channel 4 station in Columbus, Ohio, to an arbitrary point (Smithfield Street and Fourth Avenue) in the City of Pittsburgh at which no station would ever conceivably be built is much stronger than to an actual site on which a Pittsburgh Channel 4 station could be constructed, led to the erroneous conclusion that the separation between a Channel 4 station in Pittsburgh would be less than 170 miles from an existing Channel 4 station in Columbus. (Incidentally, Columbus, which has a metropolitan area of 500,000—less than one-fourth the size of Pittsburgh—is assigned three VHF channels.)

The assignment adherence to technicalities is in marked contrast to the Commission's own action in other cities—for example, Milwaukee—in requiring a station to change from Channel 3 to Channel 4, notwithstanding the fact that the change would require Channel 4 operation in Milwaukee at only 155 miles from another Channel 4 station.

It is apparent from the above that Pittsburgh should have been assigned four commercial VHF channels instead of two, had the Commission considered Pittsburgh important enough to permit it to discriminate in favor of Pittsburgh as to its measuring station separations (which would have made Channel 4 available) and if it had considered—as it claims it did—population to be the important criterion in comparing Pittsburgh with Wheeling/Steubenville (which would have required the assignment of Channel 3 to Wheeling rather than Channel 4). No amount of argument can get around the basic fact that Pittsburgh has fewer commercial VHF stations than any comparable market in the United States and that it could be provided with four commercial VHF channels—which is less than the average of the seven markets larger than Pittsburgh but is no more than many smaller markets were assigned—if the Commission had considered Pittsburgh in the same light that it viewed other less important cities. This could be accomplished simply by providing for the use of Channels 4 and 9 in Pittsburgh and would not affect the present assignment of a VHF channel for educational use in Pittsburgh in any manner.

Almost by way of adding insult to the injury Pittsburgh will sustain if it is required by two VHF commercial television channels, the Commission, in listing the city by city priorities and processing of applications for new television stations, has ranked Pittsburgh 23rd from the bottom of the list of all of the some 1,218 cities in the United States and its possessions. I do not think that anyone can avoid the conclusion that the City of Pittsburgh, both substantively and procedurally, has been handled unfairly by the Commission in its Sixth Report and Order.

WKDN, in seeking amendment of Sec. 3.607(b) to states that under the Third Report of FCC, issued in March 1951, “an applicant for a permit to operate a station could have filed for a channel allocated to Philadelphia” and this would be in accord with Sec. 307(b) of the Communications Act which provides fair distribution of radio facilities among the states and communities.

"However, as a result of a request by the Commission of Education of the State of New Jersey," the WKDN petition explains, "the Commission in its Sixth Report assigned a noncommercial educational channel to Camden (UHF Channel 80)."

But, WKDN points out, since the Sixth Report assigns UHF Channel 80 there on a reserved basis for noncommercial, educational use, the present wording of Sec. 3.607(b) prevents a Camden station from seeking a Philadelphia channel.

"It is believed that this untoward result is entirely inadvertent. If not, it is arbitrary, contrary to the public interest and in contradiction of Sec. 307(b) of the Communications Act," WKDN contends.

WKDN asks FCC to amend the rule by adding to Sec. 3.607(b), this final sentence: “For the purpose of this section a community shall be deemed ‘unlisted’ if no commercial television channel has been allocated thereto.”

Concerning the inquiries of consulting engineers Rountree and Cullum as to the mileage separations to be observed between U.S. television stations and stations in Canada, Mexico and Cuba, FCC wrote the following:

As you are aware, the Sixth Report . . . and the rules adopted thereon dis- cussed television agreements entered into between Mexico, United States and Canada and the United States only. No agreement has been entered into between Cuba and the United States with respect to these assignments and except for special cases which may possibly arise mileage separations need not be considered between United States television stations and Cuban television stations and assignments.

With reference to separations that should be maintained between United States stations and Mexican or Canadian stations or assignments, it should be observed that no minimum separations have been specified in our rules for these separations. However, as indicated in the Sixth Report and Order mileage separations above the minimum specified in the Commission's Rules have been observed in connection with separations between stations across the (Continued on page 74)
FCC on City Priority
(Continued from page 78)

In this connection your attention is invited to Section 314 of newly adop-
ted television rules which provides that authorizations issued by the Commissi-
on for television broadcasting facilities are subject to the provisions of the regu-
lations entered into by the United States with Canada and Mexico and that these foreign countries may make timely objection to any authorizations issued.

With respect to the method of meas-
urement of distances from Monterrey,
Nuevo Leon, Mexico, or any other for-
mot, it is expected that such measures will be obtained with reasonable accuracy from appropriate maps. In the event there are existing transmi-
itters in the foreign cities the distances may, of course, be calculated from these transmitters.

Rep. Rivers' statement to the House charged that FCC's television plan "not only keeps one great segment of our country in a twilight era but results in a cal-
culated blackout for countless thousands of people hoping to buy television sets and will please as other sections of the nation are now en-
joying." He noted hearings on com-
petitive applications will delay service two years.

Washington watches Women's Shows

Washington Watches Women's Shows

INTA'sANGLE
Tuesday, 3:26 p.m.
Inga is the telegraphic character whose initials are the key to the story of beauty, fashion and health. She has drawn a mail count of 25,000 in one month, can draw new letters for your show.

SPOT PARTICIPATIONS: 95

Watch Washington

NBC Television in Washington
Represented by NBC Spot Sales

In the District of Columbia alone, feed store sales are in excess of $377 million, apparel store sales run into $126 million and drug store sales are over $56 million. Most of this money is spent by the women who watch WNBW on the area's 369,579 television sets.

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TV Applications Filed

(Continued from page 64)

pey Dr., 0.5 mi. North of city limits. Geographic coordinates: 31° 37' 24" N., Lat., 84° 10' 23.20" W., Long. Transmitter antenna location: on roof of WACH, Waco, Texas. Studio location: on roof above WACH. Antenna coordinates: 25°, above ground 540 ft. Estimated construction cost $192,133, first year operating cost $100,000, revenue $100,000. Post office address: 626

SOUTH BEND, Ind.—South Bend Telecasting Corp., UHF Ch. 46 (662-668 mc): ERP 223 kw visual, 46 kw audio; antenna height above average terrain 530 ft., above ground 447.5 ft. Estimated construction cost $228,800, first year operating cost $160,000, revenue $150,000. Post office address: 612 National Bank Bldg., South Bend, Ind., Estimated construction location near Ironwood Road between Jackson and Ireland Roads, 1.25 mi. S. E. of South Bend city limits. Geographic coordinates: 41° 37' 50" N., Lat., 86° 12' 26" W., Long. Transmitter DuMont, antenna RCA. Consulting engineer Harold Weber Inc. (real estate subdividing), and president and owner of South Bend Drug Co., president and sole owner of A. H. Weber Inc. television stock; members include President Jules J. Paglin (12%), Vice President Stanley W. Ray Jr. (9%), and Treasurer Milton Adler (2%). Messrs. Paglin and Ray own 50% each of WBOK and have NBC affiliation.

NEW ORLEANS, La.—Community Television Corp., UHF Ch. 26 (542-548 mc). ERP 75.2 kw visual, 42.6 kw audio; antenna height above average terrain 410 ft., above ground 438 ft. Estimated construction cost $285,884, first year operating cost $204,000, revenue $204,000. Post office address: 505 Baronne St., New Orleans, La. Studio and transmitter location: on 353 South Rampart St. Geographic coordinates: 29° 57' 07.4" N., Lat., 90° 04' 34" W., Long. Transmitter DuMont, antenna GE. Consulting engineer Commercial Radio Equipment Co., WOUL, UHF Ch. 31 Baronne St. Geographic coordinates: 29° 57' 07.4" N., Lat., 90° 04' 34" W., Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcherson, Arlington, Texas. Principals include President Paul H. DeClouet (25%), Vice President Thomas A. DeClouet (25%), Vice President and Treasurer Donald Hemphill (25%), and Secretary-Treasurer John W. Mitchell (25%).

NEW ORLEANS, La.—Loyola University (WWL), Ch. 4 (66-72 mc). ERP 100 kw visual, 50 kw audio; antenna height above average terrain 710 ft., above ground 780 ft. Estimated construction cost $616,927, first year operating cost $634,655, revenue $634,655. Post office address: 6853 St. Charles Street, New Orleans, La. Studio location: 123 Baronne St. Transmitter location: On Cooper Road, 1,000 ft. from Whitney Ave. Geographic coordinates: 30° 08' 39.7" N., Lat., 90° 02' 24" W., Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. John J. Bloom, chief engineer for WWL. Applicant is non-profit corporation without capital stock; members of board of regents include: President Rev. W. Patrick Donnelly, S.J.; Vice President Rev. Edward Doyle, S.J.; Secretary Rev. John S. Faus, S.J.; Treasurer Theo A. Ray, S.J.; and Rev. W. D. O'Leary, S.J.

MAYSVILLE, Ky.—Standard Tobacco Co. (WFPM), UHF Ch. 24 (530-536 mc): ERP 15.2 kw visual, 7.6 kw audio; antenna height above average terrain 250 ft., above ground 540 ft. Estimated construction cost $182,133, first year operating cost $100,000, revenue $100,000. Post office address: 626

FOREST AVE., Maysville, Studio and transmitter location 626 Forest Ave. Geographic coordinates: 38° 38' 31" N., Lat., 83° 44' 55" W., Long. Transmitter RCA, antenna RCA. Legal counsel Harry J. Daly, Washington. Consulting engineer Fred O. Greenwall, Ft. Louis. Mo. Principals include President Charles P. Clarke (48%), Secretary-Treasurer James M. Finch Jr. (48%) and Robert J. Binette (4%).

LAFFAYETTE, La.—Camellia Bestg. Co. (KLFV), UHF Ch. 38 (614-620 mc): ERP 18.56 kw visual, 9.12 kw audio; antenna height above average terrain 438.5 ft., above ground 440 ft. Estimated construction cost $276,000, first year operating cost $76,000, revenue $90,000. Post office address: P.O. Box 902, Studio and transmitter on Ross Street Extension. Geographic coordinates: 30° 15' 45" N., Lat., 92° 05' 22" W., Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcherson, Arlington, Texas. Principals include President Paul H. DeClouet (25%), Vice President Thomas A. DeClouet (25%), Vice President and Treasurer Donald Hemphill (25%), and Secretary-Treasurer John W. Mitchell (25%).

NEW ORLEANS, La.—Community Television Corp., UHF Ch. 26 (542-548 mc). ERP 75.2 kw visual, 42.6 kw audio; antenna height above average terrain 410 ft., above ground 438 ft. Estimated construction cost $285,884, first year operating cost $204,000, revenue $204,000. Post office address: 505 Baronne St., New Orleans, La. Studio and transmitter location: on 353 South Rampart St. Geographic coordinates: 29° 57' 07.4" N., Lat., 90° 04' 34" W., Long. Transmitter DuMont, antenna GE. Consulting engineer Commercial Radio Equipment Co., WOUL, UHF Ch. 31 Baronne St. Geographic coordinates: 29° 57' 07.4" N., Lat., 90° 04' 34" W., Long. Transmitter GE, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Guy C. Hutcherson, Arlington, Texas. Principals include President Paul H. DeClouet (25%), Vice President Thomas A. DeClouet (25%), Vice President and Treasurer Donald Hemphill (25%), and Secretary-Treasurer John W. Mitchell (25%).

NEW ORLEANS, La.—Loyola University (WWL), Ch. 4 (66-72 mc). ERP 100 kw visual, 50 kw audio; antenna height above average terrain 710 ft., above ground 780 ft. Estimated construction cost $616,927, first year operating cost $634,655, revenue $634,655. Post office address: 6853 St. Charles Street, New Orleans, La. Studio location: 123 Baronne St. Transmitter location: On Cooper Road, 1,000 ft. from Whitney Ave. Geographic coordinates: 30° 08' 39.7" N., Lat., 90° 02' 24" W., Long. Transmitter GE, antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. John J. Bloom, chief engineer for WWL. Applicant is non-profit corporation without capital stock; members of board of regents include: President Rev. W. Patrick Donnelly, S.J.; Vice President Rev. Edward Doyle, S.J.; Secretary Rev. John S. Faus, S.J.; Treasurer Theo A. Ray, S.J.; and Rev. W. D. O'Leary, S.J.

"Pointing Your Persistent Salesman"

Represented Nationally by

Weed Television

In New England — Bertha Banan

(Continued from page 76)
000. Post Office address: 312 East Kings Highway, Shreveport 77, La. Studio location: 312 East Kings Highway. Transmitter location on State Route No. 8, 17 mi. N.W. of Shreveport. Geographical coordinates: 32° 41' 9" N.Lat., 93° 6' 00" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Mr. George W. Lohman, Mr. John W. Eaton, Mrs. Harry F. Murphy, and Mr. W. B. Hodge. 

HOLYOKE, Mass.—The Hampden-Hampshire Corp. (WRYN-AM-FM), UHF Ch. 56 (716-722 mc); ERP 65 kw visual, 35 kw auroral; antenna height above average terrain 968 ft., above ground 122 ft. Estimated construction cost $180,000, first year operating cost $200,000, revenue $200,000. Post Office address: 180 High St., Holyoke. Studio location: 180 High St. Transmitter location Top of Mt. Tom, in Hampden County, Mass. Geographical coordinates: 42° 14' 32" N.Lat., 72° 38' 55" W. Long. Transmitter DuMont, antenna GE, Legal counsel: Bingham, Collins, Porter & Kistler, Washington. Consulting engineer: Kearney & Kennedy, Washington. Principals include: President William Dwight (36.1%), Vice President Charles N. DeRose (10.9%), Treasurer Minnie R. Dwight (40.1%), (mother of William Dwight), Assistant Treasurer Arthur Ryan (0.33%), and Harriet W. DeRose and Charles N. DeRose (as joint owners) (33.16%).

AUSTIN, Minn.—Cedar Valley Broadcast (KAUS), UHF Ch. 6 (82-88 mc); ERP 18.7 kw visual, 9.5 kw auroral; antenna height above average terrain 425 ft., above ground 445 ft. Estimated construction cost $101,880, first year operating cost $110,000, revenue $122,000. Post Office address: KAUS, Austin, Minn. Studio location: 405 N. Main Street, Transmitter location: 2 mi. S. of Austin on Trunk Highway 108. Geographical coordinates: 43° 37' 05" N.Lat., 95° 59' 20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Harry J. Ryan, Washington, Consulting engineer: Fred O. Grimwood, St. Louis. Mo. Principals include: President Harry J. Smith (25.1%), Vice President George William (12.5%), Secretary-Treasurer: Albert Smith (25%), Harold O. Westby (12.5%), and Chester A. Wessenman (12.5%).

KANSAS CITY, Mo.—KCMO Broadcast (KCMO), VHF Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw auroral; antenna height above average terrain 866 ft., above ground 783 ft. Estimated construction cost $523,210, first year operating cost $1,027,517, revenue $1,084,933. Post Office address: 205 E. 70th St., Kansas City 5, Mo. Studio and transmitter location 31st Grand Avenue between 102nd and 103rd Streets. Geographical coordinates: 39° 04' 14" N.Lat., 94° 34' 59" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Haley & Doty, Washington. Consulting engineer: A. D. Ring & Co., Washington. Principals include: President Tom L. Evans (49.5%), Vice President Lester E. Cox (49.5%), Secretary-Treasurer: William R. Densmore (0.5%) and Leonard L. Cox (0.5%).

WATERTOWN, N.Y.—The Brooklyn Co. (WWNY-AM-FM), UHF Ch. 48 (674-680 mc); ERP 200 kw visual, 100 kw auroral; antenna height above average terrain 157 ft., above ground 362 ft. Estimated construction cost $255,000, first year operating cost $260,000, revenue $318,000. Post Office address: 120-132 Arcade St., Watertown, N. Y. Studio and transmitter location: 202-211 Fifth St. North, Watertown. Geographical coordinates: 43° 57' 23" N.Lat., 75° 00' 29" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Fisher, Wayland, DuVall & Southmayd, Watertown. Consulting engineer: George C. Davis, Watertown. Principals include: President and Treasurer John B. Johnson (1.5%), Estate of Harold B. Johnson, deceased (75.6%) and Estate of Jessie R. Johnson, deceased (22.9%). Applicant also is licensee of WMSA-AM-FM Massena, N.Y., and publishes Watertown Daily Times.

FARGO, N. D.—WDAY Inc. (WDAY), VHF Ch. 6 (82-88 mc); ERP 65 kw visual, 32.2 kw auroral; antenna height above average terrain 460 ft., above ground 498 ft. Estimated construction cost $344,000, first year operating cost $380,000, revenue $480,000. Post Office address: 118 Broadway, Fargo. Studio and transmitter location: 207-215 Fifth St. St. North. Geographical coordinates: 46° 52' 35" N.Lat., 96° 47' 03" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Segal, Smith & Hennessey, Washington. Consulting engineers: Gillett & Bergquist, Washington. Principals include: President E. C. Reineke (54.5%); Vice President H. D. Paulson (9.6%); Secretary-Treasurer: D. A. Black Jr. (1.1%), and Charlotte Lents (21.1%). Same stockholders own controlling stock of WDAY in Fargo and Dakota Photo Engraving Co.

PORTLAND, Ore.—Empire Coil Co., UHF Ch. 27 (548-554 mc); ERP 91.6 kw visual, 45.8 kw auroral; antenna height above average terrain 107 ft., above ground 220 ft. Estimated construction cost $474,000, first year operating cost $500,000, revenue $560,000. Post Office address: 55 Beechwood Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location: Portland Heights, N. W. Skyland Blvd., near N. W. Thompson Road. Geographical coordinates: 40° 06' 00" N.Lat., 75° 10' 00" W. Long. Transmitter GE, antenna GE. Legal counsel: Dow, Jones & Alberstern, Washington. Consulting engineer: E. C. Page, Washington. Principals: Chairman of the Board Arthur C. Kaufman, President Benedict Gimbel Jr., Treasurer Ray-
FIFTY New York timebuyers and agency executives visited WCAU-AM-TV Philadelphia's Radio-TV Center last week. At special luncheon were (seated, left to right) Charles Vando, WCAU vice president for TV; Reggie Schuebel, of Wyatt & Schuebel; Donald W. Thornburn, WCAU Inc. president-general manager; standing (left to right) are Jack deRussey, WCAU radio sales manager, and Bob McGrady, WCAU-TV commercial manager.

WHEN TV Reaches the Audience with the "Green Stuff"

Here's a rich market ... and here's Central New York's most looked at television station — ready to present your story to a "buying" audience. More top shows ... more local advertisers ... greater results.

Sell with WHEN

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT
TAFT AGAINST TV
During Committee Hearings

SEN. ROBERT A. TAFT (R-Ohio), a candidate for the Republican Presidential nomination told a Washington National Press Club audience last week that a Congressional committee could not carry on its business satisfactorily while being telecast.

When asked about televising activities of the GOP credentials committee in Chicago, Sen. Taft said:

"I'm inclined not—just as for the same reason that if I were chairman of a committee in Congress that I would not permit television proceedings. It seems to me that you have a proceeding in which you're trying to determine a semi-judicial proceeding or legislative question, the presence of the television cameras makes it almost impossible to give any reasonable attention to what you're doing. Now I don't favor any rule in Congress. That's my own feeling. But as chairman I wouldn't permit proceedings to be televised. I wouldn't object to them bringing a camera in to take pictures before starting. But as far as trying to conduct business under television lights, I think it's utterly impossible to reach a successful conclusion."

His view was an apparent tightening of his opinion set forth last February in Broadcasting • Telecasting [D•T, Feb. 4].

TRADE RULES

REVISED rules to guide manufacturers, dealers and distributors in the commerce of radio-TV sets moved a step closer last week when a third government-industry conference was held in Washington, D. C., under the auspices of the Federal Tele Trade Commission.

Suggested trade practice standards drafted by a special all-industry committee were discussed last Wednesday. When finally promulgated—perhaps by the year's end—the rules will cover television as well as radio practices, which manufacturers have followed the past 13 years.

There is general agreement, if not unanimity, on the rules proposed by an industry group headed by B. L. Calamaras, executive vice president of the National Electronics Distributors Assn. Top officials of Radio-Television Mfrs. Assn. also participated.

At the conclusion of Wednesday's session, Paul Butz, FTC Trade Practices Conference Bureau, told manufacturing representatives and dealer-distributor trade groups that the commission staff would study the record and summarize the evidence for FTC members. FTC then will publish a final set of rules and hold a hearing, probably this fall.

Major discussion last week centered on proposed rules on price (inclusion of excise taxes), breakdown on TV count, uniformity of reference to viewable picture tube area, cabinet designs and so-called "push money."

RTMA President Glen McDaniel said the industry had not been guilty of any deception in advertisements on picture size, which have followed a historic pattern in the industry since TV developed.

Mr. Butz informed industry representatives that the National Better Business Bureau suggested a rule governing deception as to type of cabinet—that is, type of wood, veneer, etc. He agreed some rule should be included to spell this out.

Twenty-nine rules were drafted by the industry group, differing slightly from the FTC staff draft. Two (8 and 28) initially proposed, other rules (33 and 34) were omitted in the industry draft because of lack of agreement among industry members, it was explained.

These "prohibited discrimination" rules (prices, rebates, discounts, credits, advertising or promotional allowances) and coercion in "aliding or disturbing unfair practices."

RTMA was represented by Mr. McDaniel and Ray Donaldson, legal counsel. Besides Mr. Calamaras of NEDA and Mr. Farr of NARDA, representatives of most of the major set manufacturing firms attended the conference.

MARKET RESEARCH

MBS, NBC-TV, ABC Join ARF

MBS, NBC-TV and ABC (as a group, to get both radio and television market research information) have become subscribers to the Advertising Research Foundation, joining CBS Radio, which had heretofore been the only broadcasting organization on the ARF roster.

Election of the networks to membership by the ARF board was announced by the foundation, which also reported that eight publications—Advertising Age, American Home, Better Homes & Gardens, Broadcasting • Telecasting, Newsweek, Redbook, Sponsor, Successful Farming—and one advertiser, Phillips Petroleum Co., had become participating subscribers of ARF, bringing the total number to 148.

MILES Labs., Elkhart, Ind. has signed with WMAQ Chicago for sponsorship of 10 football broadcasts Saturday afternoons starting Sept. 27. Agency is Geoffrey Wade Adv., Chicago.

FOUNDATIONS

$75,000 Probe Budget Voted

TENTATIVE approval of a $75,000 appropriation for the Cox select committee to investigate tax-exempt foundations was given last week by a House Administration subcommittee by a vote of 4 to 3. Sum must be approved by the full committee and then by the House.

Resolution authorizing the study was presented by Rep. Eugene E. Cox (D-Ga.) for the purpose of inquiring whether foundations' activities constitute a "tax evasion or otherwise "not in the interest or tradition of the U. S."

It passed the House last April by a 104 to 158 vote amid charges that it would be a probe of ideas. [See editorial, "Cops and Robbers Congress," May 12].

Opposition to the appropriation was voiced at the House Administration subcommittee meeting by Clarence Mitchell, director of the Washington bureau of the National Assn. for the Advancement of Colored People, who claimed the investigation would attack efforts to improve the opportunities of Negroes.

Besides Rep. Cox, who is chairman, the select committee comprises Democratic Reps. Donald L. O'Toole (N. Y.), Aime J. Forand (R. I.), Brooks Hays (Ark.) and Republican M. Simpson (Pa.), Angier L. Goodwin (Mass.), and B. Carroll Reece (Tenn.).

NBC TV CENTER

Unit To Be Ready in Sept.

FIRST two studios of the proposed new $25 million NBC Television Center in Burbank, Calif., now under construction at $200 W. Olive Ave., will be ready for use by the end of September. Built at an estimated cost of $2.7 million, the two-studio unit with service building, is about 20% completed, according to John K. West, NBC Western Div. vice-president. Each studio will have seating arrangements for 500 persons.

NBC in mid-April was given permission by the NFA for a second unit of studio buildings. The network last year bought 49 acres from Warner Bros. and the city of Burbank for its planned television center.

Jones Dismissal Ruling

THE APPELATE division of the New York Supreme Court last week awarded Duane Jones Co. a dismissal of the suit brought against the agency by nine former employees seeking compensation for their stock holdings. But spokesman for Scheidler, Beck & Werner, agency formed by the nine former employees, said the dismissal was made with leave to file an amended complaint within ten days and that one will be filed within that time.
CIVIL DEFENSE
Showings Via Closed Circuits

FEDERAL civil defense planning takes on an expanded closed circuit TV network face next Thursday with a presentation for policemen in 10 U.S. cities in eight states.

Flushed with enthusiasm over two previous demonstrations beamed to select CDT target groups, governmental authorities last week wrapped up plans for a more ambitious venture.

Over 32,000 city policemen will be briefed in a one-hour closed circuit telecast originated from the studios of WMAL-TV Washington. Microwave and coaxial cable facilities will link from the East Coast to the Midwest theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee.

In announcing the presentation, Millard F. Caldwell Jr., Federal Civil Defense Administrator, explained that the 18-city network - "the first of its kind ever attempted" - stemmed from FCDA's success in its first two "experiments."

So successful were these previous ventures in eastern cities that agency authorities now shy away from any reflection to this and any future presentation as an "experience" in civil defense training by closed circuit theatre TV. Yet, withal, FCDA has been a pioneer in a type of program that has impelled other government departments to analyze this method for their own possible use [BT, May 5].

On Non-Profit Basis

Joining the federal planners on Thursday's project are United Paramount, Warner Bros., Loew's, RKO and Skirball Bros., all of which are offering their theatres on a non-profit basis. Cost of the presentation is borne by FCDA.

Theatres by cities taking part: Loew's State, Boston; Warner Theatre in New York; Warner Stanley in both Philadelphia and Baltimore; 3 Penn in Philadelphia; RKO Palace in Cleveland; RKO in Detroit; Warner in Milwaukee; Up-town in Chicago.

City and state police will assemble in local theatres at 10 a.m. for a program designed to acquaint them with the magnitude of policing problems in the event their cities are bombed. Regular policemen form the nucleus of a civilian defense police service force. Admission is by invitation.

Two-way audio broadcast communication, over which police will be able to fire questions at instructors, will climax the hour-long program. "This will permit the person questioning by officers in Chicago, Detroit, Pittsburgh and Boston.

FCDA Deputy Administrator James J. Wadsworth will open the telecast with a presentation in graphics. An animated sequence, showing potential damage from an atomic blast in Baltimore, will follow. Use of "big screen" means that police in large metropolitan areas will get a feeling of being in the same room with the instructors.

WHILE political and pressure groups agitate for strict supervision and even censorship of TV programs, signs of public resentment against the NABT TV Code and would-be censors are appearing.

Pro and con comments on the NABT code were received by KFMB-TV San Diego, Calif., following a recent forum program on the subject, according to Howard L. Chernoff, KFMB-TV general manager.

In a typical observation, Robert T. Logan, of 302 19th St., San Diego, said his set was purchased "for one purpose only, and that is entertainment. So far you people have done a marvelous job of providing that entertainment. Please don't ruin it by your all-too-rigid TV code."

Mr. Logan wrote KFMB-TV that if he had been able to hear people "put the hush hush on a drinking joke" he can "walk across the street and go to church." If he wants to further his education, he added, "San Diego provides excellent adult education classes in its schools. Thousands of people depend on the church for moral guidance, thousands depend on the schools for education, and thousands depend on KFMB-TV for one thing—entertainment."

Stand Against Censorship

Another comment from L. L. Miller, 8208 Cholos Park Way, San Diego, took a sharp stand against censorship of theatres and radio "so that individuals and small groups of people may have the right to choose programs and shows that they think are good for the common people."

He continued, "I thought it was too good to be true that TV had escaped for so long. As the story goes—all good things must come to an end. I think that a person that buys a TV set should have the right to view the program he wishes." In the case of children, he said, parents "should have the intelligence to choose their own entertainment for their children. If there is anything wrong with Red Skelton's program they better start banning western programs because about 80% of the scenes are taken in saloons."

Finally, Mr. Miller wrote: "The next thing you know we'll be having bootleg TV—where you knock on the door and say Joe sent you. I found that most people who own TV sets after the first few weeks of owning them do a pretty good job of censoring their own programs. On your channel there are some programs that I wouldn't be caught dead watching and others I wouldn't miss for the world, and I govern myself accordingly."

CBS-TV DISCOUNTS

Formula Is Explained

AN INCREASE in CBS-TV's maximum station-hourly discount, making it 15% compared to 10% heretofore, was announced in a national address by Fred M. Thrower [BT, June 9].

Mr. Thrower pointed out that the new discount table affords substantial benefits to CBS-TV advertisers effective June 1. It provides discounts graduated as follows (based on the number of station-hours which the advertiser sponsors per week):

Less than 5 station-hour a week: 5% through 9 station-hours, 2 1/2%; 10 through 19 station-hours, 5%; 20 through 34 station-hours, 7 1/2%; 35 through 49 station-hours, 10%; 50 through 59 station-hours, 11%, with each additional 10 station-hours increasing the discount by 1% until the maximum 15% discount is reached with sponsorship of 90 or more station-hours per week.

CBS-TV has perfect reception in the Metropolitan Area. CBS-TV's PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" CBS-TV more clearly than Station B!
PAY FORMULA

AFM Board Weighs Change

RE-USE payment plan on all TV film productions rather than the present AFM welfare fund 5% royalty formula to which producers must now contribute, may result from a study made by the union's international executive board.

Talk of revamping the present formula, first step of which would be to revise the ruling that TV film commercials, highlighted a closed special session of the board with Los Angeles Local 47 executives in Santa Barbara following the American Federation of Musicians' 56th national convention there June 13.

Changes proposed are being examined and the board will attempt to come up with a new plan in keeping with President James C. Petrillo's convention declaration that the AFM royalty formula must stand "until someone comes along with something better" that will be "to the benefit of all locals." [B*T, June 16].

Revision of the TV film commercial spots ruling was urged by Local 47 President Groen, Vice President Phil Fischer, Recording Secretary Maury Paul and local executive board member, Arthur J. Rando.

Their plan, it is understood, is based on a fixed fee rather than a percentage deal. Under such an arrangement, it was pointed out, if a set fee were established for a 13-week period, covering so many repeat uses of a commercial on a station, it would be an incentive to producers to use more musicians rather than voice-only backgrounds for spots.

Under a re-use payment formula for TV filmed shows, reportedly favored by some members of the AFM international executive board, a certain percentage of the original music cost would be paid by the video producer on each showing of the film. Under the plan, would be paid to the AFM trust fund rather than to the individual musician, it was said.

There is growing activity in TV production through subsidiaries on the part of major Hollywood movie studios. Mr. Petrillo and the AFM international executive board last Thursday had a closed meeting with top executives of those production companies.

The meeting is understood, centered around royalty payment plans for music in TV film. It was set up as an exploratory means to pave the way for future conferences on music fees when all major producers will be making movies for television.

CBS TV FIlm

Sales Service Outlined

OPERATION of CBS Television Film Sales' new merchandising service was outlined last week by Walter A. Scanlon, sales promotion manager, who set up the plan.

The merchandising staff, it was explained, "will make a full set of selling tools available" and visit the sponsors' markets to give on-the-scene assistance, where indicated, regardless of the type of program involved.

Merchandising tools, Mr. Scanlon said, include sales promotion displays and literature, premiums, "ideas and gimmicks," information on public relations techniques, publicity releases, personal appearances and other exploitation devices. The Merchandising plan is handled by the sponsor with the assistance of the CBS merchandising council, to form a "community saturation campaign" calculated to "sell the consumer from his living room right into the store to buy," Mr. Scanlon said.

Mr. Scanlon joined CBS Television Film Sales three months ago as assistant to Alexander Smith Inc., Quality Bakers of America, World Broadcasting System, Capitol Radio Program Service, USO and National Distillers Products Corp.

WHO LEASES SITE

In Plan for Television

WHO Des Moines has leased a downtown roller skating rink for possible use as a television studio. The lease is an application for Channel 13 before the FCC. Col. B. J. Palmer, president of the Central Broadcasting Co., licensee of WHO, said that the rink contains a floor space of more than 17,000 square feet of floor space.

It is not anticipated, added Col. Palmer, that internal remodeling will begin before July 1, the effective date of the 10-year lease. The leased building is on a mid-town corner, one block from where WHO is located.

CHURCH FILMS

Rev. Mack Named Director

THE REV. S. FRANKLIN MACK was appointed director of films for the Broadcasting and Film Commission of the National Council of Churches of Christ in U.S., effective June 1, according to the council's general board in Chicago.

Rev. Mack will continue to retain his present position as executive secretary of the Committee on Radio, Visual Education & Mass Communication of the Council's Division of Foreign Missions.
**CBC-TV ON TEST**

Commercial Policy Pends

**FIRST test patterns were telecast at Montreal during the first week of June, from temporary antenna at CBC-TV Montreal, on top of Mount Royal. News of test was withheld by CBC for about a week. A permanent 282 foot antenna on Mount Royal is to be installed soon, CBC officials stated.**

At Toronto, a temporary antenna will be used in the beginning when CBC-TV Toronto goes on the air in September simultaneously with CBC-TV Montreal. Three hours at 'test will be telecast each evening as a starter. Judging by the increase in staff now at 175 at each production center.

No decision has been announced yet on commercial policy, but it is understood that perhaps 25% of program content will be U.S. commercial programs piped in from Buffalo to Toronto. Commercial content will likely be about 80% of all programming, with remainder of the commercials being taken by Canadian advertisers. CBC has, as yet no money available for sustaining programs. A decision is expected to be allocated before the Canadian Parliament reecesses at end of June.

At same time, Canadian government may give some sign as to how soon private interests can start TV stations in Canada. According to the Massey Royal Commission report, this would be when national production centers have been set up by CBC at Toronto and Montreal. This will be accomplished by this fall when CBC transmitters at Montreal and Ottawa go on the air.

It is understood that the CBC board of governors are anxious to get a ruling from the Canadian government as to how soon they can start holding hearings for TV licences in view of the Massey recommendations. The CBC board has a number of applications for TV stations at Toronto, Montreal and Hamilton, Ont., on file.

No decision has been made as yet on the annual TV receiver licence fee to be charged by Ottawa, which is to be turned over to the CBC for its national production centers.

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**BUSINESS is transacted at WTNY (TV) Columbus, Ohio's new Television City, by John Yount. Edward Lamb, signs a contract with Yount Advertising Agency during the dedication. L to r: John Rossiter, WTNY's manager; Mr. Lamb; Herbert Stewart, WICU (TV) Erie, Pa., manager, and Malcolm Yount, Yount Advertising Agency of Erie. WICU (TV) also is owned by Mr. Lamb.**

**PRODUCE PROFESSIONAL COMMERCIALS AT LOW COST with the New Gray TELEP II**

- Now, with the new versatile Gray TELEP II, you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELEP II presents their selling message with opaque cards, photographs, art work and transparencies. And you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

*Write for full information on the new and exciting Gray TELEP II.*

---

**HEMISPHERIC TV**

Montreal Debut Hailed

ADVENT of video in Montreal this summer was hailed by J. B. Elliott, RCA Victor vice president for consumer products, as an important step toward realization of a Western Hemisphere TV network.

"We shall see the day when Canada, the United States, Mexico, Cuba, Central and South America, and the countries of the Western Hemisphere exchange programs regularly," Mr. Elliott told members of the Quebec Radio-Television Distributors Assn. at a meeting last Wednesday in Montreal.

Discussing business outlook for TV dealers, Mr. Elliott told his audience that "Montreal is in for some exciting changes, and I know you'll like them."

He said that the beginning of TV operation in a city stimulates business conditions in not only that particular field but also in such allied fields as furniture and public utilities.

Mr. Elliott cautioned dealers, however, to prepare for this event, if they expected to benefit from it.

After completion of the Western Hemisphere network, Mr. Elliott foresaw trans-ocean TV, linking the North American continent to Europe.

"As TV girdles the globe," he said, "the new medium will prove to be a great unifying force . . ."

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**VHF TRANSMITTER KIT**

**GE Claims Improvement**

GENERAL ELECTRIC CO. is making available to owners of its VHF TV transmitters a modification kit for conversion of the final video stage to permit use of the cathode filament GL-6029 tubes, GE announced last week.

Frank P. Barnes, GE broadcast equipment sales manager, claimed that the conversion will result in improved performance, lower operating cost, lower power consumption and longer tube life. "Based on a 15-hour operating day, the conversion will save more than twice the cost of the modification kit," Mr. Barnes said.

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**CANADA SET SALES**

**TELEVISION receiver sales were up in April over those of a year ago, according to the Radio-Television Mfrs. Assn. of Canada. April sales totalled 4,992 units with retail value of $2,172,624, as compared with 4,409 sets in April 1951 valued at $2,500,867. (Reduction if excise tax accounts for partial difference in retail value.) Sales of TV sets for first four months of 1952 totalled 18,433 valued at $937,854. This compares with sales in first four months of 1951 of 18,461 sets valued at $10,197,000. There are now about 79,000 sets in use in Canada, half of them in the Toronto-Hamilton area.**

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**APS TV ENTRY**

**PLAYFUL LUCIFER**

THE DEVIL popped up where a politician was supposed to appear—and was popped off again in much haste—on the Doug Edwards show on CBS-5, sponsored by Columbia Records Inc., June 10. A series of slides showing former Republican Convention keynoters was being displayed to accompany Mr. Edwards' commentary on the selection of Gen. Douglas MacArthur to deliver this year's GOP keynote address. By error, a slide from the sponsor's commercial—a picture of the devil, to advertise CRI's new "Faust" album—got into the place where a picture of former Gov. Dwight Green of Illinois should have appeared. The operator hastily snapped back to the preceding slide, and the commentator proceeded to talk about Mr. Green while a picture of California's Gov. Earl Warren showed on the screen.

**KING NAMED**

F&P Detroit TV Sales Head

PROMOTION of Lon King to succeed Keith McKenney as head of TV sales in Detroit for Free & Peters, station representation company, has been announced by F&P Vice President and Televisi

**Citrus Group's TV Plans**

THE FLORIDA Citrus Commission has discussed concentrating most of its TV funds on a single children's show, Ida Mae Stilley's Happy's Party, David O. Corey of J. Walter Thompson Co., estimated a 13-week trial, beginning in mid-August, live, duMont, in Pittsburgh, New York and Washington, would cost $25,000 to $30,000. If successful, the commission could sponsor 26 more weeks in those cities, plus eight others where it now uses TV, for a grand season total of about $160,000. Frank Roper, chairman of the commission, said his group hopes some day to have a TV show of its own.

**On the dotted line...**


TOM MANNING (l), veteran sportscaster, contracts for new TV sports show along with Leslee C. McGinley, Cleveland dist. mgr., B. F. Goodrich Co. Show, Sports, Coast to Coast, will be heard Mon.-Fri., 6:30-6:45 p.m. Program will feature interviews, local and national round-ups.


BEFORE opening of IGA stores' new show on KDYL-TV Salt Lake City (l to r): William E. Featherstone, Featherstone Agency; Matt Kimmel, IGA store supervisor; E. J. Drucker, KDYL-TV acct. exec.

CONTRACTING for local harness racing over WBNX (TV) Cleveland (l to r): Hamilton Shee, WBNX mgr.; George Carter, pres., Pilster Brewing Co. of Cleveland; Paul Warren, of Painesville Raceways.


WILLIAM C. SUCHMANN wins Awarded WAAM Fellowship

WILLIAM SUCHMANN, graphic artist and designer with ABC, was awarded the WAAM Television Fellowship last Friday by the Examinining Committee. The Fellowship carries a $6,000 stipend and a year's graduate study at Johns Hopkins U., Baltimore.

First of its kind to be offered in the TV industry, the Fellowship was created by the board of directors of WAAM (TV) Baltimore and the university.

"This Fellowship was established," the university said, "in order that a mature person of high standing and capability in the field of television may have free from his professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work in the industry."

Mr. Suchmann was graduated from the U. of Pennsylvania in 1929 and from the Franklin School of Professional Art in 1948. He has been with ABC's art department since 1949, where he has been assistant director in charge of visual presentations for TV commercial advertising and graphic portions of several types of programs.

During his residency at Johns Hopkins, Mr. Suchmann plans to study visual education and psychology.
FILM MAKERS
Modifying TV Stands

CURRENT motion pictures, telescan to private homes direct from the studios that produce them, is a rapidly approaching reality.

So declared Y. Frank Freeman, vice-president of Paramount Pictures Corp. to delegates at the annual Western Institute of Commercial and Trade Executives in convention at Whittier College, Whittier, Calif., June 12.

Making indirect reference to Telemeter, a pay-as-you-see system which is 50% Paramount owned, Mr. Freeman said, "Transmission facilities for broad-casting television shows of current pictures are now being per-fected. Present indication, however, is that the process may be quite expensive."

He stated that motion picture and TV producers now work closely together and complete cooperation in producing quality pictures and programs is assured.

With four big companies already active, imminent entry of all the major studios into TV film production gains momentum daily on the West Coast.

Columbia Pictures Corp., through subsidiary Screen Gems Inc. [B+T, June 10]; Interstate Television Corp., subsidiary of Monogram Pictures; Universal-International Pictures, through United World Films Inc.; and Hollywood Television Service Inc., a division of Republic Pictures, are already in TV production.

20th Century-Fox has blue-printed an off-the-Culver City lot TV film production subsidiary and it is said that M-G-M will likewise by early winter. RKO Radio Pictures and Warner Bros., among strong holdouts, are reported to be doing TV research and planning behind closed doors.

Paramount is actually in the TV film production business through its subsidiary, Paramount Television Productions Inc. Besides operating KTLA Hollywood, it syndicates Time for Beany and other video programs.

KOIN TV CENTER
Portland Site Purchased

PURCHASE of a half-block of downtown Portland property as site for a television center was announced last week by Harry H. Buckendahl, vice-president-general manager of KOIN Inc., Portland, Ore.

Mr. Buckendahl said that the 20,000 sq. ft. of available ground space thus acquired will provide adequate facilities for the earliest establishment of KOIN-TV if and when FCC approves the company's TV application.

THREE CBS-TV film series, Gene Autry Show, Range Rider and Files of Jeffery Jones, have been sold to Societa Radio Audizioni Italiane, Rome, Italy, for three year run starting January 1953.

BROADCASTING • Telecasting

IT'S WEWS (TV)
In 'Press' Polling

NINE of 13 first-place awards went to WEWS (TV) in the 1952 Cleveland Press view: popularity poll of local Cleveland TV stations, released Thursday. WEWS (TV), which won two first places, while WNBK (TV) took one first. Results are:

Best program: Giant Tiger Amateur Hour (WEWS), On the House (WEWS), Polka Revue (WEWS).

Best performer: Bob Dale (WEWS), Gene Carroll (WEWS), Paule Palmer (WEWS).

Best women's program: Beauty for You (WEWS), Living Fashion (WNBK), Women's Window (WEWS).

Best children's program: Charming Children (WNBK), Uncle Jake's House (WEWS), The Big Wheel (WEWS).

Best public service program: Meet Your Schools (WEWS), Western Reserve Telecourses (WEWS), Pooch Parade (WNBK).

Best male singer: Randy Culver (WEWS), Ken Ward (WNBK), Bob Wheelan (WNBK).

Best female singer: La Renee Dahl (WEWS), Janet Haley (WEWS), Judy Dell (WEWS).

Best live music: On the House (WEWS), Pappy Howard (WEWS), Polka Revue (WEWS).

Best sportscaster: Bob Neal (WEWS and WNBK), John Fitzgerald (WNBK), Tom Manning (WNBK).

Best newscaster: Dorothy Fulheim (WEWS), Warren Guthrie (WNBK), Tom Field (WNBK).

Best disc jockey: Bob Dale (WEWS), Barbara Page (WEWS), Min Sheldon (WNBK).

Best movies: WNBK, WNBK, WEWS, Best commercial: Sahara Bentner (McCann-Erickson on WXEL), 10:30 Theatre (Ketchum McLeod on WEWS), and Leisy's Premiere Theatre (McCann-Erickson on WXEL).

ROGELL TO FILM
VFW 'Medal of Honor'

FILMING for TV of the Veterans of Foreign Wars radio series, Medal of Honor, has been arranged with Rogell Productions Inc., Hollywood. The series dramatizes the stories of American heroes who won the Medal of Honor.

The announcement came last week from Frank C. Hilton, VPW commander-in-chief, after what was described as "protracted negotiations." The half-hour pictures will feature Medal of Honor winners in the Civil War, Indian wars, Spanish-American War, Philippine Insurrection, World Wars I and II and the Korean Campaign. The radio series featured men in only the three last-named conflicts.

The TV plans originally were made when the Medal radio series began early in 1950. The radio programs received a special award from Freedoms Foundation of Valley Forge, Pa., last February. The TV films, to be made in cooperation with the Dept. of Defense, will contain film footage made in actual combat, in the heroes' homes and in Hollywood studios, according to Albert S. Rogell, director-producer and president of Screen Directors Inc.

Jon Yost, radio-TV director of the Russell C. Comer Co., which produced the radio series, will script, supervise and write for the TV series. He already has prepared the first 13 scripts.

FIRST
forced-air cooled tube
... still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him now.

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N. J.
never say die
daylight only stations can provide
through election coverage too,
according to KBOE Oskaloosa, Iowa.
Station was unable to broadcast
evening returns of the primaries
held in the state June 2 so an
election party was held in the
studio. Everyone was invited.
Coffee and doughnuts were served and
as the returns came in, they were
posted on the blackboard in the
lobby of KBOE for station's guests
to read.

air-raid broadcast
multi-remote broadcast of
Connecticut's first air raid test was
handled fortnight ago by WTIC Hartford
and fed to a group of stations
through the state. Records were
made from air raid shelters, the state's Civil Defense
communications center and local control
center. Eight engineers, seven announcers and three producers
were assigned to the broadcast.

rebroadcast plans
customs, music and personalities
of Austria compone format for
viennese varities, new weekly
half-hour show on KFAC Los
Angeles. Sponsors is Baker Boy Bakeries Inc.
Station relates that city's
colonial has given the
broadcast such support that tape
recordings are being prepared for
rebroadcast on Austrian State
radio.

tv law cases
series using "real" people in
fictional law cases was begun at
WTOP-TV Washington on June
17. Letter of the law each week will
present real judges, lawyers and
personalities playing themselves
in everything but the fictional
case under consideration.
TV audience will be "sworn in" as a
jury and will decide the fate of
the defendant.

requests prove pull
success story titled "2,322 requests--or one bank run that
made the bankers happy" fronts a
program schedule released by
WSM-TV Nashville. First National
Bank in that city sponsored a one-
time announcement offering listeners
dime savings banks.
Following day, 2,252 banks had been
given in 14 branches throughout
the city, according to bank
officials. To handle the station's pull,
requests were received from
people who had heard the spot in
94 towns in Tennessee and
Kentucky.

operation sunburst
audience and sales promotion
drive for summer time viewers and
sponsors was launched last week by
WLW (TV) Cincinnati. "Operation
Sunburst" features $50,000 contest for viewers with six-room
completely furnished modern home
going to the first-place winner.
Theme of competition is "If I Were
a President," Contestants are asked
to answer questions pertaining to
the Presidency and write a short
essay on what he would do if he
were the White House resident.
pulling power. Campaigns such as KNUX's have been effective, and KNUX has helped to increase donations.

Amusing experience happened when the Houston Sport Shop, one of the night program's sponsors, offered a free spool of nylon fishing line to listeners who came to the shop on Saturday morning. Copy was intended to read to the "first ten" who appeared, but the agency omitted the qualifying number. Result was a deluge of customers at the sports shop, the management of which now is convinced of radio's power. The shop carries two half-hour segments giving weather reports, fishing data, and similar information each fishing season.

**KFAC Los Angeles**

After 18 years' experience with all-night programming, KFAC Los Angeles has worked out a format differing from most other 24-hour operations. While the 12-1 to 1 a.m. programming is of movie music and show tunes, from that time on the music becomes definitely classical in nature. At 5 a.m. music reverts to more popular songs to blend with the 6-8 a.m. Coffee Cup Concert with which the station starts its daytime broadcasts.

The entire 12- to 9 a.m. segment is sold to the Hollywood Ranch Market, a large independent that operates 24 hours a day. Management of the market agrees that the program has been successful, for it points to various instances of unusual sales. At Christmas, a year ago, the market was able to sell 10,000 Christmas trees at a time when the items were a drug on the Los Angeles market. Another example was the sale of 3,000 cases of eggs in two nights. In neither case was any other advertising medium used except radio.

While the late operation has not always "made money" for the station, General Manager Calvin J. Smith feels that "it is an ideal position and builds a certain amount of listening habit which is valuable to our daytime operation."

**WIP Philadelphia**

In Philadelphia, WIP has been on the air continuously since Dec. 5, 1938, when it launched its late hour Dawn Patrol. The same m.c., Joe McCaulley, has handled the program nearly ten years. The show follows a music and news format with Mr. McCaulley playing requests sent in by letter or telegram. From 20,00 to 25,000 letters and telegrams are received daily.

From March 8, 1939, for more than eight years The Pep Boys, auto appliance firm, sponsored the program. The results were clean and definite and were proven over and over by store "specials" that tied in with the show. During the time the firm used the show its only other advertising was in the mail order section of the Sunday newspaper.

In 1947 format of the show was changed to accommodate three sponsors: a night club, a beer distributor and a TV and radio store. From this beginning the show gradually has changed to the present co-op sponsorship plan. Program is sold on a 13-week basis with each sponsor receiving 22 quarter-hours a week. Time is rotated each night. Three quarter-hours are given for six nights and four on the seventh. At present, the program accommodates seven sponsors.

So popular has Dawn Patrol become that top recording artists and other talent consent to frequent guest appearances. Recently Krass Bros., clothing use the program exclusively, announced a sale on the program to such success that police had to control the crowd. Other present advertisers include Kaufman Bros., Premier Record Co., exclusive on the program, and Charles Antell.

**KCBQ San Diego**

Rounding out its first year as San Diego's only 24-hour station, KCBQ reports the after-midnight segment of its operation successful both financially and in listener interest from the first. The station programs Monday through Saturday, allowing one night a week for maintenance of studio and transmission equipment.

Music follows the regular KCBQ format of popular and pop-concert with most numbers on the "sweet" side. No race, western or hillbilly records are used. First two hours are primarily new tunes in the straight pop field with accent on vocals but with a good instrumental spot about every third disc. Second two hours are devoted to pop-concert and largely employ LPs of show music. The third two hours are early morning format—bright tunes, some novelties and an occasional march or polka. Announcer (no disc jockeys at KCBQ) is Jim O'Leary, 25-year-old Marine Corps veteran. News is an important part of the program.

The entire segment has been sponsored since it began. Ruling out participating programs, management decided to sell the show to one or two sponsors. First segment was sold to a local used car account and the second to a small television retailer, The Video Store, which was so successful that the owner reported the program "one of the best the media buys we ever made." The overall advertising impact of 46 hours a week on the community even at that late hour was very evident from our increased business.

At the end of the second 13-week period the TV store transferred its business to other times on the station and the account was sold to Waldorf-Dawson, a home freezer distributor.

Charles E. Salik, president and general manager, says 24-hour operation pays off in programming, promotion and sales and is practical for stations in any major market.

**KMOX St. Louis**

Since 1948 KMOX has been on a 24-hour basis with All Night Frolics from 11:35 p.m. to 5:45 a.m. Hillbilly, western and folk music records are used almost exclusively. The format is presented on the hour and half-hour and complete weather reports covering the entire area are aired three times nightly.

Some time ago, Stan Levey, manager of night operations for the station, experimented by cutting down the hillbilly programming and using pop records instead, but after six weeks complaints were so heavy, the former format was restored.

Sponsorship is good with most of the advertisers having used the program two years or more. The majority of the accounts are on a per inquiry basis and firms using the station also use similar programs throughout the country.

KMOX is the only station in the St. Louis metropolitan area operating around the clock at present.

**WWDC Washington**

Since 1942 WWDC Washington has operated 24 hours a day with a simple format of news on the half-hour, interviews with celebrities and with just ordinary people and popular records that don't jar the ear. Important element in an (Continued on page 86)
A RETURN to “quality programming” by all network affiliates was urged last week by Ed Craney, of the Pacific Northwest Broadcasters.

Mr. Craney is president-general manager of KXXL Spokane, Wash., an affiliate of CBS.

With the CBS Radio Affiliates meeting in New York July 1-2 in mind, Mr. Craney sent a letter last week addressed simply, “Mr. Network Affiliate.” Its overall tone is: “Radio must again be made important.”

Mr. Craney pointed to a current decline in network radio. “One reason for the decline is, of course, due to the same people selling TV, the glamour child, as have been selling radio.

“This is being overcome,” he added, “in the most part, by establishment of separate radio and television organizations within the framework of an overall communications company.

“If those operating the radio and television networks believe the only way a schedule of national network programs or series maintained in the 1952-53 season is through a radio network rate cut, then, of course, a rate cut is inevitable.”

“Such a rate cut distributed to the stations equally on a national basis is most unfair,” Mr. Craney charged, “and as the first rate cut a year ago will solve nothing except momentarily placing a few dollars on network radio. Some fundamental thinking and action must be accepted.”

“Radio must again be made important,” he declared. “This means we must see what radio can do best, music, news, word pictures. It means we must again view what we are, who are responsible for radio, are doing to it. Radio must have some important shows not duplicated by TV. Radio must have a house cleaning. The lengthy, repetitious, non-interesting commercial must be abolished as should double, triple and sometimes four voice commercials via the cowcatcher and hightike method. The advertising of products we considered questionable in the past, should be reviewed.”

Mr. Craney concluded “There are only two methods of lawful radio operation possible—quality or quantity. It is not possible to simultaneously emulate both. America has looked to network operation for quality in the past. Let us, the affiliates, sit down and find a way to again return quality to our airways. Let us again give the people of America a reason for listening.”

NO RATE CUTS

Several Stations Up Prices

TEN of 17 stations at the semi-annual convention of the Assn. of Independent Metropolitan Stations held May 26-28 in Louisville, Ky., announced plans for increases in their rates.

None were contemplating a rate cut, despite vigorous rate competition attributed to network affiliates in several markets, it was reported. One station owner, Todd Stors of KOWH Omaha, said, “Our audiences are larger than ever. We deliver them at a lower cost per thousand than any other media, and, in most instances, at a lower cost than competing stations. Our business volume is at a record high. We cannot agree with those persons in high places who are willing to sell radio short. We believe our rates are disproportionately low in relation to value delivered. We’re ready for an immediate upward revision.”

ROTATING bulletin, 12½ x 47 feet, placed throughout metropolitan Los Angeles, read “Music You Like—Just Enough News—All Day Long—KBIG The Catalina Station, 740 on Your Dial!” and pictures housewife at kitchen radio and motorist at car radio.

WOV RATES RISE

Revenue Figures Also Grow

WOV NEW YORK announced last week that not only are its revenues up, but that its rates are following suit.

General Manager Ralph N. Well reported that the independent outlet’s rates were 20% higher than the same month a year ago.

The rate card revision was described as “generally upward.” WOV’s daytime and nighttime rates are the same, under a 10-year-old policy.

Referring to the May 1952 gain over May 1951, it was pointed out that WOV “has been proving radio’s vitality in all the statistics it has released for months.”

WISN BIRTHDAY

Station Marks 30th Year

WISN Milwaukee yesterday (Sunday) began a week-long celebration of its 30th birthday anniversary. Special broadcasts included the reading of congratulatory messages from Wisconsin Governor Walter Kohler and Milwaukee Mayor Frank P. Zeidler. Harry D. Peck, WISN station manager, acknowledged the messages on behalf of the station.

WISN, 1150 kc with 5 kw, is owned and operated by the Heart Corp. Gaston W. Grignon has been associated with WISN since its beginning in 1922 and has been general manager for the past 20 years. Station has been a CBS affiliate since 1929.

Joseph Antoine Hardy

JOSEPH ANTOINE HARDY, 62, president, Joe. A. Hardy Ltd., station representative firm in Montreal, Toronto and Quebec, died June 14 at his home at Montmorency. In radio for almost 25 years, he had been promotion manager of CRTC Quebec, until 1946 when he started his firm which represented stations in the Quebec province. He was known as an authority on Quebec French-language radio operations. He is survived by four daughters and a son.

What YOU should say?

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

S S C & B—Frank Mineham:

“We need broadcasting’s marketbook very helpful when we need data on radio markets.”

HARRY COHEN ADV.—Mary Dunavec:

“The broadcasting marketbook is one of our important timebuying yardsticks.”

B.B.D.&O.—Frank Silverall:

“It’s the timebuyers’ encyclopaedia. He has all the market answers from Andalusia to Zanesville.”

BIOW COMPANY—Terrence Clyne:

“We find the broadcasting marketbook invaluable for buying Bulova’s radio and television time.”

BENTON & BOWLES—Mary McKenna:

“It’s a very useful tool and has a convenient assemblage of data.”

BROADCASTING TELECASTING MARKETBOOK

DEADLINE: JULY 20 FOR 1952 MARKETBOOK

Page 86 • June 23, 1952
CED ELECTIONS
Gray Joins Trustee Board

ELECTION of Gordon Gray, president of WJSJ Winston-Salem, N. C., and the U. of North Carolina, and of William Balderston, president of Wipton, N. Y., was announced last Thursday by Marion B. Folsom, CED chairman.

Among others elected trustees of the non-profit Columbia Broadcasting System Research and Education organization were: James L. Allen, of Chicago, senior partner and chairman of the executive committee of Booz, Allen & Hamilton, station brokerage firm, and Stanley Marcus, of Dallas, president of Neiman-Marcus Co. CED now has 143 trustees.

Three Silenced

THREE stations—WNEW and WMCA New York and WAAT Newark—went off the air with one swipe last Monday when the top of a heavy crane, replacing a worn water main in the Jersey City water system, struck power lines leading to the New Jersey transmitters of the three stations. WNEW and WAAT were off the air about 20 minutes and WMCA about 40 minutes, when it put its auxiliary transmitter into service.

Cow Story

LATEST reason for a station sign-on failure comes from General Manager James H. Fitzpatrick of WLYC Williamsport, Pa. Engineer Paul Boster, who was to open the transmitter, got caught behind an unbridged herd of cattle one morning on a country road that leads up a mountain toward the station's transmitter. Cattle proved unconvincing that radio is on deadline. Result: Station signed-on 25 minutes late.

GREENVILLE is South Carolina's Largest Metropolitan Area

In RETAIL SALES
GREENVILLE $167,610,000
Columbia 146,483,000
Charleston 135,000,000
Sales Management 1952

★ NBC affiliate for the Greenville-Anderson-Spartanburg Markets Represented by Avery-Knoedel

Breakfast is the most important meal of the day! Plate of Nuts a Day...

allied arts


ROBERT SEWARD, Paramount Pictures publicity department, to Frits Ufer & Assoc., Hollywood, public relations firm.

SAMUEL ABELow, formerly with CBS advertising and promotion department, N. Y., to Bab's national promotion staff as presentation writer.

WILLIAM J. GREASER, General Electric Co., to Richard H. Rogers Co., N. Y., as account executive and head of manpower development field through audio and video slide films.

JACK H. Moulthrop, president, Radio Television Supply Co., L. A., has purchased entire interest in firm's ungrounded distributed Stromberg-Carlson radio and TV sets, electronic and recording equipment.

M. KIRTLy HARRIS promoted to southwestern manager, Gould, Gleiss & Benn Inc., Chicago marketing consultant firm, with headquarters in Houston.

ADOLP H. GROSS ASSOC., new firm of manufacturers representative and sales consultant specializing in electronic accounts, opens office at 45 W. 45th St., N. Y. ADOLPH GROSS is president; ROBERT HERTZBERG is vice president.

JERRY D. LEWIS, writer, ABC Radio This Is Your FBI, has formed JERRY D. LEWIS PRODUCTIONS at 10219 Sunset Blvd., Pacific Palisades, for production of radio-TV packages.

ED MANNING to Gordon V. Thompson Ltd., Toronto, as manager of record division.

DAN THOMAS, Universal-International, elected president of the Publicists Guild, Hollywood, succeeding KEN CARTER, from same studio. Other new officers are: ROY CRAFT, 20th Century-Fox, vice president; HORNER DAVIES, Columbia Pictures, treasurer, and PATRICIA MCDERMOTT BARNES, CBS Hollywood, secretary.

ALL-CANADA RADIO FACILITIES Ltd., appointed by Charles Michelon Inre., N. Y., as Canadian distributors for Gennett, Speedy-Q and EMI sound effects record libraries.

ROBERT JOSEPH, head of publicity for Filmmakers Inc., Hollywood, joins Harry M. Popkin Productions, that city, in similar capacity.

A. B. HUNT, manager of Communications Div., Northern Electric Co. Ltd., Montreal (Canadian subsidiary of Western Electric), was elected president of Radio-Television Manufacturers Assn. of Canada at 23rd annual convention on June 13 at Bigwin Inn, Ontario.

ELECTRO-VOICE Inc., Buchanan, Mich., has issued condensed catalog No. 113 illustrating and describing current line of microphones for TV, radio, recording, P.A. and communication.

Technical ...

CHARLES R. NEWTON to WDRB Hartford, Conn., as control room operator and transmitter engineer.

MICHAEL MCNELL, engineering staff, KNXT (TV) Los Angeles, to Oregon Television Inc., Portland, as director of technical planning.

M. LEONARD SAVAGE returns to WLBR Lebanon, Pa., as chief engineer after two years with Army in Korea.

CHARLES A. JOHNS, technical staff, KDKA Pittsburgh, returns to station after second tour of duty with Navy.

WFIN Internship

SUMMER radio-journalism training has been instituted jointly by WFIN Findlay, Ohio, and Ohio U. of Athens (Ohio), the station notes. First person to take part in the program is Benjamin L. Morton, who already has begun his internship at WFIN. This experience will make him eligible for special seminar study when he returns to Ohio U. next fall.

This Clock gives you correct time

STYLE 37-15 8 S. Sweep Seconds Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere
  (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System...

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.* Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

June 23, 1952 • Page 87
Agricultural programming on TV and information services provided by the government highlighted the National Assn. of Radio Farm Directors at the U.S. Dept. of Agriculture in Washington last week.

Nearly 60 farm broadcasters, many of them representing contract TV broadcast operations, met with Agriculture Dept. officials and Congressmen Monday and Tuesday.

Television at the station and government level dominated discussions, with special emphasis on the theme that eventually farm broadcasters will occupy the same niche in television as in radio.

Problems in preparing video farm shows were thrust on a panel of experts, which included Miss N. J., before the Department of Agriculture. Kenneth Garen, assistant director of information for radio-TV, also participated.

Mr. Spence stressed the importance of variety and "idea presentations" in reaching both the consumer and the rural audience. He said that the Department of Agriculture proposed to contribute to the 100-plus TV outlets for use with agricultural shows.

Special Events Value

Value of agricultural programming lies in planned special events rather than in spot news coverage, according to Mr. Spence. He added that station policy on target audiences—consumer vs. rural viewers—was reported as varying in different communities. Emphasis on general programming until such time as TV penetrates rural areas and on the exchange of program material among TV stations as an economy measure.

Farm broadcasters were urged to take the initiative on programming consonant with community needs. The Department of Agriculture is severely limited by lack of funds, they were advised, with a budget pegged at $34,000 for covering radio-TV, lowest for any section in the department. The Department of Agriculture's presentation was cut 25% for fiscal 1963, in addition to another 10% under the Byrd economy order affecting numerous government agencies. As a result, all but network radio has been affected.

The agency has been active on one TV front—preparation of a series of five-minute films for distribution to TV outlets. Production costs are run close to $1,250 for the prints.

Suggestions for improvement of the government's information newsletter to NARFD members and other services were reviewed. R. L. Webster, director of the Office of Public Information, headed a panel that included Homer Marts, KDKA Pittsburgh; Mal Hansen, WOW Omaha and others.

The TV and information session closed formal discussions Tuesday morning. Later RFDs met with farmers to conduct a lunch meeting at the Washington Hotel.

Farm broadcasters made recordings for local station use.

Highlight Monday was a meeting with Secretary Charles F. Brannan and with the Agriculture Committee in Congress. Panel talks with government researchers, production and marketing officials were rounded out the agenda. A reception and dinner were held at the Mayflower Hotel Monday under NARFD auspices.

Tuesday session opened with a panel of Four Farmers, Geo. Registration at the meeting follows:

Alampi, Phil, WJZ New York; Andrews, Harry, Mr. & Mrs. WLN Cincinnati: Arnold, Burns, WRAS Louisville: Battles, Roy, WBY, Haffert, Betty, Joe, Farm Bureau Federation, Washington; Bond, William, Marsh, Bradshaw, John, CRFB Toronto; Callen, Howard, Denner, Bernard, UP Farm Radio, Washington; Calkins, C. F., Enshman Mann & Son, New York; Carroll, Chas., Mr. & Mrs. Carl Byer & Associates, Chicago: Chase, John, Mr. & Mrs. WHFB Boston; Hanson, Mich., Diamond, Bill, Chicago; Eagen, Bruce, KOTY (TV) Tulsa, Okla.; Eshbach, Chas., New England MG, Service, Boston; Ernst, N. C., American Petroleum Institute, Pittsburgh; Evans, Phil, KMBC Kansas City, Mo.; Fleming, Phil, PMA, New York; Free, Albert, Chicago, Ill.; Freeman, M. R., WGY Schenectady; Gagen, Ken, U. S. A. Washington; Gifford, Claude, Farm Journal, Washington; Gruen, Fred, Riverside, Calif.; Gurtley, Del., Swif & Company, Chicago; Harrer, Wm., Mr. & Mrs. WPTZ-TV Philadelphia; Hansen, Mal, WGN Chicago; Harper, Dick, WBNC Indiana; Hargrave, Howard, State College, E. Lansing; Heath, Howard, WPAC Atlantic City, N. J.; Herzman, Carl, KJZL Denver; Hughes, Charles, Armour Livestock Bureau, Chicago; Hunter, Geo, WGN Port, land, Me., Keal, Homer, Maysville, Ky.; Kany, Howard, WIBW Topeka, Kans.; Kern, Lowery, WAA New York; Kipper, George, WJZ Baltimore; Knaul, Albert, WKBW Buffalo; Leger, Joseph, WDAY Fargo; Luchs, Max, Mr. & Mrs. WCMD Chicago; Luten, Fred, N. Y. S. Farm Bureau, Rochester; Mack, Bill, WENS Columbus, Ohio; Maysville, Ky.; Mcfarland Lode, Milwaukee; Merritt, KMA Shenandoah, Iowa; Morning, E. G. Jr., Mrs. T. M., Lit., Mr. & Mrs. RFD, New Brunswick, N. J.; Mr. & Mrs. RFD, New Brunswick, N. J., Mr. & Mrs. D. M., Don, Mr. & Mrs. Americans Hereford, Kansas City, Mo.; McDonald, John, WLM Nashville; Martz, Homer, KDKA Pittsburgh, Pa.; Maysville, Ky.; Mcfarland Lode, Milwaukee; Bob, WBF, Worthington, Ohio; Mock, WBT Vermont; Keith, CBB Farm Radio, London, England; Toronto, Canada; Ormsby, E. V., KSL Salt Lake City, Utah; Olson, John, WISN Milwaukee; Reynolds, Dana, WAB, Washington; Beach, Paul, KOA Denver; Quinn, Homer, WSVV Harrisonburg, Va.; Raymo, Frank, & Sue WTVX Danville, Va.; Reider, P. R., New York; Reider, Geo., KGBB Houston; Rutten, B., KFAB Omaha; Sayers, W. E., WBZ Topcon, Ken, Slusher, Bob, WIOD Utica; Sykes, D. J., KJZF-Joliet, Ill.; Tall, Elton, Penn State College, State College, Tautau, Alex, VPM Ann Arbor, Mich.; Thelon, Dave, Gentry Mfg. Assoc., New York; Timmons, Jack, KJSH Shreveport, La.; True, Scott, WPTF Maysville, Ky.; Turel, John, WBUT Butler, Pa.; Zure, Detroit, WJZ Greenfield, Mass.; Vesper, Paul, NHC Chicago, N. A.; Wiman, AL. J. M., Syracuse, N.Y.; Webster, Lyle, WJZ Washington, WENH, New Hampshire; WJZ, Chicago, Ill.; Buffalo, N. Y.; Wink, Don, Medical and Pharmaceutical Information Bureau, WHEC Rochester, Ohio; Zipt, Bill, WBNS Columbus, Ohio.

ARBS SURVEYS

Joint Effort in Rochester

FOUR members of the Radio Broadcast Management Council of Rochester, N. Y., are taking part in Advertising Research Bureau Inc. surveys, it was announced last week.

WARC WHAM WRNY and WVST, all Rochester, are sponsoring four consecutive ARBS surveys. Stores which are being tested are D. & D. Zemke and Co., Frank Rojesky Inc., E. W. Edwards & Son and McFarlin Clothing Co.

The Rochester stations are dividing the cost of the surveys as well as approximations from the stores in this manner:

The lowest frequency discount.
Class B time rate of each station added together. Each station's percentage of the total was then applied to the cost and approximations of advertisers.

Jack Knabb, public relations counsel, RRM, predicted a joint effort may set a pattern for other cities to follow.
Funeral Services for Thomas Gooch

Funeral services for Thomas Gooch of Oklahoma City, board chairman of KRLD-AM-FM-TV Dallas and publisher of Dallas' The Daily Times Herald, were held June 14. Burial was in Greenwood Cemetery, Dallas.

Mr. Gooch died June 13 at his home after an illness of nine weeks [B^T, June 15].

One of the nation's leading newspaper men, Mr. Gooch served on the staff of the Times Herald for more than 50 years. This half century spanned the development of the Southwest, in which the Times Herald and Mr. Gooch played a prominent part.

Born in Bonham, Tex., Mr. Gooch was a son of Harold Gooch, who had been born in England. The family included an ancestor who had won the title of knight as an officer under the first Duke of Marlborough. The elder Mr. Gooch had come to America and sought his fortune in buffalo hides.

Tom Gooch's mother, the former Mattie Revel Taylor, was a granddaughter of Mrs. Mabel Gilbert, who belonged to one of the first U.S. families to settle in what was then the Mexican-Spanish region.

As a boy, Tom Gooch moved with his family to Chicago where he attended the Chicago Art Institute. He abandoned his art career to become a reporter on the Fort Wayne (Ind.) News. His next job was with the Fort Worth (Tex.) Record, but when a better opportunity arose, he went to Dallas, 30 miles east. His rise with the Times Herald was meteoric, thanks largely to the interest of the late Times Herald owner, E. J. Kiest.

Mr. Kiest had exhibited an early interest in radio, and he founded WRR, one of the first municipal stations. In 1926, Means Gooch and Kiest opened KRLD. One of the highlights of Mr. Gooch's life was the birth of KRLD-TV. First telecast of the station was the Southern Methodist U. - Notre Dame football game in December 1949.

Mr. Gooch had decided against a special dedicatory program. He said simply, "If we do a good job, the people will support us. If we don't do a good job, it won't make any difference what kind of a dedication you have had. It's what comes after the dedication which counts."

During the closing months of his life, Mr. Gooch repelled all suggestions that he take things easier. Until the day he went home for the last time, he arrived at his office by 9 a.m. to confer with business and newsroom executives.

Mr. Gooch married the former Lulu Flatreau Nov. 12, 1908. She is his only survivor.

Runyon Elected

Is Tom Gooch Successor

John W. Runyon last week was elected board chairman of The Daily Times Herald, Dallas, succeeding the late Thomas C. Gooch.

Mr. Runyon previously had been first vice president of the Times Herald, chairman of its executive committee, and president of KRLD-AM-FM-TV, the newspaper's broadcast affiliate.

His new post comes in Mr. Runyon's 42nd year with the Times Herald. He began in 1910 as a collective member of the broadcasting department. Since World War II, he has supervised an expansion program of Times Herald properties which cost more than $2½ million.

He was elected vice president of KRLD in 1937, and president in 1941.
BROADCASTING & TELECASTING
870 National Press Bldg.
Washington 4, D. C.

Please send ........ copies of the Final Television Allocations Report at $3.00 each.

□ M/O, check □ please bill

Name
Company
Street
City Zone State

WGST
Atlanta, Georgia

USING MAGNECORE

MAGNECORE INC.

300 N. Michigan Ave., Chicago, I1.

Page 90 • June 23, 1952

FCC ACTIONS

JUNE 13 THROUGH JUNE 19

June 16 Applications ... ACCEPTED FOR FILING

Extension of Completion Date

KWHR North Platte, Neb.—Mod. CP which authorized new AM for extension of completion date.

Licensing for CP

KLOK San Jose, Calif.—License for CP which authorized change in hours of operation, installation of DA-20, and change of trans. location.

AM-1430 kc

KSID Sidney, Neb.—License for CP which authorized new AM.

AM-1430 kc

KGAE Salem, Ore.—License for CP which authorized new AM.

Change Studio Location

WFOS Fosteria, Ohio.—Mod. CP which authorized new AM to change studio location and mount FM antenna on top of center tower of directional array.

AM-1390 kc

KREC Seattle, Wash.—CP to increase power from 1 to 5 kw and install new trans.

License Renewal

Following stations request renewal of license:

WCBS-FM Columbus, Ind.; WCMJ-FM Ashtabula, Ky.; WBNR-FM Youngstown, Ohio; WDRB-FM Knoxville, Tenn.

Change ERP

KSTP-TV St. Paul—Amended to change ERP from 98.7 kw vis. & aur. 4.3 kw aur. to 100 kw vis. & aur. 50 kw aur.

Change Antenna System

KEY (TV) San Antonio—Mod. CP authorizing changes in facilities to request change in antenna.

TENDERED FOR FILING

Change in DA

KGNO Dodge City, Kan.—Mod. CP to change from DA-DN to DA-N.

(Continued on page 95)

NATIONWIDE contest for all radio and TV service dealers with entries based on service promotion campaigns conducted by these dealers during May. Entries may be mailed or brought to June 15 and Aug. 15 of this year has been announced by Tube Dept. General Electric Co.

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night

JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

* VACANCY

YOUR FIRM'S NAME in this 'vacancy' will be listed among 500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

BROADCASTING • Telecasting

CUSTOM-BUILT EQUIPMENT

U. S. RECORDING CO.

1121 Vermont Ave., Wash., 5, D. C.
Sterling 4325

• TOWERS •
AM • FM • TV •
Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.
Portland 11, Oregon

SERVICES DIRECTORY
### Consulting Radio & Television Engineers

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<td>Box 2468 Birmingham, Ala.</td>
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<td>RAYMOND M. WILMOTT</td>
<td>Consulting Television Engineer</td>
<td>San Antonio, Texas</td>
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<td>WALTER J. STILES</td>
<td>Consulting Television Engineer</td>
<td>Portland, Oregon</td>
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<td>103 Loyalty Bldg., Portland, Oregon</td>
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**BROADCASTING • Telecasting**
Classified Advertisements

Payable in advance. Checks and money orders only.

No charge for blind box number. Send box replies to

Broadcasting • Telecasting, 670 National Press Bldg., Washington 4, D.C.

Announcements

Managerial

Manager-post open at KGAE, Salem, Oregon. Ideal conditions. Contact Gordon Allen, station.

Salesmen


Experienced man wanted by independent in connection to music business. No hot shots or fly-by-nights. Performance insurance, good morale, and good income. Box 461P, Broadcasting • Telecasting.

Salesman for 1 kw in three station network market of 350,000. Good proposition. Draw with house accounts. Box 65P, Broadcasting • Telecasting.

Sales engineer under 25 for broadcast equipment manufacturer. Must have contact with independent station operators. Excellent products. Middle west. Salary, commission, good retirement plan but not necessary. Replies confidential. Box 47P, Broadcasting • Telecasting.


Experienced salesman: 15 percent commission, $50 weekly guarantees for first 60 days. Unrestricted, protection not necessary. Must have car. August D. Plaff, WNMN, Evanston, Illinois.

Several mature men who have successfully sold advertising to retailers. Same basic approach at radio. Earn $50 per day on the average. Sound organization, 38 years old. You must travel. Must have car. Immediate openings in Los Angeles, New York, and Philadelphia. Box 461P, Broadcasting • Telecasting.

Announcer


Announcer-engineer. $75.00 for forty-four hour week. Emphasis on announcement. Must have experience. Good references. Box 212P, Broadcasting • Telecasting.

Good announcer who has experience at station Lackawanna, Pennsylvania Independent. Send full résumé. Experience, plus audition, photo and sample copy. Box 259P, Broadcasting • Telecasting.

Minnesota station wants announcer able to handle traffic work. Must be good copy writer. Experience in peas of working into program director. Must be morning drive. Box 46P, Broadcasting • Telecasting.

Copywriter-announcer. Must write copy that sells. Send audition, sample copy and references. Box 424P, Broadcasting • Telecasting.

Announcer-announcer first phone. Emphasis on announcing. Small market, commercial staff, ideal southern commuity. Box 489P, Broadcasting • Telecasting.

Technical

First engineer, key position. $75.00, forty-four hour week. State available. Box 122P, Broadcasting • Telecasting.

Chief engineer for both AM and currently operating TV properties in midwest. Good opportunity for top quality engineer. Experience considered but not absolutely necessary. Box 158P, Broadcasting • Telecasting.

Transmitter position open. No experience necessary. Box 308P, Broadcasting • Telecasting.

First class engineer wanted immediately. Experience necessary. Good references. Box 259P, Broadcasting • Telecasting.

Regional station in upstate New York with application for TV filed with FCC. Needs complete set of engineering immediately. Good starting salary. Box 490P, Broadcasting • Telecasting.

Network affiliate. 1 kw, to employ five first phone engineers to announce AM and FM programs. Good starting salary if experienced. Live in ideal small city. Box 259P, Broadcasting • Telecasting.

Chief engineer wanted by Mississippi station. Must be able to do some announcement. Box 446P, Broadcasting • Telecasting.

Engineer-salary. Salary for forty hours engineering plus 15 percent for selling. Good people with professional stuff full time in New York $56,000 market. Box 446P, Broadcasting • Telecasting.

Immediate opportunity. Experienced engineer with supervisory qualifications. South Texas outlet. Box 430P, Broadcasting • Telecasting.

Engineer diligent and dependable. South Texas City. Box 488P, Broadcasting • Telecasting.

Help Wanted

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Engineer diligent and dependable. South Texas City. Box 488P, Broadcasting • Telecasting.
Situations Wanted (Cont'd)

Experienced announcer, 24, single, draft exempt. Five years experience. Currently employed. Box 489P, BROADCASTING TELECASTING.

Announcer with first class license. Two years experience in sales in the east or southeast. Tops in news and sales. Box 467P, BROADCASTING TELECASTING.

Staff announcer with thorough experience, major market. Seeks spots with solid station offering good atmosphere. Box 450P, BROADCASTING TELECASTING.

Top hillbilly man desires change. Has originality, humor, personality. With common folk, showmanship, good self and can build and maintain good rating. Am wide awake with keen, original approach. Play any hillbilly music and can work personalities. Looking for opportunity in States, especially California. Good experience; sp's, responsibility. Good educators. Six years continuity on list of prominent local stations. Draft exempt. $75.00 week minimum, Apartment 1C, 1152 Park Avenue, New York City.

Technical

Engineer, experienced, single, 26, veteran. Prefer southeast New York, Pennsylvania but will travel. Available September 1, Box 479P, BROADCASTING TELECASTING.

Chief engineer with 12 years experience in construction and maintenance in 250 to 500 watt AM-FM transmitting equipment. Available on all types studio and recording equipment. Married, 35, amply. Farming in the southwest. Will locate anywhere. References and interview available immediately. Box 478P, BROADCASTING TELECASTING.

Transmitter engineer wishes to relocate in mid west postwar. Union station preferred. At present working combine. Box 477P, BROADCASTING TELECASTING.

Engineer with first phone, inexperienced. Good to go to radio. Prefer Midwest. Available August. Box 488P, BROADCASTING TELECASTING.


Stations

Midwest station, 500 watts. Good dial position. Agricultural area. $2,500.00. Terms possible. Box 479P, BROADCASTING TELECASTING.

Cameron, New Jersey successful kilowatt daytime, 65 per cent listener. Best offer. Box 478P, BROADCASTING TELECASTING.

250 watt daytime. Only station in growing Texas agricultural market. Price $2,000. In past year there have been 200000 listeners. One half down. Replies confidential. No brokers desired. Box 477P, BROADCASTING TELECASTING.

West coast FM now on air. Ideally suited to special interest. For sale. Box 476P, BROADCASTING TELECASTING.


Equipment.

Two new GE 3 kw FM amplifiers; one complete 1 kw auxiliary. For sale at very reasonable terms. Box 474P, BROADCASTING TELECASTING.

Two Radio Magazine VL-1D vertical pickup assemblies complete with spare head. Ever popular. Box 473P, BROADCASTING TELECASTING.

Telcon model 20-C one kilowatt AM broadcast transmitter, completely reconditioned and tuned. Box 472P, BROADCASTING TELECASTING.

Gates 250 watt FM transmitter. Slightly used in New York area. First choice takes it. Box 471P, BROADCASTING TELECASTING.


Commercial radio. One RCA condenser microphone and RA-1056 amplifier equipped with plug in front end. Box 470P, BROADCASTING TELECASTING.

ADVERTISING

Desire to buy. Selling personality market. Excellent single, 32, Iowa. Box 469P, BROADCASTING TELECASTING.

Help Wanted

Technical

RFL model 66-3 FM receiver. Also one GE 250 watt FM transmitter, Model BT-1-1H. Box 468P, BROADCASTING TELECASTING.

250 watt transmitter. Must be in good shape. Give complete details and price to Box 467P, BROADCASTING TELECASTING.

For Sale

Equipment, etc.

For Sale

5 KW TRANSMITTER

WESTERN ELECTRIC

High dependability—of the air only 89 minutes in past year. High stability—never more than 3 cycles off. Includes tubes worth $2,250. Brand new. Complete operating records available. For best offer, write: Mr. Rasco, 847 Broadway, Somerset, N. J.

FIRST PHONE IN 6 WEEKS

Residence and correspondence course available. For more details contact larger quarters. New Address: Mr. Rasco, New York.

EQUIPMENT SERVICE

Executive Placements

Service for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, national wide service. For send full information today.

Mr. Rasco (extreme left) interviewing fire workers.

Ad Council Appoints

ADVERTISING COUNCIL has announced that Kenyon & Eckhardt, New York, will serve as the volunteer agency next fall for the council’s new “Engineers Wanted Campaign,” to be headed by George T. C. Fry, K&E vice president. Staff for the campaign to encourage high school students to train for engineering careers will include Chester H. Lang, General Electric Co. vice president in charge of public relations, who will act as volunteer coordinator, and Grant Harper serving as the council’s account executive on the project.

Wanted to Buy (Cont’d)

WANTED TO BUY (Cont’d)

Probable Radio Station

One with TV available. Preferably in the southwest. Answer giving complete details in confidence. Write or wire:

Box 505P, BROADCASTING TELECASTING

June 23, 1952 • Page 93
LOCAL radio stations and municipal governments would greatly improve their services to the public if they worked together in a closer relationship and took advantage of radio's effectiveness as a news and public relations tool.

These thoughts were raised by Rex Howell, president of KFXJ Grand Junction, Colo., at a conference of mayors and city councilmen in that city June 12. The session was devoted to a discussion of public information problems. Mr. Howell stressed the role of radio in news coverage and emergencies, and emphasized the growing threats of censorship.

Scoring the belief of a “surprising number of people” that radio is exclusively an entertainment service, Mr. Howell said that local stations “need some help from the city in order to adequately cover the news of interest.” He noted that many news sources are bypassed “simply because there is not a strong liaison between the city hall and the station.”

Mr. Howell ascribed a tendency to ignore radio on news tips to lack of a central source from which it can get necessary information on all city activities. He pledged support of the Colorado Broadcasters Assn., of which he is past president, behind a move for the creation of a liaison committee to help coordinate maximum use of the medium.

“In spite of the seeming apathy toward radio coverage of the day to day news of municipal government, there seems to be ready recognition of radio’s importance in time of emergency,” Mr. Howell observed. He cited examples involving fire, explosions and other tragedies.

The KFXJ president also emphasized current incidents in some Colorado cities whereby broadcasters have been barred from court rooms and council chambers. Such censorship has been based on “mistaken notions” in most instances and broadcasters are most willing to cooperate thoroughly” on proper broadcast safeguards, he added. Mr. Howell suggested a committee, representing the council, to assist the station in preparation of the final broadcast program.

“Modern methods of recording make possible a completely unhibited discussion, with objectionable sections removed from the final broadcast,” Mr. Howell explained, referring to editing techniques.

SCHOOL RADIO

Theme of U. of Ill. Seminar

SEMINAR on “Public School Broadcasting” was begun June 15 and will continue through Wednesday at the U. of Illinois’ Allerton Park. Representatives of 21 school systems were expected to attend.

Problems to be considered are the place of broadcasting in the public school curriculum, the nature of public school broadcasting, the validity of the use of broadcasting as an aid to instruction, the goal educational broadcasting can reasonably be expected to reach, and the distinctive responsibility and opportunities of public school broadcasting.

‘Raccolta Fede’

RICHARD E. O’DEA, president of WOV New York, English and Italian-language independent, last week was granted a special appearance with Pope Pius XII during which Mr. O’dea presented His Holiness with a check for $1,787.10 to be used toward reconstruction of Italian churches and religious properties. Entire sum was contributed to WOV’s “Raccolta Fede” (Faith Fund) by station listeners and was offered to the Pope in their name.

‘VOICE’ PULL

Listenset Mounting

DESPITE “gag” laws enacted in many Soviet satellite countries, radio listening behind the Iron Curtain has mounted steadily and mail pull of the State Dept.’s Voice of America has jumped three-fold in the past three years, with a daily average of 1,000 letters.

This estimate is given by Howard H. Sargeant, assistant secretary for public affairs, in a current report on the State Dept.’s international information program. “Radio...is our primary means of hammering holes through the Iron Curtain to carry messages of truth to those peoples,” Secretary Sargeant emphasized.

The report made these significant points:

- Reception is about 25% inside Moscow and Berlin and between 75% and 80% in many outlying areas.
- About 80% of radio listeners in western Berlin are regular VOA listeners and 3 out of every 10 listeners in the Soviet zone of Germany are Voice fans. Listenership in the U. S. zone has increased from four to six million.
- Listeners caught “warmongering” are subject to imprisonment in Czechoslovakia and other satellite countries under “defense of peace” laws. This would apply to listeners caught replying what they hear over VOA or BBC.
- Licensing and tax levying of all persons in possession of radio equipment are common practices in the Soviet satellite area. Owners are under constant scrutiny.
- The communists have taken to turning off electric power in small towns and villages during hours when American broadcasts are coming through.
- A great percentage of Soviet officers in eastern Germany listen to the Voice.

MEAT STRIKE DISPUTE

Aired by WTAM, WBK (TV)

COMMENDATION went to Hamilton Shea, general manager of NBC’s WTAM and WBK (TV), Cleveland last week from the city council for “noteworthy interest in public affairs” during a strike of 1,000 butchers in some 200 community meat shops.

Mr. Shea had persuaded Mayor Thomas A. Burke, International Meatcutters, AFL Vice President; Harry Poole and Food Industry Committee Chairman Howard England to meet at the studios for simulcast airing grievances on both sides. After the discussion the principals agreed to further discussion which after six hours settled the strike.

SIGNALIZING the tenth anniversary of its weekly AC survey of songs most heard on the air, the office of research has released a list of the top ten tunes of each year 1942 to 1951, based on the number of station broadcasts each received.

Municipal Officials Urged to Cooperate

NEWLY-FORMED six-station Texas Coast Network’s offices indicate point of coverage on map. L to r are Gould Beech, KSOX Harlingen, TCN public relations director; A. C. Lloyd Jr., KBKI Alice, secretary; Bill Burks, KVIV Victoria, vice president; Bill Bennett, KTHT Houston, director of sales; Ro; Hofheinz, KTHT Houston, president; Ben F. Blackmon Jr., KUNO Corpus Christi, vice president, and Vernon Townsend, KIZO Bay City, treasurer.
Docket Actions

INITIAL DECISIONS

WKEV Covington, Va.—Carl M. Key, FCC Hearing Examiner. Hugh B. Hutchinson issued initial decision looking toward granting applicant's CP to change transmitting location and make changes in assignment of control. (WKEV at 1360 kHz with 250 kW full-time.) June 18.

KURY Edinburg, Tex.—James Cullen License Corp. Summary.—FCC grants initial decision looking toward granting applicant's CP to change from 250 W to 1 kW ERP and from 750 N, D.A., to 110 N, D.A. on June 17.

Non-Docket Actions

AM GRANT

Blackwell, Okla.—Star Bcstg. Co., of Mistisnilg, granted 106.1 mc (Ch. 761), ERP 270 w; antenna height above average terrain 178 ft., above ground 223 ft.; engineering conditions. Estimated construction cost $3,000; operating cost $3,900, revenue $2,988. Applicant, James T. B. Crocker, granted. June 16.

FM GRANTS

McComb, Miss.—Southwestern Bcstg. Co., of Mistisnilg, granted 106.1 mc (Ch. 761), ERP 270 w; antenna height above average terrain 178 ft., above ground 223 ft.; engineering conditions. Estimated construction cost $3,000; operating cost $3,900, revenue $2,988. Applicant, James T. B. Crocker, granted. June 16.

Herberich terrain of Mississini. President Co., Kansas City, Mo.; Secretary-Treasurer J. W. Bythorn (35%), on staff—Arkansas radio-technical college. Granted June 15.

New Applications

AM APPLICATIONS


FM APPLICATIONS


FM APPLICATION


Transfer Requests

KCSS Billings, Mont.—Assignment of license from Eunice Blinkley West to F. P. D’Angelo for $50,000. Mr. D’Angelo is owner (60%) of D’Angelo Adv. Agency, North Hollywood, Calif. Applicant, Kenneth A. Kline, granted. June 16.

WIVY Jackson, Miss.—Assignment of license from J. L. Dillard to Edward J. Oberle. Mr. Dillard is sole stockholder and assignment is from corporation to sole proprietorship. No actual change of ownership or control; no monetary consideration.


WXXL Peoria, Ill.—Assignment of license from William D. trustees in bankruptcy to Hilltop Bcstg. Co. for $250,000. Mr. Corbin is president and majority stockholder of Hilltop Bcstg. Co. Mr. Corbin is also owner and manager of the estate. Principals in assignee include President John A. Corbin, Mr. Corbin is president and majority stockholder of Hilltop Bcstg. Co. Applicant, John A. Corbin, granted. June 16.


Mr. Balderston spoke before the Philco Distributing Organization at a June 20-21 meeting at the Waldorf-Astoria, N. Y. Previous sales record was $335,318,054 in 1950. Occasion of the meeting was announcement of the new 1953 radio sales.

Mr. Balderston said "there will be 40 million TV sets in use within the next four or five years and that television continues to be the great

FCC Actions (Continued from page 99)

June 19 Applications

ACCEPTED FOR FILING

Extension of Completion Date

WLD Birmingham, Ala.—Mod. CP which authorized change in power and frequency for extension of completion date.

WQAM-AM Miami—Mod. CP which authorized changes in existing FM for completion of construction.

WRCM (FM) New Orleans—Mod. CP which authorized extension for which autho- rized new FM for extension of completion date.

KOMA-FM Oklahoma City—Mod. CP which authorized new FM for extension of completion date.

slope est of all growth industries." The speaker pointed out that over 10 million small screen TV sets will soon be channeled. This will make the replacement market a substantial factor in the growth of the industry, he added.

SALESMAN WANTED

Leading radio station rep- resentative. Send full de- tails with photo. BOX 515.

To All Broadcasters: Telecasting, the Broadcasting World's most important medium, is free. Send for schedule. BROADCASTING • TELECASTING

GROUNDBAC... Telecasting

CUBAN NIGHTINGALE (Sun Sun Saba)

On Records: Mitch Miller—"Coll. of Tito Camat- ratta; Dec; Tropicana Ent. "La Banda"; S. A. Madofine; "Sax"; Billy Taylor—Rooftop; DeCastro Sisters—"Tito Puente; Tito Rodriguez—Tito; Ralph Font—S.MC.

Non-exclusively licensed by BMI

When You 'BIM' Us Your

Another BMI "Pin Up" Hit—Published by Pemora
$1.5 Million Plant Formally Opened

WDAF-AM-TV Kansas City was formally opened on Monday, giving the stations greatly expanded facilities and improved equipment. WDAF is being transferred from present quarters in the Kansas City Star building on a piecemeal basis. The new center, completely modern in conception, is located at 31st and Summit Sts.

Leading local and national figures participated in the formal ceremony, among them Niles Trammell, NBC board president; Roy A. Roberts, publisher of the Star; Dean Fitz, managing director of the radio and TV stations, and Ed Sullivan, m.c. of CBS Television's Toast of the Town.

Mr. Roberts predicted TV will have a revolutionary effect on American politics, ending smoke-filled room decisions in both parties. He predicted the nation will have "fewer whistlestop campaigns and more television." Television news conferences will become routine and accepted as part of the political life of the nation, he continued.

Radio Given Attention

Tracing the growth of WDAF-TV from a garage station servicing a few thousand subscribers in the service area is nearing a quarter-million set mark.

Radio has been given careful attention in the WDAF development, Mr. Roberts said, adding, "Our faith in the future of radio is best exemplified by the fact we have installed entirely new radio equipment both at the transmitter plant out in Johnson County and in the controls in this new building.

Introducing Mr. Trammell, Mr. Roberts recalled that WDAF was one of the five stations that constituted the first radio network. NBC's board chairman said he believed the building was "the most modern, best-equipped and most

FIND VIEW of WDAF's new TV-Radio Center, representing almost $1,500,000 investment in plant and structure alone.

NEWSPRINTER MEET

Increased Output Weighed

NEWSPRINTER problems were aired before the National Production Authority last Wednesday, emphasizing high investment and production costs, but with relatively low returns.

Conference was called by the agency's Pulp, Paper and Paperboard Div. to explore the question of increasing newspaper output in the U.S. by using wood as a basic raw material. Newspaper has been under steady scrutiny in various government committees on Capitol Hill in view of skyrocketing prices and possible effects on national and local advertising budgets.

NPA indicated a possible inquiry into the feasibility of installing new facilities in areas where newspaper is not now produced.

NEWS CENSORSHIP

Moody Picks Advisory Unit

SEN. BLAIR MOODY (D-Mich.), chairman of the Senate Anti-Censorship subcommittee, has appointed an advisory committee of Washington newsmen to aid him in his investigation of the President's security order. Object of the investigation, proposed by the former Washington correspondent for the Detroit News, is to uncover any unjustified barriers by government agencies to legitimate public information.

Roscoe Drummond, chief of the Washington Bureau of the Christian Science Monitor, is chairman of the advisory committee. Other members are: Elmer Davis, ABC; George Colson, Bureau of National Affairs; Sterling F. Green, AP; Clark R. Milhoff, Des Moines Register and Tribune; John G. Norris, Washington Post, and James Reston, New York Times.

Mr. Drummond asked all Washington newsmen to let the committee know of any case in which a government agency has attempted to distort the President's security order to suppress legitimate public information.

Members of Sen. Moody's subcommittee are Sens. A. B. Mike Monroney (D-Okl.), John L. McClellan (D-Ark.), Andrew F. Schoeppel (R-Kan.) and Richard M. Nixon (R-Calif.).
Democrats Buying Time
(Continued from page 88)

tributions—no matter how large or
small—"to reach all voters . . . we must have more radio time and
more TV time."

Mr. McKinley is signing and mail-
ing out certificates to all con-
ductors to the committee's fund.
Plans for other media are to be re-
vealed later, he added.

Adhering to past procedure, the
Boston Newspapers are keeping mum on
plans for fall campaign time pur-
chases until after the conventions
next month. GOP practice is for the
nominee's campaign manager to
select the media plan agency and
map program schedules.

Preliminary forays into these
problems have been taken by
Edward Ingle, radio-TV chairman,
Republican National Committee.

While time purchases were not
disclosed, figures were made avail-
able which cast light on the depth of
discussion on the respective
issues by each national committee. They were
disclosed in the House
on Capitol Hill.

As of June 1, the Democrats had
a $267,391 balance. During the
three-month period, March-June, the
national committee took in
$529,490 and spent $551,805, shrin-
king funds from a previous level of
$299,705.

After this $550,000-plus sum
included money expended on radio
or television was not immediately
known. The breakdown covered the
immediately preceding the
kick-off of the Victory Chest radio-
TV fund.

As of the same date, the Repub-
lican National Committee showed a
creditable profit to $50,000. GOP reported
that it received $81,697 in con-
ditions during the three-month
period.

Sarnoff Honored
BRIG. GEN. DAVID SARNOFF, RCA board chairman, was awarded
an honorary degree of 18 at the
1946 commencement exercises of
the U. of Pennsylvania. Gen.
Sarnoff received the degree Doctor
of Laws.

540 KC RULE
FCC Would Add To AM Band

RULE-MAKING proceeding to add
of broadcast channels in the U. S. If
adopted, the rule would permit on
40 kc in a few parts of the
country.

The proposal, considered in
indus-
tory quarters a long-sought vic-
tory for Arthur B. Church, owner of
KMBC Kansas City, Mo., would
permit KMBC to procure 970 kc in appli-
for 540 kc at Concordia,
Mo., where the station's licensee, Midland
Broadcasting Co., now
operates KFRM on 540 kc, day-
time only. The new station would
be KPRM duplicates KMBC programs.

The rule-making proceeding was
initiated by FCC in conformity with the
provisions of the 1947 Atlantic City convention, as
supplemented by the 1951 Geneva
agreement. The latter specifies
Dec. 1, 1955, as the date for bring-
ing the 540 kc provision into effect.

U. S. and Canadian broadcasters
sought for years to extend the broadcast band into the more
desirable lower frequency area just
above 500 kc, the international dis-
trust call channel. First effort was at the
Madrid telecommunications

Radio-TV Sells Best
(Continued from page 28)

and devise an effective system of
measuring total in-home and out-
of-home listening, Robert E. Dun-
vile, president of Crosley Broad-
casting Corp. at the ARA.

Some efforts have been made to
ward better research, Mr. Dunville
said, but the task ahead should
serve as a "great challenge to re-
search - minded and marketing-
people."

Mr. Dunville asserted that a
horizontal reduction in radio rates
is unsound and unwarranted. Ra-
dio, he said, has the ability to
advertise its circulation at a low
cost - per - impression to make it a profitable and usable
medium.

Conceding that radio currently is
in a period of readjustment, the
Crosley executive noted that the
medium survived "the greatest wa-
tering down period that any in-
dustry had to face" from 1940 to
1950 when the number of stations
jumped from 814 to 2,334. That
decade, he said, was a period of
inflation, to put it mildly, with
the advent of tele-
vision, led to today's state of re-
adjustment, Mr. Dunville said.

Radio tomorrow will consist of a
far smaller number of stations than
I believe, one outstanding network of
55 to 65 stations with reduced
talent and production costs. Radio
of the future will continue to grow
but on a sounder basis right along-
side television," he predicted.

Mr. Dunville was introduced by
Dr. Charles Sandage, U. of Illinois
faculty member and the meeting
chairman. Cincinnati chapter of
the association was host to the
day conference at the Nether-
land Plaza Hotel.

FCC last week was told by CBS that
in issuing its ruling on re-
broadcasting rights, the Commission was placing an interpret-
ation on Sec. 325 (a) of the
Communications Act that is "not justified by its clear
language.

It is, in effect, legislating.

CBS petition Monday was another in the widespread
series of protests that followed the
May 15 report and order of the
Commission that would put any
casting on the air if it refused
ruling on rebroadcast its pro-
grams to another station [B+T,
June 16, May 19].

FCC's new rule requires a sta-
tion, when it denies a rebroadcast
request, to report the facts to FCC.

CBS noted that "while an ad-
missibility rule is one thing, the ado-
tion of rules in a rule-making
proceeding, fill in details where a
statute is in general terms and
Congress has left to the agency
to fill in the gaps may be nothing
but to amend a statute or alter its
purpose by the device of issuing rules
deemed by it to be desirable or
in the public interest."

The petition further held that
rules promulgated by the FCC may
not supersede explicit Congres-
sional language "merely by
insinuation." Adopting rules on
that ground that, in general, the busi-
ness of broadcasting today is dif-
ferent from what it was when
Sec. 325 (a) was enacted.

Accordingly, CBS held, since the
FCC lacks such authority, the
report and order should be amended
by deleting "any inference" that
such refusal by a licensee to per-
mit a rebroadcast would place his
interest

CBS also said that the reporting
requirement set forth is "incon-
sistent with declared Congressional
policy, and imposes an intolerable
burden on broadcasters." Citing
the Federal Reports Act of 1942, the
petition held that unless the
information of such kind is essential to a
"desirable and law-
ful" purpose, it should not be
sought.

CBS also pointed out that in a
majority of cases, consent to
rebroadcast is so conditioned as to render it useless.
This referred to stations refusing to obtain clearances for
music, labor and other type of
contracts commonly entered into by
networks, a point which the FCC
mentioned in its report and order.

Among other assertions in CBS'petition were that one station could be
given power to "harass" others by
utilization of the amendments; that
such reporting burden would impose any bur-
den on the party seeking rebroad-
cast and that there is nothing to
discourage indiscriminate requests for
permission with the hope that
fear of a drastic penalty may in-
duce consent where it otherwise
might not have been given.

In its conclusion, CBS said the
report and order should be amended to delete any inference
that a license would be jeopardized by
refusal of rebroadcast rights;
that such reporting requirement is not essential; FCC should postpone
the effective date of the new rules
(July 1), pending further oppor-
tunity for comments.

REBROADCAST RIGHTS
CBS Says FCC 'Legislating'

Under the North American Re-
ional Broadcasting Agreement,
540 kc is designated as a Canadian
clear channel, hence its Class II status in the U. S. In 1938, by
executive agreement, the U. S. con-
ceded to Canada the use of 540 kc
in the province of Saskatchewan.
It has been used since 1939, with
full 50 kw power, by the Canadian Broadcasting Corp. CBK Watrous.

In 1948, Midland Broadcasting
Corporation announced that it planned to employ 540
kc with 150 kw power. XEWA San
Louis Potosi now is operating on
540 kc, but it is not believed full
150 kw is used. The State Dept.
strongly protested the Mexican ac-
tion, reportedly at the instance of the
military which uses the con-
tingent 410-535 mc band, but no
relief was obtained.

Midland Broadcasting Co. first
filed for 540 kc at Kansas City (for
KMBC) in May 1944. The applica-
tion was disapproved by the Com-
mision in 1946.

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ADDITIONAL APPLICATIONS FOR TV STATIONS

FOURTEEN new and amended television station applications filed Friday at FCC, raising total filed during week to 49 (see early story, page 64). New applications were:

† Kcido Boise, Idaho, Ch. 7, ERP 52.4 kw visual, antenna height above average terrain 80 ft., construction cost $190,000, operating cost first year $91,500, revenue $120,000.
† Wtax-Am-FM Springfield, Ill., Ch. 2, ERP 100 kw visual, antenna height 211 ft, construction cost $331,275, operating cost $325,000, revenue $370,000.
† Kglo-Am-FM Mason City, Iowa, Ch. 3, ERP 100 kw visual, antenna height 464 ft, construction cost $348,640, operating cost $237,600, revenue $240,936.
† New Orleans Television Co., New Orleans, La., UHF Ch. 20, ERP 182 kw visual, antenna height 505 ft, construction cost $411,500, operating cost $365,000, revenue $475,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffeld, equal partners, each independent Texas oil operator).
† Wtia-Am-FM Asheville, N. C., Ch. 13, ERP 200 kw visual, antenna height 2,087 ft, construction cost $325,450, operating cost $400,000, revenue $60,476.
† Whum Reading, Pa., UHF Ch. 55, ERP 261 kw visual, antenna height 1,784 ft, construction cost $614,300, operating cost $720,000, revenue $503,000.
† Wcos Columbus, Ohio, UHF Ch. 25, ERP 90 kw visual, antenna height 649 ft, construction cost $347,117, operating cost $244,630, revenue $11,476.
† Southern Television Inc., Chattanooga, Tenn., Ch. 12, ERP 63.5 kw visual, antenna height 831 ft, construction cost $307,000, operating cost $270,000, revenue $650,000.
† Uhf Television Co., Corpus Christi, Tex., Ch. 10, ERP 251 kw visual, antenna height 393 ft, construction cost $434,000, operating cost $374,000, revenue $275,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffeld, equal partners, each independent Texas oil operator).
† Uhf Television Co., Houston, Tex., UHF Ch. 23, ERP 222 kw visual, antenna height 516 ft, construction cost $450,000, operating cost $395,000, revenue $290,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffeld, equal partners, each independent Texas oil operator).
† Wrod El Paso, Tex., Ch. 4, ERP 56.5 kw visual, antenna height 1,652 ft, construction cost $336,400, operating cost $132,000, revenue $120,000.
† Kirx San Antonio, Houston, Tex., UHF Ch. 23, ERP 176 kw visual, antenna height 150 ft, construction cost $420,000, operating cost $376,000, revenue $250,000 (applicant made up of R. L. Wheelock, W. L. Pickens and H. H. Coffeld, equal partners, each independent Texas oil operator).
† Wkdx Wichita Falls, Tex., Ch. 3, ERP 68 kw visual, antenna height 310 ft, construction cost $308,493, operating cost $120,000, revenue $150,000.
† Wsea Seattle, Wash., Ch. 7, ERP 210 kw visual, antenna height 466 ft, operating cost $220,000, construction cost $240,000, revenue $230,000.

† Indicates pre-awh application refiled.

DISTRICT 14 MEETING

SITE for Nartb District 14 meeting Sept. 11-18 will be Cosmopolitan Hotel, Denver, according to William J. Godfrey, Kfbc Denver, Wyo., district director (see full meeting list, BtJ, June 16). District 14 adds extra day of workshop sessions to regular Nartb schedule.

ALL-STAR COVERAGE

Nbc-TV coverage of All-Star baseball game, July 6, will be extended to include four U.S. cities. Networks are—Wotv New York, Wgn-TV Chicago, Wnac-TV Boston and Kjh-TV Los Angeles. Gillette Co., Boston, sponsoring both telecasts on NBC-TV and broadcast on MBS; through Maxon Inc., N. Y.

107 TV STATIONS TO AIR LIVE CONVENTION COVERAGE

Only 1% of nation's TV sets will not be able to receive live coverage of national political conventions from Chicago, according to AT&T, which reported Friday that 107 out of 108 stations in 65 cities will carry live proceedings. Nineteen networks will offer nationwide coverage in Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Non-TV areas, Portland, Denver and Fresno, will see closed circuit telecasts in those cities. In addition, more than 1,200 network radio affiliates will be serviced. Five thousand miles of radio relay and coaxial cable have been added.

Wlac Sale Granted

Consent was granted Friday by FCC to assignment of license of Wlac Nashville from J. T. Ward, trading as Wlac Broadcasting Service, to Life & Casualty Insurance Co. of Tennessee in transaction involving $1,250,000 ($BtJ, April 21). In other actions, FCC granted license of assignment of Wbge-Am-Fm Atlanta to General Broadcasting Co. (Edgar B. Pool, 20%; Robert N. Finkerton, 80%) for $90,000 and granted consent to George H. Thomas to sell 10% interest in KANE New Iberia, La., to Dierrell Hamm for $120,000. Mr. Thomas retains 50% interest.

N. C. Group Asks Free Radio-TV Planks

Platform Committees of Republican and Democrat National Conventions in Chicago were urged last Friday by North Carolina Asso. of Broadcasters to "re-affirm their convictions that radio and television should be accorded all of the privileges traditionally granted the press."

At closing session of two-day meeting at Nags Head, N. C., Ncab unanimously adopted resolution for free radio planks in platforms of each party. Association petitioned state delegations to each convention to seek action by platform committees. Resolution read that Senate and House by arbitrary action had excluded microphones, recorders and TV cameras from Congressional hearings, contrary to privileges herefore accorded broadcast reporting "as counterpart of the pencil and paper in the hands of the reporter for the printed media."

With about 100 present, NCAB also adopted resolution expressing appreciation to FCC for its recent "hands-off" technical regulations for broadcasters on big job immediately ahead. He said he had just returned from Washington Indoct企业在 new and challenging situation. In North Carolina, he added, 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transcriptions imposed by state was outlined by Allen Wannamaker, Wgtm Wilson, with State Supreme Court upholding broadcasters. Assessment, however, continued to apply to towers but this is not recurring item.

Two-day session was presided over by T. H. Patterson, general manager of WRws Washington, N. C. Other officers are Cecil B. Hoskins, Wwnnc Asheville, vice president, and Jack S. Younts, Wweb Southern Pines, secretary-treasurer.

Broadcasting * Telecasing

PEOPLE

Ray Vir Den, recently resigned president of Lennn & Mitchell, N. Y., opening own agency at 270 Park Ave., N. Y.

William E. Johnson, Jr., Ruthrauff & Ryan, N. Y., to Grant Adv., N. Y., as account executive and supervisor of five regions handled by agency's New York office for Dodge Division of Chrysler Corp.

Gerald W. Johnson, political analyst and author of many books, signed by Waam (TV) Baltimore for campaign commentary series.

Nartb, NBC Oppose FCC rebroadcast rule

Danger that FCC's rebroadcast rule may put Commission into position of regulating charges was advanced by Nartb as one reason for vacating or at least suspending July 1 effective date of order until fuller hearings are held, according to petition filed Friday.

On same day, Nbc, also asking for revocation or suspension of rule, observed, "The rules were made up on a "long shot" basis," declared that asking station should be required to report to FCC why it considered refusal of rebroadcast rights unreasonable.

Both petitions question FCC's legal right to regulate, particularly when imposing restriction on rebroadcast rights to justify refusal to Commission, with implied threat that unless such are reasonable FCC may question fitness of station to be licensee. (Earlier in week, CBS also expressed doubt that FCC had such power; see story on page 97.)

Westinghouse Sponsor

Westinghouse Electric Corp. to sponsor Pick the Winner on CBS-TV for 13 weeks starting Aug. 14. (Thurs., 9-9:30 p.m. EDT), as part of its sponsorship of get-out-the-vote campaign and political convention coverage on CBS networks. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

Nartb employee-employer-relations director and John H. Smith, Jr., Nartb FM director (see story page 26).

Ed Ruggles, director of North Carolina State College, explained plan for establishment this September of technical school in Gastonia to ease shortage of first-class operators. School expected to turn out 25 during first year.

E. Z. Jones, Wwbb Burlington, state director of National Association of Broadcasters on big job immediately ahead. He said he had just returned from Washington Indoct in new and challenging situation. In North Carolina, he added, 8,000 volunteers will be needed for new air detection operation.
Winter profits melt into Summer excuses except on • • • • WLV-Television

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