want to see a "shocker"
that’ll help you double every
dollar you spend in radio?

Here, then, without any grammatical garlands, is the first page from an ice-cold statistical study just released by WOR’s research department . . .

a wor case history

COMPANY "H"

. . . used “Ramble with Gambling” (6-7 AM) on Tuesdays and Thursdays only for a six-week test campaign.

In order to compare the audience response on this show with other radio and TV programs it had used, the company offered listeners a free booklet of lipstick tissues. This offer had been made in all of its previous broadcast advertising.

Here are the results . . .

1. Within two weeks John Gambling pulled more requests than had ever been received over a 13-week period on any other radio or TV program.

2. Over the six-week period, the audience response to the John Gambling offer was 10 times greater than anything the company had previously experienced over a 13-week cycle.

Said the company’s vice-president, “The results of our test campaign were amazing.”

Day in and day out WOR does fantastic, money-saving jobs like this for hundreds of advertisers. Like to have us do the same for you? Just call or write

— that power-full station at 1440 Broadway, in New York
James Monroe’s Doctrine

Although the “Monroe Doctrine” has been written indelibly into history, James Monroe had a personal doctrine that was just as vital to a fledgling nation. This fifth president of the United States believed in honesty, initiative, progress, foresight. That these qualities are characteristic of the growth of Virginia isn’t odd— for Monroe was a Virginian, born in Westmoreland County.

Present-day Virginia follows the Monroe pattern. Havens and Martin Stations WTVR(TV), WCOD(FM), and WMBG (The First Stations of Virginia) get daily evidence that listeners and viewers—and advertisers, too—find them in tune with Virginia’s tradition of progress.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia’s first market. Represented nationally by John Blair & Company  FIRST STATIONS OF VIRGINIA
new
Mother Hubbards
empty
their cupboards
with
WHK

You time buyers hear plenty of "fairy tales"... but this is a true story! Once upon a time (just recently, in fact)... an advertiser bought a one-minute announcement and received 1400 replies!

Yes... Hoffman's Candy Kitchen, wanting proof of listeners, offered to send a box of candy to anyone celebrating an anniversary.

ONE spot announcement started a deluge of mail that totaled 1400 replies! (The spot cost $17.75)

MORAL: WHK is your "sweetest" buy in the Northeastern Ohio Market! WHK's 5,000-watt salesmanship covers 17 counties and ONE MILLION radio families!

WHK
CLEVELAND

Represented by
Headley-Reed Company
OBJECTIVE: BETTER LIVING FOR THE FARMER

The Pennsylvania State Farm Show provides farmers throughout Pennsylvania an opportunity to learn about newest developments in agricultural methods. It gives them a close-up view of latest advances in the production of crops and livestock; time-saving home and farm equipment, and comparison of the results of their efforts through competition.

The January 1952 Show had a record attendance of 135,000 — 30,000 more than ever before! A significant reason for the increase was the dual role played for the first time by WGAL-TV. For several weeks, on TELEVISION FARMER, weekly program, and on news shows throughout the day, WGAL-TV presented advance Show news to many thousands of farm viewers in the wide central Pennsylvania area served by WGAL-TV. During the Show, on-the-spot interviews were presented on TELEVISION FARMER and various news telecasts.

Through its many continuing public service programs, WGAL-TV seeks to bring better living to the farmer... and to the thousands of viewers in the broad mid-central Pennsylvania area it covers. Viewer interest and loyalty thus developed become powerful adjuncts to community organizations and advertisers.

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station • Clair R. McCollough, President

Represented by
ROBERT MEEKER Associates • Chicago • San Francisco • New York • Los Angeles
DuMONT MAY yet evolve sponsorship arrangement for political convention-elections coverage to replace LIFE deal which went down the drain by mutual consent (see story page 64). Currently negotiating with network in Newsweek, principal competitor of Time, LIFE's sister publication. One of difficulties on LIFE deal was inability to clear Chicago (WGN-TV) in view of LIFE's endorsement of Eisenhower and partisan political connotations stemming from it.

MYSTERY continues to surround movements of Anti-Trust Division of Dept. of Justice in electronic manufacturing field. Last week a "grand jury authority" was investigating a grand jury scheduled to meet Feb. 19. Authorization, however, contained no explanation. Previously [CLOSED CIRCUIT Feb. 4] it had been established that Anti-Trust operatives had procured subpoenaa covering certain records of manufacturing companies. That inquiry covers color TV and that RCA is involved has not been denied.

UPCOMING FINAL TV allocations by FCC may result in new allocation term "zone" which went into limbo in early '30s. Commission, in considering principles of TV allocations, is talking in terms of two or possibly three "zones" which would allow variations in propagation occasioned by interference. One zone definitely will be in Gulf area, stretching from Florida through Texas, where troposphere interference is heaviest and will probably result in minimum separations of 200 miles transmitter-to-transmitter. Densely populated New England area expected to have 100 mile separation and FCC's present intention is no variation from minimum.

DEAL CLOSED Friday, subject to FCC approval, for acquisition of Edward Lamb of WIKK Erie, Pa., from publisher-broadcaster Don Reynolds and Keith Kiggings for $150,000. Mr. Lamb owns WICU (TV) Erie, and Erie Dispatch. Other holdings include WTVN (TV) Columbus, WTOD-AM and WTRT (FM) Toledo, Ohio, and WHOO-AM-FM Orlando, Fla., latter recently acquired. Mr. Reynolds is publisher of several southwestern papers and owner of stations in Arkansas and Oklahoma. Mr. Kiggings in California, sold because of his health. WIKK, 5 kw established in 1948, operates on 1330 kc and is on ABC. Transaction through Blackburn-Hamilton.

TO APPRAISE network-affiliate contractual relations stemming from rate adjustments of last year, meeting will be held late this month or early next of Full Affiliates Committee at call of Chairman Paul W. (Fritz) Morency, WTIC Hartford. Site will be either New York or Chicago.

SHORTLY to be announced: acquisition of WWCO Waterbury, Conn., by three-way partnership for $76,000. Purchasers, William G. Wells, Washington business man and owner WMOA Marietta, Ohio; R. Sanford Geyer, manager WMOA, and Marinus Kosta, Wash. (Continued on page 6)

BROADCASTING  *  Telcasting

NATIONAL WINNERS NAMED IN 'VOICE' COMPETITION

FOUR national winners in annual Voice of Democracy broadcast script contest announced Friday by NARTB. Scholarships and other prizes will be given winners at awards dinner to be held Feb. 22 at Hotel Statler, Washington. Sen. Margaret Chase Smith (R-Me.), one of contest judges, will make presentations.

Four winners are Miss Mars Gay Masslink, 15, Arlington High School, Arlington, Iowa; George A. Friott 3d, Jesuit High School, New Orleans; Thaddeus S. Zolkiwiewicz, Canisius High School, Buffalo; Dwight Clark Jr., Fort Collins, Colo.

Mr. Clark, 18, is announcer at KCOL Fort Collins. He has been on station several years, taking up announcing in effort to cure speech defect. He handled all types of programs and has teen-age series, A Date With Dwight.

Over million high school students entered annual contest, sponsored by NARTB, Radio-Television Mfrs. Assn. and U. S. Junior Chamber of Commerce. Four winners to arrive in Washington Feb. 14 prior to weekend at Williamsburg, Va. They will be joined at Williamsburg by state winners from states which were original 13 colonies. Following week they will meet President Truman and other high Washington officials.

'GAME OF DAY' START

MUTUAL's Game of Day major league baseball broadcasts, to be sponsored by Falstaff Brewing Corp., St. Louis, will start March 8 with series of exhibition games and continue on seven-day-week basis through April 15-Sept. 28 regular season, network announced Friday. Minor league games to be covered on some days when no major league contests are scheduled. Five-minute warmups and summaries to be presented before and after each contest, reportedly by unidentified sponsors of Gillette and Camelts, respectively (see story page 28). Teams to whose games MBS has acquired rights were not listed, but network said details and full schedule of games "will be announced shortly."

BUSINESS BRIEFLY

82 MARKETS FOR COFFEE  *  Pan American Coffee, N. Y., planning spot daytime-only schedule using 75 radio markets, plus Don Lee and Inter-Mountain networks, for spot campaigns, gradually expanding 52-week schedules each month. Five new markets assumed in January and two more will be early next month. Expansions of campaign, through N. W. Ayer & Son, N. Y., being made according to distribution increases and resultant need for extra coverage.

HILLS BROS. EXPANDING  *  Hills Brothers, San Francisco, currently using 75 radio markets, plus Don Lee and Inter-Mountain networks, for spot campaigns, gradually expanding 52-week schedules each month. Five new markets assumed in January and two more will be early next month. Expansions of campaign, through N. W. Ayer & Son, N. Y., being made according to distribution increases and resultant need for extra coverage.

ATLANTIC BUYS NEWS  *  Atlantic Refining Co., Philadelphia, buying five-minute news shows, morning and evening, in five radio markets starting Feb. 11 and in three other markets, effective March 3. N. W. Ayer & Son, N. Y., is agency.

RADIO CONSIDERED  *  Seabrook Farms, Bridgeton, N. J., through Hilton & Riggio, N. Y., considering using radio—either network or spots—with actual decision expected middle of February.

HUDSON MAPS DRIVE  *  Sales drive being mapped in Midwest by Hudson Pulp & Paper Corp., spreading out of St. Louis and including spot radio. Blow Co. is agency.

SNUFF SPOTS  *  Brown & Williamson Tobacco Co., Louisville (Tube Rose snuff), through Ted Bates Inc., N. Y., understood to be looking for daytime radio spot availabilities in 42 southern markets.

LISTERINE CAMPAIGN  *  Lambert Co., Jersey City (Listerine antiseptic), looking for (Continued on page 96)

Color Strife Renewed at NPA Parley released by Dr. Stanton praising CBS president for "the courageous and unrelenting fight you have made on behalf of color television." Sen. Johnson was quoted as telling Dr. Stanton that "whatever conceivable roadblock was thrown across your path, but you proved beyond dispute that a better television image is now ready for public enjoyment." Letter was dated Oct. 30.

Gen. Sarnoff took no position on possible lifting or rescinding of ban but said RCA would "offer no objection" if NPA rescinds order and CBS and other manufacturers are permitted to proceed with color TV output.

H. B. McCoy, NPA assistant administrator, called meeting in attempt to resolve misunderstanding surrounding color order. Officials emphasized that even if ban is lifted, no additional materials would be allotted to

for more AT DEADLINE turn page

February 11, 1952  *  Page 5
DuMont Petitions Severance from Case

PETITION to sever its application from the Paramount case was submitted to FCC Friday by Allen B. DuMont Labs. Broadcast-manu-
facturer contended that FCC's permission and it is not controlled by Paramount Pictures and that license be renewed for WABD New York and
issued for WTWF Washington and WTVD Pittsburgh.

Forty-page document asserted Paramount Pictures could not be considered controlling DuMont (as FCC has held in 1946 decision and
1948 proposed decision) because: (1) Management solidly in hands of Dr. DuMont. (2) Power of Paramount to veto corporate action
on matters requiring consent of stockholders (amendment of charter, reduction of capital, dissolutions, tender offers), have no relation to
managerial policies. (3) Paramount's right to elect three out of eight directors has no effect on policy of company since quorum of board is four directors and
there has never been majority of Paramount directors present at any board meeting.

NBC Newscasters Assigned for Election Coverage

DEPLOYMENT of newscasters for complete-campaign-election coverage by NBC Radio resulted in Friday announcement of several
New York staff changes: William Sprague, formerly with KPRC Houston, to replace Lockwood Doty on weekday World News Roundup while latter continues Sunday broad-
casts, Mike 95 and local New York show. Merrill Mueller, former head of NBC London bu-
reau, to replace George Hicks on network news at 1:30 p.m. Monday-Friday to allow
latter to organize NBC's convention coverage.

John Gerber, news production staff, becomes assistant editor, post held by Burroughs H. Prince, now on Today staff. Paul Cunning-
ham, also to Today, replaced in newsroom by William Hill, new writer, with two more writers to be added shortly. NBC Wash-
ington staff was reorganized in early January when Arthur F. Barriault was named Wash-
ington director; Herbert E. Kaplow, night news editor; and Rex R. Goad of defunct Transradio Press, added to staff.

Fairbanks Expansion

NEW and expanded sales and service office are scheduled for opening in New York this week by Jerry Fairbanks Inc. to concentrate on distribution of producer's TV film properties, company announced Friday. Ralph Cat-
tell, Fairbanks vice president and general sales manager, signing new staff and is slated to name new eastern sales manager sometime this week. Robert Lawrence, vice president and
eastern manager for past four years, will continue to manage eastern Fairbanks production
through new company, Robert Lawrence Productions Inc.

WOW Strike Settled

STRIKE of engineers at WOW-AM-TV Omaha settled, according to station manage-
ment, following walkout started Jan. 15 [B+T, Jan. 28]. Station said it lost only 28 minutes when stationing time on TV, no radio time.
Full staff of NABET technicians back on duty. Strike officially sanctioned by NABET.
Coming into New Haven?

NETWORK PROGRAMMING
with
LOCAL INFLUENCE!

$4.50
(260 TIME RATE)

WNHC IS NOW NBC
IN THIS IMPORTANT NEW ENGLAND MARKET

WILL BUY NIGHTTIME OR DAYTIME ADJACENCIES TO THE IMPORTANT NBC PROGRAMS NOW SCHEDULED OVER THIS AGGRESSIVE RADIO OUTLET

Owned and Operated by
The ELM CITY BROADCASTING CORP.
NEW HAVEN, CONN.

Also Operating
WNHC-TV
CHANNEL 6
Connecticut's Only TV Station

REPRESENTED BY THE KATZ AGENCY
"...mentioned by new customers more than any other advertising."

That's what the Wyatt Agency of San Antonio, Texas, says about the Fulton Lewis, Jr. program on KMAC, sponsored by their client, the San Antonio Building & Loan Association.

Mr. W. W. McAllister, President, states that a well-coordinated advertising program has built the Association into one of the first hundred of the nation's savings and loan institutions. Mr. McAllister earmarks a large portion of his ad budget for sponsorship of the news analyses by Fulton Lewis, Jr., because "of comments which are constantly received commending this public service for San Antonio." Mr. McAllister feels that the interest which the Fulton Lewis, Jr. program arouses has played a substantial part in making 1951 the greatest in the history of the Association.

For network prestige and a ready-made audience, investigate the locally-sponsored Fulton Lewis, Jr. program. Though currently presented on more than 370 Mutual stations by 572 advertisers, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
IN 1000 WATT STATIONS
FROM COAST TO COAST!

the Collins 20V Transmitter

The Collins 20V has taken its place in the broadcast industry as the most advanced thousand-watt transmitter in the field. A product of intensive research and new engineering techniques, the 20V is now setting the pace in design, performance, economy and reliability.

The 20V is entirely contained in a single, ruggedly constructed, smartly modern cabinet. The tuning and operating controls are conveniently located on the front. Blower-cooled tubes, components and terminals are quickly accessible from the rear.

Be ready for that "long run" that may be just ahead. Equip your station with the reliable, performance-proved Collins 20V one-kw transmitter, still available for immediate delivery. Get in touch with your nearest Collins office for complete information.
As an agency or advertising man, you probably think of national spot radio as a form of advertising which permits you to pin-point your radio efforts—to put added pressure on some markets ... to ease up on others, as circumstances demand.

As station representatives we go along with that basic definition. But here at Free & Peters we add other ingredients, too:

- A geographically national list of stations.
- An efficient national system of offices.
- A constant national exchange of information, ideas and case histories ... of market comparisons, programming techniques and merchandising opportunities.
- A policy of nationwide travel ... of F & P Colonels spending hundreds of days "out in the field" where spot radio becomes point-of-sale reality.
- A research program that's national in scope, to help us keep abreast of all media, of advertising trends, of significant new advertising developments in every part of the country.

This policy of "thinking big and working big" pays off for you, for the stations we represent and for us, here in this pioneer group of station representatives.

FREE &
Pioneer Radio and
NEW YORK
ATLANTA .... FT. WORTH
Why We Call It

PETERS, INC.

Television Station Representatives
Since 1932

CHICAGO    DETROIT

HOLLYWOOD    SAN FRANCISCO

EAST, SOUTHEAST
Boston-Springfield  WBZ-WBZA
Buffalo         WGR
Philadelphia    KYW
Pittsburgh      KDKA
Syracuse        WFLB

Charleston, S. C.  WCSC
Charlotte        WIST
Columbia, S. C.   WIS
Norfolk-Newport News  WGGH
Raleigh-Durham  WPTF
Roanoke         WDBJ

MIDWEST, SOUTHWEST
Des Moines      WHO
Davenport       WOC
Duluth-Superior WDSM
Fargo          WDAY
Fort Wayne      WOWO
Kansas City     KMBC-KFRM
Louisville     WAVE
Minneapolis-St. Paul  WTCN
Omaha          KFAB
Peoria         WMBD
St. Louis      KSD
Beaumont       KDFM
Corpus Christi  KRIS
Ft. Worth-Dallas WBAP
Houston        KXYZ
San Antonio    KTXA

MOUNTAIN AND WEST
Boise          KDSD
Denver         KVOD
Honolulu-Hilo   KGMB-KHBC
Portland, Ore.  KEX
Seattle        KIRO

February 11, 1952 • Page 11
Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

William H. Weintraub & Co., N. Y., has elected three new vice presidents. New officers are Frederick C. Brunns, vice president and account supervisor; Dr. Leon Arons, vice president in charge of research; and John Barton Morris, vice president in charge of marketing.

John Weiser named manager of Detroit office of Ruthrauff & Ryan. Ted Reed moves to Los Angeles as head of agency's Pacific Coast operations. Both are agency vice presidents.

Charles A. Pooler, vice president in charge of research, Benton & Bowles, N. Y., promoted to vice president in charge of marketing. Alfred A. Whittaker, agency's director of research, appointed his successor.

Joe Grat, CBS Television New York, to Warwick & Legler, same city, as radio-TV producer-director.


On all accounts

C. H. E. T is a man who can't hold a job; he always gets promoted.

Thus did one of his colleagues characterize the career of Chester MacCracken, vice president of radio and television production, Doherty, Clifford & Shenfield, New York.

In the advertising field, Mr. MacCracken has gone on getting promoted for 25 years, since the day in 1927 when he moved up from the telephone and direct mail division of the Skelly Oil Co. to the post of assistant advertising manager of that firm.

Three years later—as full manager—he left Kansas and the oil company to join the Scott Paper Co. in Chester, Pa., as assistant to the chief of advertising there.

Two years of absorbing experience in Chester and Mr. MacCracken was ready for the Big Town and the Big League. He became a member of the copywriting corps of J. Walter Thompson Co. in New York. A year later he moved to Benton & Bowles in the radio copy department, from which job he was elevated, in 1937, to the post of business manager of the entire radio division. In that capacity he helped set up the new Benton & Bowles' Hollywood office and supervised the Gangbusters and Nick Carter shows. He also oversaw the writing of the nine daytime radio serials then produced by the agency. In 1941 he received and accepted an invitation from Pedlar & Ryan, New York, to supervise the Mr. District Attorney show. He accepted.

In 1944, when Doherty, Clifford & Shenfield agency was formed, Mr. MacCracken enlisted as a charter member in charge of radio production and on Jan. 1, 1949, was named vice president.

Among the shows the agency handles are Break the Bank, on ABC radio, five half-hours weekly, and Break the Bank on CBS-TV, both sponsored by Bristol-Myers; Treasury Men in Action for Borden's Instant Coffee on NBC-TV; one segment of NBC-TV Howdy Doody for Welch Grape Juice; plus radio and TV spots for Ipana, Borden and Vitalis. Latter product also sponsors a quarter-hour TV Sports Review on a regional basis.

The MacCrackens—she is the former Icy Purcell—have been married for 24 years. They have their own home in Bronxville.

Mr. MacCracken's hobbies are reading mystery and adventure stories and growing prize roses in his garden.
Weather Report on Radio...

Condensed and Reprinted by Permission of

"footnotes"  
Editor Reginald Clough's
January 11, 1952

Just recently we visited a radio station manager in an eastern city and, while we were talking, the Weather Bureau called. It was 2:30 p.m. and a sleet storm was moving in from the midwest. The stores were supposed to stay open that night until 9:00, their last evening shopping day before Christmas. But the Weather Bureau figured that the storm would disrupt the city by late afternoon and that by nightfall no traffic would move.

The question was whether to go on the air with announcements of the impending storm, urge people to stay home and the stores to close early. The Weather Bureau, the Chamber of Commerce, the stores and the station people all realized that the radio could close down the city in 30 minutes. They also realized that it was the only medium, even including the telephone, that could do so in that time.

Radio — at least good radio — has become an intrinsic part of our national living habit. There never has been a medium, and perhaps there never will be one, which can reach so many people so fast and, for certain purposes, so effectively. That is not to write off, or even to compare it with, any other medium. All of them — newspapers, magazines, television and the others — serve important individual purposes. But they must be judged and appraised individually; general comparisons of the media only serve to confuse our thinking of them all and to mix up the important values of each.

It is sheer naivete, to put it mildly and nicely, to believe that, because of television, radio will disintegrate or disappear. It will serve a purpose of its own indefinitely, just as surely as phonographs and records, books and pianos, movies and magazines (and all the other things radio was supposed to "crowd out") are still serving and, in many ways, more importantly than ever.

Radio is suffering from a quaint business psychosis. The public is buying radio sets today at a faster rate than it is buying television sets. Yet among some business people, there is a fad against radio, as there once was against research. The sooner the fad ends, the better off business will be. Anybody listening? Sure, millions, most of the time.

Weather Bureau
FEBRUARY 1952
BUFFALO

February 11, 1952 • Page 13
HOW TO GET THERE...

"fustest with

**MUTUAL** clients have a consistent record for getting there "fustest"—in a sense never dreamed of by the late Nathan Bedford Forrest. And they consistently get there with the "mostest"—in a way the old general would heartily approve.

First in homes per time-and-talent dollar among all *kid-show* sponsors in network radio is Derby Foods, Inc., with "Sky King" on 525 MBS stations for Peter Pan peanut butter. (And Mutual presents the most kid shows of any network.)

First in homes per dollar among all *mystery* sponsors in network radio is the Williamson Candy Co., with "True Detective Mysteries" on 515 MBS stations for Oh Henry bars. (And Mutual has the most mystery shows of any network.)

In fact, first-in-homes-per-dollar applies to the average of all once-a-week programs on MBS compared with the average on each of the other networks.

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*N. R. I. OCT.-NOV. 1951; P. I. B.; VARIETY "NETWORK PROGRAM COSTS"
*N. R. I. JAN.-SEPT. 1951
the mostest

...WITH
MISTER
PLUS

Over-riding all these “fustest” facts—and helping to explain them—is a strategic “mostest” which no other network has matched for the past 12 years:

The Mutual Broadcasting System provides a field force of 550 affiliated stations in markets of all sizes throughout the 48 states...nearly double the next network's total...and with a selective deployability in hookups that can assure a matchless fit to your marketing needs.

Wherever your battle-lines are mapped out in the sales-struggle for 1952, Mutual's General PLUS can get you there “fustest with the mostest” for sure.

MBS
the MUTUAL broadcasting system of 550 affiliated stations
"Every Denver motorist owes KLZ his gratitude..."

R. Brandon Marshall, managing director, Denver chapter, National Safety Council, says "every Denver motorist owes KLZ his gratitude."

KLZ—three-time recipient of the National Safety Council’s public interest award—tailors its highway safety programs to the special needs of Rocky Mountain driving. Supporting the cause of safety is but one more example of KLZ’s continued sense of responsibility to the people of its community.

**KLZ**

5000 WATTS—560 KC

**CBS RADIO**

**Represented Nationally by the Katz Agency**

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**Spot • • •**

BYMART-TINTAIR Inc., N. Y., launching saturation campaign on approximately three Miami radio stations to introduce new Clo Shampoo effective today. Campaign will be extended to other markets on both TV and radio eventually on a national scale with rate of expansion determined by success of initial campaign. Agency: Cecil & Presbrey, N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago, expands TV spot schedule for new Freezer Tapes into 6 more markets from its present 29 for remainder of the month as well as in March. Agency: George H. Hartman, Chicago.

KELLOGG Co. of Canada, London, Ont. (Rice Krispies), has started half-hour Wild Bill Hickok transcribed show twice weekly on 16 Canadian stations. Agency: Kenyon & Eckhardt, Toronto.

**Network • • •**

C. A. SWANSON & SONS, Omaha (canned and frozen poultry and margarine), renews alternate week sponsorship of The Name’s the Same on ABC-TV, Wed. 7:30-8 p.m. EST, for 52 weeks effective March 5. Agency: Tatham-Laird Inc., Chicago.

CHRISTIAN SCIENCE Publishing Society, Boston, renews sponsorship of The Christian Science Monitor Views the News on ABC radio, Tues. 9:45-10 p.m. EST, for 52 weeks, effective Feb. 28. Agency: Walton Butterfield Adv., N. Y.

RALSTON PURINA Co., St. Louis, renews alternate-week sponsorship of Space Patrol on ABC-TV, Sun. 6-6:30 p.m. EST, for 13 weeks, effective March 9. Agency: Gardner Adv., St. Louis.

CHURCH OF CHRIST, Abilene, Tex., to sponsor half hour Herald of Truth on 145 ABC radio stations for 52 weeks effective Feb. 10. Agency: Ross Roy Inc., Chicago.

FLORIDA CITRUS COMMISSION buying five minute section, five days a week for 10 weeks on NBC-TV’s Today effective immediately. Program will be seen in 30 cities in U.S. Commission will spend $100,000 for total 10 week promotion in radio, trade publications and newspapers. Agency: J. Walter Thompson Co., N. Y.

PACKARD MOTORS, Detroit, adding five more markets to its sponsorship of Rebound, dramatic TV series handled by United Television Programs, already lined up for 19 markets [B+T, Dec. 10, Jan. 28]. Agency: Maxon Inc., N. Y.

BURPEE CAN SEALER Co., Barrington, Ill., to sponsor three five-minute local news inserts each day on NBC’s Today. Agency: Buchanan & Co., Chicago.

WINE CORP. of America, Chicago (Mogen David Wine), moves Charlie Wild, Private Eye, from ABC-TV to DuMont TV March 13. Show will be telecast Thurs. 11-11:30 p.m. Agency: Weiss & Geller, N. Y.


**Agency Appointments • • •**

JOHN ROBERT POWERS PRODUCTS Co., N. Y. (cosmetics), names Cecil & Presbrey, same city, as its advertising merchandising counsel.


AMERICAN BEVERAGE Corp., Brooklyn, N. Y., appoints Moss Assoc.,

(Continued on page 92)
FOLKS HERABOUT LOVE TIGERS... and WJBK, for 3 straight years, has been the key station for the Tiger baseball network... the largest ever built for baseball broadcasts. The enthusiasm of the Detroit fan club—some 2½ million strong—and the whopping Hoopers, prove the overwhelming popularity of WJBK... and the Tigers.

THE BOB MURPHY SHOW... "Tall Boy, Third Row" Murphy is a real favorite with listeners and sponsors alike. His tremendous following is a tribute to his jazz and popular platter savvy... to his free and easy manner of delivering commercials that pack a wallop.

LARRY GENTILE’S HOUSEPARTY... The pioneer disc jockey in Detroit, Larry Gentile has been a popular radio personality for 19 years, doing a fabulous selling job for a great variety of products. The "Houseparty", from 10 P.M. to 1 A.M., is an all-request music program conducted in Larry’s informal, irresistible style.

The "Ralph Binge Show" and "Ken Cline Show" are other top WJBK programs which spell the answer to your selling problems in this 5-billion dollar Detroit market. A check with your KATZ man will show you that the way smart advertisers spell success in Detroit is W-J-B-K.

WJBK HEADS HOCKEY NET! Exclusive Detroit outlet for the Red Wing hockey games, and key station for the nation’s largest hockey network, WJBK broadcasts all home and important away and play-off games for the champion Red Wings. Al Nagler, play-by-play Red Wing announcer since 1935, is thrilling WJBK hockey fans for the 3rd consecutive year. No wonder WJBK is considered Detroit’s greatest sports medium.
WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR
24 Hours daily around the clock

WSRS

• "The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That’s why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR AROUND THE CLOCK

On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND

NAT'L REP. FORJOE & CO.

Page 18 * February 11, 1952
There's no ill-wind in Texas...

Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot iron pole. If the chain and block are blown parallel to the ground, it's too windy to work. There isn't much need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Citizens of Amarillo, in common with most other Texans, have a fondness for tall tales. Actually, the biggest wind on our records was a 75-mile-an-hour gale. Cotton John, KGNC's farm editor, says it disrobed a young lady crossing Polk Street at Sixth (our Broadway and 42nd). She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of calico. Cotton John's got a piece of sand to prove it.

Cotton John also has a passel of surveys which prove he and KGNC have a loyal following of farmers and ranchers. Because he was born and raised on a Texas farm and knows about 80% of the farmers in the Panhandle by name, he is personally familiar with their problems. His early morning and early afternoon farm, weather, and market broadcasts provide information for farmers and ranchers throughout Amarillo's trading area. The programs typify the way KGNC serves its wealthy agricultural and industrial market.

As the head of Amarillo's Atlas Welding & Metal Works puts it, "We know what wonderful service you are giving us, as people from as far as 300 miles away are stopping to tell us they have heard Cotton John. And they usually buy something."

The market is well worth the attention of an advertiser interested in business, well covered day and night by KGNC's 10,000 watts of power. For further information, please check with our national reps.
here's how AP NEWS pays off in...

Hundreds of the country's finest stations announce with pride "THIS STATION IS A MEMBER"
“290 Sponsored AP Newscasts per Week”

John T. Carey, Sales Manager, WIND, Chicago, Illinois

Says Sales Manager Carey: “I believe that WIND carries more sponsored newscasts daily than any other station in the country. We carry 42 newscasts every day but Monday. On Monday we carry 38, for a total of 290 per week. Our main news sponsor is the Chicago Daily News with 164 newscasts weekly. We find The Associated Press to be an excellent service and we invariably secure renewals from news sponsors. As a matter of fact, there's a waiting list to purchase our 5-minute AP newscasts.”

“110% Increase in Sales for Sponsor”

Bob A. Roth, Sr., Commercial Manager, KONO, San Antonio, Texas

Reports Commercial Manager Roth of KONO: “KONO continually shows extremely high Hooper Ratings against 4 networks and 3 other stations. This speaks for the quality of AP news service, supplemented by our own local coverage. AP meets our every need for national and regional coverage.”

Sponsor results? Says George W. Delavan, Jr., General Manager of Home Appliance Distributors, Inc., biggest KONO AP news sponsor: “AP news on KONO has produced results from the first day our commercials hit the air—increased our distribution, built consumer acceptance and confidence in our product. In one year's time our sales volume increased 110%!”

OF THE ASSOCIATED PRESS.”
North Carolina Rates More Firsts
In Sales Management Survey
Than Any Other Southern State.
More North Carolinians Listen to
WPTF Than Any Other Station.

WPTF
NBC
50,000 WATTS
680 KC.
NATIONAL REPRESENTATIVE FREE & PETERS, INC.

also WPTF-FM
SPONSORSHIP of baseball broadcasts and telecasts during the 1952 season promises to equal or perhaps exceed 1951 revenue, judging by present negotiations between clubs and advertiser-agency bidders.

With the opening game just two months off, contract dickering is going on all over the nation with such sports stalwarts as Atlantic Refining Co., Chesterfield, Gillette, several breweries and other firms in the picture.

Already many pacts have been signed. Most of the new deals provide protection for minor league clubs from concurrent broadcasts or telecasts of major league games. This provides for a break in the case of some other policy backed by NARTB and Radio-Television Mfrs. Assn.

When the final lineup is ready in April, 1952 sponsorship revenues are expected to match the 1951 total. At the same time, many of the schedules will provide that special baseball network broadcasts be denied interfering stations in minor league areas during the hours when local games are in progress. A factor in the 1952 negotiations is the constant pressure of the Dept. of Justice's Anti-Trust Division, which already has put professional football in the legal doghouse and has kept a close watch on the college football control exercised by National Collegiate Athletic Assn.

Because of the anti-trust angle the individual clubs are not discussing their radio-TV plans with each other. However the majors are being choosy about their sponsors in an effort to avoid government trouble and to aver undue interference with the gate at minor league games.

Dizzy Dean To Cover

Mutual network was prepared to resume its Game of the Day series, with Dizzy Dean and Al Hefler announcing. MBS would not divulge how many teams had granted broadcast rights. Falstaff Beer, St. Louis, which sponsored daily games on Liberty Broadcasting System last year, is to carry daily MBS games on around 125 stations, though actual sales are higher.

MBS has followed a policy of avoiding interference with minor league teams. The network has been negotiating with Gillette Safety Razor Co. through Maxon Inc. for five-minute warmup broadcasts before the daily ball games and with R. J. Reynolds Tobacco Co. for five-minute post-game summaries.

Liberty again is expected to be a leading figure in the national baseball picture with its "All-Sports Package" [BT, Jan. 28]. At that time the network indicated its package would include games of at least six major league clubs. It mentioned the Cincinnati Reds, Brooklyn Dodgers and Chicago White Sox.

Final Pact Not Set

In this connection spokesmen for the Reds and Dodgers denied they had concluded final negotiations with Liberty. Bill Monroe, LBS vice president and director of national sales, said the network was saying it had made an offer to these clubs and they had not rejected. It was understood the White Sox had definitely signed with Liberty.

Atlantic Refining again will set up special baseball networks in its Eastern Seaboard territory through N. W. Ayer & Son. In some cases Atlantic will share sponsorship with other advertisers but all negotiations have not been completed. Atlantic is expected to have networks centered around Boston, New York, Philadelphia and Pittsburgh as well as smaller local projects in its marketing territory.

Daytime home games of the Philadelphia Athletics and Phillies, with the exception of second games of doubleheaders, will be telecast from Shibe Park by WCAU-TV, WFIL-TV and WPTZ (TV) Philadelphia, the trio covering on a rotating schedule now near completion.

Thirty daytime games scheduled by the Athletics and 28 by the Phillies are on the agenda in addition to two pre-season contests at Shibe Park between the clubs. Adam Scheidt Brewing Co, is expected to co-sponsor with Atlantic.

Dodgers on Two Stations

F & M Schaefer Brewing Co., through BBD, again has signed to cover Dodgers home games on WOR-TV and WMGM New York. This plan is based on the assumption the Dodgers grant rights to the two stations. As of Thursday the Dodgers said the club hadn't yet decided definitely about broadcasting and telecasting games.

WPIX (TV) New York announced Thursday it had signed a contract with the Giants to telecast all home games with Chesterfield cigarettes as sponsor. Cunningham & Walsh, New York, is agency.

WPX also will telecast Yankee home games under a five-year contract signed with the club last year. This year's sponsor of Yankee games isn't set. Last year Ballantine's beer was sponsor.

Yankee radio will be carried again over the regional network now being lined up. It will be the fifth straight year Chesterfield has sponsored Giants games on WPXI. Russ Hodges and Ernie Harwell will handle the games.

Liggert & Myers, also for Chesterfields, will sponsor the New York Giants for the sixth consecutive year on WMCA New York plus a Giant baseball radio network. Latter network is still (Continued on page 56).

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**DRY BILL PLASTERED**

By DAVE BERLYN

ALIGNMENT of alcoholic beverage, advertising and radio-TV industry forces opened up on the "dry"- supported Johnson - Case Bill (S 2444) last week.

Chief points of the opponents' arguments were as follows:

- The bill is discriminatory against (1) the radio-TV industry as distinguished from other media and (2) the distilled spirits industry as distinguished from other alcoholic beverage firms.
- Constitutionality of the bill may be questionable because the 21st Amendment, which repealed the prohibition act (18th Amendment), gives to the states the power to control or regulate the sale and manufacture of the beverages. Thus, they argue, the advertising of these products would also come within state jurisdiction, not federal.
- The "rights" of minority groups—the "drys"—are not invaded, for radio and television need not be heard nor viewed. As one witness noted, "the television or radio set has a switch which turns the set on or off."
- This bill would be the first step toward including other media and other alcoholic beverages in the ban—it sets up a "prohibition precedent."
- If one special interest is accommodated by legislation in barring a legally manufactured or sold product from the airwaves, what will hold other special interests or minority groups from asking that cigarettes, pharmaceutical and meat companies refrain from advertising their products on radio and television, and even other media?

The Johnson - Case Bill — "preventive legislation" as labeled by its co-author Sen. Edwin C. Johnson (D-Col.)—would forbid liquor advertising on the airwaves. Hearings were held before the Senate Interstate & Foreign Commerce Committee last Wednesday and Thursday, a repeat in hearing days of the prior week [BT, Feb. 4]. They were concluded mid-Thursday afternoon, but not before the "dry" appeared for "rebuttal."

Next big round will come within the confines of the Senate Commerce group, of which Sen. Johnson is chairman. The 13 committee members must vote in closed session on whether to report the bill to the Senate floor for action.

Surprise suggestion came from Sen. Owen Brewster (R-Me.) who asked both the distillers and broadcasters if a plan could be set up whereby the Congress could be given at least one year's "notice" of any contemplated change in the industries' respective codes which discourage liquor advertising on the airwaves.

Among those testifying during the two-day airing last week were: Harold E. Fellows, NARTB president; P. W. Allport, secretary, Assn. of National Advertisers (ANA); Richard L. Schefteker, American Assn. of Advertising Agencies (AAAA); John Dwight Sullivan, general counsel, Advertising Federation of America (AFA); William L. Daley, National Editorial Assn. Edward F. O'Brien, chairman of Dis

**Hill Hearing Ends**

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**SPIVAK, ROUNTRE**

**NAME Don Lee in Suit**

Half-Million-dollar suit was filed by Lawrence E. Spivak and Mr. Don Rountree last Friday against the Don Lee Network (Thomas S. Lee Enterprises Inc.), charging Don Lee is broadcasting a Reporters Roundup program that is a misappropriation of their own Meet the Press radio show.

The suit was filed in the Superior Court of California for the County of Los Angeles. It relies on Par. 37 of the Spivak-Rountee in connection with the suit, of which the suit is based.

Spokesmen for Mr. Spivak and Mr. Rountree noted that they filed a suit—still in litigation—in 1950 for $1,250,000 against Mutual and WOR New York in a case involving a Reporters Roundup program which they charged was a misappropriation of their Meet the Press show.

"Illegal Replica"

A joint statement issued by the plaintiffs at that time was reissued in connection with the Don Lee suit: "We have spent six years and large sums of money in originat- ing and developing the format of Meet the Press... We cannot, in all conscience, stand by while a network ruthlessly proceeds to appropriate the fruits of our labor by cancelling a contract that had two years to run so that they might replace Meet the Press with an illegal replica."


**Where You Go...**

Last Wednesday morning, a Broadcasting • Telecasting reporter overheard a conversation between two friends who met at the corner where the reporter was waiting for a trolley.

One said: "It's a shame about King George, isn't it?" "What about him?" asked the other.

"He's dead."

The other one opened the late edition of the morning newspaper he was carrying under his arm. "I don't see anything about it here," he said.

"It just happened," said the first one. "I heard it on the radio."

"You know, it's a funny thing," said the other. "For once I didn't listen to the radio this morning. I guess you don't know what you miss when you don't."
RECRUITING FUNDS

THE PENTAGON last week was the focal point for a series of developments of especial interest to radio-TV broadcasting and other advertising media.

Chief among the highlights were these:

* Official announcement of an interim advertising program through Grant Adv. for U. S. Army and Air Force recruiting to be sustained through unexpended media funds.
* Allocation plans for a paid radio spot campaign which would give the industry a 12% share of all funds expended since July 1, 1951—or at least 15% of remaining monies.
* Allotment of expenditures for TV film spots to bolster WAC enlistment drive.

A broad reappraisal by the Defense Dept. of all public information network programs, aside from the recruiting issue.

* Preparation of data to convince Congress that the Army should thaw its freeze on current 1951-52 recruiting fund uses, or at least abandon any intent to saddle fiscal '53 with just over $600,000.

Media plans for the immediate interim period ending next June 30 were outlined last Thursday by the Dept. of Defense, which announced that $550,000 in unexpended 1951-52 funds are being made available for U. S. Army and Air Force advertising for volunteers.

Leftover From Fiscal '51

This $500,000-plus represents the amount left over from fiscal 1951 monies after military authorities cancelled plans for network programs. The cancellations were requested in deference to Congressional protests. Cancelled were programs featuring Frankie Laine, Bill Stern and others, all with commitments undertaken from 1950-51 funds. As a result, Congress attached the Defense Dept's fiscal '52 advertising budget. Grant Advertising has been instructed, however, to proceed with allocation plans [B'T, Jan. 28].

Under the first phase recruitment advertising will be directed at women, aviation cadets and specialists, with provision for radio time purchases, and space in Sunday supplement sections, technical publications, professional journals, newspapers and college periodicals. Radio will derive 18% of monies during the coming campaign, bringing its total for fiscal '52 to about $800,000.

This phase will account for about $302,500 — or 55% of the $550,000. The remaining funds (second phase) will go into point of sale literature, direct mail and sales and training aids to assist Army and Air Force field recruiting personnel.

On the basis of forth coming allocations, radio's 18% compares to 33% for newspaper and Sunday supplements, and 4% for "target" magazines.

But the Defense Dept. emphasized that radio's share actually amounts to about 29% of the basis of expenditures for time since July 1, 1951, and including the new campaign. This compares to 26% for newspapers and Sunday supplements, and 28% for magazines.

Pentagon Spot Spending

Military Personal Procurement authorities explained it this way:

During the period from July 1, 1951, to Oct. 18, 1951, when Congress imposed its ban, the Pentagon had spent $652,556 for spots and national radio (four Frankie Laine shows and the Biginning). An additional $54,000 was siphoned off to local Army branches for spots, plus $69,000 earmarked for the upcoming drive, brings radio's share to $611,556 — or 46% of a total $1,109,672 spent or allocated since July 1, 1951.

Actually, the military paid $57,000 for the Laine programs, and another $85,000 for WAC spots on 70 independent stations, plus $29,300 for Biginning and sums for other activities before the Congressional freeze.

New campaigns for the U. S. Army and Air Force will be handled through Grant Adv., Chicago, whose contract expires June 30, end of the interim campaign.

Perhaps the most ambitious broadcast activity is the proposed Army spot campaign aimed at recruiting WACs and nurses. Sum of $65,000 is planned for national coverage of 36 one-minute spot announcements (25 WAC, 11 nurse) on some 800 independent stations of the Keystone Broadcasting System, plus 13 key 50-kw outlets [B'T, Jan. 21].

Grant estimates that production charges will run about $1,200, covering cost of preparation of disc recordings. All spots will be aired in a uniform and effective manner through this expenditure.

The Air Force program, with another $30,000 earmarked for radio, envisions a schedule of 16 one-minute spots on a similar number of independent KBS and other 50 kw outlets. They would be aimed primarily at recruitment of aviation cadets and WAF enlistments. Production costs here are placed at roughly $800.

Grant also will prepare a 20-second TV spot to cover WAC general enlistment and, if time permits during the commercial, a plug for Officers Candidate School. Interested applicants would be asked in the announcement to write the WACs for a booklet and additional information. This project is allocated $1,800.

The Air Force TV program is more extensive, calling for production of a 60-second and 20-second pilot training film, plus another 20-second aircraft observer film. This is planned as a public service feature, with video outlets presumably being asked to furnish time without charges. The three prints will cost the military about $7,000.

This means that out of the $850,000 yet to be spent, radio will command about $35,000 for time and an additional $2,000 which Grant has earmarked for actual production. TV will draw $8,800, with the remainder to be spent on the television's own plants.

The survey found no geographical pattern in gains and losses and no pattern occasioned by depth of TV penetration, BAB officials said. They reported that in several cities where some stations registered gains, others of equivalent standing took losses, compared to 1950, while gains also occurred in areas where television's penetration was deepest.

One pattern was observed. Independent stations showed greater 1951 gains than did network affiliates in the six cities studied. But it also was found that a majority of the latter lost both network revenue losses were able to overcome them and showed overall gains for the year.

Additionally, it was pointed out, all stations reported increased local business (especially retail) and most of them enjoyed more national spot business than in 1950.

The survey covered stations within the corporate limits of the six cities involved.

BAB Finds Radio Strong

Radio Holds Fast

"The results disclose that advertisers began to re-invest substantially in radio about mid-summer. Evidence is also piling up that radio is more than holding its own audience-wise in these six cities and in the other cities where there are TV stations. It appears that radio advertising totals may reach an all-time high in 1952."

"As for the continuing competition of other media, it appears that newspaper spent more money on radio in the six cities studied. The Media Records lineage figures indicate that newspaper lineage was less in five of these cities in 1951 than it was in 1950."

In "several" instances where overall revenue dips were reported by stations, BAB said, the station managers attributed the decline to competition of other media, but to other factors, including local labor conditions and problems within the stations' own physical plants.

The survey covered stations in the six cities where radio's share, as indicated by the percentage of the total revenue, indicates a pattern in gains and losses has been established. The pattern is similar to that in gains and losses for the six cities. The pattern is similar to that established in gains and losses for the six cities.
The professional language of the airways is never heard on the street. Where do radio announcers learn it? From other radio announcers, of course. This account is fiction, but it’s not far from the truth.

By WADE BARNES

NOW as I look back, perhaps my greatest triumph was the part I played in a CBS presentation of a New York Philharmonic Orchestra broadcast. The network had switched to Philadelphia for an interim talk by a man of great importance whose name I forget.

Then at the end of his talk—a tremendous moment for me—I had the extreme honor to say, “We take you now to New York.”

I went home beaming that day, knowing that each person I met on the street mentally applauded my well modulated words.

“Wonderful voice, wonderful diction, marvelous delivery,” they were saying.

It was the proper thing to do—end my announcing career when I did. The mistake that many great men have made is to keep on living after they have won a battle or delivered a Gettysburg address. And many a radio announcer has made the same mistake.

Sixth Ave. in New York reeks with the sound of broken down radio announcers who keep asking the man on the street, “Did you hear me when I made the station break after war was declared?” or “...that wonderful Bulova time announcement after Joe Louis beat Jack Wha...” Yes, it was best for my entire career that I ended my announcing days with the eventful words, “We take you now to New York.” Let us dwell on this historic announcement for a moment.

The word “we” was pronounced in a modified American accent which is practiced by all American radio announcers. This accent is gained through listening to other radio announcers. The original announcer who invented the accent has long been forgotten. Needless to say, since you are very familiar with this type of accent, you know the word “we” was not pronounced as “wew” which is the usual sound for it, but rather as “whew.” Another method of pronouncing it is considered barbaric by all announcers.

Out of This World

The words “take you now to New York” were to coin a phrase, out of this world. Take “take” for instance. There is a divided opinion on the pronunciation of this familiar word, but the official, recognized American announcer accent pronunciation is “tak” as against “taik,” which is the pronunciation of the man on some streets.

“You” is a word hard to pronounce, but in this instance it became a syllabic symphony. I said “yooch” which is completely correct.

The word “now” has a connotation with erudite listeners as being a word that places the speaker; that is, places him in the place where he learned to talk. My pronunciation was not southern, western, northern, or eastern. Here again the American announcers’ accent came into play. This was extremely difficult, because I originally came from Ohio where the accent of the mob is one of high shrillness.

The word “now” contains a diphthong, the thing in our speech which is so hard for Europeans to master. It is also hard for the American. It is extremely difficult for the Ohioan. But as in the previous words, I resorted to the American announcers’ accent which gave the word the “now” sound with a very short emphasis on the “ne” part.

The word “to” is difficult to translate into announcers’ pronunciation, since it is inherently a short word with only two letters. The best that could be done with it was to add an “h” to the pronunciation which gave it the “toh” sound. If there was any weakness at all in the entire announcement, it might possibly be found in this pronunciation, but as I said, there is very little that can be done with this word.

The highlight in the whole announcement was in the pronunciation of the word “New.” In the first place, it was strategically placed in the sentence, coming next to the last word. As in vaudeville programs, the next to last act, so to speak, is the very highest spot in the show. So it was with “New.” The word itself lends great possibilities to both the novice and experienced announcer, and because that is true, there have been many arguments concerning its sound among men of the mike. Here again I resorted to the official pronunciation of the “American Announcers’ Guide,” which seemed to be the only safe way to play it. Those in the profession who say “noo” are definitely not “high church,” as one might say (and I say it).

But then those who say “nee-oo” are considered to be in the novice stage and are definitely frowned upon by announcers who have been in their profession for longer than six months. Those who try to play politics feel that the only correct way to say it is to combine these two pronunciations into “nyue,” thus winning the support of both parties. I’m not one to play politics if I can help it.

Because the “American Announcers’ Guild” is divided on the pronunciation of this word, I felt that I couldn’t possibly be breaking any rules if I came fairly close to any of the three pronunciations. After a great deal of deliberation and consultation with myself, I came to the decision that the only pronunciation I could give it and still be able to look myself in the eye was as follows: “Neyou,” which is really “Nee-YUE-o” said at a rather fast rate of speed. I have never regretted it.

“York” was a fairly simple problem since the “American Announcers’ Guide” is rather adamant about the word. I did have a slight

(Continued on page 38)
CONVENTIONS

Radio-TV Plans Shape Up

Radio-TV planning for party nominating conventions in Chicago next July is being geared to political fever pitch at Democratic and GOP national committee headquarters.

Officials are outspoken in their conviction that, with the full-blown emergence of television on a more national level, the 1948 Presidential conventions were merely a "warm-up" for the elaborate and extensive coverage blueprinted for next summer's sessions.

Despite the surge of enthusiasm for television and its role of bringing the conventions into the television viewer's own parlor, radio will not be overlooked by either committee.

Groundwork Already Laired

The groundwork for radio and video coverage of Democratic and Republican conventions has been laid already by the major networks. Industry representatives have conferred frequently with committees and plan a recommended code governing sponsorship and other phases of coverage.

Discussions on actual physical facilities also have been explored in recent weeks on an informal basis. The time has arrived for weighing actual facility requirements of the networks and stations against available space in the International Amphitheatre.

The opening gambit on requirements was to have been taken at the first official meeting of committee radio-TV publicity authorities with representatives of all media in Chicago yesterday (Sunday).

Media plans figured in discussions of the executive heads of the Democratic National Committee, who conferred in Washington last Tuesday. Among these conferences explored were the '52 campaign budget, convention plans and reorganization and streamlining of the national headquarters.

The executive committee discussed plans for television and radio coverage of the Democratic and Republican conventions in Chicago next July will be offered by LBS to its over 440 affiliates, James H. Foster, Liberty executive vice president, has announced.

This is believed to mark the first time in broadcasting history that five major networks will carry highlights of political gatherings all over the world, Mr. Foster observed. LBS also has affiliates in Alaska and Hawaii. LBS schedules will include from three to five hours coverage daily, he added.

LBS convention coverage plans are being coordinated under the direction of Mr. Foster, as well as Glenn Brown, assistant vice president in charge of engineering, and James Kirksmith, vice president for special events.

POLITICAL PLANS

LBS Announces Coverage

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with assistance from Harold McGrath and Robert Menough, heads of the Senate and House radio galleries, respectively.

The GOP alignment on planning differs from that of the Democratic National Committee, with details handled by radio-press and TV-motion picture subcommittees, under Rep. Clarence Brown (R-Ohio) and McIntyre Faries, respectively. They report directly to GOP Chairman Guy Gabrelson.

The Democrats have delegated these chores to Neale Roach, officially appointed convention committee chairman last Tuesday, who answers directly to Chairman Frank McKinney. Mr. Roach will set up Democratic convention headquarters at the Conrad Hilton Hotel today (Monday).

Slated to attend yesterday's sessions for the Democrats were Ken Fry, radio-TV director; Charles Van Devanter, publicity director, and Sam Brightman, assistant publicity chief, along with Mr. Roach.

The GOP contingent was to include Mr. Gabrelson; Edward T. Ingle, GOP radio-TV chief, and William Mylander, publicity director as well as Rep. Brown, Mr. Faries, former Rep. Carroll Reece and Walter S. Hallanan, vice chairman of the GOP arrangements committee.

Industry representatives were not identified last week. It was

AVERAGE PAY UP

Labor Dept. Issues '50 Data

AVERAGE PAY for fulltime radio and television station employees was over $73 for a 40-hour scheduled workweek in October 1950, $3.50 above the same period in 1949, according to statistics compiled by the U. S. Dept. of Labor from FCC reports.

Number of hours worked did not change appreciably during the year. Employment increased from 41,000 to about 47,000.

Both pay raised and an increased proportion of higher paid employees accounted for the higher earnings, it was found. In stations of 18 or more employees the studio engineers, enjoying average 1950 weekly earnings of $65, increased around 50% in a year. The lowest-paid group, clerical employees, averaged $45.50 a week, an increase of 13%.

The department's Bureau of Labor Statistics found that networks and their operated stations, with about 20% of total industry employment, had average scheduled weekly earnings of $71 above those of stations with 15 or more employees. The network-owned station employees averaged $90 a week compared to $73 at other stations. Among stations with fewer than 15 employees, having around a fifth of the industry's workers, average scheduled earnings were $65.50.

Largest occupation group, staff announcers, averaged $92.50 a week at network-owned stations and $78 at other stations with 15 or more employees, or an overall average of $74 for announcers.

Greatest differences in average weekly earnings were found in the three highest paid occupational groups. The difference was over $50 in the case of chief engineers and supervisors, staff musicians and salesmen. Top engineers and supervisors were the highest-paid group of radio and TV station employees, averaging $110.50 a week. At networks and their owned stations their average was $160 a week, compared to $103.50 at other stations. Salesmen and staff musicians had weekly averages of $145 in the networks and their owned stations.

Scheduled hours averaged 38.5 a

AVERAGE WEEKLY SCHEDULED HOURS AND EARNINGS

Selected Occupational Groups in Radio and TV Broadcasting Stations

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<td>10,537</td>
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<td>Building-service employees</td>
<td>396</td>
<td>40.00</td>
<td>46.00</td>
<td>4.00</td>
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<td>40.00</td>
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<td>Chief engineers and supervisors</td>
<td>455</td>
<td>45.00</td>
<td>56.50</td>
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<td>Staff announcers</td>
<td>958</td>
<td>38.00</td>
<td>43.00</td>
<td>3.20</td>
<td>1,640</td>
<td>38.00</td>
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<tr>
<td>Salesmen</td>
<td>356</td>
<td>40.00</td>
<td>49.00</td>
<td>4.00</td>
<td>712</td>
<td>40.00</td>
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<td>40.00</td>
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<td>Staff musicians</td>
<td>530</td>
<td>35.00</td>
<td>42.00</td>
<td>2.40</td>
<td>880</td>
<td>35.00</td>
<td>42.00</td>
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<td>880</td>
<td>35.00</td>
<td>42.00</td>
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<tr>
<td>Staff secretaries</td>
<td>252</td>
<td>35.00</td>
<td>41.00</td>
<td>2.50</td>
<td>444</td>
<td>35.00</td>
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<td>444</td>
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<tr>
<td>Staff writers</td>
<td>153</td>
<td>35.00</td>
<td>41.00</td>
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<td>276</td>
<td>35.00</td>
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<td>276</td>
<td>35.00</td>
<td>41.00</td>
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<tr>
<td>Transmitter engineers -1st class license</td>
<td>441</td>
<td>35.00</td>
<td>41.00</td>
<td>2.50</td>
<td>782</td>
<td>35.00</td>
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- excludes networks, owned and operated stations of the networks, and stations employing less than 15 workers
- includes other station employees in addition to those listed below but excludes general officers and assistant and part-time employees

February 11, 1952 • Page 27

BROADCASTING • Telecasting
DO YOU know that the FCC sent and received 1,100,000 pieces of mail during the fiscal year ending June 30, 1961? That there were 885,000 radio authorizations in existence at that time? That the FCC received 265,000 applications of all kinds during the 1961 fiscal year?

Details of this kind are contained in the FCC’s 17th Annual Report, for the fiscal year ending June 30, 1961, issued last week.

Although out-of-date by more than six months, the following are some of the data for fiscal 1960, reported by the Commission:

AM authorizations reached a record 2,385—82 more than the previous year. One thousand AM applications were pending, of which 270 were for new stations, 235 for changes in facilities, the rest, renewals, for licenses, etc.

Broadcast matters accounted for 90% of hearings. There were 541 cases on the hearing docket at the end of the fiscal year. Of these, 260 were AM, 7 FM and 179 TV (pre-freeze hearing cases).

FM authorizations decreased by 73. There was a total of 659 FM grants outstanding. Authorizations for non-commercial FM went up from 20 to 22. Only 17 applications for new FM stations were filed.

FCC’s national defense duties included: Control of electronic devices, monitoring serving needs of civil defense authorities, expansion of communications circuits, experimentation in use of radio, special technical studies, safeguarding communications facilities.

The report is available at the Government Printing Office, Washington, D. C., at 40 cents per copy.

L. A. Time Capsule

FOR inclusion in a time capsule to be placed in underground concrete garage in Pershing Square, Los Angeles, Education Committee of Southern California Broadcasters Assn. has nominated stilts of KMPC Hollywood facade, broadcasting studio, engineering controls, newsroom and music library; tape recordings of KNX documentary This Side of a Million, an NBC daytime serial, KMPC Reporter and KPAC Evening Concert, sponsored by Southern California Gas Co. Capsule’s sponsors, L. A. Downtown Broadcasting Men, have suggested including a drawing of a playback machine. This will insure perpetuity of 1962’s auditory habits for citizens of tomorrow.

FCC ’51 REPORT

Vital Statistics Issued

BARRY RYAN (r. foreground), president of Ruthrauff & Ryan, accepts cup from C. R. Smith (l. foreground), president of American Airlines, commemorating Ruthrauff & Ryan’s 40 years in advertising and 14 years as airline’s agency. Rear row (l. to r.) are T. J. Ross Jr., R&R; F. B. Ryan, R&R board chairman; C. L. Smith, R&R vice president and account executive, and James A. Dearborn, AA advertising director.

FM OPERATION

HELP for hard-pressed FM station operators may be on the way if the current FCC practice of permitting unattended operation is made official.

At least it is believed to be one way to overcome high operating costs, the reason given by Frederick F. Umhey, executive secretary of the International Ladies Garment Workers Union, whose show-piece WFDR (FM) New York cases operation Feb. 15 (see separate story on page 95).

Since March 1961 the FCC has authorized eight FM stations to be run by remote control. In reports which the Commission has received the reliability of unattended operation seems to have been proven.

WGUY Bangor, Me., reported that the reliability of the system is 99.73%. It got special experimental authority to remotely control its FM outlet Jan. 10, 1961.

WHYN-FM Holyoke, Mass., has been running unattended since August of last year. In November it reported that of 1,346 hours on the air, it had lost 68 minutes due to commercial power failure, six hours and 57 minutes due to faulty telephone circuit, two hours and 55 minutes because of tube failure, and 86 minutes when a maintenance operator failed to set the time switch from daylight to standard time.

Basis For Authorization

Remote control of FM stations must be authorized by the FCC for "good and sufficient reasons." They have been approved in several cases when denial would have meant the turning in of an FM authorization.

Stations, asking for unattended operation authority, cite the savings in expenses and the longer hours they can operate.

In all cases, there must be provision for a continuous check on plate voltage, antenna current, frequency and modulation monitors, and antenna warning lights.

First station to ask for remote control permission was WVBT way to overcome high operating costs, the reason given by Frederick F. Umhey, executive secretary of the International Ladies Garment Workers Union, whose show-piece WFDR (FM) New York cases operation Feb. 15 (see separate story on page 95).

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AVCO REPORT

Crosley AM Rates Noted

CONSOLIDATED net income of $10,086,214 for its 1961 fiscal year was reported last week for Avco Mfg. Corp. by its president, Victor Emanuel, in announcing the corporation’s annual stockholders report.

No breakdown of the various subsidiaries of Avco was given in Mr. Emanuel’s summary. However, a portion of the report dealt with Crosley Broadcasting Corp. (WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus and WINS New York), a wholly owned subsidiary. Report noted that WLW and WINS “have been able to maintain their rate structures” despite “generally prevalent reduction of rates in the standard broadcasting industry.” Also reported: “Fiscal 1951 marked the full emergence of television as a substantially profitable operation for Crosley . . . ”

TWO LEAVE FCC

Goldman, MacClain Resign

FCC lost two top attorneys from the General Counsel’s office last week with resignations of Assistant General Counsel Max Goldman and General Attorney George MacClain.

Reported as Goldman’s, whose resignation is effective Feb. 29, will become director of the Office of Industrial Tax Exemptions of the Puerto Rico Insular Government. That office deals with tax exceptions for businesses which the Puerto Rican administration is seeking to encourage to locate there.

MacClain, who will join the National Security Resources Board this week as assistant general counsel.

Except for a period in 1944-45 when he was law clerk to Judge Learned Hand, then sitting on the U. S. Court of Appeals in Washington, Mr. Goldman has been with the FCC since August 1941. As chief of litigation, he represented the Commission in all cases where its decisions were appealed to the courts.

Mr. MacClain has been the legal chief of the Conelrad project since the establishment of the radio division in 1960. He has been with the Commission since February 1946. Dee Pincock, assistant to the general counsel, will take over Mr. MacClain’s duties on Conelrad.

No successor to Mr. Goldman has been named. His two immediate subordinates are Richard A. Solomon, assistant chief of the division, and A. Harry Becker, chief of the Administration Branch.

Since last May, the FCC has lost six attorneys, counting Mr. Goldman and Mr. MacClain. They were Hearing Examiner Jack P. Blume, who joined former FCC Chairman John A. Lawrence last week in what is now Fly, Shuebruk & Blume; Assistant General Counsel Harry M. Plotkin, now with Arnold, Fortas & Porter; Chief of Office Robert H. Flamous; Parker D. Hancock, now with Hogan & Hartson; and Renewal & Transfer Chief Dwight Doty, now with Haley, McKenna & Wilkinson.

McFARLAND BILL

House Study Continues

CONGRESSMEN, working on the McFarland Bill (S 688), were reported last week to be making a steady progress on a proposal which would modify FCC procedures.

The House Interstate and Foreign Commerce Committee resumed its behind-closed-doors consideration of the 270 last Tuesday [B‘T, Feb. 4]. Two days in all were spent on the Senate-passed measure and then the committee recessed until Tuesday when study is expected to continue.

According to best information, the committee is still far from being "out of the woods" but committee members appear to be getting closer to an "understanding" of the bill and what it would do.
KALAND NAMED
As WNEW Program Director
WILLIAM J. KALAND's appointment as program director of WNEW New York, announced last Thursday, coincided with the resignation of Richard Swift as head of the television station representation firm, as vice president in charge of television.

Mr. Kaland, recently named manager of WNEW's combined script and production departments, assumes his new duties immediately. He joined WNEW as continuity chief in May 1951.

The new program director's 15 years of radio experience include service as radio script writer for Young & Rubicam on the Borden accounts and as news editor of WHOM New York.

He also has held script and production positions with NBC, CBS, and local radio stations, and has done freelance writing. During the war, he was a program director for the Office of War Information, afterward joining the Record Guild of America as recording and continuity manager.

NEW MICH. OUTLET
WCLC Staff Announced
STAFF of WCLC Flint, Mich., was announced last week. WCLC is to go on the air this month, according to Aelaide L. Carrell, managing director and commercial manager.

Other staff members were listed as Charles J. Carrell, promotion and publicity manager; Richard Hallwood, program director; Cal Darnell, sports director; Kenneth Wright, local account executive, and James Robertson, chief engineer. Russell P. May is engineering consultant.

The new station is assigned 1470 kc with 1 kw unlimited, directional day and night. An affiliate of LBS, it subscribes to SESAC Library and AP news service.

Miss Carrell for 20 years operated WBBZ Fonca City, Okla., but sold it to Ponce City Pub. Co.

LOS ANGELES
JOINS NARTB
Allerton Succeeds Baker
RICHARD M. ALLERTON, for many years connected with New York agency and marketing organization as a research executive, will join NARTB Washington headquarters as director of research. He succeeds Dr. Kenneth H. Baker, who resigned last summer to organize Standard Audit & Measurement, New York.

Mr. Allerton, 64, is a graduate of Union College, Schenectady, class of 1921. Until 1937 he was a bond salesman in Wall St. After that he did market research for Koppers Coke, Gulf Oil, First National Stores and others. During the 1942-44 period he was a management consultant to the Quartermasters Corps, War Dept.

In 1944 he joined Crossley Inc. as radio research director, holding the post two years. Later he became director of marketing and radio research at Free & Peters, station representative, and then Abbott Kimball Co., New York.

Acquires WBGE
SALE of WBGE-AM-FM Atlanta for $90,000 from Mike Benton to Edgar B. Poole and Robert N. Pinkerton was announced last week. Sale is subject to FCC approval.

Mr. Poole is 25% owner and chief engineer of KIPN Postal Arts. Mr. Pinkerton is a sales representative in the United States for Mexican radio stations. WBGE is on 1340 kc with 250 w.

Parker Heads WPAT
CHARLES W. PARKER, sales manager of WICG Bridgeport, Conn., for the past three years, has been appointed general manager of WPAT Paterson, N. J.

Manager of KVOD Tulsa, Mr. Dennis joined the public relations department of NAB (NARTB predecessor) and in the early 40s. From NAB in New York (now WMGM) as director of special events and public relations.

TWO-SWORE officials of Westinghouse Radio Stations Inc. attended the annual meeting of managers and program-sales executives, held last Tuesday-Wednesday at the Hotel Statler, Washington. Joseph E. Baudino, WRSI vice president and general manager, presided.

Seated (l to r): Eldon Campbell, New York; Reida Garrett, Washington; Mel Bailey, KEX Portland, Ore.; Edgar Kobak, consultant; J. E. Baudino, vice president and general manager; Jones Scovene, John Cory, Free & Peters; E. R. Borroff, sales manager; E. H. Rogers, Gray & Rogers; Gordon Davis, KWW; Carl Vondragif, WOWO.

Standing: W. B. McGill, adv. and sales prom. mgr.; D. N. Lewis, George Tons, KDKA; John Steen, attorney; William Harvey, Gray & Rogers; R. N. Harmon, engineering manager; P. P. Nelson, Washington; C. H. Massie, WBZ-TV; F. J. Schneider, industrial relations; R. G. Duftield, KDCA; I. C. Ruby, auditor; C. M. Meehan, WBZ; F. A. Toske, WOWO; J. B. Conley, KEX; L. R. Rawlins, KWW; Gordon Hawkins, program and educational manager; C. S. Young, WBZ; W. C. Swarling, WBZ, WBZ-TV; Gordon Swan; WBZ-TV; John Stilli, WBZ; Lyman Weln, Feature Foods; K. H. Teter, KWW; Russell Woodward, Free & Peters; C. L. Burrow, KEX; Paul Woodland, KWW; R. E. White, KDCA; Arv Kravitz, WOWO; Jess L. Hodes, WOWO.

February 11, 1952 • Page 29
Conventions Radio-TV Plans

(Continued from page 27)

understood at least one representative from each medium, engineering personnel and perhaps special events and public affairs officials from the radio-TV networks, would attend.

Network radio-TV sponsor agreements (Westinghouse, Philco and Admiral) and the code itself, handily handled by General Headquarters by its Arrangements Committee under Mr. Gabrieson. Question of local or co-op sponsors has not been broached in these quarters yet, it was reported.

The code probably will be released momentarily by the Democracy of automobile radio. Not for Committees, which reportedly have approved them in principle. It will take the form of a joint release.

Radio-TV planning at GOP headquarters was outlined by Mr. Ingle. He predicted that the "biggest single audience in the world's history" for much entertainment will watch and hear the July conventions. He described the '48 campaign as a mere "warmup" on the basis of planning for the sum-
mer's earlier. The estimated of 60 million people expected to hear or watch the proceedings.

Mr. Ingle held out a number of revolutionary possibilities, among them "back-platform" appearances of candidates at key cities along the campaign routes. Candidates may even seek to schedule their train routes along existing coaxial cable routes with an eye to television, he felt.

Despite the enthusiasm for video, Mr. Ingle stressed that GOP politicians are not selling radio short, in view of the lesser coverage of TV, in the coming conventions and follow-up campaigns.

Not Overlooking Radio

"We're not overlooking the importance of radio and won't be carried away with the glamour of television," he said. "It must not be forgotten that radio offers tremendous opportunities." Mr. Ingle said he won't be able to see the conventions and other events on television.

Mr. Ingle also noted the importance of radio and television to communication, campaigning and a political candidate. "Radio" is the key word in the race for votes, in view of the expensive nature of TV, he noted.

He offered a tentative ratio of 4:1 as between TV and radio funds, which would more than pay for television stations.

Radio broadcast fee is agreed on the price for purchase of network time after the conventions also is undecided. Traditionally, the GOP selects the advertising agency later after the Republican candidate is selected.

"We will welcome any step which will present more information to the people on the issues involved, whether it is free or paid time," Mr. Ingle observed.

Conforming to custom, the national committee is taking no active part in the contracting of approved candidates or their representatives. It merely provides service information on contacts and other aspects when candidates request it, and lines up speakers for panel and other radio-TV public interest shows.

In that connection, the committee is preparing a brochure on suggested techniques for using both media. It will be offered to all GOP candidates and their representatives in the primaries. It merely provides service information on contacts and other aspects when candidates request it, and lines up speakers for panel and other radio-TV public interest shows.

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FOR TWO months, Texas' Lower Rio Grande Valley has seethed with one of the most violent radio-newspaper controversies of recent times.

The argument has been between two newcomers: Roy Hofheinz, Houston station owner (KHTT) who put the 50 kw KSOX on the air last Dec. 1 in Harlingen, one of the three principal cities in the valley, and R. C. Holies, 73-year-old California newspaper publisher who bought out the valley's three main dailies (Harlingen Morning Star, Brownsville Herald and McAllen Evening Monitor) last Oct. 1.

Mr. Holies set the stage for the dispute when, within a few weeks after taking over his new properties, he turned them loose on his favorite crusade: a relentless campaign against tax-supported schools which he believes violate the Ten Commandments, the Golden Rule and the Declaration of Independence. (He also believes that Herbert Hoover has dangerous leftist tendencies and that all taxes which support highways, hospitals, post offices, armies, navies and police departments are socialist and immoral.)

Residents Boycott Newspapers

By the time Mr. Hofheinz got his new station into operation, valued residents were already up in arms over the newspaper editorial. A boycott of the McAllen Monitor was declared by the McAllen City Council of Parents and Teachers and within a few days 1,200 subscriptions were cancelled. But the anti-Holies reaction did not reach its full proportions until Mr. Hofheinz began broadcasting in each night a series of free-swinging editorials lambasting Mr. Holies as a man of "medieval, barbaric and ancient" views and urging his citizens not to support his papers.

Last week, Messrs. Holies and Hofheinz met face-to-face in two debates. The first, on Tuesday night, was held in the McAllen High School football stadium before more than 3,600; the second on Wednesday night in the high school auditorium before a turn-awt crowd of 1,200.

Mr. Holies took the affirmative, Mr. Hofheinz the negative, on the questions: "Should Public Schools be Abolished?" the first night and "Resolved that Tax-Supported Schools are in Violation of and Incompatible with the Ten Commandments, Golden Rule and Declaration of Independence" on the second meeting.

Protest points made by Mr. Holies: If government schools are continued, "our future and that of our children is very, very dark." Taxation to support them violates the stealing and coveting Commandments. Schools supported by taxation are socialist because the Communist Manifesto of Karl Marx advocated government schools.

One admission made by Mr. Holies was that he had attended public schools himself and had sent his three children to them.

Mr. Hofheinz entered the obvious defense of public schooling—that it gives more children the opportunity to learn than any other system could.

The crowds at both debates cheered Mr. Hofheinz, gave Mr. Holies polite applause. That the same sentiment seems generally to be running in the valley since radio began calling Mr. Holies' hand.

Circulation of the McAllen Evening Monitor was 15,000 in January, 1961. In January, 1962, it was down to 10,200.

Louella Parsons Pact

FIVE MINUTE Hollywood movie-land commentary agreement has been drawn up between Louella Parsons and the Colgate-Palmolive-Peet Co., manufacturer of Lustre Creme shampoo. Show will begin March 2 for 13 weeks with options on NBC or CBS depending on available Sunday time. Agency is Len- nex, New York, which also optioned her TV pilot film [B+T, Jan. 14] with view toward ultimate Colgate sponsorship.

Chairman John K. Herbert (with folder), NBC vice president in charge of radio network sales, reviews plans for April 10th Brand Name Day mail-in promotion. Members of his planning committee. Around the table at the Brand Names Foundation Inc. headquarters in New York are (I to r): Jacob A. Evans, NBC manager of radio advertising; James M. Toney, public relations director, RCA Broadcast Div.; Horace A. Lebien, The New York Times (representing Monroe Green, Times advertising manager); Charles A. Rhein- strom, vice president, J. Walter Thompson Co.; Mr. Her- bert; George W. Fotsis, sales promotion manager, Business Machines & Supplies, Remington Rand Inc.; Edward A. Gumpert, advertising manager, Biscuit Div., National Biscuit Co.; Jack Gassett, trade relations director, Calvert Distillers Corp., and Nathan Keats, vice president, Brand Names Foundation.

Charles R. Robinson, second baseman with the Brooklyn Dodgers, has signed a two- year contract with NWC's WNBC's WNB T (TV) New York to serve at a salary reportedly as high as $20,000 a year, as a performer and as title of director of community activities.

In an executive assignment unique in the field of broadcasting, Mr. Robinson will supervise all programming for youth, with particular stress on sports shows, working in cooperation with city school, Boy Scouting, YMCA, YMHA, Police Athletic League, and the Catholic Youth Organization. He will also be available for speaking engagements in community organizations, especially those concerned with child welfare.

Extent of the athlete's participation in major events. Robinson's broadcast is yet to be decided, although it is practically certain he will make more broadcasts than his current employer, WNBC, Saturdays, 9:30-10 a.m.

In addition to programming, Mr. Robinson will play an important role in the increased merchandising operation. He will hold special meetings in the food and drug field. He will, Ted Cott, station manager, explained, "support sales department efforts by developing promotions." Mr. Robinson will continue playing with the Dodgers with broadcasting labelled as second choice.

Zuckert Confirmed

Senate Approves for AEC

THE SENATE last Monday confirmed the nomination of Eugene S. Zuckert, stockholder in KPBS Beaumont, Tex., to be a member of the Atomic Energy Commission for the remainder of a four-year term ending June 30, 1952. He was confirmed without opposition.

Mr. Zuckert, who will fill the post vacated by Sumner T. Pike, was Assistant Secretary of the Air Force in 1947, and nominated to the AEC. A native of Stamford, Conn., Mr. Zuckert holds 10,000 out of 67,682 shares of common voting stock in the Beaumont radio station, of which he also is a director. Before his Air Force appointment in 1947, he was a member for the Securities and Exchange Commission [B+T, Jan. 23].
Recruiting Funds (Continued from page 2B)

The Pentagon has received $11,568 out of all funds since July 1, 1951, messages and supplements are requested to receive $927,339 and magazines $31,064.

Other breakdowns:

(A) Army — Sunday supplements — American Weekly, $10,969; This Week, $15,139; Youth Today, $27,364; Collier’s Weekly, $29,481.

(B) Navy — Sunday supplements — Daily Newspapers, $18,927; WAC Folders, $4,000; College Newspapers, $1,185; Southern Journal, $21,113.55. Direct- by-mail advertising — $30,000. Reserve and miscellaneous — $25,000. (Films) $18,000. Total (with other unlisted amounts) $287,239.

(C) Air Force — Sunday supplements — $12,000. Professional and ‘Target’ magazines — $2,000. Reserve — $1,500. Total (with other unlisted amounts) $265,000.

The Army’s $312,000 and Air Force’s $208,000 plus $30,000 for joint sales aids account for the $560,000.

The question of whether Congress will lift its ban on the use of 1951-52 funds ($3.1 million for all activities including $2.1 million for national advertising) is expected to be resolved in the near future.

Military authorities explain that the issue may be threshed out when Mrs. Anna Rosenberg, Defense Dept. manpower specialist, testifies before the Senate and House Appropriations Committees on the personnel procurement problems.

A Senate Appropriations subcommittee, headed by Sen. Joseph O’Mahoney (D-Wyo.), who spearheaded the paid recruiting ban last October, began hearings last week on the department’s fiscal ‘53 budget.

Whether the Pentagon is successful in convincing Congress that the freeze on ‘52 funds—or at least desist from taking similar action on ‘53 funds—will depend on the Pentagon’s arguments that the Defense Dept. is seeking to fill $106,000 for recruiting after next July. No breakdown was given.

Problem Needs Review

In the interim period since Octo- ber, the Defense Dept. directional- ized the $500,000 allocation, aban- doning any plans for future net- work programs.

Part of this problem is a sweep- ing re-evaluation by the military of its whole policy on use of funds not only for recruiting but also for its informational or ‘prestige’ net- work shows.

The need for such an analysis is prompted by the knowledge that Congress will demand all the facts before it acts on the recruitment advertising freeze.

In that light, Pentagon authorizes under a Management Commit- tee to initiate a review hearing on all radio-TV programs, including a study of ratings enjoyed by current Defense Dept. programs in competition with commercial network fare.

At stake in the broad Defense Dept. study is the fate of a number of Defense Dept. informational and/or semi-documentary programs, including those for Defense on ABC, Armed Forces Review on MBS, Defense Report on LBS, Pentagon, Washington on Du- Mont TV Network, and Big Pic- ture, offered to radio and TV sta- tions by the Army Dept.

These programs are distinct in character from those previously aired by the Defense Dept. for recruitment purposes and are tailored to keep the American public apprised of developments in Korea and elsewhere.

Public Information Funds

The costs of producing these programs for network broadcast as public interest sustainers are pro- vided through funds allotted to the department’s public information activities.

This review of overall broadcast activities has been in progress for at least a month, and reportedly is only one phase of a broad analysis looking at the entire public infor- mation picture. It also may be re- called that the relation of public information activities for each service to the centralized Defense Dept. Public Information Division had been under scrutiny in recent years.

There is no suggestion in any quarter that the Defense Dept. would cancel any of its prestige or information programs, since the costs involved are infinitesimal compared to outlays set aside for the Armed Forces News, the Laine and football Game of the Week programs. But Pentagon authorities hope to anticipate the extension by members of Congress of their investigative discus- sions on recruiting to public information activities.

It was pointed out that since dropping the network programs last fall, top officers of the Military Personnel Procurement Service (re- cruiting) have entertained a change in thinking a visible switch of emphasis from film work shows to spot radio or “directional” cam- paigns.

Whether the Pentagon’s inform- ation programs would be re- quired to conform to these standards was a matter of speculation. The cost of producing the shows would depend upon actual audience and weighed against the question of whether the services are receiving their money’s worth.

A difficult question has arisen whether these Defense Dept. network shows can pull their weight ratingswise against commercial fare aired in similar time periods by the major networks.

It is presumed that there is less of a problem involved in those in- stances where competing com- mercial network programs do not enjoy high listenership as evidenced in the ratings compiled by such national research organizations as The Pulse, and A. C. Nielsen Co.

Donald W. Kramer (c), mayor of Binghamton, N. Y., and president of Southern Tier Radio Service Inc., which operates WINR Binghamton, has predicted the frequency of 680 kc with a power boost to 1 kw. Watching (1 to) are A. A. Kelley, chief engineer, and C. A. Bengston, WINR general man- ager.

Competing Shows

According to the latest tele- casting sheet, Time for De- fense is spotted on ABC at 10:30 Monday and on the Cape- hart cost allowance formula be retained at the July 26, 1951 level [BWT, Feb. 4].

A defense show, offered by Sen. Maybank, a member of the South- ern Democrat and anti-Truman bloc, does not touch on the Cape- hart formula and concerns itself only with minor amendments for field from this radio-TV-space adver- tising provision, written into the production act last summer.

In sponsoring the bill, Sen. May- bank quoted Roger Putnam, Eco- nomic Stabilization Administrator, as testifying that the American economy has achieved reasonably good balance under the present act.

Under the current Defense Pro- duction Act as amended, manufac- turers may elect to take advantage of the Capehart formula by in- creasing price ceilings on the strength of media advertising, sell- ing, research and administration costs. Radio-TV set makers gener- ally put their applications for boosts, awaiting tailored regu- lations from OPS.

Manufacturers are permitted to file with OPS for price hikes on the basis of costs for these cate- gories from June 24, 1950—or the start of the Korean war—to July 26, 1951. Costs as applied to the highest pricing period—Jan. 1, 1950, to June 24, 1950.

Signs RCA Series

McCORMICK BISCUIT Co. has purchased RCA’s syndicated series, Doctor Paul, for sponsorship on 20 Canadian radio stations, it was announced last week. One of 25 syndicated programs produced by RCA Recorded Program Services, it is a daily, five-minute serial of a young general practi- tioner and his meetings with human nature in everyday life. Sale for the 20 stations, described as located in ‘every major market’ is through All-Canada Radio Facil- ities.

OPENING salvo in economic con- trol warfare was fired on Capitol Hill last week by anti-adminis- trationists.

Sen. Burnet Maybank (D.-S.C.), chairman of the Senate Banking & Currency Committee, drew a bill opposing plans for in- troducing a new bill (S 2594) to extend the Defense Production Act only one year beyond the present June 30 expiration date.

The similar extension measure will serve as the basis for an all-out fight during committee hearings, which Chairman Maybank pro- mulated would begin March 4. He urged that all amendments now under study be introduced this month.

President Truman was expected momentarily to send up his own plan for stronger economic con- trols, including a recommendation that the act be extended two years beyond its present June 30 expiration date.
A Baltimore retailer of television sets started three years ago spending 90% of his budget on television stations. Today he is spending 90% of his budget on WITH! And here's what he writes us:

"Three years ago we had only one store in Baltimore; today we have eight. Our advertising on WITH has been tremendously successful and it is largely responsible for our phenomenal growth."

Take a tip from the local folks! They know advertising media best! In Baltimore, WITH carries the advertising of more than twice as many retail merchants as any other station in town. Call Forjoe for the whole WITH story.
Dry Bill Plastered

(Continued from page 23)

illustrated Spirits Institute’s advertising committee; Clinton H. Heiter, United Brewers Foundation; John E. O’Neill, central counsel, Small Brewers Assn.; Frank Bauchr, Magazine Advertising Bureau; Edward W. Wootton, Wine Conference of America and Wine Institute.

Statements were filed by William B. Ryan, president of Broadcast Advertising Bureau (BAB) and Murray Grabhorn, managing director of National Assn. of Radio & Television Station Representatives (NARTSR).

Sen. Brewer’s suggestion came during the testimony of Mr. O’Brien of the distillers. Mr. O’Brien said he could not hold the distillers to any such agreement before they, themselves, were acquainted with it and formulated an acceptance. However, he said he would forward the Senator’s proposal to the industry.

Sen. Johnson also showed interest in Sen. Brewer’s proposal. The Coloradan had earlier asked whether Congress could be “guaranteed” that liquor advertising attempts on radio and TV would not be made.

Need Year’s Notice

The question via Sen. Brewer came up again when NARTE’s President Fellows testified. Mr. Fellows, noting that the TV Code (which contains a ban against liquor advertising on television) is “100% sincerity,” said “there’ll be better than a year’s notice . . . the code could not be changed or altered without more than a year’s notice.

Among objections to the bill raised by Mr. Fellows, were the provisions which would make liquor advertising a subject to take into consideration in the granting and renewal of licenses. “Broadcasters,” he declared, “feel that further special conditions attached [to license grants and renewals] confuse the relative status of various governmental bodies who will have a part in the regulation of broadcasting.

He didn’t think the legislation was necessary either—“voluntary self-regulation . . . has resulted in a convincing demonstration” of the soundness and effectiveness of the approach.

According to Mr. Fellows, broadcasters agree with the “drys” on the undesirability of liquor advertising on broadcast media but disagree in the methods undertaken to achieve the result. NARTSR would use the voluntary method, the “drys” would write into a law a highly discriminatory piece of legislation, singling out the broadcast media for advertising restrictions not applied to other mass media.

Sen. Johnson expressed deep interest on how binding the TV Code will be on future TV stations—“there will be more newcomers in the field . . . and more competition for advertising.”

His question: What happens when there are many more stations; will those operators be inclined to accept liquor advertising now banned under the code?

In answer, Mr. Fellows stated flatly: “I expect this code will be in effect as long as there is television and after there is no more Sen. Johnson or Mr. Fellows.” He added, countering a statement by Sen. Johnson that two years ago “radio operators felt ready to accept liquor advertising and two networks [CBS and NBC] were ready to accept,” that as a practical broadcaster he felt the negotiations were “pseudo” and that actually the broadcasters did not make up their minds to put liquor advertising on the air.

He also reminded the Senator that the contemplated advertising was to have been “institutional . . . to preach moderation.” He said he thought whether the liquor advertisers would ever attempt, nor would the broadcaster want to carry, liquor advertising “as such.”

Explaining further the binding aspect of the TV Code, Mr. Fellows cited Chairman Wayne Coye of FCC who “told us it was up to the 108 stations to set the pace and form the pattern for new stations.”

The proposed code on advertising that his industry has set up, Mr. Wooton said, “The television broadcasters in advertising their own code have done the same thing, not only in the alcoholic beverage field, but in many other fields of advertising.”

Mr. Grabhorn (NARTSR): “Broadcasting and television stations of an extraordi- nary small fractional minority, have themselves, through pure self-regulation, accepted the ‘drys’ to the broadcasting and telecasting of all distilled spirits . . . therefore . . . no need for legislation to set up a code.”

But the bill could set “precedent for the encouragement of various pressure groups to attempt, through legislation, to broaden the base to include many other products . . .” But more important there is a discriminatory phase apparent in the bill, he asserted. While permitting a legally manufactured or reprocessed product to advertise on other media, the bill would prohibit the advertising on broadcast media, Mr. Grabhorn noted.

Mr. Heiter (Brewers Foundation):—“Beer industry brings in an excess of $700 million annually in excise taxes. The U. S. Treasury.

He hit back at the “drys” attack on the brewers during the hearing. “It will be obvious to all members of this committee . . . that this bill discriminates against the alcoholic beverage industry by applying it to the much smaller proportion of the system of advertising laws than, for example, it applies to the cigarette industry, and in so doing it violates the due process clause of the Fifth Amendment.” He said brewers sponsor ‘educational, entertain-

Opposes S 2444

Martin Files Protest

BROADCASTERS continued to voice opposition to S 2444—to prohibit advertising of distilled spirits on radio and television—last week at hearings held on Capitol Hill (see adjacent story).

Luther W. Martin, KTTR Rolla, Mo., general manager, wrote Sens. Ed Johnson (D-Col.), chairman, Senate Commerce Committee, and James P. Kem (R-Mo.), a member of the committee, to protest that the bill would discriminate against a portion of the various advertising media.

He said that the “drys” contain beer and wine advertising place temptation before the children in the home but “so does the advertising of similar products in newspapers and magazines.” He added that the alcoholic is attracted to preprinted media and billboard advertising of alcoholic beverages as much as he is to radio-TV ads. Again, he said, “drys” states also get newspapers and magazines which contain such adds.

Mr. Martin said he also spoke “as president of the Missouri Assn. of LBS Affiliated Stations.”

Mr. Wootton (Wine Institute):—“It is our firm belief that this bill is based on a wrong principle and that another forward step rather than a forward step in the connection of the federal government with the field of industry public relations.”

Referring to a code on advertising that his industry has set up, Mr. Wooten said, “The television broadcasters in advertising their own code have done the same thing, not only in the alcoholic beverage field, but in many other fields of advertising.”

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(Continued on page 36)
ABC Radio's
daytime programming
pays off!

The programs on this page (and many of their sponsors) are new on ABC Radio. They’re part of the network’s exciting new pattern of daytime programming...a plan that is paying off for sponsors, for stations, for listeners. First, ABC scheduled a series of daytime dramas on weekday mornings. The shows were given the best production possible (Elaine Carrington, Hector Chevigney and the Hummerts are magic names in radio drama)...and they were programmed in a block to attract and hold audiences.

The results: affiliates are delighted because all the shows are sold; sponsors are delighted because housewives are tuning in.

The same success in the morning is now being repeated in the afternoon: another block of dramatic programs with low budgets and top production. Already two of the new shows are sponsored...with more new shows (and sponsors) on the way.

ABC Radio
American Broadcasting Company
**Baseball Planning (Continued from page 23)**

being put together. Chesterfield also will sponsor the Chicago Cubs for the second year on WIND Chicago and on a Midwest baseball network, which would include 20 to 50 stations. The cigarette firm is considering TV sponsorship of the Cubs.

In addition to the schedule, Chesterfield will add to its baseball coverage by sponsoring on television and radio the Boston Red Sox for the first time. Annuial telecasts will be carried on WABC Boston and fed to 30 New England stations and will be shared by Atlantic Re- 

FINITING Co. (through N. W. Ayer), and WBR (through Cunningham & Walsh, New York, also agency for Chesterfield). Pilsner beer for the second year will sponsor the St. Louis Browns on a regional radio network in St. Louis, Illinois, Iowa and Mississippi. Dancer-Fitzgerald-Sample, New York, is agency for Pilsner.

Gulf Oil, through Young & Rubic

A new, is still contem- 
plating sponsorship of one-quarter hour sports packages, including baseball games, being offered by Liberty.

Ballantine To Continue

P. Ballantine & Sons through J. Walker Thompson Co., New York, will continue to sponsor the Network of Champions on a regional radio basis in upstate New York. Ballantine is cutting its radio sports budget somewhat to put more into television. Confirming the letter point, the firm announced this week that it had renewed its contract to sponsor the half-hour TV adventure series Foreign Intrigues in 11 cities in the East from Baltimore to Miami.

At cost of $150,000 Don Lee Broadcasting System, Hollywood, last week acquired exclusive television rights to all Hollywood Stars and 10 other home baseball games for KHJ-TV starting April 1. Total of 180 games will be televised.

Money derived is to be split be-

**AFA LETTER**

Opposes Johnson Bill

ADVERTISING Federation of America has addressed legislative chairmen and club presidents with a letter opposing the Johnson-Case Bill on liquor advertising. Admitting the bill could have no practical results in terms of present broadcasting practices, the AFA said: "We stand on the general principle that anything which adds to the circulation and sale of liquor should be allowed to advertise. Once that principle is legally broken...the prohibition will be used on advertising of other products."

Warning that an even stronger bill was defeated by only one vote last year, the AFA urged local committees and club members to assert their individual opposition.

**Libby Leaves WIS**

**STEVE LIBBY** promotion-publicity manager at WIS, St. Paul, Minn., for six years, has resigned to join the publicity-promo-


tion advertising staff at Fred Waring's Pennsylvania. Now on the air from WIS while on tour with Waring organization, Mr. Libby becomes a permanent Waring staff member about March 1.

would "discourage other individuals and industries from regulating their own conduct and lead to wholesale reliance on government supervision." Once such regulation has kept aviation off the airwaves, he declared.

Mr. Braucher (Magazine Adv. Bu-

reau): "We [12 leading national marketing organizations] would represent a public power policy, and set an unthinkable precedent, for the Congress to enact any law that differentiated between the advertising of one class of legitimate product as against another."

Mr. Daley (Editorial Assn.): "...nothing could be achieved and this proposed legislation other than a statutory prohibition against distilled spirits advertising via radio and television; the bill's opponents want to deter Congerssional action in getting the door in barring legitimate product advertising from all media."

As one observer noted as the hearings closed, Sen. Johnson wants to stop the distiller from "getting his foot in the door of the home by stopping his poten-


tial advertising via radio and televi-


sion; the bill's opponents want to deter Congressional action in getting the door in barring legitimate product advertising from all media."

**Dry Bill Plastered**

(Continued from page 4)

ment and sports programs." (Sen. Tobey noted that the boxing matches he watches on television are spon-


sored by a razor blade company.)

Mr. O'Brien (Distilled Spirits In-

stitute): "If the drys succeed, he said, legislation will be necessary, in asking for a ban on meat advertising. While distillers do not use radio and TV for advertising, he said, they have the right to do so.

Mr. Sullivan (AFA): — AFA "stands for the principle that any product which can be lawfully made and sold should be allowed to advertise. The federation believes that if this right to advertise is subjected to a statutory prohibition directed to a particular product or a particular media, then this limitation can be extended to other products and other media."

Mr. Scheidker (AAA): — Asserted that the 24-52 is not "taken with any idea of using radio and television advertising for distilled spirits." Measure is not warranted, he said, it would penalize other industries and broadcasting industries in working for voluntary self-regulation, would set a dangerous precedent, and would be needless breach of a fundamental principle.

Mr. Allport (ANA): — Similarly, bill

**FAIR TRADE** ACT

House Hearings Begun

A SECOND committee in Wash-

ington is delving into "the fair trade" practices picture.

The House Interstate & Foreign Commerce Committee has begun hearings on a bill by Rep. John A. McGuire (D-Conn.) to override last year's veto of a Commerce bill which threw fair trade laws out of the state. If the legislation was passed it would permit a manufac-


turer to sign contracts with retailers fixing the minimum resale prices on their products.

Another group, the House Judiciary Committee, begins hearings on a similar measure this Wed-

nesday [Feb. 11]. If the McGuire bill would amend Federal Trade laws; the Celler bill (Rep. Emanuel Celler, D-N.Y.) would amend anti-trust laws. The Com-

merce group is understood to be more favorable to such measures.

**Samuel Gompers**

TRADE SCHOOL

in San Antonio

SAMUEL GOMPERS Trade School in San Antonio opened its doors to KA5K (FM), opened new classes in radio and television last week. Technical operators, combination men and announcers are trained without cost. Every member of last year's class was placed in radio-TV work on completion of course, school reported.

Feb. 12: NABTE regional TV tax hearing, Los Angeles.

Feb. 15-16: WAAM (TV), Baltimore, second annual regional television telecast.

Feb. 16: San Francisco Chapter, Acad-

emy of Television Arts & Sciences, annual award dinner, Mark Hopkins Hotel, San Francisco.

Feb. 17: 1952 Academy of Television Arts and Sciences, installation and awards dinner, Ambassador Hotel, Los Angeles.


Feb. 24: Georgia Press Institute, 26th annual session, at Georgia Hotel, Atlanta, Ga.


Mar. 4-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel, New York.

Mar. 4-6: FCC-Theatre hearing, Washing-

ton.


Mar. 17-22: Assn. of National Adver-

tisers, spring meeting, The Home-

stead, Hot Springs, Va.

Mar. 21-22: Texas annual Advertising Institute, Emory U. and the Atlanta Advertising Agency.


Mar. 24-27: Canadian Assn. of Broad-

casting, Royal York Hotel, Toronto.

Mar. 24-27: American Assn. of Indus-

trial Editors, first national con-

vention, Netherlands Plaza Hotel, Cin-

cinnati.

Mar. 30-April 2: NABTE 90th Annual Convention, Hilton Hotel, Chicago.


April 5: Brand Names Foundation's "Business Development Conference, Wal-

dorf-Astoria, New York.

April 17-20: Ohio State U. Institute for Educational Television, annual meeting, Deshler - Wallick Hotel, Columbus.

April 19: Cincinnati section, Institute of Radio Engineers, spring technical council and program.

April 26: Los Angeles Advertising Women Inc., in cooperation with Advertising Women of the West, annual Frances Holmes achievement award banquet, Ambassador Hotel, Los Ange-

les.

April 29-30: American Newspaper Publish-


April 25-27: Advertising Federation of Eastern States, annual meeting, Last Chance Saloon, Caesars Palace Hotel, Miami Beach, Fla.

May 16-17: Fourth Southwestern ITE conference and radio engineers show, Rice Hotel, Houston, Tex.


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CITIES SERVICE CELEBRATES 25 YEARS ON NETWORK RADIO!

Silver Anniversary Program
At Carnegie Hall
Monday, Feb. 18th
9:30 to 10:30 P. M., NBC

Next week, Cities Service celebrates its Silver Anniversary on radio . . . 1927 to 1952—25 years of the finest in musical entertainment on Radio NBC.

At this time, Cities Service would like to salute . . . and thank . . . all the people who have made this 25th Anniversary a happy reality. Messrs. Goldman, Bourdon, Black, Lavalle, MacNamee, Bond, Dumont, Haupt, Misses Dragonette and Manners, et al . . . from conductor, director, announcer to page boy . . . our thanks.

CITIES SERVICE BAND OF AMERICA . . . with a following that’s legion . . . long renowned as THE Band of America . . . the finest band group ever assembled on one stand.

1927

1944 to 1948

Highways in Melody

1948 to 1952

Band of America

1952

CITIES SERVICE BAND OF AMERICA . . .

CITIES SERVICE GREEN AND WHITE QUARTET . . .
the four great voices, under the direction of Ken Christie, teamed with the Cities Service Band of America.

CITIES SERVICE CONCERTS
1927 to 1944

FORD BOND . . .
"Mr. Words"—announcing the Cities Service program for 22 years.

CITIES SERVICE BAND OF AMERICA . . .

PAUL LAVALLE . . .
"Mr. Music—conducting for Cities Service for the past eight years.

BROADCASTING • Telecasting
February 11, 1952 • Page 37
The Pear Shaped Tone  
(Continued from page 26)

amount of trouble, however, because the Ohio pronunciation definitely stresses the "th" while the New York and Georgia pronunciation omit it entirely.

You must remember, too, that the word was followed by a period which meant that the listener would have time to cogitate on what he heard.

The very correct pronunciation was necessary to give the entire announcement a finished sound. It was also necessary, because it was on this word that the men at AT&T depended for their switching cue.

There was really no deliberation necessary since the "American Announcer's Guide" gave no alternatives. Obviously then, in keeping with their recommendations, I modified the "th" just a bit so that the word came out "YorK."

As I look back on this great performance, I feel proud that I had the courage to stop literally at the zenith of a great announcing career. There have been many temptations: The sound of the NBC chimes, the dulcet tones of a CBS cue, the screams of an ABC mystery and the clearing of a Mutual commentator's throat—all have asked me at times to return to my first love, the microphone.

So far I have not succumbed, because truthfuly, deep down in my heart I know that I could never better the performance of that immortal Sunday.

I want the world to remember me as the greatest voice who ever said, 'We take you now to New York,' or as it sounded that day, 'When taeyk yooch neow toh Nee-YUH-o YorK.'

STATE DEPT.'S IIA

A SENATE subcommittee may soon begin a wide study of the State Dept.'s new International Information Administration, under which the Voice of America now functions, it was learned Friday.

The inquiry is headed for a Senate Foreign Relations subcommittee headed by Sen. Brian McMahon (D-Conn.). Last Friday, it cleared the nomination of Howland Sargent to be Assistant Secretary of State for Public Affairs for the full committee.

Chairman McMahone and four other subcommittee members were briefed on the new operating procedures for the U.S. information program under the realignment announced by the State Dept. last month [B&T, Jan. 28, 21].

Sargent was nominated to succeed Edward W. Barrett, who resigned to return to private life after two years in the public affairs post. He is expected to be returned, however, as a consultant to the committee.

Chairman McMahon has agreed to stay on until the Senate confirms Mr. Sargent, who appeared Friday on his own behalf. Confirmation by the upper chamber was expected.

Hearing testimony from Mr. Sargent, Senator done some time Friday, in addition to Chairman McMahon, were Sens. Theodore Green (D-R.I.), William Fulbright (D-Ark.), Henry Cabot Lodge (R-Mass.) and Owen Brewster (R-Me.).

Full Scale Inquiry
Sen. William Benton (D-Conn.) has asked for a full-scale inquiry into VOA operations. Desirability of the new VOA setup in preference to full disengagement of the short-wave radio arm from the State Dept. has been raised in some Congressional quarters. The McMahon subcommittee discussed the issue Friday but deferred the setting of a date for an inquiry to begin.

In taking notice of Mr. Barrett's resignation and establishment of IIA, Sen. Benton told his Senate colleagues on the floor that the government "is now losing one of its most valuable servants," and recommended that Sargent receive the "splendid choice" to succeed him.

But Sen. Benton, a former Assistant Secretary of State for Public Affairs and Senatorial guardian of the Voice which he helped launch, has some reservations. Specifically, he noted that the administrator of IIA (Dr. Wilson Compton) is not a Presidential appointee, subject to Senate confirmation.

The reorganization of international activities got underway modestly last week with physical transfer of some Washington State Dept. personnel. Two of Mr. Barrett's special assistants—Joseph Sitrick and Ben Crosby—Moved the seat of their operations from the new Washington State Dept. offices to 1757 Pennsylvania Ave., N.W., where Dr. Compton will headquarter. Functional operations of International Broadcasting Division will remain in new State, subject to Dr. Compton's jurisdiction.

Messrs. Sitrick and Crosby thus will handle radio-press relations for Dr. Compton, who is taking over the offices of Thurman Barnard, former general manager of information activities. Other Changes:

Dr. Compton, former president of Washington State College (KWSC Pullman, Wash.) who assumes the responsibilities for VOA, is expected to hold a news conference in the next few days, probably announcing key appointments for IIA. He has been active the past week in appointments hearings on Capitol Hill.

Sen. Benton said Friday he was "glad" that Mr. Sargent's nomination was quickly approved by the subcommittee. He added, however, that he expected Sen. McMahon would soon order the inquiry of the entire Voice operation.

GATHINGS BILL

Asks 'Offensive' Program Probe

CALL for a study of radio and TV programming was made in the House last Thursday by Rep. E. C. Gathings (D-Ark.), with introduction of a House Resolution to create a study panel.

The resolution (H Res 520) would set up a 15-man select committee — four from the Interstate & Foreign Commerce Committee, a like number from the Judiciary Committee and also from the Civil Service Committee and three members of the Military Services Committee.

Special group would make an investigation and study into the "extent with which radio and television programs currently available contain immoral or otherwise offensive matter or place an improper emphasis on crime, violence and corruption." Also studied would be confused material.

Study would be made to "determine the adequacy of existing law to eliminate offensive and undesirable radio and TV programs and to promote high standards of such programs." Committee would report results of the inquiry to the House with recommendations if found needed.

The committee, which would make use of the three standing committees' staff, would have the power of subpoena. Rep. Gathings, who has introduced similar legislation in the past, said he has been "working on this matter for years." The resolution was put before the House Rules Committee.

Radio Campaign Produces $8 Million In Sales

Details of Perfume Sales Co. success told in Printers' Ink

The hottest thing in radio today is a mail-phone perfume offer by the Perfume Sales Company that has the whole broadcast industry talking.

In a little more than 9 months, a million people have each put $2.00 to buy the company's 24-bottle package of perfumes. And—this $8,000,000 worth of sales was produced almost exclusively by radio advertising!

So far, about 350 stations in most of America's major markets have been used. And sales are still going strong.

You'll get the details of this radio advertising success story on page 29 of your copy of this week's Printers' Ink. It gives actual sales figures, the marketing strategy, the plans for the future—straight from the advertiser's mouth.

The Perfume Sales Company story is one of the best, current examples of how radio can do a real selling job for advertisers.

As such it's a current example of the kind of attention our editors give to radio activity throughout the year. That's because our readers are directly concerned with choosing markets and media that will boost their sales.

We publish Printers' Ink every week for the advertising management and agency executives who make the important media decisions. In our 23,475 net paid circulation you will find the executives who OK a large part of the national, regional and local radio advertising bought today.

That's why the Perfume Sales Company story was a natural for us to publish.

You'll probably want to have a copy of this success story in your sales kit. So, if you're not now a Printers' Ink subscriber (or if somebody's snatched your copy), ask your secretary to send us 25 cents in stamps or coin today, and we'll rush your copy of our February issue back to you by return mail.

With it we'll include a list of articles we've published within the last 12 months of direct interest to your customers (our readers)—and to you.
NEW STUDIO CONSOLETTE, TYPE BC-2B

“Color-coded” controls tie related functions together. 30 sloping front and top provide maximum studio visibility. Zero-rear-clearance feature makes it practicable to install the BC-2B tight against a studio window. Less operating space required. Type BC-2B is six inches shorter than previous models! See next page.
The new console BC-2B provides all the essential audio facilities needed by most AM, FM, and TV stations—plus many extra operating advantages not previously available in a standard console. It speeds up switching operations substantially over previous designs. It provides for complete control of all studio operations. The BC-2B gives your station "deluxe" features at a "standard" price.

Read the list of exclusive "extra" features the new BC-2B offers you. Then ask your RCA Broadcast Sales Representative for complete details. His service is as near as your phone.

**11 extra features!**

- Color-coded controls quickly identify and tie related functions together.
- New, leaf-type cam-operated interlocking push-button switches.
- New hinged front panel for easy access to switches, gain controls, and contacts.
- Amplifiers mounted on "swing-up" frame chassis easy to remove.
- New 30° sloping top panel for maximum studio visibility—styling compatible with modern AM and TV practice.
- New compact amplifiers use low-noise, long-life, miniature tubes.
- Improved, faster-operating speaker relays eliminate key clicks and audio feedback.
- Lamp dimmer for VU meter (ideal for TV service).
- 8 hi-level mixing channels, separate gain controls for network and remote.
- Tunable mixers with "built-in" cueing switches.
- No clearance required at rear—can be installed "up against" walls and control room windows. Uses less desk space, too.

**NEW DESIGN consolelette**

Color coded for "error-proof" control

**RADIO CORPORATION of AMERICA**

ENGINEERING PRODUCTS DEPARTMENT CAMDEN N.J.
NPA ALLOTMENTS

Clarifications Reported

ALLOTMENT of materials for a broadcast facility project involving an application of the United Steelworkers (CIO) at McKeesport, Pa., has been partly clarified by officials of the National Production Authority.

The union's Local 1408 received an allocation of materials for the first quarter of 1952, covering a "union hall and radio broadcast station" with construction valued at $66,606 (B&T, Jan. 28).

NPA explained that materials were allotted because a studio facility was listed as 35% complete. Officials said that WEDO, licensed to Tri-City Broadcasting Co., presumably rents facilities to the steelworkers' union. The station was listed under the name of McKeesport Broadcasting Co. in the union application filed with NPA.

WEDO has been on the air since 1946, operating on 1,000 kw on 2000 kc. President and general manager is Edward J. Hirshberg.

Another case upon which NPA shed some light involves Blue Ridge Television in Asheville, N.C. Its bid for a "TV antenna" project, with estimated cost of $25,000, was rejected for first-quarter materials.

Blue Ridge is the name of a firm which proposes to set up a TV antenna "distribution system." NPA said the application was denied because construction was not yet underway, though requested materials were not large (three and a half tons of steel and 1,500 pounds of copper).

The applicant also filed for the second quarter, but denial was anticipated by NPA authorities because of severe allotments cuts and the fact Blue Ridge had not begun construction.

TELFORD TAYLOR LAUGHED

Rep. Patman Cites 'Post' Story

ARTICLE on Telford Taylor, former FCC general counsel and now Small Defense Plants Administrator, printed in the Dec. 23 New York Post, was placed before the House Jan. 31 by Rep. Wright Patman (D-Texas). Patman is chairman of the House Small Business Committee.

Article points up Administrator Taylor's background, which included his FCC stint in the period 1940-42, as associate counsel of the Senate Interstate and Foreign Commerce Committee, 1935-39, and as a top assistant to Robert Jackson, chief prosecutor of the Nuremberg war crimes tribunal. Mr. Taylor also was active in support of educational TV channels.


COPYRIGHT LAWS

Hill Mulls Modification

SUPPORT for a bill designed to smooth the way toward bettering international copyright relations has been voiced on Capitol Hill by BMI, the Author's League of America, ASCAP, and other library and governmental organizations (B&T, Jan. 28).

Testifying last week and on Jan. 30 in support of the bill (HR 4059) before a House Judiciary subcommittee were Sidney Kaye of BMI; Novelist Rex Stout and John Marquand, author of "Breakfast at Tiffany's"; piano virtuoso Oscar Hammerstein II, all for ALA; Herman Finkelnstein, for ASCAP; Harold F. Linder, Assistant Deputy Secretary of State for Economic Affairs, and members of library and educational groups. Some book manufacturers have opposed the measure.

The bill, introduced by House Judiciary Chairman Emanuel Cellar (D-N.Y.), would modify the manufacturing clause in the Copyright Act.
STOP ‘TRICKS’

Hooper Urges Media Raters

CALLING for an “end to racketeering” in the broadcast rating field, C. E. Hooper of C. E. Hooper Inc., New York, Jan. 30 described research tricks which “make shoddy merchandise look good” and charged broadcast buyers are being “defrauded” because of rating services which make “radio look stronger than it is, weak ratings look stronger and small stations look bigger.”

Speaking at a closed session to more than 100 agency and advertiser representatives at the Hotel Sherman in Chicago, Mr. Hooper for two and one-half hours asked their cooperation in “reversing the trend” of the industry to substitute total radio circulation for individual ratings.

He urged them to set “individual policies,” insisting, first, that “each station and network accompany each local or time availability with local proof of audience for both radio and television” and secondly, that the buyer group transfer the “burden of report costs” to the stations, “where it rightfully belongs and where it was five years ago.”

Today, Mr. Hooper said, agencies are paying two-thirds of ratings costs.

Immediate Action Needed

“Traditionally, media has paid for its own research,” he said, warning buyers costs will go up 300 per cent “if you don’t take steps now to protect yourself.”

Lambasting the proposed sale of radio on total circulation figures, the research firm head said circulation is no substitute for ratings, “which show exactly what you are paying for. This system is being discarded by the industry in terms of this active movement toward total circulation.”

Charging station men want ratings which make them look good, and asking the advertiser to pay for any research he wants, Mr. Hooper said 1948 was the last year “before accurate measurement of radio became distasteful to stations in television cities.”

FARM RECRUITING

Tobin Commends Radio Aid

RADIO advertising played a prominent part in the recruiting of farm workers last year, according to Secretary of Labor Maurice J. Tobin. Local offices of state employment services made a million more agricultural job placements last year than were reported for 1950, he said.

Secretary Tobin said the Farm Placement Service reported state units filled 8,776,000 job openings in the year. He listed radio advertising with day-haul projects, youth recruitment plans, newspaper and door-to-door as most effective means of placing workers.
FOLLOWING his initial complaint made in November, Duane Jones, head of the agency that bears his name, has filed suit for $45,000 in damages from 2 defendants, many of whom are former executives in his agency.

Legal action, instituted in Supreme Court of New York County, also asked the enforcement of capital stock in Scheideler, Beck & Werner with a trust in Mr. Jones' favor. Latter agency was formed Dec. 10 by the Jones associates after the agency split became public [B&T, Nov. 6, 1951].

Mr. Jones' complaint was accompanied by an answer from the defendants. Suit was filed only after a motion by the defendants to dismiss the complaint had been denied, however.

In four causes for action, the law firm of Boyle & Reeves, attorneys for Mr. Jones, asked damages of $1.5 million, $1.5 million, $1 million and $500,000 for slander against the ad executive, against his stability and business, against his ability to handle large accounts, and for loss of employes, which added up to the accusation that the several defendants had "reviled and defamed Mr. Jones by false and scurrilous statements concerning his integrity and personal habits."

Former Jones Account
Two of the defendants were Frank G. Burke Jr., and the company of which he was vice president, Manhattan Soap Co., allegedly initiators of a "conspiracy to destroy Mr. Jones' business." Manhattan Soap was a former Jones client with billings of some $5 million per annum. Other defendants as they are listed in the litigation are Joseph Scheideler, Paul Werner, Joseph Burdett, Donald Gill, Phillip Brooks, Lawrence Hubbard, Eugene Hulshizer, Robert Hughes, and new agency to which most of them transferred, Scheideler, Beck & Werner.

Complaining that the defendants "unjust financial enrichment at the expense of the plaintiff," Mr. Jones stated that his lists accounts were lost directly to Scheideler, Beck & Werner as Manhattan Soap, G. H. Heublein & Bros., International Tobacco, Oil & Snowdrift Sales, C. F. Mueller Co., Borden Co., Martin Fire Arms and McIlhenny Co. He also charged that his agency, as a result of the so-called conspiracy, lost to other competitors the accounts of the Mennen Co., Pharmco Co., Joseph Tetley, Hudson Pulp & Paper and the Kiwi Co.

Mr. Jones stated that the "conspiracy" dates back to November 1949 when he claimed, Mr. Burke "made unusual and irregular financial demands on the plaintiff" and through the Manhattan Soap Co. "conspired with the defendant Scheideler to destroy the plaintiff's business." Besides enlisting the other Jones employees as participants, defendants Burke and Scheideler attempted to force the plaintiff to sacrifice his stock in his agency.

Slander, directed at him personally, was used to fortify the attacks upon his business, Mr. Jones plead, stating, "The defendants publicized numerous rumors and false statements that the plaintiff lacked stability and would not, in the near future, be in a position to service its accounts and spread false and malicious rumors through the advertising trade that a large number of the plaintiff's clients were in the process of discontinuing business relations with the plaintiff."

In filing an answer to the complaint, the 12 defendants said they had been forced to "devise ways and means of preserving the plaintiff's business for stockholders ... and as a livelihood for themselves ... but by reason of Mr. Jones' complete domination and control, the defendants were powerless to restrain or influence his conduct and had to abandon said effort."

Specifically, they answered that Mr. Jones began around October 1947 to "drink to such excess that he was regularly intoxicated during business hours and created scenes in public," costing the business loss of prestige and clients.

In addition to "gross neglect" of business by Mr. Jones, they charged that he paid out "large sums of money, under fictitious names" to two sisters and a brother, plus four others, for services when "in truth no such services were rendered."

They also counterfactual the accusation that the plaintiff—in addition to his $100,000 per year salary—had an expense account totalling about $40,000 a year, "for which he either gave no accounting at all or only fictitious and highly questionable vouchers."

The defendants also explained they had offered to buy Mr. Jones interest in the agency, first for $500,000 plus $200,000 to be paid as an annual $25,000 salary for the next eight years. In addition, it was understood that Mr. Jones could lend the purchasers $100,000 or $150,000 at 8%. Their second offer, they said, was to pay $700,000 in installments over a five-year period, with the primary $200,000 due in January 1952. The agency president was said to have received half of 1% commission for five years—about $45,000 per year—and a quarter of 1% commission for the succeeding five years—about $22,500 annually, it was claimed.

Trip to Europe
They said he had accepted the first offer July 6, announced his departure to the office staff and had given the news to the press, saying that, after a European trip, he would study international trade in relation to the North Atlantic Treaty Organization. The plaintiff was said to have repudiated his acceptance July 10, however, and subsequent negotiations resulted in the final $700,000 offer, which he refused.

"The plaintiff thereupon resigned the accounts," they said, adding, "our clients had no contract with plaintiff and on their own volition and influence do so solely by Mr. Jones' conduct and behavior, transferred their business to other agencies."

The intra-agency difficulty, Mr. Jones' suit said, occurred chiefly between Jan. 2, 1951, and July 3, 1951.

ABC AFFILIATES
Five Added; Total Is 315

ABC radio's recruitment of affiliates continued last week, with the addition of five stations announced Wednesday by William Wylie, director of radio stations.

The five new stations which will make 26 added since last August and bring the network total to 315, were listed as:

WMGW Meadville, Pa. (1490 kc, 250 w), owned by Meadville Broadcasting Service Inc. with Robert Trace as general manager, joins Feb. 16.

WDSC Dillon, S. C. (800 kc, 1 kw daytime), owned by Border Broadcasting Co. with Joseph Martin as general manager, also joins Feb. 16.

WLOH Princeton, W. Va. (1490 kc, 250 w), owned by Mountain Broadcasting Service Inc. with Melvin Barnett as general manager, joins March 1.

KWSH Holdenville-Seminole-Wewaka, Okla. (1260 kc, 1 kw), owned by KADA Broadcasting Inc. with Bill Hoover as general manager, joins March 1.

BBKW Aberdeen, Wash. (1450 kc, 250 w), owned by BBKW Inc. with Don Bennett as general manager, joined the network on Feb. 1 [B&T, Feb. 4].

Charges Slander in N. Y. Suit
**WBT APPOINTMENT**

**Crutchfield Commended**

ELECTION of Charles H. Crutchfield as executive vice president of Jefferson Standard Broadcasting Co., operating WBT, WBT-FM and WBTV (TV) Charlotte, N. C., "is an expression of appreciation of the effective job he has done for the stations since becoming manager of WBT in 1945," according to Joseph M. Bryan, president of the broadcasting company [B+T, Feb. 4].

Mr. Bryan was elected chairman of the board of Pilot Life Insurance Co. In addition, he is first vice president of Jefferson Standard Life Insurance Co. of Greensboro. He commended Mr. Crutchfield's service as a special representative of the State Dept. in Europe and the Middle East. At present Mr. Crutchfield is serving in an advisory capacity with U. S. information programs.

In the Jefferson Standard broadcast realignment, Larry Walker was made vice president, secretary and treasurer. J. Robert Covington and Kenneth J. Tredwell Jr. were named assistant vice presidents. Mr. Crutchfield is general manager of the three stations.

Mr. Bryan is well-known throughout the Carolinas and the nation. He is a member of the Joint Committee of U. S. life insurance companies on federal income taxation; member of Radio Executives Club of New York; Shriners and past potenteate of Oasis Temple; member, board of governors of Shriners' Hospitals for crippled children and vice president of Southeastern Shrine Assn.

**Mr. Bryan**

**Mr. Crutchfield**

**SCANTON REQUEST**

**FCC Examiners Would Deny**

APPLICATION of the Scranton Radio Co. for a new station on 1400 kc with 250 w fulltime at Scranton, Pa., was proposed to be denied in an initial decision released yesterday by FCC Hearing Examiner Hugh B. Hutchison. The 1400 kc frequency is now used by WARM, same city, which soon is moving to 500 kc.

In his proposed decision, Examiner Hutchison found that engineering rules—which require a station's interference free contour covering 90% of a metropolitan area—would not be met. The proposed station could cover only 43.5% of that area at night, the examiner said.

**N. Y. AWRT MEET**

**Hears Saudek and Scheckter**

SPEAKERS for luncheon and discussion sessions at the first all-day conference of New York Chapter of American Women in Radio and Television, scheduled for last Saturday at the Astor Hotel [B+T, Jan. 28], were as follows:

At the luncheon session—Robert Saudek, director of Television and Radio Workshop, Ford Foundation, on "Widening Horizons for Adult Education"; A. A. (Abe) Scheckter, general executive, NBC television, on "The Social Impact of TV News"; Anne Seymour, radio and TV actress, on "Why Is TV such an ulcer-forming habit for the performer?".

Discussion leaders at the workshop session were to include Gilbert Seldes, author of The Great Audience; Harry W. Junkin, radio and TV writer; Albert McCleery, NBC-TV producer; Carol Irwin, independent TV producer; Louise Fogarty, NBC's only woman engineer, and Martha Rupprecht and Martha Lesser of CBS-TV.

**WTNB ANSWER**

**Denies Call Confusion**

WTNB Birmingham, Ala., doesn't think the call letters WILD and WJLD are a bit confusing. It made that observation in a statement filed with FCC in answer to a petition from WJLD Bessemer, Ala., which asked the FCC to rescind a grant of the WILD call letters to WTNB [B+T, Jan. 28].

WTNB and WJLD are 12 miles apart and in the same metropolitan area. After WJLD heard that its neighbor was going to use a new call—WILD—when WTNB moves to 850 kc, it requested the station's president to choose another call. When he refused, WJLD filed the petition with the FCC on the grounds that the similarity of the calls would be confusing to listeners.

WTNB said the two calls will be far apart on the dial (850 kc and 1400 kc), and that there are lots of cities with stations that have similar call letters. It cited Oklahoma City, with its KZOK and KTOW, San Francisco's KCBS and KJBS, Los Angeles' KFAC and KLAC, and Toledo's W7OL and WTOD.
NCCJ AWARDS

Radio-TV Winners Announced

WINNERS of the National Conference of Christians and Jews' radio and television awards for outstanding contributions during the past year were announced last Wednesday by Dr. Everett R. Clinchy, conference president.

The winners:

Radio network series— "Life With Luigi" and CBS Radio, which carries the series.

Television network series— "Paul Whiteman TV Teen Club" and ABC-TV, which carries it.

Radio network single program— "The Lottery" and Mutual, which presented it.

Television network single program— "The News" and NBC radio, which presented the program on "Fireside Theatre."

Individual radio-TV personality— Ted Mack of "The Original Amateur Hour," (on ABC radio and NBC-TV).

Individual television personality— Nancy Craig, ABC-TV personality.

Individual radio stations— KNBC San Francisco, for consistent broadcasting of programs dealing with human relations, and KOIN Portland, Ore., for a program, "Who Killed Dr. Drew?" telling the story of the Negro scientist who pioneered in blood plasma research.

Individual television station— WAAM (TV) of Baltimore for day-in-day-out campaigning for brotherhood.

Presentations Next Week

Dr. Clinchy said the winners will receive their awards during Brotherhood Week, Feb. 17-24, except in the case of the Paul Whiteman TV Teen Club which received its award in Detroit last Wednesday.

Radio and TV networks, stations and writers were commended generally by Dr. Clinchy for increasing use of ideas and materials that contribute to improved group relations.

Awards to RCA

TWO AWARDS were presented to RCA Victor last week by leading American Red Cross and Defense Dept. officials for outstanding contributions made last year to the blood donor program by employees of the firm's Camden plant and offices. Awards were accepted by E. Dorsey Foster, vice president and director of planning for RCA Victor, "Industry of the Year Award," signed by President Truman and E. Roland Harriman, national Red Cross chairman, was presented by Maj. Gen. David W. Grant, M.D., USA (ret.), director of the nationwide Red Cross blood program. Guest speaker was Brig. Gen. A. Robert Ginsburgh, special assistant to Defense Secretary Robert A. Lovett. Gen. Ginsburgh presented a plaque honoring the company for its efforts on behalf of the blood program.

FIRST copy of WLAC Nashville's new illustrated booklet, "In the Public Interest," is presented to Gov. Gordon Browning (R) of Tennessee by F. C. Sowell, station's general manager. Volume 4 is fourth in series and recalls WLAC public interest activities in 1951. The 50-page booklet also pays tribute to long-standing WLAC advertisers.

ANN SOTHERN

CBS Negotiating

ALTHOUGH Ann Sothern, film and stage actress, reportedly is holding out for a capital gains agreement, negotiations are under way whereby she would be put under exclusive long-term CBS Radio and Television contract. Contract would be similar to one negotiated with Ginger Rogers some months ago.

CBS and Cass Daley, comediene, worked out a long-term contract this past week committing her exclusively to the network for radio and TV. Contract was negotiated by Hubbell Robinson Jr. and Harry Ackerman, CBS-TV vice presidents in charge of network programming, with William Morris Agency representing the comediene.

With Phil Harris' current contract expiring at season's end, NBC is negotiating for his continued services on a long-term exclusive basis. Besides radio, deal would include TV guest appearances for his first year.

Joan Davis, comediene having been signed by NBC-TV, a situation comedy series will be built around her. Lyn Murray has been signed as musical director for the pilot film that will be made. Norman McLeod, one of the top motion picture comedy directors is being negotiated to direct as well as write story lines for the series.

There's no need to bump your head against sales resistance in the Atlanta market with WGST on hand to deliver the coverage and audience you need to make the cash register ring. WGST's offering of the top ABC shows plus high-rated local programs plus top drawer merchandising support keeps your sales bar swinging on top. Let us make your product a feature attraction—simply contact WGST or our national reps for topflight billing.
Radio has done a terrific job for us. As a matter of fact, we are now using nothing but radio. We love it and have spent many thousands of dollars.

Unfortunately, last summer we bought time on a large, expensive station with absolutely no results or cooperation. Our client decided it was impossible to run such expensive tests to find out the stations which could produce results; hence, the 100% PI. From it we have found several productive stations which, of course, we will stay with on and on...

We just wanted you to know that this is not a flash-in-the-pan on just another PI mail order offer. Twenty-five wholesalers stock Amber Liquid and thousands of retail druggists. Our only aim is to find productive radio stations throughout the country without spending a fortune which our client does not have.

Can you blame us?

George F. Anderson
Radio Sales & Adv. Agency
Topeka, Kan.

[EDITOR'S NOTE: Despite Mr. Anderson's one unfortunate experience, most of the really productive stations in the U.S. reject PI's. His system of finding productive ones strikes us as a poor substitute for discriminating time-buying.]

Who Said That?

EDITOR:
Re your article on page 28 of your Jan. 28 issue headed "Rate...
in connection with his roster. Both in this article and in his Pulse reports, Dr. Roslow states that he uses a "probability sampling-cluster design." I feel sure that in stating he uses "probability sampling-cluster design," Dr. Roslow has no intention of leading the uninitiated to believe that his roster ratings are based on a probability sample of homes. However, without some clarification of the meaning of the phrase "probability sampling-cluster design," readers, of the article and of his reports may be mildly confused.

What Dr. Roslow says when he uses this phrase is that he has drawn a group of areas into which he sends his interviewers and that he has chosen these areas using the probability sampling-cluster design, as a method of selecting areas in which to collect interviews has no bearing on my statement that he employs a "quota" sample. I used the term to indicate the kind of sample where the interviewer gets a certain number of interviews, makes no call-backs of homes where no one is found at home on the first visit and throws out of the sample all dwelling units in which no one is home.

So long as Dr. Roslow does not try to crawl under the blanket of samples of known probability, I won't argue about the name he gives his alleged sampling procedure.

The second item on which I wish to comment is the two-page advertisement which appeared in the Jan. 14, 1952 issue of Broadcasting & Telecasting signed by Stanley G. Breyer of radio station KJBS. I object to this advertisement for the following reasons:

1. I feel "great capacity and integrity" cannot be established by advertising, nor do they require such support.

2. The advertisement states, among other things, that I demonstrate that the big reason for differences between roster and coincidental ratings is confusion caused by presenting in the roster many names of programs not heard by the respondent. I did not demonstrate this. Rather I developed such an hypothesis. To demonstrate that the hypothesis is true or false requires certain experiments which I also outlined in the report.

3. There appeared at the bottom of the advertisement, the names of all the members of the Test Survey Committee. This may have confused some readers. I should like to make it clear in that case that I had no knowledge of this advertisement until after it appeared in your magazine.

In closing may I suggest that instead of a trial-by-press of how I was appointed to the Test Survey Committee and defenses of my report by advertising, we follow the suggestions made in the report and do some experiments.

Roslow and Hooper both committed themselves at one time to a research test in the San Francisco area. I objected to that test as inadequate, as did other mem-

bers of the Test Survey Committee. May I suggest that the funds which might have been used in the San Francisco study be used for an experiment designed to test my hypothesis 6: That the roster may produce confusion in the minds of respondents which results in inflation of roster ratings for low rating programs and deflation for those of high rating programs.

I have consulted Mr. Hooper on this matter and he is willing to bear his share of the cost. Since Mr. Breyer is so deeply interested in this subject, perhaps he, too, will contribute a third.

Matthew N. Chappell
Head of Dept. of Psychology
Hofstra College
Hempstead, L. I., N. Y.

Back to the Farm

EDITOR:

Those of us in farm radio appreciate the stress that you have put on farm broadcasting within the past couple of months.

As we follow the trend in radio, with Class A time turning into Class C and vice versa, plus the impact of television, we believe that this kind of service to the industry is mighty valuable.

Mal Hansen
Farm Service Director
WOW-AM-TV Omaha

Will Dis-employ 60%

EDITOR:

Your article in the Feb. 4 issue of Broadcasting & Telecasting by William C. Grove was read here with great interest. Your description of Mr. Grove as a man of ingenuity, however, is hardly complete.

Mr. Grove and the NARTB, if successful, will put 60% of the licensed first class operators out of jobs. This is just another move to enable the broadcasters to get out cheaper.

In the previously successful effort, by NARTB, to get the FCC to amend the rule so that other than men with first class license could be employed, NARTB pointed to a shortage of operators. However, there was not at that time, nor is there at this time, a shortage of first class operators.

There is a shortage of men who will work for the starvation wages being offered by these same stations who cry "shortage."

George E. Webb
Greenville, N. C.

Labor Troubled

EDITOR:

For the past seven years I have thrilled to the excellence of reporting achieved by Broadcasting & Telecasting magazine; therefore I was shocked at your false report of the current WBIG [Greensboro, N. C.] labor dispute. . . .

In your report of the WBIG strike on page 38 in the issue of (Continued on page 48)
Open Mike
(Continued from page 47)

Jan. 28 BROADCASTING • TELECASTING stated that NABET struck "without warning." This statement is false. NABET notified management 170 days ago that it was prepared to strike, but that no strike was planned or contemplated "at that time." And in compliance with law, NABET issued a notice to the Federal Mediation and Conciliation Service and the North Carolina State Conciliation Service in August 1951 that a serious dispute existed. Such notice authorized the union to strike 60 days thereafter if the dispute had not been settled. We negotiated 180 days before striking.

BET reported that "substantial agreement had been reached on increases." This statement is false. No idea even resembling an agreement has been reached. Wages for most of the employees have not been raised one penny since 1946.

The WBIG dispute developed when Mr. [Mortimer H.] Freeman [Atlanta attorney representing the station] asked the announcers to assume the extra duties of a control board operator, transmitter technician, evening receptionist, local news reporter, traffic manager and copy writer—all operations to be performed simultaneously. Also the announcers were ordered to handle the recording and control board operations and announce while recording two programs for future programming and running one program live—all operations to be performed by one announcer at the same instant.

Such an operation began driving us stark, raving mad...

These facts which prove that NABET issued ample notice of a strike potential, contrary to the WBIG report. Also it should be clear that no agreement about any wage increase ever was reached, equally contrary to the WBIG report. . . .

Frank M. Lokey Jr.,
Announcer-Disc Jockey
WBIG Greensboro, N. C.

Burned Out, Burned Up
EDITOR:
On Friday afternoon, Jan. 25, WARA Attleboro, Mass., had a regional scoop in their hands but couldn't get rid of it. Minutes after a $5,500 holdup, the story was reported as an initial bulletin, but it died right there.

The news editor went to the scene of the holdup and sent back a blow by blow report of the police chase of the gunmen. He reported also to the UP wire in Boston which immediately sent it out as a regional bulletin.

What the editor didn't know was that back at the studio everyone was pulling their hair watching their story come in over the UP wire. They were unable to do anything about it. A burned out condenser in the transmitter had put the station off the air for an hour and a half... while every other station in the area scooped WARA on its own story. Who invented condenser smoke?

Henry J. Ottmar
WARA Attleboro, Mass.

Brotherly Love
EDITOR:
This is the first time I have written a fan letter to BROADCASTING • TELECASTING because of an advertisement. It is a very encouraging sign to us FM-only broadcasters to see an AM station buy a full page ad [Jan. 28, page 3] for the purpose of telling the virtues of their FM affiliate.

I would like to congratulate WSGN and WSGN-FM in Birmingham for recognizing the value of their duplicating FM station. Those of us only in FM have some wonderful audience response and sales success stories, too, but an FM success story always sounds a little bit more impressive coming from an AM station.

Edward A. Wheeler
President
WEAW (FM) Elwood, Ill.

Required Reading
EDITOR:
In the rush of winter quarter duties, I have neglected to tell you how much I appreciated . . . the Nov. 19 article, "How To Stay Out of Jail."

This article has been most helpful in my Laws of Communication class which I teach here at the U. of Georgia . . .

Tyna Butler
Associate Professor
Henry W. Grady
School of Journalism
U. of Georgia

'Tain't Funny
EDITOR:
Radio is not on its last legs by a long shot, that's for sure. Then why do so many radio "luminaries"—and their writers—insist on biting the mike that feeds them?

I refer to remarks such as "Our guest star next week will be Miss Superhot Decibl, if radio lasts that long." Crosby, Hope, Marx and others have been guilty. If people hear such "jokes" often enough, they soon stop laughing and start believing. If entertainers persist in such prattle, they're likely to talk themselves right out of a job.

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

Radio Still Dominates THIS RICH MARKET

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

30 Years on the Air

WSBT
SOUTH BEND
5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

Page 46 • February 11, 1952
how “consumer markets”
can help you sell more national advertising

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

The facts about your market are in CONSUMER MARKETS. Every day, all year round, they help busy men make important market and media decisions—
Advertising managers with campaigns to make out, or revise.
Account executives drafting original proposals ... or defending recommendations.
Research directors making comparative market studies.
Media directors with lists to plan and prepare.
Sales managers with market development plans to work out.
The data in CONSUMER MARKETS tell what your market is. Population. Retail sales. Income.

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

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

Your market story is already in CONSUMER MARKETS. Isn’t that the natural place for your coverage story, too? More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

CONSUMER MARKETS

The comprehensive single source of authoritative market data
Published by Standard Rate & Data Service, Inc., Walter E. Bottrop, Publisher
1740 Ridge Avenue, Evanston, Illinois
New York · Chicago · Los Angeles

Here’s how advertisers USE it.

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

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

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

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

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

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

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.
Here are a few of the many fine

Stations are adding their signatures

JOINING THE FIGHT to drive Communism from our shores!

HE FOUGHT COMMUNISM!
For nine agonizing years
MATT CVETIC listened in on the communist top secrets and pipelined them to the F.B.I.!
stations airing THE MOST PROVOCATIVE PROGRAM ON THE AIR TODAY!

WTIC  WFBM  WMC  KGW  KVOO
HARTFORD, CONN.  INDIANAPOLIS, IND.  MEMPHIS, TENN.  PORTLAND, ORE.  TULSA, OKLA.

KNKH  WBIP  WJBO  KGNC  WKOW
SHREVEPORT, LA.  BANGOR, ME.  BATON ROUGE, LA.  AMARILLO, TEX.  MADISON, WIS.

VASS A COMMUNIST FOR THE F.B.I.

Starring
DANA ANDREWS
who lives this dynamic role!

NEVER BEFORE IN HISTORY HAVE STATIONS HAD OPPORTUNITY TO RENDER SUCH PATRIOTIC SERVICE!

AUTHORITATIVE! POWERFUL! COMPPELLING!

FREDDIE W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD - CINCINNATI 6, OHIO
NEW YORK  HOLLYWOOD

WRITE, WIRE OR PHONE FOR LIST OF SPONSORS WHO ARE AIDING STATIONS IN THIS DRIVE!

He learned a hundred secrets and each one worth his life!

EACH HALF-HOUR A COMPLETE EPISODE!
Intoxicated by Politics

Most Business men, including broadcasters, appear to be oblivious of the cruel fact that their very business freedom is on the line in Congress.

Significantly, the Johnson-Case Bill (S 2444) to prohibit the advertising of hard liquor on the air. Because the substance of the bill is so narrow, hitting only distilled beverages and only advertising on the air at that, it is being given but little attention.

There is even ominous caution from the trade association areas. Either they do not recognize the lethal charge behind this loaded bill, or they are unwilling to risk the ire of its authors at this stage.

There's apathy and inertia in the ranks of broadcasters, who may seem to think that it's the same old story of the blue-nosers in quest of a will-o'-the-wisp.

We wish that were so. The stark truth is that American broadcasting is confronted today with the most dangerous legislative assault upon its sanctity in many years. And all other media as well as many advertisers are directly in line for similar treatment.

The reasons for alarm are several. First, this is an election year. Whether Republican or Democratic candidates take a hand in the vote next November, second, the drys are organized. They are swarming over the Capitol ringer doorbells, filing petitions, threatening to call in their witnesses. Third, the opposition hasn't even gotten off the ground.

Any informed observer, who knows the political ropes, will tell you that there are ample votes on the Senate Interstate & Foreign Commerce Committee to report the Johnson-Case Bill favorably, as things stand today. The drys have served notice that this is only the beginning. They want to ban all alcoholic beverage advertising from all media. More than that, they want to ban all alcoholic beverages. In a word—prohibition.

One has but to read the testimony before the Johnson committee to get the drift. It is directed almost entirely against beer, since liquor advertising is non-existent.

If the battle is lost in committee, the drys will be well on their way toward winning the war. Less than two years ago, a vastly stronger bill to ban all alcoholic advertising in all media—was defeated in committee by the narrowest of margins, seven votes to six.

Here the approach is to single out radio and TV as the easy marks and to ban liquor from the air only. The strategy is about as opaque as a nine-pound hulk's gun. If the drys succeed, Congress then would be in the position of picking the pockets of broadcasters to the tune of an estimated $25 million. But that's a bagatelle as against the hundreds of millions that would be lost to other media when the ban is extended. And if the prohibitionists should achieve their ultimate goal, Uncle Sam's exchequer would be robbed of millions in taxes and state treasuries would suffer in ratio.

A frontal attack at this late date and in an election year appears to be the only way to convince the Senate Committee that it is playing with dynamite. A prosaic presentation on the country's health can't possibly lick the drys.

Every broadcaster, publisher, advertiser and agency should exert every effort to defeat the discriminatory Johnson-Case Bill in committee. The demand must be for an open ballot (male or female) in committee.

If you are concerned about freedom of the media of information, if you are interested in preserving free enterprise, if you value the future welfare of your own business, you will call the Senator you know best NOW. And you'll write, wire or button-hole all others.

Paul Dobin
The Food Station
in the Philadelphia Market!

The track's clear for food advertisers interested in the Philadelphia market-area. Route your advertising dollars through KYW... open the throttle... and you'll soon arrive at the results you want!

Plenty of conductors—with a punch that's proved! To make sure of a safe arrival, you can count on the experience of favorites like Ruth Welles (9:30 AM and 1:30 PM, Monday through Friday), or Anne Lee (whose "Notebook" attracts a growing audience from 1:00 to 1:30 PM), or several others on the talent-list of this dominant Philadelphia medium.

You travel in good company. More than a hundred leading food advertisers make KYW their regular ticket in the Philadelphia area. Like you, they're interested in a gorgeous hunk of scenery... $1,832,000,000 in food sales, within the counties from which mail is regularly received by KYW!

Make reservations now at KYW, or through Free & Peters. The signal is in your favor all the way!

KYW PHILADELPHIA
50,000 WATTS
NBC AFFILIATE

Westinghouse Radio Stations Inc
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM
RADIO-TV station and related projects valued at $13,105,721 and covering 28 applications seeking building exemptions for 1952 were filed with NPA through mid-December last year.

Of the 28 applications, five were from NPA control, and 18 others were denied, according to the agency’s first official compilation of construction action released last Friday.

The $13 million-plus figure confirmed unofficial estimates reported in previous issues of BROADCASTING TELECASTING in which the grants and denials were listed [B*T, Jan. 28; Dec. 24, 1951].

Community TV antenna projects were included. (Also see separate story page 41.)

The breakdown noted that 77.4% of all construction bids were denied for the first quarter compared to 63% for the last quarter of 1951. At the same time NPA authorities said that broadcasters and other firms receiving allotments in this quarter would be given sufficient materials to complete projects already underway, provided copper, aluminum and steel are available after fulfillment of military needs.

Allotments now are being made on project rather than quarterly use basis. Thus, when a broadcaster indicates his requirements for each quarter, he will be given advance quotas for succeeding periods, with delivery at the end of each quarter for which allotment is made.

Hardship Only Exception

In other instances, where construction, remodeling or alteration requiring NPA approval had not started and was not “either directly or indirectly involved in the defense effort,” authorization was withheld. Sole exceptions were hardship cases where a facility had been destroyed by fire, flood or other disaster.

Despite this factor of construction not yet commenced, early recipients of TV station grants, once FCC lifts the freeze this year, are expected to face no difficulty in starting construction or obtaining equipment preparatory to going on the air [B*T, Feb. 4].

Of particular significance in the NPA breakdown is the observation that no aluminum was allocated in the approved quotas. Many of the 28 applications requested this metal.

The official construction breakdown for January-April is based on applications submitted to NPA’s Construction Controls Division, which retains jurisdiction over radio and television cases as a housekeeping measure. Broadcasting is lumped with commercial, religious, entertainment and community fields, though the industry actually is classified as industrial.

This entitles broadcasters to write their own orders for smaller quantities of materials—25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum in any one quarter. In cases involving lack of a component to complete the project or “minor capital additions,” two tons of carbon steel and 300 pounds of copper may be obtained on priority.

The NPA compiled list of radio and TV projects in the social and recreational building category. The five approved cases involved estimated construction cost of $9,561,605; five exempt, $172,500, and the 18 denials, $2,969,416.

In the 28 radio-TV applications filed, requirements called for 4,216 tons of carbon steel and 1,954 tons of structural steel, used in broadcast towers. Total copper sought amounted to 80,780 pounds. Other allotment figures for radio-TV:

Five approvals—Total carbon steel, 3,352 tons including structural, 1,150; copper, 26,500 pounds.

Eighteen denials—Total carbon steel, 694 tons including structural, 101 tons; copper, 34,280; aluminum (rejected), 3,600 pounds.

Copper category was broken down into brass mill, wire mill and foundry products. Overall, the Construction Controls Division allotted 25,383 tons of carbon steel, including 7,522 tons of structural, and 1,676,285 pounds of copper.

There were other developments last week on the materials front involving applications by radio-TV set manufacturers for controlled materials. NPA said it would mail out CMP-4B Forms for use during the third quarter of 1952. Other manufacturers may file for materials to make radio-TV receivers, transmitters and other broadcast equipment with the office from which they obtained second-quarter quotas.

Like broadcasters, manufacturers also may self-authorize limited quantities of steel, copper and aluminum. Firms have been slow to take advantage of this provision, however, for two major reasons: (1) The small amounts which they required (2) the production-inventory situation in the receiver industry.

Manufacturers are not permitted to receive more than their respective average quarterly use during 1950 to take advantage of self-authorization procedures, or if they do not compute on the 1950 basis, are limited still further on materials.

Forms must be filed not later than March 1, NPA emphasized.

New Coastal Studios

COASTAL RECORDING Co., New York, has rebuilt its studios and control room, designed expressly for use of advertising agencies and radio producers. An independent work bench and “talk back” for directors and their staff has been established plus additional economical treatment. Arthur Shaer is managing director of the company.

MATERIALS

This new portable mixer has been designed specifically to fulfill all the requirements and desires for the ideal broadcast mixer for field use. Wonderfully compact (no larger than a portable radio) the 220A has four microphone preamplifier mixer channels, a master volume control and a large illuminated VU meter. The black luggage case has provision for the storage of headphones and cables and a rack for a complete set of spare tubes. No other portable mixer incorporates all the features of the ALTEC 220A, yet no other portable mixer gives as much for the money as the ALTEC 220A.

 ★ Broadcast Quality
 ★ Low Cost
 ★ Compact
 (23" x 12" x 6")
 ★ Light Weight
 (less than 27 lbs.)
 ★ AC or DC
 (can be operated from battery supply)
 ★ Output impedances of
 150 or 600 ohms
 (switch controlled)
WHEN it rains, there are two kinds of people. There are people who see rain and think, 'I didn't have my umbrella. I always forget. I should have bought one.' And there are people who see rain and think, 'Great! I can go out for a walk in the rain.'

The latter are the smart ones. They don't let the weather stop them from enjoying life. They adapt. They find a silver lining in every cloud.

That's why I admire the rain. It reminds me that we can't control the weather, but we can control our reactions to it. We can choose to be happy regardless of the circumstances.

So the next time it rains, remember to be one of the smart ones. Put on your umbrella and go out for a walk in the rain. You'll be surprised at how much fun it can be!
WFCM (FM) CHANGES

Loeb Succeeds Bernstein

RESIGNATION of George A. Bernstein as general manager of WFCM (FM) Washington and appointment of Leon Loeb as his successor was announced last week. Ray Wilson, the sales and program department of WMGS-AM/FM Washington, was named WFCM commercial manager.

Mr. Bernstein, WFCM manager since April 1949, has accepted the post of assistant to the vice president and general manager of People's Broadcasting Corp., licensee of WJZ, WJZ-FM, WCBS, New York.

WHL'S Tomo takes over

The FL Exley, manager of operations, WFLY-AM/TV Philadelphia, has been named WFLY program manager.

BILL KALAND, script editor, WNEW New York, named manager of script and production. HERMAN ARBREIT, script staff, becomes script editor.

MEL MOSS, writer-producer of TV agency shows in Detroit, to WJCL (FM) Flint, Mich., as promotion manager and program director.

PAT NEAL, named advertising and promotion co-ordinator, NBC New York, and CLYDE L. CLEM appointed to supervise audience promotion.

HARRIET CREWE, MBS West Coast publicity director, on extended leave of absence.

FRANCES PILLSBURY, Stanford U. graduate, to KGO-Tv SF as assistant on Let's Look at Books program.

BUD SHERMAN, sports announcer, WPOR Port Worth., certified a football official in the Southwest Football Officials Assn.

FRANK QUANTROCHI, publicity staff of American Red Cross blood program, Los Angeles, and ACKLEY (Jack) SCHUYLER, publicity staff of Trans World Airlines, New York, to NBC Hollywood in similar capacities.

SANDY DAVIS, WICA Ashland, Ohio, to WHH Warren, Ohio, as staff announcer replacing JOHN FRITZ, who moves to WFPM Youngstown in same capacity.

MEL LEEDS, music library staff, and MURRAY CUMMINGS, continuity director, WABC, New York, added to station's production staff.

LEE RICE, KBW Hutchinson, Kan., to announcing staff of WIBB Topeka.

JACK HARVEY, HOWARD BLAKE and CARLO GAHEE have been signed to direct CBS-Tv Hollywood Al Pano and His Gang show.

ED JENNINGS, ROY Oelwein, Iowa, sales manager, promoted to program director. DOUG BOSBYS added to the station's staff as head of the bookkeeping department.

LARRY PICUS, disc jockey, WCOP Savannah, Ga., named promotion-production manager.

Bob IRVING, announcer-disc jockey, WMY Springfield, Ill., appointed chief announcer at KRES St. Joseph, Mo.

LEE CARRAU, KGO-Tv SF director-producer, to KTV (TV) Los Angeles in same capacity.

WALTER E. WOLVER, advertising manager, Gallaher Drug Co., Dayton, Ohio, to WHIO-WTV Cincinnati, as merchandising director and supervisor of commercial continuity.

MACK THOMAS, announcer, CKKX Toronto, to CKEY Toronto in same capacity.

JANE STANFIELD, star of WMP Memorial Coffee With Jane, awarded certificate of merit from Memphis American Legion during 1951 for outstanding service to the Legion's Americanism program.

RICHARD BENNETT, stage manager, NBC-TV Hollywood, father of a girl, Maura Elizabeth, Jan. 30. Mrs. Bennett is CHARLENE HAWKES, NBC Hollywood singer.

RUTH DAMON, promotion department, Allentown Journal, to publicity and promotion staff of WSB-AM-TV, same city.

GEORGE WILSON, announcer, CHML Hamilton, to CKKX Toronto.

MEL VENTER, KFRC San Francisco program director, named radio man of the year by the San Francisco Examiner and DEAN MADURO'S Sidewalk Reporter, aired on same station won newspaper's favorable program poll.

MARY ELY, School of Radio Television, N. Y., to WTUN St. Johnsbury, Vt., as continuity writer.

ROY STOREY, sports director, KBOX Modesto, Calif., will broadcast all games for Moore Lodics Reds, California State League, for 1952.

TOMMY GUMINA, accordionist on KBNH (TV) Hollywood Harry James Show, signed to contract by Columbia Pictures.

BARTLETT ROBINSON, N. Y. stage and radio actor, assigned leading role of Jim Denolly on ABC Radio Valiant Lady, daytime series.

WIP Robinson III, program director, KNJU New Ulm, Minn., appointed to the Civic and Commerce Committee on National Affairs.

ADDLEY VADEN, WHO Dayton, Ohio, to WVSU Somersert, Pa., as women's editor.

FRED CLARK, who portrays Harry Morton on CBS-Tv George Burns and Gracie Allen Show, assigned role in Twentieth Century-Fox film, Dream Beat.

JOE CAMPBELL, announcer, WTON Staunton, Va., joins WMAL-AM-TV Washington in similar capacity.

PEGGY SAMIL, San Francisco Advertising Board, to KCBS San Francisco accounting department.

PATRICK MacNINNIS, operations director, WJKB-DT K-DT Detroit, named station's director of promotion and publicity.

SYLVIA DOBLY, CBS Television, New York, and ARTHUR C. STRINGER Jr., promotion and publicity manager, WQMY-Tv Greensboro, N. C., are to be married in June.

ED STEVENS, promotion director, WBZ Boston, father of a girl, Nancy, Jan. 22.

GEORGE WANN, promotion director, KGIN Portland, Ore., father of a boy, Jack Edward, Jan. 31.

ARTHUR E. HATCHISON Jr., director of public affairs, WHIL Hemstead, L. I., father of girl, Jan. 30.

JIM GIBSON, sports director, WMMW-AM-TV Washington, father of boy, Thomas Mills, his fifth child.

News... 

TERRY FREDERICKSON, KING Seattle, to WHH Warren, Ohio, as news editor.

STAN RONALD, news editor, WLPM Suffolk, Va., to KOEL Oelwein, Iowa, in same capacity.

JOHN R. FAHEY, KGA Spokane, Wash., news editor, and CAT PATTY, RICK J. CULLEN, on military leave, transferred from station as head of the news room staff, will instruct city's first class in public relations commencing Feb. 13.

KEN KANTOR, assistant editor, publicity department, NBC New York, transfers to NBC Hollywood as wire service contact.

JANET TIGHE, secretary to LES RADDITZ, manager of NBC Western Division publicity department, to NBC radio, Hollywood, as news editor.

FRED CONKERT named news editor at WMBI Chicago. He has been with WMBI for five years.

JACK RYAN, manager of press department, NBC Chicago, elected second vice president of the Deadline Club, Chicago chapter of the professional journalism fraternity, Sigma Delta Chi. Directors include GEORGE HERSO, publicity manager, MBS; FORD WORTHING, Young & Rubicam; SAM KARAN, KARANLOUS, newswriter, NBC and ELLIOT HENRY, press manager, ABC.

MARIE RAINES, staff announcer at CKNO Vancouver, B. C., to CKNW New Westminster, B. C., news department.

WNEW New York has introduced singing weather reports Monday through Saturday morning and afternoons under sponsorship of Taystee Bread. Agency: Young & Rubicam, Chicago.

the honey

dreamers

A singing group that's rocketed into radio and TV skies. They're featured on hit shows like Cavalcade of Stars, Stop the Music, Wonderful Town, and the Bill Goodwin Show. The Honey Dreamers are the latest stars to join the many great artists in the

SESAC Transcribed Library

including Jazz, American Folk, Concert, Hawaiian, Novelty, Band, Barbershop, Polka, Religious, and Latin-American Music.

SESAC, Inc. 475 Fifth Avenue New York 17, N. Y.

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'BELLBOY' SUIT

Court Hears WJBK Plea

LEGAL battle for right to use the title "Jack the Bellboy" was waged in federal court last week between WJBK and WXYZ Detroit. The title is used by Edmund T. McKenzie, disc jockey, who sold WJBK to John H. Jones in January after Richard Jones resigned as general manager, moving the program to WXYZ.

Third court session was scheduled Friday before Federal Judge Arthur Lederle, with WJBK asking a permanent injunction to restrain Mr. McKenzie from using the name "Jack the Bellboy." Mr. McKenzie says the title actually is a corporation owned by himself; Mrs. McKenzie; Richard A. Connell, Detroit auto dealer; Jacks F. Hopkins (who owned WJBK before selling the station to Port Industry Co.) and Mrs. Hopkins. Judge Lederle denied WJBK's first request for a temporary injunction which would have prohibited WXYZ from advertising Mr. McKenzie as "Jack the Bellboy." A second petition of a similar nature, designed to restrain WXYZ from using the name on the air, also was denied.

WJBK told the court Mr. McKenzie's pay had risen from his $6,500 salary as an engineer in 1945 to $69,000 in 1950 and $64,000 in 1951 when he was station vice president. Most of the income came from a petrol announcement arrangement. Last year "Bellboy" is reported to have brought in $500,000 to the station.

WXYZ argued that George B. Storer, Fort Industry president, had been told at the time he bought WJBK in 1947 that "Jack the Bellboy" was a separate corporation and not included in the purchase. WJBK contended Mr. Storer had been told the corporation had been formed six months before the deal was closed when actually it was formed during the negotiation period.

WJBK last week used other disc jockeys to fill in time vacated by the "bellboy.

WTWN St. Johnsbury, Vt., runs hour long program, The Carnival of Hits, from the city's high school dance each Saturday featuring top tunes of the week. Musical interludes are made by the teenagers attending the dance.

FIFTEENTH anniversary of KGLO Mason City, Iowa, also was the occasion for two new additions to station's 10 Year Club, Jan. 17. New members are Glenn A. Wright (l.), studio engineer, and Herbert R. Ohrt (r.), executive vice president of Lee Stations (KGLO; WTAT-AM-FM Quincy, Ill.). L to r.: Mr. Wright; Roger Sawyer, chief engineer; Henry B. Hook, KGLO manager who resigned Feb. 25 to become publisher of Lee Newspapers' Davenport Democrat & Leader (see adjacent story); Carl Olson, engineer, and Mr. Ohrt. Messrs. Wright and Ohrt received wrist watches to commemorate initiation into the 10 Year Club.

BENTON PLAN HIT

NBA Votes Opposition

MEMBERS of the Nebraska Broadcasters Assn. have unanimously opposed enactment of the Benton legislation (S 1579), according to Bob Thomas, WJAG Norfolk, NBA secretary-treasurer.

The association took the position that the Benton measure, including an 11-man citizen program board, "would have the effect of further regulating program content and would involve government censorship and would, in fact, violate the First Amendment to the Constitution."

Copies of the resolution were sent to all Nebraska Representatives and Senators as well as Interstate & Foreign Commerce Committees, to presidents of broadcaster associations in neighboring states and to NARTB officials.

Electronic Brain

A NEW electronic brain, designed and constructed by RCA for the U. S. Navy, will be installed at the Naval Air Development Center, Johnsville, Pa., it was announced Jan. 25. Device is designed to compute test flights of guided missiles before they are actually built.

Christened "The Typhoon," the computer has been operated the past year at the David Sarnoff Research Center, Princeton, N. J., by RCA and naval personnel. It has tabulated more than 2,000 "test runs" of new missiles.

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CALIF. CIVIL DEFENSE

Takes Over Mt. Lee Site

STATE Office of Civil Defense, on yearly leasing arrangement made with Don Lee Broadcasting System, has taken over the old television studio and transmitter building atop 1,800 ft. high Mt. Lee overlooking Hollywood.

The structure is being remodelled as a regional center of defense operations headquarters. Transmitter tower will be the sending point for Los Angeles and Orange county defense messages.

The mountain top on May 31, 1931, became site of what is claimed the nation's first experimental TV station. W6XAO, owned and operated by Don Lee Network, transmitted at that time its first TV image and eight months later inaugurated regularly scheduled programs. When W6XAO went commercial and became KTSL (TV), Mt. Lee continued as transmitter site. With CBS acquiring KTSL, operations continued from that site until last Oct. 28. Simultaneously with change of call letters to KNXT, transmitter was moved to Mt. Wilson overlooking Pasadena.

HDCN APPOINTED

Leaves KGLO for Lee Paper

HERBERT R. OHRT, executive vice president of the Lee Stations, KGLO-AM-FM Mason City, Iowa, and WTAT-AM-FM Quincy, Ill., will reassume management of KGLO to replace Henry B. Hook, who has accepted appointment as publisher of the Davenport Democrat & Leader effective Feb. 25.

Mr. Hook, who served as manager of KGLO for three years, returns to the newspaper field with which he was actively associated prior to joining KGLO. The appointment was announced by Lee P. Loomis, president of Lee Newspapers. Mr. Hook succeeds L. M. Turnbull, resigned.

KGLO is licensed to Lee Radio Inc. with Mr. Loomis as president. Lee Newspaper enterprises, includes the Democrat & Leader, Mason City Globe-Gazette and other papers. Mr. Hook originally joined KGLO from the Globe-Gazette, which then owned and operated that station.

Mr. Hook plans to retain stock interests in KGLO and WTAT. Latter is licensed to Lee Broadcasting Co. The Democrat & Leader also owns a few shares in WOC Davenport, Iowa.

Mr. Ohrt praised Mr. Hook's success in Mason City during a 15-year period in which both had been associated in radio and newspaper work.
S. D. CONLEY, sales and engineering department RCA Victor, Camden, N. J., appointed merchandise manager of the company's new air conditioner department. H. M. MITTLERHAUSER and R. M. REED named sales representatives for RCA air conditioners in eastern and southern regions.

F. E. DUGGAN, general sales manager, Avo American Kitchens Div., Connersville, Ohio, appointed assistant general manager of Crosley Div., Avo Mfg. Corp., Cincinnati. CHARLES K. C. CLARKE, assistant general sales manager in charge of field sales for American Kitchens, named to succeed Mr. Duggan.

Mr. Duggan  Mr. Clarke

CAPITOL RECORDS Inc. and Capitol Records Distributing Corp., N. Y., moved executive offices to 1730 Broadway, Y. 19, Phone Plaza 7-4970. AL MOREY, Schwimmer & Scott, Chicago, has opened his own writing and production offices at 202 N. Wabash.

FRITZ P. RICE, assistant manager, cathode-ray tube division, Allen B. DuMont Labs., manager of division, effective immediately.

WILLIAM E. FERRAGHETTI, Arthur Towel Agency, Milwaukee, to Macneggord Inc., Chicago, as assistant advertising manager.


EMERSON WEST COAST CORP., San Francisco, subsidiary of Emerson Radio and Phonograph Corp., N. Y., formed as northern California distributor of all Emerson products.

DAVID J. HOPKINS, West Coast factory sales manager, adds duties of president.

HUGH P. McEITIGE, manager of training for RCA Service Co., Camden, N. J., appointed to direct company's accelerated military electronics training program.

HAL SCHOON, scriptwriter at Chicago Film Labs., Chicago, to Atlas Film Corp., Oak Park, Ill., on creative staff.

Equipment ... RCA TUBE Dept., Camden, N. J. announces it soon will put into production two newly developed high-frequency sweep generators, WR-40A, designed for engineers developing UHF circuitry for home TV receivers, and WR-41A, intended for use as test equipment in factory production of UHF equipment.

GENERAL ELECTRIC Tube Dept., Schenectady, announces manufacture of new tube, type number 6B7X-GT. Tube is a triode triode designed for the vertical output stage of television receivers as a combined vertical deflection amplifier and vertical oscillator.

WARD PRODUCTS Corp., division of Gabriel Co., Cleveland, announces publication of catalog on auto aerials giving complete description of Ward line including "B-Ball" and "Air-Ring" aerials.

WORKSHOP ASSOC., division of Gabriel Co., Cleveland, announces design of fully pressurized feed for its 2,000 mc parabolic antennas. New feed is designed to mate with ½ inch Teflon flexible copper air line, having 0.045 inch wall and 11/32 inch conductor.


HERLEC Corp., subsidiary of Sprague Electric Co., Milwaukee, announces manufacture of new Type A80 ceramic trimmer capacitor for use in circuit applications where maximum stability of capacitor characteristics is important.

RAYTHEON MFG. Co., Waltham, Mass., announces demonstration of new "handle talkie", a 6¼ lb. unit held in the palm of the hand. The one package transmitter, receiver, battery power source and antenna was developed with the Signal Corps Engineering Labs. in 1948 and is said to be first communication equipment to use miniature tubes on a mass production basis.

ERCONA CAMERA Corp., N. Y., announces availability on an American market of new line of lenses for TV cameras made by Carl Zeiss, Jena, Germany. Lenses are made to fit RCA cameras only but mounts to fit others soon will be put into production.

ASTATIC CORP., Conneaut, Ohio, announces manufacture of single button carbon microphone of high sensitivity, model 1035. Designed for convenience hand use, new unit has a double pole, single throw switch, with relay and microphone circuits normally open.

Technical ... CHARLES WALTERS, substitution operator for Knox Utilities Board, Knoxville, Tenn., to engineering staff of WSB Atlanta.

DONALD HAM, KAPP Petaluma, Calif., engineer, joins WCBS San Francisco in same capacity.

HERBERT H. ECKSTEIN, chief engineer, WAMS Wilmington, Del., joins the Poller Stations, WPAW Chester, Pa., and WARE Arlington, Va., in similar capacity.

Godfrey on Air in Air

WHEN inclement weather delayed Arthur Godfrey's flight from Florida, the CBS radio and television star broadcast from the airplane, 4,000 ft up. TV viewers heard his voice but saw only his headphones in New York City studios. The in-the-air on-the-air feat was described proudly by CBS as "the first time that an hour and a half commercial radio broadcast originated under such unusual conditions." Mr. Godfrey, of course, enjoyed the whole operation. He sang "Candy and Cake" and received vocal and instrumental accomplishment from the studio.

WBAL FOOD SHOW

Lunchtime Program Popular
WBAL Baltimore's Kitchen Karnival has completed its first year with 14 advertisers currently using 29 spots a week on the lunch hour food show. With participation offered in 16-week cycles, the record shows that 75% of advertisers renewed for one cycle and 40% renewed for two cycles.

Kitchen Karnival is heard 12:30-1 p.m. Monday through Friday. It is especially popular among area women who flock to see the show, presented at various locations throughout the city. WBAL reports. Sponsor's products are displayed at the show's point of origin.

Baltimore women enjoy seeing Kitchen Karnival so much that during a transit strike they come on bicycles.

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Truscon Engineers have the answer...

Get the advice of men who know . . .
men who have practicable working knowledge in tower design . . . when planning your new or expanded tower needs.

Truscon engineers have designed and built radio towers for all types of duty throughout the world.
They have a background of information and skill that is unexcelled in the industry.

Truscon Engineers can design towers to meet every kind of topographical and meteorological conditions.
They can assure tower strength for every contingency.
Delivery schedules are set to meet your needs (dependent, of course, upon governmental regulations).
Guyed or self-supporting towers . . . tapered or uniform in cross-section . . . for Microwave, AM, FM, or TV transmissions.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you immediate, capable engineering assistance.

Call or write today. Truscon® Steel Company, 1074 Albert Street, Youngstown 1, Ohio, Subsidiary of Republic Steel Corporation.
RURAL MARKETS
Merit Attention—Duvalle

ADVERTISERS were urged to pay greater attention to rural and small town markets by Robert E. Duvalle, president, Crosley Broadcasting Corp. Mr. Duvalle released a series of reports showing that a greater percentage of small town and rural residents are in the market for products than are city dwellers.

For example, Mr. Duvalle cited figures showing that 95% of farm families purchase gasoline as against 84% of urban families. The Crosley survey showed also that the rural-small town market was a good field for prepared cake mix, smoking tobacco, dog food, home permanent wave kits, headache remedies, soaps, cleaners, baby foods and frozen foods.

Scrap Drive Aid

NATIONAL Production Authority, through its local agent, has credited WMPS Memphis with supplying “even more help than we’d hoped for” in NPA’s scrap drive. The drive has until the end of February to show final results, the station reports. Another NPA official—Director Edward W. Greb, of the Salvage Division—told the station his national board of directors requested that the WMPS series be shipped to them for rebroadcast in their respective areas.

CAMELS CASE

CEASE and desist order prohibiting certain advertising claims by R. J. Reynolds Tobacco Co. (Camel cigarettes) has been modified by the Federal Trade Commission and affirmed by a decree of the U. S. Court of Appeals for the Seventh Circuit.

The FTC order was affirmed with two reservations:

1. The order is now directed at the tobacco company and does not cite, as parties to the order, the “officers, agents, representatives and employees.”

2. Provision that Camel testimonials be forbidden to contain any representations cited as factually untrue in the original FTC order is deleted.

The Circuit Court ruled that the Commission has no authority to cite unnamed individuals in its order, handed down nearly two years ago [B&T, April 10, 1950], “in the absence of any finding other than those directed solely at the corporation.”

The second modification, relating to Camel testimonials, also represents a departure. The Commission originally required Reynolds to stop using in any advertising media certain testimonials of smokers “or purported smokers.” These are testimonials which contain any of the “misrepresentations” prohibited by the cease-and-desist order, “or which are not factually true in all respects.” This phrase is omitted from the order.

As modified, the order, announced by FTC on February 9th, prohibits various false and misleading representations concerning Camel cigarettes, including the content of nicotine. The claims were made in broadcasts and published continuations.

BASKETBALLCASTS

Station Levy Attacked

NEW MEXICO High School Athletic Asso. plans to charge radio stations $26 each to broadcast an upcoming state basketball tournament encouraged at least one New Mexico broadcaster to put up a fight.

Ernest W. Thwaites, president, general manager, Southwest Broadcasters Inc., licensee of KFUN Las Vegas and KRTN Raton, has appealed the decision as discriminatory, a breach of the principle of free access to news sources and an interference with communications in interstate commerce.

In a letter to the athletic association, Mr. Thwaites asked, “... please advise what comparable charge you make to newspapers for containing the same testimonials and non-irritating or less irritating than other brands.” Some nine representations were listed as “false and deceptive” in Examiner Kolb’s decision, which would ban such claims in broadcast or published continuities.

Smoke from all cigarettes is an irritant, Mr. Kolb ruled. The extent of irritation depends upon the individual smoker’s tolerance, frequency and rapidity with which cigarettes are smoked, length to which they are smoked and the degree smoke is inhaled, he held. Claim that the “superiority of Philip Morris cigarettes is recognized by eminent medical authorities” also was scored.

Philip Morris claimed that the examiner “did not consider or have before him any independent research undertaken or supervised by the commission to substantiate the complaint or to support the evidence supplied by our commercial competitors.” Philip Morris also noted it had offered requests of “thousands of experiments and tests conducted by leading scientists” to back up its claims.

Substantially all the adverse testimony... was substated by Philip’s own experiments and tests conducted by leading scientists...” Congressmen and others reflected. FTC Stipulation

STIPULATION has been signed by American Family Life Insurance Co., San Antonio, with Federal Trade Commission that it will cease to use “unqualified representations” in radio broadcast and circular copy. Firm had claimed that a preliminary medical examination is not required for issuance of certain insurance policies. The policies are sold by mail order and were advertised by radio in Del Rio, Tex., Tampico, Mexico and in Panama, according to FTC.

FTC Modifies Earlier Cease-Desist Order

THROWN OFF SCENT

That I Love a Mystery program broadcast on MBS-10:15 p.m., Mon.-Fri., created an unsold “mystery” for North Texas fans. KFJZ Fort Worth program director, Hal Thompson, sent a letter post haste to MBS in New York for the outcome of the program on the day a power failure knocked the station off the air leaving the outcome of the whodunit a mystery to listeners. Fans bludgeoned the station with telegrams, letters, post cards and telephone calls.

PHILIP MORRIS
To Appeal to FTC

INITIAL decision by an FTC hearing examiner questioning certain advertising claims made by Philip Morris & Co., New York, for its cigarettes will be appealed to the Federal Trade Commission, the firm announced last week.

The decision, handed down last Tuesday, cited advertising claims that Philip Morris cigarettes are “non-irritating or less irritating than other brands.” Some nine representations were listed as “false and deceptive” in Examiner Kolb’s decision, which would ban such claims in broadcast or published continuities.

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Self Winding Clocks keep time with WOR-TV

The same clocks that keep time for major networks and stations all over the country... now insures dependable, split second accuracy in New York’s “Television Square”. Available with or without Western Union synchronization... one clock or a complete system... for your own timing requirements.

Write for full particulars.

SELF WINDING CLOCK CO. 205 Willoughby Ave. Brooklyn 5, N. Y.

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for Over 60 Years

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BROADCASTING • Telecasting
Here is a comparison of 3 different TV rating services for Los Angeles, 6:00-10:00 p.m., Sunday through Saturday, November 1951.

**KTLA** leadership is built on community service.

**KTLA** has created its own top-rated programs, developed its own star "announcer-personalities." When these announcers speak, audiences have confidence in what they say. They get results!
Get this...he wants a "reasonably priced show with real big-time Hollywood production values."

What shall I say?

Say yes...then call Consolidated and ask them to airmail us a print of "The Best Things in Life."

Right! "The Best Things in Life" does have the distinction of being a realistically priced telefilm series with major-studio quality.

And why not! Scripts are by Bill Roberts...a motion picture writer with two Academy Award nominations to his credit. Direction, casting and camera work are all supervised by top Hollywood craftsmen.

Story line? Emotional conflicts that sidetrack our pursuit of happiness. Adult drama to keep your viewers—or customers—at rapt attention from beginning to end.

"The Best Things in Life," a New World Productions release, is available as a 15 or 30 minute show...with a complete story in either case. An audition print and full information may be had by calling

Consolidated Television Sales
A division of Consolidated Television Productions, Inc.

Sunset & Van Ness, Hollywood 28, HO-9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
612 Michigan Ave., Chicago 11, MI 2-5231
PARAMOUNT TV AIDS

PARAMOUNT Pictures is interested in TV station ownership, theatre TV and subscription TV, Barney Balaban, president of the Hollywood producing company, made known during four days on the witness stand during last week's FCC hearings on Paramount's qualifications to hold broadcast licenses.

Mr. Balaban also declared that his company will rent its feature films to TV stations when there are enough outlets to afford the kind of money such films usually return to the producing firm.

He was exhaustively cross-examined by FCC counsel Frederick W. Ford and DuMont counsel William A. Roberts.

Mr. Balaban was the first witness in the Paramount Pictures phase of the FCC hearings which also are to determine whether to approve the merger of ABC with United Paramount Theatres, Inc. First phase, which ran for two weeks in mid-January, was concerned with Paramount Pictures' "control" of DuMont (B&T, Jan. 28, 21).

Griffis Is Witness

Only other witness last week was Stanton Griffis, retiring Ambassador to Spain, chairman of Paramount Pictures' executive committee.

Hearing resumes today with Mr. Balaban back on the stand. He will be followed by Paul Rabourn, Paramount Pictures vice president in charge of TV activities.

With many important issues still to be covered, attorneys feel the hearings will take at least another four weeks.

Some are estimating that study of the record, which is bound to be voluminous, will take Hearing Examiner Leo Resnick at least a year.

Decision will have vital significance for motion picture companies' future in TV station ownership, as well as for their interests in theatre TV, it is felt.

The Paramount Pictures president saw no conflict with FCC rules or anti-trust laws in one company having interests in stations, theatre TV and subscription TV. He said he could not now tell how many stations Paramount would file for—if the Commission found that DuMont was not controlled by Paramount and thus freed both companies to apply for additional stations. Paramount Pictures, which now has KTLA Los Angeles, could have four more under the Commission's five-to-a-company limitation.

Subscription TV was a coming force in the art, Mr. Balaban declared, "The future of television may depend on a subscription form of TV," he said.

He said he came to that decision after hearing sponsors complain of the high cost of TV programs.

The type of program for each system of TV, he said, would depend on the economies of the business. "What the audience will pay and what the sponsor will pay will decide," he said.

Pressed for a more concrete answer, he guessed that "art" pictures might be telecast for home consumption, while public service events might go to home TV and theatre TV. Big feature films, he thought, would be for "pay-as-you-see TV."

Paramount owns 50% of International Telemeter Corp., developer of the coin-meter system of subscription TV.

Paramount is not releasing its feature films to TV, Mr. Balaban said, because not enough stations are on the air yet to make it profitable.

The average cost of a Paramount Grade A feature to pay, in 1950-51 was $140,000. Mr. Balaban estimated the return that can be expected from the present 108 TV stations as $35-$60,000 per picture. That doesn't even begin to approach the returns Paramount gets from reusing films that have completed their original run—$125-750,000 per picture, he said. However, Mr. Balaban acknowledged that he was ready to talk business with anyone who had enough money.

"I assure you," he said, "that nothing would please me more than to see the day when we can begin to liquidate our inventory."

Place of motion pictures in TV was discussed by Mr. Balaban along these lines: (1) Features are made for large screen theatre showings. They are not right for "small-tube" TV reception. (2) Perhaps Paramount will make special films for TV. He did not know, he said.

Old Shorts Dropped

Offer to buy up all of Paramount's old shorts was made by a group he did not identify, but the deal fell through when the would-be purchasers could not raise the money, Mr. Balaban revealed.

Color TV will give a boost to today's lagging TV set sales, Mr. Balaban declared. Paramount owns 50% of Chromatic Television Laboratories, which is making the Lawrence color TV tube.

Referring to the divestiture of Paramount-owned theatres from the producing company, Mr. Balaban said that Paramount Pictures and United Paramount Theatres Inc. were like a divorced husband and wife—they don't talk to each other.

He pointed out that the Paramount Theatre in New York used to show nothing but Paramount pictures. During the last six months it has not shown one, he said.

In answer to a question, Mr. Balaban said that Paramount had no plans for making pictures for the merged ABC-UPT broadcasting company. Merger is also one of the issues in the FCC hearings.

Several times during cross examination of Mr. Balaban, opposing counsel clashed. At one point, Paul A. Porter, Paramount counsel and former FCC chairman, accused FCC counsel Frederick W. Ford of having an "unconsophisticated" view of anti-trust violations.

Mr. Balaban's views of anti-trust violations were that certain practices grew up with the motion picture business and when they were declared illegal the movie companies stopped using them.

At another point, Mr. Porter and DuMont counsel William A. Roberts wrangled when the latter sought to delve into Paramount-DuMont relationships.

Among spectators during last week's sessions were Leonard Goldenson, Robert O'Brien, John Balaban and David Walleston, UPT executives; Edward Noble and Robert Hintckley, ABC executives; Edwin Weis, Austin Keough and Louis Novins, Paramount Pictures executives.

DEFENSE production restrictions will not delay expansion of TV into new areas when FCC finally lifts its long-standing television license freeze, a special "task force" of the RTMA Television Committee reported to the association's board of directors last Thursday after a three-month study.

The group's report said that on a "realistic schedule" FCC would issue grants for 140 new TV stations by the end of this year and for 190 others next year, with the permits divided half-and-half between VHF and UHF.

By the end of this year, the group predicted, 22 new stations—all VHF—will go on the air, all but one in cities currently without television, while the forecast for 1953 was for 171 new stations—107 VHF and 64 UHF—to commerce operations.

The task force's findings and predictions were submitted near the end of RTMA's three-day midwinter conference, during which Dr. W. R. G. Baker, General Electric Co. chairman of the Television Committee, reported that a series of full-dress field tests of the National Television System Committee's "composite" system of compatible color TV would get under way Feb. 12-21, with an "official" showing for the FCC on Feb. 16 and another "official" demonstration Feb. 21.

The Feb. 12-21 tests will be held in Philadelphia under the direction of the Philco Corp. and will be followed on Feb. 25 with tests to be staged in New York through the cooperation of RCA, Allen B. DuMont Labs. and Hazelton Corp. One or two weeks later, similar tests will be held in Syracuse under the direction of General Electric, according to Dr. Baker, who was described as "encouraged" by results thus far and satisfied that a compatible color system is practical.

Other developments during the

(Telecasting)
'LIFE'-DuMont Convention Plans Dropped

PLANS for Life magazine's collaboration with the DuMont Television Network in covering the Republican and Democratic national conventions [B&T, Jan. 28] were cancelled last week on grounds that DuMont has not been able to clear enough stations to make it feasible in view of the financial expenditures required of both Life and the network.

As a result, DuMont withdrew its offer to provide Life-assisted coverage for local sale by stations.

Prior Commitments

Prior commitments to other networks were found by DuMont to have been made in many one-station markets—NBC-TV claims a clear lead over all other networks in this area—and in addition a number of stations reportedly objected to Life's participation because the magazine has endorsed Gen. Dwight Eisenhower. Life's support of the General was also blamed for previous delay in getting the two national political committees' approval of the DuMont-Life coverage plan.

With cancellation of the joint-coverage arrangements, James L. Caddigan, DuMont's director of programming and production, was scheduled to make his way to Chicago, where the conventions will be held in July, to work out new plans for DuMont coverage. (See separate story, page 27.)

Late last week, it was uncertain that one of DuMont's three owned stations—WDTV (TV) Pittsburgh—would carry DuMont's convention programming. The station was getting strong local pressure to carry Westinghouse-sponsored coverage on CBS-TV, and spokesmen said no decision had yet been reached.

DuMont in the meantime did, however, sign up another one-time political broadcast. The Stassen-for-President Committee, which sponsored its candidate on the same network the preceding Saturday evening, bought the 11:03-11:18 p.m. EST spot between wrestling matches for last Saturday night. Fifteen stations were to carry the broadcast live and five by delayed telecast.

Informally Discussed

A spokesman for the GOP National Committee said that, while DuMont had informally discussed details of the proposed coverage plan with committee officials, the network had not submitted the completed arrangement to GOP headquarters for approval. Additionally, it was pointed out that under the proposed plan, Life would not participate as a sponsor but in a reporitorial capacity.

Democratic headquarters de clined comment on the coverage plan.

PRESIDENTIAL ASPIRANTS

Set for 'Author Meets Critics'

THREE leading candidates for the Presidential nomination will appear in person and the views of a fourth will be discussed on successive weeks of the same television program—reportedly for the first time in broadcasting history—in scheduling arranged for the DuMont Network's Author Meets the Critics.

What Eisenhower Thinks, a collection of the general's papers, speeches and comments edited by Allan Taylor of The New York Times, was discussed from 10-10:30 p.m. EST Thursday by Mr. Taylor. Harold E. Stassen, Republican candidate of the U. of Pennsylvania, will be the program's defending author this week, with Sen. Robert A. Taft (R-Ohio) to discuss his book, A Foreign Policy, Feb. 21. The last to appear will be Sen. Estes Kefauver (D-Tenn.), who is scheduled for DuMont's program Feb. 28.

LEE TO WFAA-TV

Becomes Sales Manager

TERRY HAMILTON LEE has joined WFAA-TV Dallas in the newly-created post of sales manager of that station. For the past year, Mr. Lee had been with Young & Rubicam, Chicago, as radio and TV supervisor of several large national accounts. Previously, he was with KPRC-TV Houston as assistant station manager for a year, following two and a half years with KXYZ Houston as vice-president and commercial manager.

In World War II, Mr. Lee supervised several Armed Forces radio stations, while serving as a captain in Air Force public relations in the China-Burma-India Theatre.

CHATTING at The Cottage, Hampshire House, New York, after premiere presentation of Royal Showcase Jan. 13 over NBC TV Network are (1 to r) Sylvester L. Weaver Jr., NBC vice president in charge of TV; Niles Trammell, NBC board chairman; E. M. White, vice president and director, U. S. Rubber Co., and Fletcher D. Richards, president, Fletcher D. Richards Inc., ad agency.

ESSO NEWS TO TV

Fire Stations Scheduled

ESSO STANDARD OIL CO., which has been sponsoring Your Esoo Reporter in radio for more than 16 years, will sponsor a TV version of the program on five stations in as many cities starting March 5.

Under the radio formula, the headline news is assembled and presented by the station without bias and without comment. The same formula is being carried over into television. News services will be selected by the station.

"The public has demonstrated its interest in headline news," said R. M. Gray, advertising and sales promotion manager of Esso Standard Oil Co. "It is logical that Your Esoo Reporter formula be carried over into television. As always, our company will maintain a strict "hands-off" policy on the news. We intend that Your Esoo Reporter, as a public service, shall be a worthy example of American free press—in action."

The TV news show will be carried on the five stations in accordance with the following schedules: WPIX (TV) New York, Monday through Friday, 7-7:15 p.m.; WBAI-TV (TV) Baltimore, Monday through Friday, 6:45-7 p.m.; WTOP-TV Washington, Monday through Friday, 6:45-7 p.m.; WTVR (TV) Richmond, Monday, Tuesday, Wednesday and Friday, 6:45-7 p.m., and WDSU-TV New Orleans, Monday, Wednesday and Friday, 6:45-16 p.m.; Marschalk & Pratt Co., New York, is Esoo's radio and TV agency.

K-F Buys Segment

KAISER-FRAZER Sales Corp., Willow Run, Mich., will pick up 10:00-10:30 p.m. EST, sponsorship of Your Show of Shows on NBC TV on alternate Saturdays starting Feb. 18. Lehn & Pink Products will continue its sponsorship of the same time on the other weeks. William H. Weintraub & Co., New York, is agency for K-F.

PACK NAMED

To WNBT (TV) Program Post

APPOINTMENT of Richard Pack, program director of WNEW New York, to a similar post at NBC's WNBT (TV) network was announced last week by WNBT General Manager Ted Colton. The appointment is effective March 10.

Mr. Pack has been with WNEW for two years, serving first as director of publicity and special events, then as assistant to the program directorship when Mr. Cott left that post to move to the NBC stations. Before joining WNEW, Mr. Pack served seven years with WOR New York, where he was director of publicity and a member of the operating and program boards.

In his new assignment he will succeed Ivan Reiner, who becomes supervisor of TV production.

Mr. Pack, now 36, entered radio 20 years ago as an actor and interviewer. He moved into his first executive position as director of publicity and continuity at WNYC New York. There he wrote and produced some of the first documentaries broadcast in the United States. He also is the creator of the annual American Music Festival, has written two college text books, Opportunities in Television and Opportunities in Radio, and served for three years on the faculty of New York U., teaching at its Radio and TV Center.

CBS TV FILM

Distribution Unit Formed

FORMATION of a separate unit to handle the film-distribution activities of CBS-TV [B&T, Dec. 24, 1951] was announced last week by Merle S. Jones, CBS-TV vice president in charge of stations and general services.

The unit will be known as CBS Television Film Sales and will represent all film series formerly represented by CBS Radio Sales and, more recently, by CBS Television Spot Sales," Mr. Jones reported.

Fred J. Mahlstedt has been in charge of these activities.

CBS Television Film Sales will maintain selling offices at its New York headquarters, 455 Madison Ave., and at 410 North Michigan Ave., Chicago; Columbia Square, Hollywood; Palace Hotel, San Francisco; 63 South Main St., Memphis, Tenn.

As the new organization takes shape, Mr. Jones reported, "further additions will undoubtedly be made—new personnel, new offices, and new film series."
THAW DATE

FCC COMMISSIONERS, who took a breather last week, did not resume TV allocations study until Thursday. On Friday they continued for four days, and the five-day period was to give the staff time to check back on separation criteria to make sure they jibed with extra VHF allocations in several cities.

Interventions during the past two weeks—two days the week before and three days last week—have begun to put in the doubt the February 29 deadline for the issuance of the final report.

Staff is pushing hard, but one now hears more of getting out a "good" document than of beating the February 29 deadline.

However, possibility that Commission might break through detailed studies and surge to final approval in matter of a week or two is not discounted by some FCC officials.

Although there has been much discussion at staff level of procedures to be followed after the 40-month-old TV freeze is lifted, the Commission itself has had no discussions on the subject.

Procedural methods will be forthcoming at the same time as the final TV report, it was learned. More likely first is the subject channel-by-channel processing will be selected as the most fair and expeditious formula to follow [B+T, Jan. 21]. Also to be determined are length waiting periods for applications and revisions of pending ones—60 or 90 days—and whether there should be a cut off date to permit the FCC to process applications without constant revisions when new ones come in.

Want Limit Lifted

Not due for consideration until after the final TV report is issued is the Commission's attitude toward lifting the want station limit on TV station ownership. NBC, ABC and Fort Industries have recommended that the line be lifted for additional UHF station ownership, with only WWVW Fairmont, W. Va., opposing [B+T, Feb. 4, Jan. 21, 14, 7].

Press & Radio Club of Montgomery, Ala., in a Feb. 4 letter to FCC Chairman Wayne Coy, urged that post-freeze TV grants go first to cities and towns now without TV service, rather than to add additional stations to communities now with TV service.

In much the same vein as previous communications from S. A. Cisler, WKYW Louisville [Open Mike, Dec. 31, 1951] and William E. Ware, KSTL St. Louis [B+T, Jan. 28], the Alabama group to advise the Commission opposed the one port hearing recommendation made by the Federal Communications Bar Assn. last November [B+T, Nov. 26, 1951].

Instead, it suggested that applications be processed on a frequency-by-frequency basis, thus permitting quicker grants in many cases and encouraging applications for UHF.

Regardless of the method finally

NEW STUDIOS for KSFO and KPIX (TV) San Francisco were completed last week. Three story building, specifically designed for television, was constructed at a cost of more than a half million dollars. Three TV studios occupying three floors of the building house network and network-affiliated TV programs. Technical area is centrally located in the main structure extending upward from the basement to the third floor.

UHF-VHF SEMINAR

Set by RCA Feb. 13-14

LATEST plans for UHF station equipment will be revealed this week by RCA which is holding a seminar on the subject Feb. 13-14 in Washington's Hotel Statler.

FCC staff and Commissioners, Washington consulting engineers and attorneys have been invited.

In addition to the seminar, which will be a paper on UHF propagation by Dr. George H. Brown of the RCA Princeton Labs. Dr. Brown will discuss the latest information available on UHF characteristics based on NBC-RCA's three-year experience operating their Bridgeport experimental UHF TV station.

Other topics will include discussion of RCA's equipment plans by M. A. Trainer, manager, Broadcast Equipment Section; description of UHF transmitters, antennas, transmission lines, etc., by Transmitter Engineer manager J. E. Young; and a description of UHF TV receivers by Allen Mills, Home Instruments Dept.

On the agenda Feb. 14 is a discussion of VHF station equipment, to be led by Mr. Young. On that day also, the subject of "basic buy" equipment, live studio productions, and switching systems will be discussed.

Proponents of the meeting will be presented by H. Duszak, manager of video products.

TO ADVISE SSB

Talent Pay Group Named

SPECIAL TV talent pay problems involved in federal salary regulation will be discussed Wednesday by a committee comprising six industry members. The group, named by Justin Miller in his capacity as chairman of the Salary Stabilization Board, will meet at CBS headquarters, New York.

After naming the committee following recommendation of industry figures, Judge Miller said he was disillusioning himself in the talent question because of his NARTB board chairmanship.

Industry members of the group are Omar Elder, ABC; Gustav G. Margraf, NBC; Clark R. McColough, WGAL-TV Lancaster, Pa.; Henry White, CBS; Donald W. Thornburg, WCAU-TV Philadelphia; Harry Freedman, DuMont TV network.

The group will elect its own chairman and conduct its own proceedings. It is expected to serve in an advisory capacity to supply SSB with data on management problems involved in talent salaries.

SSB officials explained the new TV industry presents special questions because of its particular practices.

An inquiry into talent pay was conducted last autumn by a special SSB panel headed by Roy Hendrickson. The panel recommended some of the pay problems be referred back to the industry for recommendations.

SSB is endeavoring to bring all sections of the economy under the SSB plan. It recognizes that some industries require special attention. Industry committees are named from time to time as the need arises.

NARTB is not represented on the TV committee.

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TV PRODUCERS

CBS, NBC Switch Talent

NBC and CBS television networks, not up to their usual ratings, have been inviting rising young talent into their houses, maneuvered last week into a seemingly unintentional change of producers: CBS-TV's W0rthington, Minn., CBS-TV, whose Charles Fried- man, moved to CBS.

Mr. Miner

Mr. Miner, one of television's best known producers and currently in charge of CBS-TV's Studio One, signed a long-term contract with NBC, effective in April, with his first major assignment to be a one-hour dramatic series during the fall.

The next day, CBS-TV officials announced that Charles Friedman, producer-director-writer who had been in charge of NBC video shows of Eddie Cantor, and Allen and Parade, Abbott & Costello, had been signed as staff director-producer.

Donald Davis, executive producer of CBS-TV dramatic programs, was named to succeed Mr. Miner on Studio One when he leaves in April. Mr. Davis' wife, the former Dorothy Mathews, who was co-pro- ducer with her husband on Actors Studio and the Federal Family Playhouse, will again assist her husband on Studio One.

Mr. Miner, who has directed some 80 Broadway plays, including "Both Your Houses," for which he won a Pulitzer prize, has been closely associated with television since he first entered the field in 1939. He developed and produced the previous TV version of The Goldbergs, the early Toast of the Town program, and Mr. J. I. Magi- nation as well as Studio One.

Mr. Friedman's first Broadway production was "Pins and Needles," the garment union revue which ran for four years consecutively, producing, directing and, in part, writing that show, he directed such productions as "Carmen Jones," "Sing Out the News" and "Street Scene." In Hollywood, he supervised musical sequences in films made by Betty Grable, Rita Hayworth, the Marx Brothers and others.

GE Mulls 'Information'

GENERAL ELECTRIC Co., Syracuse, sponsor of Fred Waring Show on CBS-TV, Sunday, 9:30-10 p.m., was reported last week to be planning the television version of Information Please a summer replacement. Latter program had been on radio for about 15 years. If summer session is successful, it is understood that network plans to sponsor it during the following fall season. BBDO, New York, is agency.
FIRST radio broadcaster to go into community TV, bringing television to a non-served market, will be Frederick Allman, owner of WSVB Harrisonburg, Va.

Mr. Allman plans to install a high-gain master TV antenna some miles outside Harrisonburg and feed signals from Washington and Richmond TV stations via coaxial cable to WSVB, Va.; Bruster in addition to Harrisonburg.

Harrisonburg (11,000 pop.) is 120 miles from both Washington and Richmond. Although there are a number of TV set owners in the city getting signals via elaborate receiving arrays, the pictures are considered below normal service area quality.

Basically, Mr. Allman feels that it is to his interest to help build up a TV audience in his station's area for the day when Harrisonburg will have its own TV station. He is planning to spend $100,000 on the community TV system.

If the Allman doesn't think he will lose his investment once Harrisonburg has its own TV station (FCC's proposed plan locates one UHF channel there).

"Even though set owners will be able to pick up the local station's telecasts directly, they will still want a choice of programs, therefore, will want to continue the connection to our master system," he said.

Neither does he see any conflict with his radio station interests (WSVA serves close to 300,000 people with 1 kw at 550 kc). First, because he intends only to serve the population in the city proper with TV. Secondly, because he feels that TV viewing will not decrease his radio audience—except for the first few months when its "novelty" effect is high.

In WSVB's service area, the Commission's proposed allocations include assignment of one UHF channel each to Lexington, Staunton and Harrisonburg in addition to Harrisonburg.

Meanwhile, the board of directors of the newly-formed Community Television Assn.—national trade group organized several weeks ago under the leadership of Martin F. Malarkey Jr., president of Trans-Video Corp., Pottsville—met last Monday to prepare to fight a Federal Bureau of Internal Revenue ruling that subscribers of community TV systems are liable to an 8% tax on their charges. This is based on the assumption that community TV systems are the same as "leased" wires.

Face Other Problems

Among other problems faced by community TV operators, according to Mr. Malarkey, are material shortages and technical improvements.

The former is a real problem, Mr. Malarkey said, although it is not considered an insurmountable one. In a report on first quarter 1952 allotments for building materials, NPA listed only one community TV approval—one Pennsylvania Relay Stations, Inc., Shamokin, Pa.

The same list showed denials for TV Antenna Systems Inc., for the Ohio cities of New Philadelphia, Dover, Midvale, Uhrichsville and Dennison; and for Blue Ridge Television Inc., Asheville, N. C. [B+T, Jan. 28].

Community Television Assn. was organized last November, held its first meeting Jan. 3 and Mr. Allman is its president.

The board of directors Jan. 16. It counts 40 members (out of the 100-plus such entrepreneurs believed in operation or in the planning stage).

Officers of the organization are: Mr. Malarkey, president; C. E. Reinhard, TV Signal Corp., Pal-merton, Pa., vice president; G. H. Brubaker, Chestnut Valley TV Co., Lansford, Pa., secretary; M. L. Boyer, Tamaqua TV Co., Tamaqua, Pa., treasurer.


IND. EXPERIMENT

Will Aid Gate Policy

TELEVISING of Indiana U.'s basketball game with Illinois in Bloomington, Ind., on Feb. 18 will be handled as an experiment by WTTV (TV) Bloomington to determine the effect of live TV on gate attendance.

To correctly determine the effect of the coverage, the university has offered to refund all unwanted non-student tickets. WTTV will assume financial responsibility. Game has been a sell-out for more than a month. Outcome will help the school formulate a policy regarding TV coverage of Indiana home games.

FILM CONTRACTS

WBAL-TV to Exceed $100,000

WBAL-TV Baltimore announced last week that it has completed film contracts for a total of 162 features, 92 western, 240 serial episodes and 100 cartoons for use this year.

Leslie K. Peard, Jr., station manager, said that WBAL-TV would spend in excess of $100,000 on its 1952 film schedule. Thirty-nine British films, in addition to other features, were obtained from the Atlas Television Corp. Other films were obtained from Unity Television Corp.
This Week in Texas!
(WBAP-TV Produced Half Hour State-Wide Newsreel)

IT'S NEWS
ITS BIG
IT'S TEXAS

ANOTHER TELEVISION EPOCH IN TEXAS

A half hour state-wide newsreel, "This Week in Texas," has been contracted for with WBAP-TV, Fort Worth, by Humble Oil and Refining Company of Houston, through Wilkinson, Schiweitz & Tips, Inc. of Houston.

This tremendous undertaking, the biggest television news operation in the South, will be handled by WBAP-TV's 22-man newsroom staff. Camera crews and stringers will cover the entire Lone Star State.

"This Week in Texas" will run in Fort Worth, Dallas, Houston and San Antonio on Monday nights. The half hour package, produced entirely by WBAP-TV personnel and equipment, will be sound-on-film ... complete with commercials.

This operation is just another reason why WBAP-TV, the pioneer television station in the Southwest, is the top TV news station in Fort Worth-Dallas, the South's No. 1 market.

WBAP
AM-FM-TV
570 - 820
Channel

STAR-TELEGRAM STATION
FORT WORTH, TEXAS

FREE & PETERS INC.
Exclusive National Representatives

AMON CARTER, President
HAROLD HOUGH, Director

GEORGE CRANSTON, Manager
ROY BACUS, Commercial Mgr.

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you can’t get a tan
A peculiar summer, last summer. Hard to see how anybody got a sun-tan. Judging by statistics, most people spent the summer indoors, looking at television, just as they'd spent the winter, and autumn, and spring.

We know you can do almost anything, with television, but the fact is that nobody ever got a tan from a cathode tube.

But it's just as true that summer sponsors didn't get burned, either.

Most CBS Television advertisers who kept their names and products selling all last summer (and most of them did) found that ...they were reaching big audiences—often larger than their October-April average ...they reached those big audiences at a low cost per thousand—frequently lower than their October-April average.

Summer's going to be hot again this year—in CBS Television. And the people who are going to stay coolest and most collected—and collect most—are the advertisers who see to it they stay in that picture.

CBS TELEVISION
RATING MERGER
Tele-Que, ARB Fuse Reports

MERGER of American Research Bureau and Tele-Que monthly television reports on the West Coast, effective Feb. 1, was announced last week [CLOSED CIRCUIT, Feb. 4].

The Los Angeles and San Francisco reports of both services will be combined. Field work and tabulation of the information will be handled by ARB.

Coffin, Cooper & Clay, originator of the Tele-Que service in Los Angeles and San Francisco, will distribute the combined ratings on the West Coast. They also will offer clients in the area the other ARB city reports and national services.

The two firms will, however, continue market research and special reports activities separately. It was emphasized that the merger pertains only to the regular monthly rating service.

ARB initiated its television ratings for San Francisco and Los Angeles last fall. The monthly service covers ratings, audience composition and viewers per set for all stations in both cities. In addition, it provides cumulative rating figures on daytime programs.

The Tele-Que report offered nearly identical service and both organizations used personal view diaries as the basis for their statistics.

WFIL-TV 'University'

ELEVEN diversified courses, prepared by faculty members of colleges and universities in Pennsylvania, New Jersey and Delaware, are being offered by WFIL-TV Philadelphia for the second consecutive year. WFIL-TV University of the Air, which began Feb. 4, will continue through the middle of May, and will be telecast weekdays from 11:30 a.m. to 12 noon.

WTMJ-TV SERIES

10 Colleges Cooperating

WTMJ-TV Milwaukee is carrying out its most ambitious series of educational television programs. The series is being presented in cooperation with 10 colleges and universities in Wisconsin.

"Titled Education on Parade, the series covers a wide variety of subjects. Programs are telecast 2:20 p.m. Saturday.

Programs are prepared, produced and presented by the schools. Rehearsals are held on the campus of each school with a WTMJ-TV staff director attending the final dress rehearsal.

Schools participating are Marquette U., Milwaukee Downer College, Wisconsin State College in Milwaukee, Mount Mary College, the U. of Wisconsin in Madison, Carroll College, Milwaukee School of Engineering, Lawrence College, the U. of Wisconsin Extension in Milwaukee and Beloit College.

CHICAGO CODE

NTRB Hopes for Local Use

CODE of television standards was released last week by the National Television Review Board, Chicago, which hopes the industry locally will use it as a guide. The board, comprised of persons outside the TV industry, cited 12 instances of programming it considers "objectionable"—"completely harmful or offensive, or sufficiently harmful or offensive as to dominate the program theme."

Rejecting the idea of "absolute censorship," the board believes "the dynamic and tremendous influence of television should be directed toward information and education as well as entertainment. We believe that laughter and fun are necessary to the enjoyment of life, and we prefer a sense of responsibility on the part of those who present television programs."

RESULTS...where they count

Most result stories come after the advertiser has been on the air.

Here's a WGN-TV advertiser's result story that happened before his ad went on the air:

A salesman for a Chicago food broker, who had already been given an order for one of his products by a grocery buyer, mentioned that the product was to be advertised on a WGN-TV daytime program.

When the buyer heard of this, he ordered an additional 100 cases of the product.

We've shown you direct proof of the pulling power with viewers...and here's proof of WGN-TV's acceptance with buyers.

If you want results...you need WGN-TV in Chicago

Oshenoy

WFIL-TV CHANNEL 9 - CHICAGO

The Chicago Tribune Television Station

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CHICAGO CODE

NTRB Hopes for Local Use

O&O SEPARATION

ABC-TV Effects on Coast

IN LINE with long-range overall policy of separating ABC owned TV stations from ABC-TV network, Robert Kintner, president, announced that KECA-TV Hollywood has been set up as an independent unit. Phil Hoffman, station manager, reports directly to William McPherson, director of ABC Western Division. Donn B. Tatum, director of TV for Western Division, continues in that capacity.

KECA-TV will have its own sales manager, allowing Robert Laws, KECA-TV and division TV sales manager, to concentrate efforts in the division.

Plans for additional construction of office and technical facilities space at ABC Television Center also were disclosed by Mr. Kintner.

NARTB TV's 81

TELEVISION membership of NARTB will comprise 81 of the 108 operating TV stations when the TV Board meets Wednesday in San Antonio. Latest to apply for membership is WPTZ (TV) Philadelphia. The application was signed by Ernest B. Loveman, vice president-general manager of the Philco outlet.
Now 14,000,000 families can watch the show

In the short time television has been on the road, it has come a long way. Only six years ago, intercity broadcasting was in the experimental stages. When the 1945 Army-Navy game was sent to New York from Philadelphia through 95 miles of coaxial cable, it was the first time in history more than one city could watch the same event at the same time with today's method of telecasting.

Today 94 television stations in 54 cities — representing more than half the country's population — can present the same show ... and coast-to-coast transmission is accomplished with great success.

Broadcasting facilities, provided by the Long Lines Department of the American Telephone and Telegraph Company, and the Bell Telephone Companies, total 24,000 channel miles. Planning and providing these facilities is a big job. It takes special equipment and personnel, made possible only by large investments. The present value of coaxial cable and Radio Relay facilities used by the Bell System for television is $85,000,000.

Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half-hour program.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR THE RADIO AND TELEVISION INDUSTRIES TODAY AND TOMORROW
AWARDS PROTEST

PROTESTING the new “national” Television Arts and Sciences, in its
seven Los Angeles TV stations and/or membership” and announced
the newly-organized Hollywood Society for Television Achievement.
Resigning as both “individuals and station managers” were Don
Feder, vice-president and general
manager, KLAC-TV; Richard A. Moore, vice-president and general
manager, KTTV; Klaus Landauf, vice-president and general
manager, KTLA; Donn Tatsumi, ABC Western Division Diri-
ctor of TV (KECA-TV) Ward
Lagrim, executive vice-president
Don Lee (KHJ-TV). Mr. Fed-
derson also resigned as third vice-
President ATAS. He was to be in-
stalled at awards dinner next Mon-
day (Feb. 18).

New Group More Local
In a joint statement they said
ATAS “is no longer primarily concerned with the progress of tele-
vision in Hollywood, as distin-
guished from television in other
areas” whereas the newly orga-
nized HSTA will be devoted exclu-
sively to “the achievements of all programs released from Hollywood, whether of independent or net-
work origin.”

KNXT (CBS-TV) and KNBH
(NBC-TV) executives will con-
tinue their ATAS membership for
the time being at least. Majority
of programs and personalities to
structure of the Academy of Tele-
nominate rat emotions, “ATAS has gone far enough of its own
including.”

Despite withdrawal of the five stations’ support, Mr. Roach said
the awards dinner will be held.

Hal Roach, vice-president, Hal
Rouch Studios and newly elected
President ATAS, expressing regret
over the resignations of managers
whom he considers “leaders in their
field,” remarked that “television is a
national business now.” He felt the
resignations were a result of
“misunderstanding.”

“If the local stations want to get
there and give each other
awards. That’s all right with us,”
he said. However, he hoped they
will not forbid station employees
from belonging to ATAS “because
that would be un-American.”

The managers pointed out that
ATAS was formed originally to
“promote Hollywood Television”
but in having TV editors-colum-
nists throughout the country make
“Emmy” nominations, “ATAS has
gone far enough of its own
inclinations.”

TV AT HEARINGS

Sen. Neely Cites Benefits

TELECASTING of public hearings
provides the “most effective of all existing means of informing
the public of the devastating man-
ner in which organized and un-
organized criminals are imperiling
the people and national life of the
nation,” according to Sen. Matthew
M. Neely (D-Wa.), chairman of
the Senate District Crime Subcom-
mittee.

Sen. Neely made his comments
following receipt of a letter from a Silver Spring, Md., architect,
Katherine Cutler Ficken. Mrs.
Ficken commended the chairman for conduct of the hearings and praised TV coverage.

“Far from being a show, some
Senators and others sighted consider it, television is thought
provoking and revealing of the
truth of the individuals and
questions involved when it is
conducted in the unemotional,
forthright manner in which you
have conducted these hearings.
In my opinion the Senators and legal
groups who have observed television
coverage of such hearings are as
backward and ignorant as those
who jeered while viewing Fulton’s
steamboat from the banks of the
Hudson.”

Sen. Neely replied that these
observations “are more than en-
couraging to me for the reason
that some of my brethren of the legal profession of which I have
long been a member are violently
opposed to the use” of TV. He
added that he hopes the proceed-
ings will be televised when hear-
ings resume in March.

Two articles on the hearing tele-
casts that appeared in the Jan. 21
issue of Broadcasting & Telecast-
ing were inserted in the Congres-
sional Record last week by Sen.
Neely. They were a news story, “Is TV Winning Fight for Equal-
ity?” and an editorial, “TV Ex-
quilted of Others Sins.” Both
did TV coverage of Congressional hearings, particularly the D. C.
crime hearings.

ALAN YOUNG CONTEST

WSAZ-TV’s Shribner is Winner

HAL SHRIBNER, promotion man-
ager, WSAZ-TV Huntington, W. Va., has been declared winner of the Alan Young Promotional Con-
test conducted in the Washington, D. C. area, and sponsored by
the Ralph H. Jones Co. of Cin-
cinnati for CBS television sta-
tions carrying the Alan Young Show.

First prize in-
cluded an all-
expenditures paid to the
Hollywood. Mr.
Shribner, native of
Boston, has been with WSAZ-TV
as promotion manager since May
1951.

NEWS

11 p.m. News
with RAY MICHAEL

Now Available Monday and Thursday

Nightly except Sunday, Ray Michael
airs a concise five-minute news sum-
mery in a choice slot following top-
rated network shows and preceding
“Cinema Playhouse,” a feature film
program.

WATCH WASHINGTON

Add to the District of Columbia nine Virginia counties, six
in Maryland, one in West Virginia . . . and you have the
WNIB coverage area, with a population of 1,717,200, an
effective buying income of two and a half million
dollars, and TV set ownership of 324,393 . . . an area that
bears watching.

wnbw
N CBC Television in Washington
Represented by NBC Spot Sales
For a better picture—now you can minimize jitter, roll, tearing, humbars!

Your customer—the viewer—deserves a received picture that's sharp, stable, free of the ailments that go with a poor incoming signal. The new G-E type TV-16-B, different from all other stabilizing amplifiers, will do much to eliminate these nuisances.

New General Electric circuitry wipes out hum. Old sync is taken off, reshaped and reinserted in the proper amount to assure a standard signal and to diminish jitter, roll, and tearing. Examine the comparison chart at lower left. It tells the complete story.

Your G-E broadcast representative...

...is loaded with information on the new General Electric television station equipment line. A phone call to the G-E office near you will get quick action; or write General Electric Company, Section 222-11, Electronics Park, Syracuse, N. Y.

You can put your confidence in—

GENERAL ELECTRIC
NUMBER of foreign countries offering regular TV service increased from five in 1950 to 16 last year and will increase an estimated 24 for 1952, 28 by 1953 and 42 by the end of 1955, it is calculated by Richard W. Hubbell, chief of the TV unit of State Dept.'s International Division.

Estimated TV sets in use abroad were less than 500,000 in 1950, rose to 1,680,000 in October 1951 and will hit the 2.5 million mark next October, Mr. Hubbell reported in an analysis of the foreign TV situation that distributed a fortnight ago at the third national conference of the U. S. National Commission for UNESCO (B&T, Feb. 4).

Estimated regular TV viewing audience abroad was two million in December 1950, 12 million last October and will reach 24 million by next October, Mr. Hubbell reported.

In a country-by-country breakdown, the report names England as having "the largest foreign television service now in operation, with over one million sets in use." Situation in other countries is as follows:

Argentina—Began Oct. 17, 1951, 3,560 sets in use. Six more stations are under construction.

Brazil—Three stations on air, 40,000 receivers in use, seven more stations under construction.

Canada—70,000 receivers in use (receive programs from U. S. stations).

This is why KRLD-TV is your best buy.

---

**CBC-TV Toronto Plans Are Given in Detail**

NEW Toronto Television Center, being built by the Canadian Broadcasting Corp., 354 Jarvis St., will be three stories high, and contain transmitter room in basement, executive offices on first floor, and facilities for all TV production projects. The two studios will each be 27 feet high. The smaller will be served by two cameras and the larger with three camera chains. Full facilities for making all production sets are in the building as well as ample storage space. There will be kinescope recording rooms, projection rooms, dark rooms, announcement dressing rooms and even a sewing room for costumes.

(Continued on page 81)
On Top with Old Smokey
Or—Sales by the Bucket on WHIO-TV

Smokey Ward's a fiddler man
—He's a hill-type billy—
And folks tune in from near and far.
You think this claim is silly?

Five Sunday morns, at 10 a.m.—
A time, they say, when viewers ain't—
Smokey's Gang got off one plug
About a local merchant's paint.

How many gallons would you say
A pitch like this would move?
Best you let us tell you first—
TEN THOUSAND we can prove!

Hillbillys, yet! On Sunday morn!
No other sales publicity!
And product sales like this racked up!
Not claims—real authenticity!

Come on along and make your sales
On WHIO-TV!

When it comes to figures, sales figures
talk loudest. See National Representative
George P. Hollingbery for full information.
FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double gayed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE -
J. M. McDONALD, Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

Grantland Rice will be among the guest stars.

Television rights to "Little Orphan Annie" and "Gasoline Alley" have been acquired by Ete Television Productions Inc., Hollywood, from the Chicago Tribune-New York Syndicate Inc.

Briefly a reorganized company headed by Arthur L. Stern and William Trinz.

The television production company will transform each of the strips into at least 26 half-hour films, using a live cast. Production is planned to start about July 1.

Mr. Stern has been in the business since 1927. He operated a chain of Chicago motion picture houses for many years and said he is one of the first film exhibitors to enter television production. Although Trinz, also a veteran showman, is said to have "discovered" Judy Garland, Mary Martin and Deanna Durban. He produced the first trans-continental TV series for ABC to emanate from the West Coast.

SALSA

Kling Studios, Chicago, has sold the Old American Barn Dance in 28 markets, including Cleveland, Toledo, St. Louis, Oklahoma City, Tulsa, Bloomington and Ames.

Series of "TV Disc Jockey Toons," a Screen Gems Inc. package, is now a weekly feature of WBKB (TV) Chicago, Sunday, noon-12:30, as part of Hail Tate's TV Disc Jockey Show. The first package of 40 TV Toons was released to stations and advertising agencies fortnight ago, with ten new film-record combinations scheduled for shipment each month.


John A. Ettinger is Goldstone TV head.

Production

Herman Swartz, attorney for Paramount Pictures Corp., Hollywood, goes to Motion Picture Centers, same city, as general counsel. Co-producing with Walter Doniger, writer, Mr. Swartz plans 28 half-hour television films, Duffy of San Quentin. The films, based on the life and experiences of Warden Duffy, starts March 1. More than 15,000 ft. of prison stock film shots are available to the producers. Paul Kelly, stage and film actor, has been signed for the role of Duffy.

Screen Gems Inc., Hollywood, subsidiary of Columbia Pictures Corp., is making three half-hour television films for The Christophers, Catholic study group. The first film, already completed, Television is What You Make It stars Ben Hussey and Walter Abel. The second, Government Is Your Business, is written by Cyril Hume. The third, written by Charles Haas, deals with atomic energy. The films are based on books written by Father James Keller, who is in charge of the project.

André Charlot, English producer of Charlot's Revue, has obtained rights to all titles, properties, music and lyrics to the Revue's complete library. He will produce a series of hour-long television films in Hollywood with Syd Cassady as co-producer.

Film People

Stephen Slesinger Productions has signed Harvey Youngman to star in 13 half-hour TV films, Harvey Youngman's Playground. Films will feature old and new names in vaudeville. Lewis Allen will direct.

Haward Breherton signed by Roland Reed Productions, Culver City, Calif., to a year's contract. He is assigned to Trouble With Father and Mystery Theatre, half-hour television films now on ABC-TV.

Frank Wisbar, executive producer for Frank Wisbar Productions, Hollywood, starts "Sound in the Night" this week, his 100th half-hour TV film for Fireside Theatre series.

Pete Johnson, assistant to film director KTTV (TV) Hollywood, to Manhattan Films International, Los Angeles, as manager of Television Division. John Leo, district sales manager Eagle-Lion Studios, San Francisco, to Manhattan's San Francisco office as district exchange manager.

Kirby Grant, film actor-director, signed by Jack Chertok Productions, Hollywood, for leading role in Sky King, 26 half-hour TV film series sponsored by Derby Foods Inc. Series, starting on NBC-TV about April 1, is in production at General Service Studio [B+E, Dec. 31].

Ralph Cattell, vice-president and general sales manager Jerry Fairbanks Productions, Hollywood, in Atlanta to establish branch office for company.


GOLDBERGS' STATUS

Three Sponsors Listed

After an in AGAIN, out AGAIN interlude, The Goldberg's got started on NBC-TV last week (Mon., Wed., Fri., 7:15-7:30 p.m. EST) with sponsors lined up for all three weekly periods [B+E, Jan. 14]. American Vitamin Corp. apparently didn't put much publicity about its sponsorship of the Monday shows, but Ecko Products developed quibals about the number of stations the network could deliver and decided against sponsorship of the Wednesday segment, while Necchi Sewing Machines Sales Corp. appeared to waver in its original decision to back the Friday night period.

At the last minute, however, Ecko reconsidered and started its sponsorship last Wednesday as scheduled, explaining through spokesmen that it had decided to go along with the present station lineup and add new outlets as they become available. Necchi, meanwhile, was reported to have reaffirmed its sponsorship of the Friday period, beginning March 7.
SIX-STORY engineering building and four studio unit of CBS Television City in Los Angeles will be ready for occupancy by Oct. 1, Jack L. Van Volkenburg, the CBS TV president, announced last Monday.

This is the initial unit of the center, now under construction and more than 30% complete at Beverly Blvd. and Fairfax Ave.

Mr. Van Volkenburg revealed details for the first time at a Hollywood news conference. Among the details: Cost of the initial plant reportedly will be $38 million equipped; it will cover 15 acres of a 35 acre tract; each studio will measure 12,100 square feet with two equipped for audiences of 380 each; walls separating audience and non-audience studios will be flexible to permit conversion to any size to meet programming demands.

The entire project, when completed, will be the first of its kind ever built for television and will represent an investment of more than $35 million. The CBS Television City will cover 25 acres and include a 13-story permanent administration building of 900,000 square feet.

Administration building of the initial plant will have 35,000 square feet of floor space with conference rooms for writers, directors, producers and other craftsmen. Adding to spacious dressing rooms, there will be three rehearsal halls, measuring 4,500 square feet each. The new type “sandwich loaf” structure of the initial unit was blueprinted after more than 50 attempts by architectural engineers William Pereira and Charles Corliss, to come up with a Television City design acceptable to network executives, it was pointed out.

The stress on flexibility, according to Mr. Van Volkenburg, is to permit expansion or change along with the “growth and development of television without even losing its advantage of rapid, economic production.”

EFFECT ON PUPILS
Ills Often Parents’ Fault

AFTER the novelty of television has worn off, some children choose programs more carefully and turn to other pursuits.

This was brought out by Ed Weston, program director of WCPQ-TV Cincinnati, in a talk before Ohio professors.

Speaking on the subject, “The Effect of Television on School Children,” Mr. Weston emphasized that parents are to blame for many of the ills being placed on television. Video is only “something to see; it’s not a way of bringing up children,” he said.

STANDARD CAPITAL
Forms New TV Subsidiary
FORMERLY concerned with financing of theatrical motion pictures only, Standard Capital is expanding operations to include television through a wholly owned subsidiary, Standard Television, with headquarters at 307 S. Hill St., Los Angeles.

Nate Wallach, parent company president, said that besides distributing its product, the firm has initially earmarked $1 million to finance TV film production. Under the new plan, Standard Capital will put up the first money on suitable TV deals. Company in the past has made only secondary financing on movie deals.

Marcus Loew II, grandson of Marcus Loew, founder of Loew’s Inc., heads Standard Television as president and currently is setting up representatives in key cities to handle company product.

Standard Capital has sold 50% financial interest in Quality Films and withdrawn 14 movies from that firm for release under the new setup, according to Wallach. W. E. (Billy) Chalikin, Standard Capital director. Mr. Wallach also resigned from Quality’s board.

CEREBRAL PALSY AID
WTWJ (TV) Stages Telethon
CASH and pledges aggregating more than $58,811 were chalked up for cerebral palsy victims in the Greater Miami area in a 15 1/2-hour telethon over the facilities of WTWJ (TV) Miami on Jan. 19-20, the United Cerebral Palsy Assn. has reported.

The telethon, described by UCP as the South’s first, was staged in the Miami Beach Auditorium and featured name entertainers including Jack Carter, Martha Raye, Benny Davis, Sid Franklin, Nancy Donavan, the Vagabonds, Paul Brun and George Hopkina.

Scheduled to run from 10:30 p.m. Saturday to 12:30 p.m. Sunday, its extension was 2 p.m. Sunday because of “overwhelming response from TV viewers,” UCP reported.

LEO DUROCHER SERIES
Acquired by United Television
UNITED TELEVISION Programs Inc. has acquired a new feature series, Double Play, with Leo Durocher and Laraine Day, to be released for local and regional sponsorship just as spring baseball practice begins, President Gerald King said last week.

Format centers around the Durochers who interview and argue with major sports personalities. Some 26 of the 15-minute telecasts will be filmed this spring, with Mr. Durocher under contract to do a total of 104. Now being produced in Hollywood, the first six completed shows feature such sports guests as Casey Stengel, Chuck Dressen, Bob Lemon, Ralph Kiner and Nancy Chaffee. Next group in series is scheduled for production at the Giants training camp.

you can see the difference on WBNS-TV
There’s no question about the quality of telecasts on Channel 10. Better technical facilities make for better programs and commercials. WBNS-TV is one of the most modern television centers in the country, providing advertisers with complete facilities, equipment, and technical skills for highest quality production.

Compare facilities and you’ll see why Central Ohio viewers prefer WBNS-TV* and why it offers more sales impact for your money.

Complete 16 MM Film Production and laboratory facilities.

*Telecasts December, 1951, WBNS-TV carries 8 out of 10 top once a week shows, 6 out of 10 and 5 out of 10 off network shows, three of which are locally produced.

Ed Sullivan introduces McGehee sports wear
Utilizing the excellent production facilities of the F. R. Lazarus Company have developed a unique but highly successful merchandise show.

Okla. GOP Convention
WKY-TV Oklahoma City will telecast the Oklahoma State Republican convention direct from the city’s Municipal Auditorium today (Monday). Station will telecast debates and the voting on any resolution endorsing a particular Presidential candidate if such a resolution is introduced.

Okla. GOP Convention
MARCH OF DIMES

Hollywood was broadcast by NBC radio Jan. 31, with major broadcasting personalities including Alice Fayle and Phil Harris, Bob Hope, Dennis Day and his wife, and Molly appearing on behalf of the campaign.

Although there were no special national television shows for the March of Dimes, announcements and pleas were carried on virtually all major programs sometime during the month. The Robert Montgomery presents show on NBC-TV Feb. 4 was “Rise Up and Walk,” a drama about infantile paralysis adapted from the Book-of-the-Month Club selection.

If cooperation offered by local New York stations and sponsors was an indication of national effort, the broadcasting of appeals was a magnificent success, officials said.

“They just about cleared all public service time for us,” one campaigner explained. “I couldn’t attempt to estimate the number of spots and stations we needed.”

The final day of the campaign, he added, provoked almost total effort, with words about the March of Dimes being broadcast at least every 15 minutes on some station within the city.

Transcriptions of programs dedicated to the March of Dimes were heard throughout the world. It was estimated that 41,902,700 radio homes in the U.S. were reached, plus over 850,000 set owners and their families in the U.S. territories and 90 million servicemen and civilians reached by Armed Forces Radio Service.

Special TV films in which noted persons appeared were sent to all 105 TV stations in the U.S. and selected films were sent to armed forces overseas.

Station Drives

Individual stations spared no trouble or expense in supporting the campaign. Among individual efforts reported to BROADCASTING...

On RCA Victor Transcriptions!

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA’s technical experience and research.

Your order, large or small, is recorded, processed and pressed in the country’s best-equipped studios and plants... receives worldwide RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact your RCA Victor Custom Record office today:

360 Fifth Avenue
Dept. B-20, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-20, CHICAGO 11
Whitewater 4-3915

1016 North Sycamore Avenue
Dept. B-20, HOLLYWOOD 38
Hillsale 5711

Write now for our fact-filled Custom Record Brochure!

custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

telecasting last week were the following:

WTIC-Hartford Courant “Mile O’ Dimes” ended on February 1 for a high record of contributions. This was the 12th annual fundraising drive by the station and newspaper. Total of nearly $676,000 was raised in previous 11 drives.

WDBR Hartford during January devoted all available day and night station breaks and spots to the drive.

At WKNE Keene, N. H., “Dimes For Dollars” telephone marathon for March of Dimes was conducted by Dac Jockey Don Roberts, resulting in pledges “almost double that of 1961.” Listeners pledging money by telephone were granted record requests with album or records going to the highest contributor.

MTN St. Johnsbury, Vt., through varied efforts, raised about $400 for the MOD drive.

For the sixth year, WAGE Chicopee, Mass., exchanged musical requests for pledges on its Musical Grab Bag, 2-4 p.m. $3,600 has come in with contributions still mounting even though station announced end of its drive. Last year WACE raised more than $2,300.

Shirley Masen and Pen Brown, WTAG Worcester, led that station’s drive. On their Shirley and Pen show, they asked listeners to send in their names, phone numbers and a contribution. Two winners will receive an expense-paid trip to the Laurentian Mountains. Mondays during January on Domestic Diary with Polly Huse over WBZ-TV Boston were devoted to the drive.

March of Dimes got a boost from 15 Boston U. Students. With a limited radio budget, MOD officials went to the school for an assist. In less than a month, the students produced 150 announcements which were aired by Boston stations, conducted remote pick-ups and interviews. Especially helpful, said university officials, was the local...
chapter of Alpha Epsilon Rho, national honorary radio fraternity. Jerry Gaines, chief announcer, WHAT-AM-FM, Philadelphia, asked listeners to send in a dime contribution. This would entitle them to receive a phone call from Mr. Gaines during his morning or afternoon show. Mr. Gaines would call in a “mystery” voice. If the listener could identify the voice, he or she would receive prizes, donated by sponsors.

WWPA, WRAK and WLYC Williamsport, Pa., cooperated in a highly effective stunt to boost campaign contributions. Station trio simultaneously aired the weighing of dime donations in a remote broadcast from the window of a downtown department store. On hand for the Saturday broadcasts was a 10-year-old victim of polio who was interviewed over the air.

Lowell Cartwright, WRUN Utica, N. Y., invited sports personalities to participate in a panel-listener sports quiz. Listener or panel, whichever failed question, would have to make a contribution. Another WRUN staffer, Disc Jockey Carl Swanson, raised $3,500 during an 18-hour marathon.

Roger Clipp, general manager of WFIL-AM-FM-TV Philadelphia and chairman of the 1952 March of Dimes Campaign in that city, said he expected the total of contributions resulting from telecasts by WFIL-TV, WCAU-TV and WPTZ (TV) there to reach $29,000.

WDTV (TV) Pittsburgh preempted commercial time Jan. 31 to present a special show, March of Stars, which brought in pledges of $47,506.

WPIC Sharon, Pa., did a special show from Sharon General Hospital. The show’s dramatic impact stimulated donations.

WARD Johtown, Pa.’s Larry (Turtle) Welch raised $5,000—approximately $50 an hour—in a 100-hour marathon from a window of a downtown store.

WEST Easton, Pa., put on an accelerated 10-hour day and brought in $10,000, and some 2,725 phone calls.

In a special Mothers’ March Marathon which ran until 5 a.m., Jan. 31, WOAM (TV) Sunday, Jan. 27, WAAW (TV) Baltimore raised more than $7,500 cash and solicited 360 volunteers for the “March” held Jan. 30.

Personalities from nearly all of the Baltimore radio and television stations went to the WAAW studios to participate in the marathon. WAAM’s Nick Campofreda was m.c. of the show during its entire nine hours.

In addition to WAAM, other Baltimore stations participating in the marathon included WCAO-AM-FM, WFBF, WSID, WBMD, WHIT-AM-FM, WMAR (TV) and WCBM.

In Nation’s Capital

Donations received through the Mother’s March in the nation’s capital were counted over Milton Q. Ford’s late program over WMAI-TV Washington. WWDC also reported strong support for the March.

WWDC conducted a contest in which Disc Jockeys Ford, Art Brown, Willis Conover, Jon Massey and Felix Grant competed to see who could raise the greatest amount. The station planned to contribute $50 in the name of the winner. Carl Berger, WWDC government news reporter, not to be outdone, had collected more than $1,000 in dimes.

On Jan. 16, WTVR (TV) Richmond, Va., featured young polio victims to point up the need for expensive equipment.

WDVA Danville, Va., conducted a contest designed to raise money for the campaign. Listeners were asked to write in 50 words or fewer why they like a particular program. Winner received a $100 savings bond. Campaign contributions were submitted with entries.

WTON Staunton, Va., raised over $4,000 in a concentrated 10-day drive, put on largely by Fulton King, WTON program director, and Bob Sterrett, announcer.

WESC-AM-FM Greenville, S. C., LBS affiliate, on Jan. 12 fed the 400-station network the story of an Air Force mercy flight in connection with the polio fight.

Alfred Vaden, sales staffer at WEIR Weirton, W. Va., pushed a wheelbarrow carrying a replica of an iron lung across the state of West Virginia. The trek, from the Pennsylvania border to the Ohio border amounted to only seven miles but Mr. Vaden’s stunt spurred contributions.

WSPC Somerset, Ky., along with the Rotary Club of Somerset, raised $6,000 through auctioning goods contributed by local merchants and private citizens.

WROL Knoxville spurred contributions with a popularity contest between Archie (Grandpappy) Campbell of Country Playhouse program and Bill Johnson, disc jockey. Both men urged listeners to “vote” for them by sending a dime to local March of Dimes headquarters. Climax came Jan. 31 when winner (Mr. Johnson) in a new convertible led loser on a mule down Knoxville’s main street in a civic parade.

WCOV Montgomery, Ala.’s disc jockey, Ray Hardin, got into the iron lung on display in downtown Montgomery, told his listeners he would remain there until $1,000 had been donated. He was released the same day.

WLWT (TV) Cincinnati, raised about $27,000 for the fund during a three-hour telecast of the finals of the local Golden Gloves Tournament on Jan. 24.

WLWD (TV) Dayton, during a wrestling telethon Jan. 17, drew $19,827.45 in pledges for the telethon. 300 tickets were given

(Continued on page 82)
PROBLEM of dispersal vs. decentralization of government agencies has been projected in sharper focus by federal security planners the past fortnight.

The issue is posed anew in the White House—President Tru- man and the National Security Resources Board—on the one hand, and members of Congress, on the other.

As presently envisioned, how- ever, the FCC does not appear to figure either in plans for dis- persal—moving of certain employees to cities like Maryland or Virginia—or decentralization, which would involve the transfer of offices to other cities.

The Senate has approved legis- lation providing for decentraliza- tion of some 50,000 federal bureau employees to other cities. But the administration, acting through NSRB, is prepared to ask the upper chamber to sidetrack the proposal in favor of its dispersal plan. NSRB is charged with dispersal, manpower, censorship and other security planning.


Over 30 industrial areas in the U. S. already have launched disper- sion programs in line with President Truman's recommendations last August. Under this plan, new plants would be constructed at

CONTINUING CONFLICT OF VIEWS BETWEEN

at least 20 miles from city centers [8*7, Nov. 19, 1951].

Radio-TV electronic manufac- turers, along with other type com- panies, are encouraged to estab- lish new or expanding plants within reasonable proximity to supply- ing industries in the present market- ing areas. Existing manufacturing facilities are not affected.

Radio-TV broadcasters are not directly involved in the current controversy beyond the implied suggestion that they set up emergen- cy power facilities on the out- skirts of cities in connection with the FCC-Defense Dept. Conelrad alert plan.

In his budget message, the Chief Executive told Congress he is con- vinced that "any program which fails to place primary emphasis on dispersal to nearby areas would not be in the interest of security, with the administration or good area planning."

Any ultimate dispersal plan, if it is adopted, would have to take into account FCC's vital liaison with the Defense Dept. and the Federal Civil Defense Administration, it was pointed out. More- over, many of the Commission's activities, particularly monitoring, are already dispersed.

There is virtually no possibility that the FCC, FCDA or Pentagon would come under any blueprint for decentralization to other cities. Some of the lesser agencies might be decentralized, however, authorities concede. Identity of these agencies has never been confirmed.

NSRB planners hold that disper- sal would remove key government units out of enemy bombing range in Washington and still permit efficient government operation. Widely scattered units envisioned under decentralization, they point out, would impair essential mili- tary operations and also be costly.

The administration originally submitted dispersion legislation last year, but Congress rejected the proposal. Mr. Truman issued an Executive Order last August, laying the groundwork for planned dispersal of industry.

**NSRB READIES PLAN FOR CAPITAL HILL**

JOEL W. STOVALL

WKRC Executive Dies

JOEL W. STOVALL, 48, local TV personality for WKRC Cincin- nati, died last week at his home after an illness of several months.

Mr. Stovall was recovering from a serious operation but had been back at his job a month when stricken.

Prior to join- ing WKRC eight years ago, Mr. Stovall was musical director at KMOX St. Louis.

In eight years with WKRC, he served as program director, promo- tion director and had taken over the local sales management about 18 months ago. Surviving are his widow, a son and a daughter.

**LULU' AWARDS SET FOR COAST ADV.**

SIXTH ANNUAL Frances Holmes achievements awards of Los An- geles Advertising Women Inc. will be presented April 20 at Los An- geles, Ambassador Hotel.

Awards in the form of gold trophies called "Lulu" will be given in 15 different advertising cate- gories. In addition a grand award will be made for the most outstand- ing entry of all, regardless of the fact that winner may have earlier been presented a "Lulu."

Classifications in which awards will be given include: radio spot commercial campaign, sponsored radio program series, television spot commercial campaign, spon- sored TV program series, commer- cial film, copy, layout, mechan- ical production, research project, direct mail campaign, complete public relations campaign, public relations cam- paign and any unique method of advertising not falling into the usual classifications.

Offered with cooperation of Ad- vertising Assn. of the West, contest is open to any woman in the advertising profession or allied fields, living and working in the area serviced by AAW. It in- cludes Washington, Oregon, Cali- fornia, Arizona, Colorado, Idaho, Montana, Nebraska, Nevada, Utah, Wyoming and British Colum- bia. Entries in contest of any type entries is March 20. Norma Jean Wright is the awards competition co-ordinating director with Helen Edwards, president of LAAW Inc.
tune changes. Offices will occupy the third floor. A 500-foot steel tower for Channel 9 will stand in front of the CBC-TV building. Immediately below the TV antenna will be an FM antenna for CBL-FM when the station is moved from its present location in the Canadian Bank of Commerce Bldg. Platforms will be built at the 900 and 300 foot levels of the TV tower for microwave relay equipment. The tower will withstand 95 miles per hour winds, and will be fitted with de-icing equipment.

That CBC expects independent TV stations will be licensed is seen in the fact that facilities have been included in the new TV building at Toronto to record on kinescope all CBC productions so that independent stations will be able to use the films.

While CBC has ruled against the types of programs coming from U. S. TV stations, facilities have been included in the new buildings to pick up U. S. programs by way of Bell Telephone microwave relay stations from Buffalo, N. Y. Also, CBC-TV officials have had the use of new U. S. TV stations for ideas now being incorporated in their new building.

Non-Televiwers
Give TV Preferences

NEWS, special events, sports and concerts are preferred TV program fare among families in non-television areas, according to a survey conducted by Scott Radio Labs., Chicago.

The company tabulated answers to questionnaires from 168 families selected at random in Denver, Fort Wayne, Portland, Tampa and Tucson, all at least 150 miles from the nearest television outlet. Answering what kind of programming would interest them most when TV becomes available, 82% of the families said news and current events, with sports favored by 48%. Concerts appealed to 43%. Other program preferences, in order, were public affairs, comedy, variety, dramatic and educational.

Fifty-one percent of the families believe television will help their children become better informed on science, history and current events, while 44% believe TV could help them form better opinions of candidates and political issues in the upcoming elections. Television will help establish closer family ties, in the opinion of 36%.

WFIL-TV Issues Rate Card No. 10

WFIL-TV Philadelphia last week issued rate card No. 10, effective Feb. 15. Class A time was delineated as 7:00-10:30 p.m. Monday through Thursday and 1:00-10:30 p.m. Saturday and Sunday; Class B time, 5:00-7:00 p.m. Monday-Friday and 10:30-11 p.m. Monday-Sunday, and Class C time, all other times. One time rate was given as follows: One hour—Class A, $1,500; Class B, $1,250, and Class C, $750. Half-hour—Class A, $900; Class B, $755, and Class C, $400. One-minute announcement (film or side)—Class A, $300; Class B, $210, and Class C, $135.

Skelton Tops Berle
In January Nielsen

RED SKELTON, star of his own NBC-TV show, nudged Milton Berle, also NBC-TV, out of first place in the national Nielsen ratings for the top 10 TV programs in a report covering the two weeks ending Jan. 11. Mr. Berle has consistently held first place in ratings heretofore. "Uncle Miltye" captured second place in the number of TV homes reached but was third, behind Arthur Godfrey's Talent Scouts, in the percentage-wise ratings. The Nielsen report for the two weeks ending Jan. 12 follows:

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<tr>
<th>Rank</th>
<th>Program</th>
<th>Percentage Reached</th>
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<tr>
<td>1</td>
<td>Red Skelton (NBC)</td>
<td>77.4</td>
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<td>2</td>
<td>Texaco Star Theatre (NBC)</td>
<td>76.2</td>
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<td>3</td>
<td>You Bet Your Life (NBC)</td>
<td>75.2</td>
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<td>4</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>69.9</td>
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<td>5</td>
<td>Arthur Godfrey &amp; Friends (NBC)</td>
<td>68.5</td>
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<td>6</td>
<td>Lassie (CBS)</td>
<td>67.9</td>
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<td>7</td>
<td>Your Show of Shows (Reynolds, R. C., Tobacco) (NBC)</td>
<td>66.7</td>
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<td>8</td>
<td>Your Show of Shows (Participation) (NBC)</td>
<td>66.4</td>
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<td>9</td>
<td>Fadshe The March Hare (NBC)</td>
<td>65.4</td>
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<td>10</td>
<td>Rose Bowl Football Game (NBC)</td>
<td>59.7</td>
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PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

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Dunton Gives TV View

LITTLE likelihood for any privately-owned Canadian station to have a TV outlet was expressed for the next two years by Mr. D. Dunton, chairman of government's Canadian Broadcasting Corp. He stated at Vancouver that CBC plans to start a TV station at Vancouver soon but that requests of CKNW New Westminster and other private stations for TV outlets will not be granted until the CBC system is completed. There is to be no link for CBC-TV Vancouver with Seattle or other U. S. TV cities, Mr. Dunton intimated.

Johnstown's Outstanding Personality Salesman

JOE CAVANAUGH

1st

CBS RADIO NETWORK

AND ONLY MORNING PERSONALITY

WEED & CO., Representative

Ward

2nd MARKET IN WESTERN PENNSYLVANIA

Johnstown's Outstanding Personality Salesman

JOE CAVANAUGH

Write, Wire, Phone or Ask Headley-Reed

Covers ALL of the Rich
Central N.Y. Market

LOCAL produces TV series inaugurated by Life magazine, titled Inside Our Schools, will be extended to the top 20 video markets as a result of its three-day tryout in St. Louis Jan. 24-26 on KSDK-TV, it was announced last week.

Dick Krolik, March of Time producer-director who handled the St. Louis project, will work full-time on the remaining cities. He left New York last week to make arrangements in Washington, Philadelphia, Boston and Baltimore, Cleveland, Cincinnati, Columbus and Indianapolis are to be contacted simultaneously by his assistant, Dave Ruley, technical director for March of Time television. All 20 of the top markets are to be contacted by the end of the month so that local series can be produced before school vacations in June.

Inside Our Schools operates as a sustaining, public service series of programs over a period of a week or more, using live TV remotes to report on the state of local education to parents and taxpayers. Life magazine coordinates promotional blanketing of the station's audience.

Series was first tested via WRGB (TV) Schenectady, followed by 28-hours of programming by WHAS-TV Louisville, during National Education Week.

'INSIDE SCHOOLS' Expands to 20 Cities

February 11, 1952 • Page 81
March of Dimes
(Continued from page 79)
out to contributors of $10 or more.
From a series of three amateur contests over WNXT, Portsmouth, Ohio, 36,258 votes at 10 cents each were contributed to the county campaign fund.
Listen to the record playing, then name the band. That was the way to play Tele-Band, a musical quiz game brought by the March of Dimes campaign to viewers of WTIV (TV) Columbus, Ohio. Jim Lawler, Tele-Band m.c., awarded $1,000 in prizes. Idea was originated by Bill Ellis, WTIV staff.
Program, seen five nights weekly for three weeks, stimulated campaign donations.
WCSC-AM-FM Columbus, Ind., joined forces with a local newspaper to meet the local city police in a basketball game. The contest was played Jan. 30 in the high school gymnasium before a capacity crowd, with proceeds going to the March of Dimes. Advance interest was built up by WCSC staffers who appeared at downtown meetings dressed as Arab sheiks.
An unusual Valentine contest was conducted by WHBC Canton, Ohio. Valentines had to be hand made and accompanied by a contribution to the March of Dimes fund.
Cleveland's radio and video stations were credited with 99% of the success of that city's "Mother's March" by the drive chairman.

"Thanks to our 'US' Electric Plant we're on the air!"

In choosing a stand-by electric plant, more and more stations are turning to "US" units because of their reputation for dependability. U. S. specializes in stand-by power. We'll gladly send you information on U. S. electric plants suitable to your needs.

United States Motors Corp.
354 Nebraska St.
Oshkosh, Wis.

WCCO Business
BUSINESS activity continues to bear up prospects for a bright '52 first quarter, it has been reported by WCCO Minneapolis-St. Paul Purity Bakersies Corp. Jan. 29 marked its 13th year of sponsorship of Cedric Adams' Nighttime News, thrice weekly, 10:10-11:15 p.m. Other new business included Minneapolis Brewing Co. (Grain Belt Beer), which renewed Bob DeHaven's Friendly Time, half-hour disc show, thrice weekly, with Twin City Federal Savings & Loan pick-up three other nights; Twin City Ford Dealers Assn., which broadcast coverage of Minnesota State high school basketball tournaments March 19-21; Northwestern Bell Telephone, which bought six announcements per week through 1952, and Archer Daniels Midland, which increased schedule of Rolf Hertsgaard's five-minute newscasts from three to four per week.

AAA Meeting
Scheduled April 3-5
AMERICAN ASSN. of Advertising Agencies will hold its 34th annual meeting April 3-5 at the Greenbrier Resort, White Sulphur Springs, W. Va., it was announced Tuesday.
Limited by facilities available at the hotel, this year's registration again will be restricted to no more than 375 persons, it was pointed out by the operations committee. Because of this ceiling on attendance, the decision as to whether media and advertiser guests can be invited is being held up to await reservations made by people from AAA member agencies.
AAA council and chapter governors will meet at the Greenbrier April 2, before the general membership meeting starts the next day. Annual dinner this year is scheduled April 4.
Plans and arrangements for the annual meeting are being managed through the operations committee of the AAAA board of directors and are under chairmanship of Louis N. Brockway, Young & Rubicam, New York.

Gates
Your ONE SOURCE Supply for ALL Broadcasting Equipment Needs

These Offices to Serve You

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Houston, Texas  Tel. 8536
Washington, D. C.  Tel. Metropolitan 0522
Montreal, Que.  Tel. Atlantic 3441
New York City  Tel. Murray Hill 9-0200

Broadcasting  Telecasting
On the dotted line...

NORTHWEST Equipment Inc., Fargo, N. D., signs contract for MBS's Fulton Lewis Jr. news commentary, which started on KVOX that city Feb. 4. Standing (l-r) is R. L. Owens, KVOX assistant manager. Others, all from Northwest Equipment, include N. O. Jones (seated), gen. mgr.; S. F. Laskey (2d l), pres., and C. C. Putnam, adv. mgr.

FOUR DAILY newscasts on WQAN, Scranton (Pa.) Times station, are ordered by Magarges Bros., largest paper distributor in northeastern Pennsylvania. Seated (l to r): James P. O'Connor, firm's sales mgr.; Cecil Woodland, WQAN gen. mgr.; standing, Bernard Swarts, station's account executive; Jack Hawkins, field representative for firm.


WQAI San Antonio's library facilities are enhanced with signature of Arden X. Pangborn (l), gen. mgr., to contract with World Broadcasting Sys. tem, producer of library programs and features. World sales representative: Hugh Grauel witnesses signing.

George Hunt, Mohawk Chevrolet, for Tri-State Adv. Co., signs for newscasts on WGY-WRGR (TV) Schenect., (l to r) are Ted Boughn, WRGR prog. dir.; Gualan V. Smith, v. p., Livemore Chevrolet; Mr. Hunt; Robert F. Reid, station sls. sup.

RENWAL of Calso Sports Round-up on WWON Woosneck, R. I., is con- summated by WWON sports an- nouncer Gene O'Neill (l), signer Olinda Galliacco, pres. of Preferred Oil Co., and Gene Malloux, station's sales director.

Ernest D. Walen, v. p., Pacific Mills' worsted div., applies ink to contract with WLAW Lawrence, Mass., for fifth straight year spon- sorship of This Is Your Community, Thur. 6:30 p.m., as David M. Kimel, account executive, approves.

WNYC OPPOSED

Use of City Funds Hit

THE MAYOR of New York was urged last week by Thomas J. Miley, executive vice president of the Commerce and Industry Assn., to shut down the "costly operation" of municipal station WNYC.

"I think the answer to it," Seymour N. Siegel, director of WNYC, said, "is that the Board of Esti- mate will consider a resolution authorizing us to apply for a television license when the freeze is lifted." Forwarded to the board by Robert F. Wagner Jr., borough president of Manhattan, the question was due to be raised Thurs-

Attacks by would-be economizers upon the local station have been recurrent enough to be considered routine, Mr. Siegel explained, saying that when the city's first billion-dollar budget was proposed about five years ago, the Citizens Budget Committee could suggest only one deletion: Operation of WNYC, then budgeted at $165,000. The station operates on $310,000 a year at present.

Request for expanding from AM to FM to television as well, Mr. Siegel said, may be ill-timed in light of the city's request for more state funds, but the imminence of lifting the TV freeze has made it necessary. Not anticipating any other objections from the board, Mr. Siegel is "hopeful" of receiv- ing the permission.

Also under fire last week was the film-television unit at WNYC, whose legality was questioned in Mr. Miley's letter to the mayor, since "no public mention" has been made of the activity. The eight-man section has been operating for three years, Mr. Siegel pointed out, to produce city government films, training films and even some public service spots for use on commercial stations.

As for the station's service to its municipality, Mr. Siegel ex- plained Tuesday that when the City Finance Committee met the previous week, only one outlet in New York broadcast the session: WNYC.

'Silent' Spots

In order to sell time, most station sales executives develop and deliver tested formulas to buck the competition. But this was clearly unnecessary in one instance for Francisco King, owner-manager of XEAA Mexicali, Mexico, who sold 14 spots without effort. Sale occurred when Dick Sampson, general manager of KXO El Centro, Calif., couldn't take accurate field intensity tests because of XEAA interference. Re- sult: he bought 14 "silent" spots from Mr. King.

Music Award

WNYC Cited by Foundation

FIRST AWARD for "public service in music" will be presented to- morrow (Tuesday) to WNYC New York by the Koussevitzky Music Foundation—organized in 1942 by the late Boston Symphony con- ductor—during opening concert of WNYC's 18th Annual American Music Festival at Town Hall, New York. Award will be presented to Mayor Vincent R. Impellitteri by Mrs. Serge Koussevitzky, Foundation's president and widow of the conductor.

Authorized in a resolution passed by the foundation's board of di- rectors, the scroll cites WNYC's "distinguished service to American composers and its outstanding con- tribution to the cause of contem- porary music." Station's Music Festival will run Feb. 12-22.

Pentagon Meeting

Electronics manufacturers conferred with representatives of the U. S. Air Force and Navy on current production problems at a meeting held in the Pentagon Jan. 90. Discussions evolved around aircraft problems, including those involving flow of component parts, as they apply to the field of aero- nautical electronics equipment in the Air Force and Navy. Existing production bottlenecks were explored. The meeting was called by R. L. Gilpatric, Under Secretary of the Air Force, and John F. Plo- berg, Assistant Secretary of the Navy.

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Our Respects To

(Continued from page 52)

lawyers do—as a law clerk.

But Jasper bomed Pearl Harbor that December and Mr. Dobin had the unique experience of “clerking” for four years with the U. S. Army. Literally.

After going through the basic training mill, he wound up eventually a master sergeant in the office of the Judge Advocate General at Aberdeen Proving Grounds, in Maryland. His work involved reviewing claims against the government and decisions of Army boards.

He became, without half trying, indoctrinated with Army rules and regulations. [And now, six years later, rules and regulations are his forte.] As World War II came to a close, Mr. Dobin began to spend pass-time in the nation’s capital—an hour’s bus trip from Aberdeen.

Through friends at Justice Dept., he was steered to the FCC. [Late in December 1945, he ran the interview gamut at the Commission. He saw there General Counsel Rosel H. Hyde (now a Commissioner), Assistant General Counsel Harry Plotkin, then in charge of litigation and administration, and Assistant General Counsel Vernon Wilkinson, then in charge of broadcasting. Both Messrs. Plotkin and Wilkinson are now in private practice.]

In January 1946, Mr. Dobin started with the FCC. His first work was the routine hits and pieces a young attorney handles in the litigation and administration division of the Law Dept.

But, for the broadcasting industry, his early experience has meaning. He was Mr. Plotkin’s assistant at the Washington TV application hearings in 1946, the first postwar TV hearings held.

During those first years, Mr. Dobin also got his fingers in the Churchill Tabernacle case, the daytime skywave imbroglio, and, as part of his job of reviewing complaints against stations, the Richards case.

Churchill Tabernacle, a religious group, had owned WKDW Buffalo, N. Y. When it sold the station to its present owners, it had reserved time for itself under the terms of the sale contract. This, the FCC considered a delegation of responsibilities, and as such unlawful. The case was straightened out when the present WKBF owners revisited the idea of eliminating this special tie-in deal.

As to daytime skywave, the Commission never officially recognized that there is any such thing. Therefore, it had been granting stations on clear channels for daytime operation.

Encroachment Charged

To the powerful clearers, this was an all-out case of encroachment, particularly in the case of before sundown and before sunup, when, it was claimed, the daytime stations’ signals fouled up the transmissions of the clear channel stations—in their own backyard, so to speak.

At one time there were 10 appeals to the U. S. Circuit Court of Appeals to stop the Commission from granting daytime stations on Class I wavelengths without protection to the dominant stations. Mr. Dobin assisted in the preparation of those cases.

The situation was resolved by the Supreme Court in the landmark WJR Detroit case, which found in part for the Commission and in part for the clearers.

In the Richards case, Mr. Dobin’s part was purely fortuitous. He was responsible for checking all complaints against stations and it was through his hands that the initial charges of the Hollywood Radio News were passed.

There’s a side to Mr. Dobin that, to the initiated, is likely to be put down to brashness, but actually reflects his love of a job.

In 1949 Mr. Dobin was Commission counsel in the hearings on the license renewal of WTUX Wilmington, Del. That station was accused by the FCC of overdoing its horse-race broadcasts.

Several times before the hearing Mr. Dobin spent a day or two at a time in Wilmington. He enjoyed himself hugely—“playing the horses.” When the FCC hearing began, astounded Wilmington bookies found themselves subpoenaed to tell what use they made of racecasts from WTXU in running their hand-books.

There have been other cases which bore the mark of Mr. Dobin’s thoroughness in preparation.

It was Comm. Robert F. Jones, during the 1960 TV hearings, who needed such giants of the broadcasting world as Brig. Gen. David Sarnoff and Dr. Allen B. DuMont with references to views and recommendations on dual standards and color they had expressed in 1941 when the first TV standards hearing was held.

But, it was Mr. Dobin who had, in conjunction with the Ohio commissioner, dug up their testimony from old, dusty transcripts of that hearing nine years before.

In May 1949, Mr. Dobin was named legal assistant to Comm. Jones. He thus won a niche for himself in the FCC’s legal history by becoming the first legal assistant to a commissioner.

Comm. Jones’ admiration for Mr. Dobin is high. When Comm. Jones appeared before the Senate Interstate and Foreign Commerce Committee last year, testifying in favor of the McFarland Bill to reorganize the Commission, he used his association with Mr. Dobin to point up the practical benefits of a staff assistant. At the same time, he cited their association to emphasize how the Commission can work together in the public interest—referring to his Republican Party affiliation and Mr. Dobin’s Democratic Party leanings.

In July of last year Mr. Dobin was made chief of the rule-making division of the Broadcast Bureau. He was immediately submerged in the TV allocations proceedings.

It was he who was responsible for the idea of a “paper” hearing.

Had normal, oral hearings been held before the Commissioners, it is his view that they would have run at least 18 months—instead of the three months they actually did.

Come March 1, when Mr. Dobin hopes to be able to wash his hands of TV allocations, he’s faced with a number of other critical issues.

As head of the rules and standards division, he will be concerned with the clear channels, daytime skywave, transit radio, functional music, subscription TV, multiple ownership, duopoly, network rules, NARBA, theatre-TV and all legislation affecting broadcasting.

Mr. Dobin is a heavy reader of non-fiction. (Those mystery books his associates saw him carrying last fall were en route to his wife.) But lately he has discovered the stories of F. Scott Fitzgerald and he will start a dissertation on the “lost generation” at the drop of a hat.

He is married to the former Edith Mazer of New York City. When 4½-year-old Kenneth gets on the phone these days, he’s likely to answer a call for his father with, “Daddy’s still at the office. He’s working hard.”

To keep Kenny company, there’s another little Dobin on the way.

In fact, in Mr. Dobin’s mind it has been a race to see which will be first—the new Dobin or the TV allocations cleanup.

Both are due “any day.”

REALIGNMENT of duties brought smiles to these Don Lee Broadcasting System executives. Standing (1 to r) are Joe Parsons, new radio account executive; Art Mortenson, new national sales manager, Don Lee-Radio; Marion Harris, new radio account executive. Seated (1 to r) are Jack Jennings, KHJ-TV Los Angeles account executive; John Bradley, new national sales manager, Don Lee-TV, and John Reynolds, new KHJ-TV sales manager.

In Canada more people listen to CFRB

Toronto regularly than to any other station

The 1950 BBM figures show CFRB's coverage at 619,050 daytime and 653,860 night time—more than one-fifth of the homes in Canada, concentrated in the market which accounts for 40% of Canada's retail sales.

CFRB

Representatives:

United States—Adam J. Young Jr.
Incorporated
Canada—All-Canada Radio Facilities Limited

N. R. B. produces an all-purpose service. Used by over 700 stations. Write for 10-Day FREE Examination!

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BROADCASTING • Telecasting
**PURCHASE WDGY**

Hagman Group Acquires

GROUP of four Twin Cities businessmen, headed by Clarence T. (Swaner) Hagman, last week purchased WDGY Minneapolis from the Stuart Investment Co., Lincoln, Neb., for an estimated half-million dollars. Mr. Hagman, an executive in broadcasting since 1923, is manager; Jim, general manager, has been in broadcasting since 1924, left WLOL Minneapolis Friday, where he was general manager five years.

The stock transfer of Twin City Broadcasting Co., which operates WDGY, is subject to FCC approval. The four new owners, who would share the stock equally, include Mr. Hagman, who will act as general manager; George Lau, who owns a chain of restaurants in St. Paul and Minneapolis; Clarence W. Levi, proprietor of furniture stores in both cities, and a fourth person whose identity was not revealed. He was described as a local manufacturer.

**New to Radio**

None of the quartet except Mr. Hagman has had broadcasting experience, but members of the group have been friends for 20 years. Mr. Hagman, before joining WLOL—away from general manager of the ABC Central Division and was at one time vice president and general manager of WTCN Minneapolis.

WDGY, which took the air in 1923 and is assigned 20 kw day, 25 kw night on 1130 kc directional, is owned by James Stuart, Stuart Investment Co., Lincoln. Other Stuart radio properties are KPOE Lincoln and KOIL Omaha. Negotiations were handled direct. WDGY is affiliated with LBS.

If the transfer is approved, the new owners will participate actively in its management as board members of the Twin City firm.

Management of WLOL is expected to be taken over temporarily by Marvin L. Rosene, general manager of KIOA Des Moines. Both stations are owned by Independent Broadcasting Co., of which Ray Atlaas is president. Mr. Atlaas is general manager of WIND Chicago.

**ILLNESS HALTS TALKS**

NEGOTIATIONS between CBS Hollywood and the Publicists Guild have come to an abrupt halt. Ned Marr, chief counsel, CBS, and Lloyd Brownfield, director of the network's press information bureau in Hollywood, are both victims of illness. Eugene Purver, labor relations attorney, has been hospitalized and surgery may be necessary.

KCNO reaches eleven radio homes for every ten reached by the next closest Kansas City station. That's a bonus that adds up. Get proof—get the facts on Mid-America radio coverage from the Conlan "Study of Listening Habits" in the Mid-America area. Parts 1 and 2 of the 3-part continuing study are ready. Write on your letterhead to:

**WDEF**

CHATTANOOGA

1270 KC • 3000 Watts

Or the Katz Agency

**FM PROMOTION**

Wis. Drive Underway

SECOND series of FM promotion campaigns under N A R T B and Radio-Television M r s. A s s. auspices was set in motion last week in Wisconsin. First of the joint stationmanufacturer-distributor-dealer promotions started Jan. 21 in North Carolina [B T, Jan. 21].

Gov. Walter J. Kohler of Wisconsin was featured speaker last Sunday on a statewide FM hookup. He praised FM broadcasting for its static-free reception and said many areas in Wisconsin depend on FM for their only interference-free signals at night.

**Madison Stations Originat e**

The kickoff program originated at WIFA-FM and WIBA-FM Madison. After the joint program each station followed with its own program reviewing progress of FM service in communities. A similar program is planned later this month.

Third of the three test drives opens March 1 in District of Columbia. The test promotions are expected to demonstrate that teamwork by broadcasters, distributors manufacturers and dealers can increase the sale of FM receivers and stimulate FM listening as well as increase public interest in the medium.

**MANPOWER ORDER**

Stirs Hill Dispute

IN A MOVE to alleviate the pinch in certain areas hard hit by curtailment of consumer durable goods and resulting unemployment, Defense Mobilizer Charles E. Wilson last Tuesday issued a new manpower order designed to spread demand contracts to more areas.

Known as Defense Manpower Policy No. 4, the order would lay the groundwork for placement of additional government contracts in existing or potential areas of labor supply. The Dept. of Defense and General Services Administration would be instructed to give preference to such areas—Detroit, New England and others.

The new policy was explained to members of the Joint Committee on Defense Production in open hearing last week. Officials of the Office Defense Mobilization testified on the plan which would allow placement of such contracts at higher cost than the bid or negotiated price.

The price provision promptly evoked protests on Capitol Hill, particularly among southern congressmen who contend it would hurt companies in that area at the expense of those in the South. Sen. Burnet Maybank (D-S.C.), chairman of the Senate Banking and Currency Committee called on ODM to "correct" this provision. ODM officials promised to "re-examine" it.

**WMDR (FM) SILENCE**

Questioned by Stockholders

MINORITY stockholders of WMDR (FM) Chicago are planning a meeting of inquiry into the reasons for the station being taken off the air a fortnight ago. Operated by the Metropolitan Radio Corp. of Chicago, the station was reportedly taken off the air "temporarily" by Abraham Teitelbaum, attorney who owns 49% of the stock.

Legality of such a move without stockholders consent is being questioned by several principals who are attempting to get proxies from out of state stockholders in an effort to settle the matter. Mr. Teitelbaum, unavailable for comment, is understood to have purchased the stock of restaurant-owner Dario Toffenetti after a policy split at the station. WMDR went on the air in March 1949 and was founded by a group of young veterans.

**KLAC SIGNS NORMAN**

GENE NORMAN, disc m.e. at KFWB Hollywood for five years, changes to KLAC there on a long term contract with a $26,000 per year guarantee plus percentage on participating spots. Beginning Feb. 18, he will handle a four-hour show six nights a week at KLAC, both live and recorded. He will continue four shows weekly on KNBH (TV) Hollywood.

**Order of Business**

IF YOU have in your possession a safety razor with an oddly shaped head, Archdale J. Jones, radio detective and star of an all night show on WBAL Baltimore, would like to hear from you. Mr. Jones, who built his reputation by locating missing persons, has other talents too. One time he patented and marketed a new device called "The Archdale Razor." Last week, curiosity tripped and Mr. Jones asked listeners if any were still in existence. Two days later he received a letter from a man in East Braintree, Mass., who offered to send him an Archdale.

**WCCO DINNER**

Congress Group Honored

WCCO Minneapolis-St. Paul last Wednesday held its annual dinner in honor of the Minnesota Congressional delegation at Washington's Mayflower Hotel.

Among those WCCO officials attending were Gene Wilkey, general manager; Jim Bormann, director of news and public affairs and president of the National Assn. of Radio News Directors, and Larry Haeg, farm director. Other broadcasters included Earl Gammons, CBS Inc. vice president in Washington, and Carl Burkland, director of CBS Radio O&O stations.

The Congressmen and broadcasters recorded an hour of roundtable discussion which will be edited to a half-hour for use on WCCO.

**Only One Station gives you**

**ANOTHER CUSTOMER in EVERY TEN**

**in Mid-America**

**50,000 watts**

KCGO

Broadcasting • Telecasting

D B R A T S 3 1 st • N e w o r k City, N Y

Source: March, April, May—Hooper

**WDEF**

CHATTANOOGA

1270 KC • 3000 Watts

Represented by BRANHAM

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Front Office
(Continued from page 55)

appointed assistant manager. HOWARD GURNEY, KLFM Minot, N. D., succeeds Mr. Owens as KOVO commercial manager.

JOHN ROY WOLFE, WINZ Hollywood, Fla., and MARTIN MUSKET, WAEB Allentown, Pa., to WMBM Miami Beach as account executives.

PERSONALS...

JIM MAYNES, manager of WFA1 Fayetteville, N. C., awarded plaque by city’s USO Center for the station’s outstanding cooperation with that organization.RAY CROSBY, owner and general manager of WLBN Lancaster, Pa., cited for patriotic activities by the city’s American Legion. . . . MURRAY T. BROWN, manager of CFPL London, Ont., elected director for two years of London Advertising and Sales Club. RAY ROSS, assistant manager, CKWW Winnipeg, elected vice director of Vancover Advertising and Sales Bureau.


RAYMOND W. BAKER, vice president and general manager, WRLL Arlington, Va., elected president of Arlington Chamber of Commerce. . . . EDWIN S. FRIENDLY, national director of TV sales, ABC New York, and Natalie C. Brooks were married Jan. 31. . . . FRANK STANTON, CBS president, will be guest speaker at the San Francisco Press and Union League Club’s dinner Feb. 15. Host at the meeting will be ARTHUR HULL HAYES, CBS vice president and general manager of KCS San Francisco. . . . LOUIS HAUSMAN, administrative vice president of CBS Radio, is taking a three week holiday in Mexico.

. . . R. J. ROCKWELL, vice president in charge of engineering, Crosley Broadcasting Corp., Cincinnati, to discuss TV problems before the Gallipoli (Ohio) Kiwanis Club March 18. . . . L. O. FITZGIBBONS, general manager of WBEI Beloit, Wis., recuperating from an ailment at Beloit Municipal Hospital. He will be away from station for indefinite period.

* * *

FREC Teachers’ List

A FEDERAL Radio Education Committee teachers’ list of selected network radio programs for student listening was released last week. The list was prepared by Mrs. Gertrude G. Broderick, radio education Specialist, Office of Education and FREC Secretariat. Programs made were announced, on a broad educational basis, involving three major considerations. Programs had to measure up on educational significance, quality of overall presentation and instructional adaptability.

‘REMOTIN’EST’

WPFB Claims Unusual Title

WPFB Middletown, Ohio, 1 kw day, 100 w night, is 100 claims to be the “remotin’est” station in the nation. Station reported that a conservative estimate of 1951 WPFB remote broadcasts was about 7,000.

In presenting an average of more than 18 remote broadcasts per day, WPFB is giving coverage to small towns and rural areas of the Miami Valley.

A typical day’s log would show remote from such area towns and cities as Vandalia, Leesburg, Circleville, Eaton, Xenia, Fremont, Columbus, Sandusky, Defiance, Middletown, all in Ohio, plus other broadcasts from Richmond, Ind., and Butler, Pa.

Plumb to H&H

WILLIAM T. PLUMB Jr., formerly assistant head, Civil Division, Office of the Chief Counsel, Bureau of Internal Revenue, is now associated with the New York firm of Hurdle & Hartson, Colorado Blvd., Washington. Mr. Plumb will specialize in tax matters.
FOOD selling campaign termed "Operation Chain Action" will be aired by WBAL Baltimore in cooperation with 217 American, A & P and Food Fair stores in the city. In addition to on-the-air selling of their products, sponsors will be guaranteed feature displays in all participating grocery stores for a full week during the 13-week cycle.

PROGRAM PLANS
DETALLED outline of 1952 plans for broadcasting was sent by WAVY Louisville, Ky., to all clients, prospects, agencies and national representatives. Presentation of both tentative and definite programming covered public service, promotion plans, news and special events, sports coverage and farm broadcasts as well as women's programs and disc shows. Accent was placed on fact that WAVY's local programming is designed to suit the community where it is located.

ON-THE-SPOT EDUCATION
DENVER's first classroom on the air has been inaugurated with KFEL-FM broadcasting a U. of Denver course featuring faculty members delivering student-attended lectures. Class activities—on-the-spot—will continue to provide the format of the program. The telecasts, designed to aid the university's adult education program, have been arranged by R. Russell Porter, chairman of the radio department, for presentation Monday through Friday, 12:45 to 1:15 p.m. Student Dick Thompson is engineer-producer for the broadcasts.

FOOTBALL BANQUET
TURKEY dinner was served to 220 guests at the first annual collegiate football honor roll banquet sponsored by WTHI Terre Haute, Ind., to honor 33 outstanding football players. Players and their families, as well as other educational and business leaders in the community, saw a film presentation of the 1952 Rose Bowl game and heard transcribed greetings from several college coaches. Dave Martin, sportscaster at WTHI was m.c.

WEB MANAGER

FOOD MANAGER

GOVERNOR'S BROADCAST

B nutrient

BROADCASTING

UTAH'S top program network—KUAT-FM is on the air, donating its time to the Fiftieth Anniversary of the newborn state. All 35 KUAT-FM stations will be heard coast to coast. The anniversary broadcast begins with a studio tape and a speech by Gov. Calvin D. Rampton. Dr. A. W. Docking, the new director of the state's department of conservation and parks, will explain the significance of the anniversary and the activities of the state. The broadcast will end with a tape of the singing of "Happy Birthday" and a final speech by Gov. Rampton. The broadcast will be carried by all KUAT-FM stations.

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Strictly Business

(Continued from page 18)

the only women spot salesman in Chicago.

Miss Thompson has an apartment on the North Side, a large collection of records and a pantry stocked with ingredients for Yorkshire pudding—a favorite dish with roast beef. She is a much-counted-on regular at Radio Management Club and Television Council meetings.

BARRETT SPEECH

Set for Atlanta Feb. 20

MAJOR address will be delivered by Edward W. Barrett, resigning Assistant Secretary of State for Public Affairs, before the 24th annual session of the Georgia Press Institute at the U. of Georgia Feb. 20-23.

Mr. Barrett, whose resignation was accepted by President Truman last month, will appear as guest of the Atlanta Constitution and Journal, licensee of the Cox stations (WAB-AM-FM-TV). Agreement was made by Dean John E. Drewry, Henry W. Grady School of Journalism, and Stanley Parkman, Carroll County Georgian.

The institute, of which Mr. Parkman is chairman, is a regular feature of the U. of Georgia's winter program, co-sponsored by the Grady School of Georgia Press Assn. Georgia newspaper editors and writers are expected to attend.

Mr. Barrett is scheduled to speak on progress of the U. S. information and educational exchange program, including the Voice of America operation, with which he has been largely credited the past two years.

Other speakers will include William T. Miller, national director of the U. S. Chamber of Commerce and prominent Columbus, Ga. businessman and civic leader. He will speak at a luncheon sponsored by the Columbus Ledger and Enquirer newspapers (WGAB-AM-FM). Mr. Miller also is president of the city's Americanism Information Assn.

BOTTLE APPEAL

WFCB Aids Milk Dealers

A CRITICAL shortage of milk bottles, because of customers' need to return them to dealers, laid the groundwork for a paid spot campaign on WFCB Dunkirk, N. Y., and another example of radio's pulling power.

When dairies in Dunkirk, Fredonia and Silver Creek, N. Y., were confronted with the shortage of bottles and no prospects of future supplies, they called on WFCB to appeal to listeners.

At the outset the station aired three paid spots each day for a week. Dealers reported such an amazing increase in the number of empties returned to route men and stores after one week the campaign was curtailed. The spots were simple reminders and requests for returns and no high pressure copy was used, the station reports.

February 4 Applications

APPROPRIATIONS

ACCEPTED FOR FILING

AM-690 kc
KSTT St. Louis, Mo.—CP to increase power from 1 kw to 10 kw, new DA. etc.

AM-1360 kc
KCLS Flagstaff, Ariz.—CP to change frequency from 1340 kc to 1360 kc, increase power from 250 w to 4 kw, change operating hours from fulltime to daytime, change ant. etc.

License for CP
WTIM Taylorville, Ill.—License for CP which authorized AM station.

Modification of CP
WDMJ Marquette, Mich.—CP as mod., which authorized frequency

METER CALIBRATION

Booklet is issued by NBS

STANDARDS and methods used in the calibration of certain types of radio field-strength meters in the 10 kc-100 mc frequency range are described in a new publication by Frank M. Greene of the National Bureau of Standards.

Calibration consists in measuring the overall linearity of the instrument at one or more frequencies and reference levels, as well as the internal attenuation ratios and the antenna coefficient or correlation factor relating field strength to the output reading under standard conditions.

The circular, titled Calibration of Commercial Radio Field-Strength Meters at the National Bureau of Standards, is No. 517 comprising five pages and is available for 50¢ from the U. S. Government Printing Office, Washington 25, D. C.

February 6 Decisions

BY THE SECRETARY

License Extended

WPSA Mayaguez, P. R.—License extended on temporary basis to May 1, 1952.


Granted License

WBP Fort Worth—Granted license

FCC actions

February 1 through February 7

-ant-antenna cond.-conditional
day-day LS-local sunset
-ER-P-effective radiated power
aur.-aural Night-night mod.-modification
transmitter-synch. amp.-synchronous amplifier
-STA-special temporary authorization
vis.-visual u-l-unlimited hours
-ERP-synch. amp.
-AMAM-AM
-coincident

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

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Granted License

WBP Fort Worth—Granted license

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2765

- TOWERS

-AM FM TV
-Complete Installations

TOWER SALES & ERECTING CO.
6100 N. E. Columbus Blvd.
Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037
Kansas City, Mo.

DAVID & BARBEAU
TELEVISION PROJECT CONSULTANTS
STATION PLANNING AND OPERATING GUIDANCE
P. O. BOX 1096
SOUTH BRUNSWICK, N. J.
covering change from DA-N to DA-DN and change in trans. location; cond. WFAA Dallas—Granted license covering change from DA-N to DA-DN and change in trans. location; cond.

WADE-FM Wadesboro, N. C.—Granted license for FM broadcast station: 96.9 m. (Ch. 260) 388 w., ant. 440 ft. To Change Name KVA San Francisco—Granted mod. of license to change name to KVA Inc. Extend Completion Date WDMJ Marquette, Mich.—Granted mod. CP for extension of completion date to 3-31-52; cond. KCHS-FM San Francisco—Granted mod. CP for extension of completion date to 6-1-52.

WWSW-FM Pittsburgh — Granted mod. CP for extension of completion date to 8-32-52. Granted Authority KMPC Los Angeles—Granted authority to retransmit between 7:30 and 7:45 p.m., Jan. 28, the tape recordings made of emergency communications of amateur station W6FLY.

Dismissed Application WRHI-FM Rock Hill, S. C.—Dismissed application for CP to reduce power of Station WRHI-FM for lack of prosecution.

APPLICATIONS ON MOTIONS By Comr. Rosel H. Hyde Eastland County Bocst. Co., Eastland, Tex.—Granted petition insofar as it requests dismissal of its application and denied insofar as it requests that application be dismissed without prejudice. By Hearing Examiner J. D. Bond KSBH Harlingen, Texas—Granted in part motion for further hearing on Feb. 6 re its application; application assigned for hearing at Washington on Feb. 25. By Hearing Examiner Basil F. Cooper WALX Tampa, Florida—Granted petition to amend application to change ant. site.

February 5 Applications . . . ACCEPTED FOR FILING Modification of License KOAK Lake Charles, La.—Mod. li-

BROADCASTING • Telecasting
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted

20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum
All other classifications 30¢ per word—$4.00 minimum • Display ads $15.00 per inch
No charge for blind box number. Send box replies to

BROADCASTING, 870 National Press Bldg, Washington 4, D. C.

APPLICANTS: If transcription or bulk packages mailed, $1.00 charge for mailing. All transcriptions, photos, etc. sent to

are sent as owner's risk. Local advertisements expressly regulate any liability or responsibility for

their custody or return.

Help Wanted

Managerial

Sales manager, upstate New York, large market, 1,000 watt independent station. Must have successful operation and be able to prove sales record in theater management. Give full experience, picture in reply. Box 6M, BROADCASTING.

Salesman, 250 watt network station in south west established six years is looking for a good efficient manager-receivable manager-station manager. Give full experience, picture in reply. Box 141M, BROADCASTING.

Salesman, hard hitting, aggressive, for high Hooperated station half million market. Necessary, top comedy personnel. Must have excellent sales and commercial background. Average sales income. Box 193M, BROADCASTING.

Salesman, experienced, with ideas, independent station. Good Commission with guarantee. Must be experienced. Send full details, first letter. Box 290M, BROADCASTING.

Salesman-announcer to sell own show. High commission with accent on sales. Must own car. Call Roland L. Fosler, WGAT, Utica, N. Y.

Immediate opening for reliable salesperson. Combination career salesman-splendid opportunity. Contact Bill Oph, Manager, WOTC, Altoona, Ill.

We'll pay well for good time selling at WORC. Full details please, WRUN, Utica, N. Y.

Announcer

$200 per week for good announcer at south station in market, good future. Replies confidential. Box 936L, BROADCASTING.

Immediate opening experienced announcer or combo man. Permanent. Box 146M, BROADCASTING.

Good announcer with first phone, permanent position friendly western record of small station-high standard successful and economical operation. Want friendly, sincere family man who is a good worker and sold on radio and not television, who can take hold of a good station and make it produce and maintain a high standard of community service. Must be in his energetic thirties and must have an ability to hold audience in radio. Box 141M, BROADCASTING.

Help Wanted (Cont'd)

Engineer or announcer-engineer, immediate opening. WVOS, Liberty, N. Y.

Production-Programming, Others

Imperative voices well known celeb rities. Do quick-written imaginative DJ pattern? Spontaneous interpretation of scripts? Good team in radio station. Box 110M, BROADCASTING.

Wanted-Radio, commercial direc tor and announcer for Pennsylvania station in unusually interesting ter ritory. Good opportunity for busy man. Write to Box 176M, BROADCASTING.

Iowa station, wants good, all-round DJ, immediate opening. Box 190M, BROADCASTING. Will pay secretarial work, and when available. Salary in line. If interested, give full details including experience. Box 190M, BROADCASTING.

Need fulltime promotion-handling man for medium station, medium market. Application must show knowledge of radio, newspaper, out of town promotion. Some merchandising ideas if not excessive. Box 204M, BROADCASTING.

Television

Salesman

Topflight salesman for television station in import business. Good opportunity for man of proven sales ability. Must have aggres sive, well organized merchandising ability to move up to bigger job. If interested, reply with full details. First letter, character and busi ness references.Forward full specifications and refer ences. WORZ, Orlando, Florida.

Technical

Engineer for expanding TV station 1st class license. Prefer TV experience considered. Please state qualifications. Salary $750 per month. Box 70M, BROADCASTING · 700M, BROADCASTING.

Situations Wanted

Managerial

Successful manager available. Widely known manager offers 11 years man agement experience in large networks and 50 kW stations. Capable administration, merchandising, and sales operation in major markets. Thoroughly grounded in all phases of management; merchandising, promotion. Married, age 44. Full information upon request. Box 181M, BROADCASTING.

I have over 10 years of radio experience and would like to put to work for you. Have had experience in every phase of radio. Proven sales record if your station is in need of a clean, capable manager who is capable of producing as much business as possible. I have a market at several stations and I do not need to get together. I am married, in good health and financially employed. Write to Box 195M, BROADCASTING with preferred salary and override. Security and financial references.辐射-RR. Confidential. Box 181M, BROADCASTING.

Vice president and general manager having sold his interests seeks management position in major network or TV or allied business. Must have operating experience and both management and sales ability. Twenty-five years experience in all phases of media business. References. Write to Box 180M, BROADCASTING.

Not a magician. Just a good five years looking for station which can use his experience and better returns on capital. Prefer situation with in vestment possibilities. Write to Box 180M, BROADCASTING.

Manager of station announcer team: husband, wife; ten years radio, seek position with major market where we are capable of setting up, directing all operations. Will work in good faith, reasonable; want to build in home station. Box 195M, BROADCASTING.
Television

**Announcer**

Young man wants job in TV station. Experience as announcer, director, producer, plus TV, Master of Ceremonies.

**Production-Programming, Others**

Program director-announcer-salesman for five kw radio or television station.

**For Sale**

WANTED:

- TV equipment
- Rare woodworking items
- Old antique furniture
- Collectible coins
- Rare stamps
- Vintage cameras

**Help Wanted**

**Salesman**

Shirt-sleeve executive with extensive radio and television background. Looking for position as management of progressive radio station in New York or Washington. Must be capable of independent judgment, well versed in sales, with national and international markets, looking for position as manager or assistant manager.

**Wanted**

- Electronic equipment
- Old radio tubes
- Vintage audio gear
- Collectible records
- Rareephotos

**Assistant Program Director**


**Assistant Engineer**


**Assistant Director**

HELP Wanted (Cont'd)

WANTED
EXPERIENCED NEWSCASTER
Must gather, write, edit wire, deliver on air. Contact
RADIO STATION KSTT
Davenport, Iowa

Production-Programming, Others

NEEDED IMMEDIATELY
By 50,000 watt network outlet in major market a radio personality with thorough MC experience to handle LIVE TALET & RECORD PROGRAMS. Must be experienced. Send photo, biography, references, expected salary and tape or disc to Box 235W.
BROADCASTING.

PERSONALITY
Box 96M, background and experience; handle
RADIO
L
BROADCASTING.

Situations Wanted
Announcers

PERSONALITY AVAILABLE
D.J. or LIVE
(informal style)
Metropolitan success; disc, photo, references. Stabile, Peller N. Y., Chicago, L. A., etc. for similar markets.
Box 200W, BROADCASTING

For Sale
Equipment etc.

SRT=SRT=SRT=SRT=SRT
SRT=RADIO
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time COURSES
ANNOUNCING - ACTING
SCRIPT WRITING - ADVERTISING
Outstanding Faculty of Network Professionals
Co-Educational - Day or Evening
Small Classes
Approved for Veterans
Write for Prospectus
DEPT. H
School of Radio Technique
890 Bldg., Radio City, New York 20, N. Y.
229 South Wabash Ave., Chicago 4, Illinois

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and city specialists. Salaries are costly; tell us your needs today.
Howard S. Frankel
TV & Radio Management Consultants
720 Bond Bldg., Washington 5, D. C.

Feature of Week
(Continued from page 16)

Major Market Opportunities
With Favorable TV Potentials

California
$225,000.00
A very successful and well established network station located in one of California's most desirable larger markets. Ideal living conditions.

New England
$100,000.00
Controlling interest in a splendid 5,000 watt network facility located in one of the first fifty markets in America. Showing consistent increase with unusual TV situation.

Appraisals - Negotiations - Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn
Ray Y. Hamilton Lester C. Smith
Sterling 424-1
235 Montgomery St.
Delaware 5-7738
EX 2-5672

New Business
(Continued from page 16)
same city, to handle Dr. Brown's Cel-ray, True-Fruit and Schultz's Beverages accounts.

SARDEAU Inc., N. Y. (Suspicion Perfume), names Wexton Co., same city.

ROBERTS, JOHNSON & RAND DIV. of International Shoe Co., St. Louis, names Henri, Hurst & McDonald, Chicago, to handle entire line replacing contract with same agency to handle children's and men's shoes only.

MOTOROLA Inc., New York (television, home, portable and automobile radios), appoints Getesch & Richards, same city.

HOUSE OF MAPLE, S. F. (furniture), appoints Lee Wenger Co., same city.


THE FURNITURE FOUR, Portland, cooperative buying and promotion organization of retail furniture stores, appoints Jack Clegenhan Adv., same city.

F. S. HARMON Co., Tacoma, Wash. (furniture manufacturers), names The Condor Co., that city, to direct advertising and public relations.

SCIENTIFIC BRAKE SERVICE LABS. and HOLWIN Corp. (electronics, refrigerator defrosters), both Chicago, name Schoenfeld, Huber & Green, same city.


MILES LABS., Toronto, names Robert Otto & Co. to handle its extensive campaign for Alka-Seltzer and One-A-Day multiple vitamin capsules.

Adpeople

EDWIN W. EBEL, director of sales and advertising for Post Cereals, named advertising director of General Foods Corp., N. Y.

JOHN MOORE, former partner of Aubrey, Moore & Wallace, Chicago, has started 17-week free evening course in advertising at Pasadena (Calif.) City College.

W. D. HOGUE to Procter & Gamble Co. of Canada, Toronto as advertising director and member board of directors.

WPPA & 'JOURNAL'
Unite in Promotion

WPPA Pottsville, Pa., and The Pottsville Journal are cooperating in a joint promotion venture to bring listeners up-to-the-minute local news.

Monday through Friday, a newspaperman is heard over WPPA at 4 p.m. in a five-minute local news summary. Voice recordings of newspapermen are heard all morning, promoting the afternoon newscast.

Ed Romance, WPPA program director, believes that such cooperation is a forward step for the station. He said, "We have been in operation almost six years. In all that time the newspapers were cold in their relations with this new medium. However, we never did antagonize them figuring that we are all in the same boat, and as long as people advertised, we should be happy. Our theory is that all media should be used, whenever possible in advertising. We hope that our arrangement with the newspaper sets an example in all markets where newspapers try to move radio or vice versa."

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Broadcasting • Telecasting
FCC Actions (Continued from page 88)

February 7 Applications

WYVM San Juan, P. R.—SSA for 810 kc, 25-kw-D, 10-kw-N, DA. Modification of CP

WIMS Michigan City, Ind.—Mod. CP, as mod., which authorized new AM station, for approval trans., ant. and main studio locations.

WSWF Warsaw, Ind.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

WBFN Willsboro, N. Y.—Mod. CP, which authorized new AM station, for approval trans., ant. and main studio locations.

WRAY West Ogden, Utah—APPLICATIONS for new AM station, to change ERP and ant. height.

License Released

Following stations request renewal of license:

WTNB Birmingham, Ala., WRAG Carrollton, Ala., WFKY Cullman, Ala., WBRS Huntsville, Ala., WMRG Bainbridge, Ga., WMDG Brunswick, Ga., WMMJ Cordele, Ga., WNSS Statesboro, Ga., WOR, WORR, Tuscaloosa, Ga., and WMPA Mayaguez, P. R.

Application Returned

WPDQ Jacksonville, Fla.—RETURNED application for acquisition of control by James R. Stockton through purchase of common stock. Stockholders own shares common stock (60%) by Linton D. Baggs Jr.

STREIBERT COMMENDED

By Mac's Strauss

COINCIDENT with completion of the merger of R. H. Macy & Co.'s WOR New York radio and television properties into Crocker Co. [B&T, Feb. 4, Jan. 21], Macy's president, Jack I. Strauss, sent a letter to WOR President Theodore C. Streibert commending him and "each individual in your organization" for "all your effort and accomplishment over the years of Macy ownership."

The letter, released last week, to Mr. Streibert, president of WOR in New York, said: "The organization may well take great satisfaction and pride in achieving the position of prominence in your industry which is enjoyed by WOR. It is most important that you have also established WOR in the hearts and minds of the vast population which you serve as a faithful and important influence in their lives."

Under the merger, General Tire owns 90% and the Macy company 10% of the newly-unified radio-TV operations, which includes the Yankee and Don Lee networks and almost 60% of the stock of Mutual, in addition to the WOR stations. Mr. Streibert, president of WOR stations and Macy ownership, continues in that capacity under the merger.

WKRC Improves Signal

WKRC Cincinnati has installed a new type limiter amplifier on its transmitter to assure its listeners better reception. A clearer signal and minimum of static and interference comes from the station in modulation percentage. WKRC Manager Herman Fast increased

BROADCASTING  *  Teletesting

box score

SUMMARY THROUGH FEBRUARY 7

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*On the air. (Also See Actions of the FCC, page 88)

Docket Actions

FINAL DECISION

Oklahoma City, Okla.—Johnnie West Crabtree, FCC adopted decision for default application for new AM station, 1500 kc, 10 kw-D. Decision Feb. 5.

APPLICATIONS

PREPARED—Dart-Brooktown, Inc. FCC preparing decision toward grant of application for 1600 kc, 5 kw-D. Initial decision Feb. 5. Application for consent to operate, authorized.

DECISION Feb. 5.

Whitehorse Valley, Va.—FCC grants authority to Thomas J. McGee, licensed new AM station in Whitehorse Valley, Va., assigned call letters WTUX and amendment of maximum ERP to be 250 watts. Initial decision Feb. 5.

ORDER

WTUX Wilmington, Del.—Port Frey Co. FCC granted authority to construct and operate AM station at Wilmington, Del., assigned call letters WACL and amendment of maximum ERP to be 30 kw. Initial decision Feb. 5.

Non-Docket Actions

TRANSFER GRANT

KBCU Corona, Calif.—Granted application, to serve area served by American Pacific Radio Co. Broadcasting, a limited partnership, of Indian, Calif. FCC opens transfer grant application for construction of station. Initial decision Feb. 7.

New Applications

TV APPLICATIONS

Lubbock, Tex.—Plains Radio Co., Ch. 5 (76-82 mc), ERP 59.2 kw visual, 20 kw audio, antenna height above average terrain 500 ft. Estimation indicates cost to be $250,721. Application filed Feb. 5.

PORT Arthur, Tex.—Fort Arthur Collocation, Inc. Ch. 6 (87-92 mc), ERP 17 kw visual, 5 kw audio, antenna height above average terrain 495 ft. Estimation indicates construction cost $250,721. Application filed Feb. 5.


WACO, Tex.—International Rockwell Collocation, Inc. Ch. 7 (76-82 mc), ERP 17 kw visual, 5 kw audio, antenna height above average terrain 300 ft. Estimation indicates construction cost $150,721. Application filed Feb. 5.

WALLA WALLA, Wash.—Walla Walla Broadcasting Co., Inc. Ch. 7 (76-82 mc), ERP 17 kw visual, 5 kw audio, antenna height above average terrain 300 ft. Estimation indicates construction cost $150,721. Application filed Feb. 5.

WABE Atlanta, Ga.—Atlanta Broadcasting Co., Inc. Ch. 7 (76-82 mc), ERP 17 kw visual, 5 kw audio, antenna height above average terrain 300 ft. Estimation indicates construction cost $150,721. Application filed Feb. 5.

AM APPLICATION

Pompano Beach, Fla.—Frisco Broadcasting Co., Ch. 1290 kc, 1 kw daytime; estimated construction cost $7,500. Initial decision Feb. 5.

TRANSFER REQUESTS

WKRO Madison, Ind.—Assignment of license from Muncie Broadcasting Co. to Warner LeRoy Stevens and Forrest H. Cooner, 810 kc, 1 kw, Ch. 5, for $10,000. Application filed Feb. 5.

WKUK Chicago, Ill.—Assignment of license from Indiana Broadcasting Co. to Warner LeRoy Stevens and Forrest H. Cooner, 1070 kc, 1 kw, Ch. 5, for $2,500. Application filed Feb. 5.

WKRL Burlington, Vt.—Assignment of license from R. F. Windgate Broadcasting Co., Inc., to Bill Rutledge and John Rutledge.

WKJG Youngstown, Ohio—Assignment of license from William J. Cline, Jr., to Johnnie B. S. Cline, Jr., for $2,000.

WKVI Des Moines, Iowa—Assignment of license from W. Roger Vincent, to Horace J. Stieber, 1350 kc, 1 kw, Ch. 5, for $7,500. Application filed Feb. 5.

WKID Indianapolis, Ind.—Assignment of license from Indiana Broadcasting Co. to Warner LeRoy Stevens and Forrest H. Cooner, 820 kc, 1 kw, Ch. 5, for $2,500.

WKMC Mahwah, N. J.—Assignment of license from R. G. Lempert, to mono Wireless Co., Inc.

WCMR Murphysboro, Ill.—Assignment of license from Paul F. McCall, to Robert F. McCall.

WLIS Fort Worth, Tex.—Assignment of license from R. C. Moore, to Jim D. Moore.

MLB Martin, Tenn.—Assignment of license from James D. McLeary, to Allen O. McLeary.

WLTV Lincoln, Neb.—Assignment of license from Willard F. Fitch, to Willard F. Fitch.

WLKZ Kansas City, Mo.—Assignment of license from Bertha B. Scott, to Bert Scott.

WYCD Cleveland, Ohio—Assignment of license from Asst. U.S. Dist. Attorney, to WOAC Broadcasting Co., for $1,000.

WPLA Lima, Ohio—Assignment of license from W. E. Taylor, to W. E. Taylor.

WERN Westover, W. Va.—Assignment of license from w. S. Wright, to w. S. Wright.

WFTH Cincinnati, Ohio—Assignment of license from W. E. Taylor, to W. E. Taylor.


WYRK Buffalo, N. Y.—Assignment of license from W. E. Taylor, to W. E. Taylor.

CLASS IV LICENSE APPLICATIONS

For new AM stations in Columbus, Ohio; Colorado Springs, Colo.; Scranton, Pa.; and New Orleans, La.

Pirating Suit

ARMSTRONG GETS DAMAGES

Pirating charges in the record industry filed recently by Columbia Records Inc. and trumpeter Louis Armstrong resulted in the musician being granted $1,000 damages and a consent injunction against defendant in New York Supreme Court Wednesday.

Paradox Industries and its president, Dante Bollitonti, agreed not to duplicate or copy any of the trumpeter's records, recorded originally by Columbia Records. The latter company voluntarily waived its demand for damages and an injunction. Armstrong's profits, Columbia took court action after learning that at least 30 different records with their label had been re-recorded in whole or in part for sale by other companies, and filed suit only about 10 days previously.

Irony of the particular case was that the pirated records were marketed as a series named Jolly Rogers.

Heads, KROD, KAVE

VAL LAWRENCE, newly elected president of KROD El Paso, Tex., is also president of KAVE Carlsbad, N. M. In the news story at the time this issue was printed, Dec. 29, Domance R. Roderick Sr., past president of KROD and now chairman of the board, was incorrectly identified as head of KAVE. Mr. Roderick is also vice president and general manager of the Southwest Network. Mr. Roderick serves that organization as president.

When Ur BMI "Pins Up" Hi—Published by Weiss & Barry

PLEASE, MR. SUN


On Transcriptions: Jo Ann Greer—Standard

February 11, 1952 * Page 93
three-day conference, attended by an estimated 100 manufacturers and held Tuesday through Thursday in New York were:

- A measure of faith in radio’s future was noted by observers, and plans to issue a report covering 1951 and part of 1952 radio set shipments according to area, similar to those issued by the RCA. TV sets were reported by officials.
- The board approved a plan to establish a system of honorary directorships, to give recognition to former directors and to companies not represented on the active board.
- The Trade Practice Conference Committee was reported virtually ready to submit to the Federal Trade Commission’s final recommendation on trade practice standards, consisting of some 84 proposed rules as described as having general industry support.
- The board approved a proposal that RTMA join the Institute of Radio Engineers in financing publication of a book-length report prepared by the Joint Technical Advisory Committee and dealing with conservation of the frequency spectrum.
- The board approved the issuance of an annual award to be presented during RTMA conventions to the individual or company adjudged to have made the year’s outstanding contribution to the industry.

By J. H. Hoffman, Machlett Labs, Springdale, Conn., was elected an RTMA vice president for the Transmitter Division to succeed W. J. Bann et, Collins Radio Corp., who had resigned for personal reasons.

Report On Prospects

The Television Committee’s task force report on the prospects for TV expansion following the freeze held that present inventories and current allotments of materials are sufficient to meet the material requirements for transmitters, studio equipment and antennas through the middle of 1953. The report showed 28 TV transmitters already delivered to prospective broadcasters, 20 in stock, and 154 in process of manufacture with the necessary materials assured.

Because of existing structures, the report continued, should reduce the demands for construction materials to a point where materials can be met under existing NPA regulations.

It was felt, however, that the anticipated post-freeze demand for new TV sets may exceed currently programmed production, though continuation of first-quarter NPA allotments would make possible extension of TV service to “more persons in more areas,” spokesmen reported.

“Optimistic” and “pessimistic” projections advanced by the group estimated that consumer demand for TV sets would be boosted by 750,000 to 1,600,000 sets in the second half of this year and the first half of next, as a result of the anticipated freeze-lifting. It was felt increased demand could be met, though perhaps not completely satisfied by the current rate of production and consumption of critical materials.

The investigating group said that “national policy gives recognition to the essentiality of a complete national communications system ... that television potentially is the most powerful system of communication yet devised ... that implementation of the national policy on preparation for defense is to develop all components essential to defense as rapidly as is consistent with availability of materials.”

List Materials

The report included detailed analyses of amounts of such materials as carbon steel, alloy steel, stainless steel, copper and brass, and aluminum needed for construction of transmitters, studio equipment and antennas. Though steel for antenna towers is a critical item, the committee felt needs could be reduced by placing antennas atop existing buildings.

Members of the task-force group are William H. Chaffee, Philco Corp., chairman; Keeton Arnett, DuMont Labs; Admiral Edwin D. Foster, RCA, and C. W. Michaels, General Electric.

In other activities during the conference, the name of the recently reorganized Transmitter Division was changed to Technical Products Division and it was reported that an intricate government relations unit, designed to ease the complexities of doing business with the government, is in process of formation [B&T, Jan. 28].

The Advertising Committee explored the question of a broad, long-range public relations program on behalf of the manufacturing industry and also reported “very encouraging” preliminary results from the FM-promotion test campaigns being conducted with NARTB in North Carolina and Wisconsin and slated to start in Washington, D.C., in March. Possibility of extending the FM campaign into other areas was foreseen.

It also was pointed out that manufacturers had agreed to donate transmitters to radio-phonograph combinations to be awarded to state winners of the Voice of Democracy contests, also sponsored by RTMA and NARTB.

Los Angeles was designated as site for the 1953 joint meeting of RTMA and its Canadian counterpart (this year’s is to be held in Canada) and spokesmen said various locations throughout the country would be picked for other meetings.

RTMA officials at the conference were led by Robert C. Sprague, Sprague Electric Co., RTMA board chairman, and Glen McDaniel, president.

PLANS now are complete for an overseas flying trip which will take some 50 newsman, including about 25 broadcasters, to approximately 15 countries of Europe and the Near East.

Trip is being organized by James L. Wick, newspaper publisher with offices in New York, who explained that every time he has returned from abroad, he has had newsman say to him, “Let me know next time, so that I can go along.” Entire journey will be made via P a an American World Airways.

The group will gather in Washington Feb. 28 for a briefing by the State Dept. and reportedly a chat with President Truman.

Mr. Wick will be host at a party in New York Feb. 29. On March 1, the newsman will take off for Frankfurt, Germany.

Itinerary includes Berlin, Vienna, Belgrade, Athens, Istanbul, Ankara, Tel Aviv, Jerusalem, Teheran, Rome, Paris and London. The group is slated to return about April 1, although members of the party can make private arrangements to remain abroad longer.

Interviews already have been arranged with Marshall Tito, Mossadegh, Adenauer, Anthony Eden, John McCloy, Pope Pius XII, Gen. Dwight D. Eisenhower, U. S. ambassadors, ECA officials and other dollars.

For expenses other than meals, the cost per person is reportedly $1,500-$1,600. Among the broadcasters to be aboard is R. C. (Jake) Embry, vice president of WITI Baltimore. Mr. Embry will send daily tape-recorded reports and interviews with WITH for use in the station’s overall news coverage.

Mr. Embry said Mrs. Embry was accompanying him on the trip and that she will tape-record the “women’s angle” for use over WITH. He added that he and his wife plan to remain in Europe a little longer than April 1 and tentatively plan to visit Switzerland.

Among other broadcasters making the trip will be Mr. & Mrs. Frederick L. Allman, WSYA Harrisonburg, Va.; Mr. & Mrs. John J. Fisher, KZOE Tuskegee, Calif.; Hugh Boyd, WDHN New Britain, N. J.; John F. Coccoran, Philadelphia; Tim Elliot, WJUDE Akron; Mr. & Mrs. John E. Fetter, WKZO-AM-Tyalma, Mich.; Mr. & Mrs. Fred, WGBS Chicago; Mr. & Mrs. Elmo E. Hanner, WHRC-TV Tampa; Mrs. J. A. Harnish, KOOS On- tario, Calif.; Fred Hartman, KRL Baytown, Tex., Mrs. Alice C. Holmes, Mrs. Arthur Hollo, WFAN Allisice, Ohio; David D. Howe, WHOF Burlington, VT; Mr. & Mrs. Elmer S. Hubbard, WGNX Middletown, Conn.; Mr. & Mrs. E. C. Jenkins, KFOX El Centro, Calif.; William H. Kreuger, KDAL Duluth; Mr. & Mrs. Richard Field Lewis Jr., WINC Winchester, Va.; Harold McWhoret, WHAW West Lafayette, W. Va.; Jack Neil, KTRM Beaumont, Tex.; Roy Palmateer, KOCG Cen- terville, la.; Mr. & Mrs. John R. Pepper, WDIA Memphis; Mr. & Mrs. Daniel H. Ridler, WTCN-AM-TV Minneapolis; Mr. & Mrs. V. J. Steel, WVJS Owensboro, Ky.; Ronald B. Woodard, WONE Dayton, Ohio.

Overseas Junket for Newsman

To Include Approximately 25 Broadcasters

Mr. Embry

WHDH Boston, said to be the first major independent in the country to be signed for extensive promotion of RCA Victor’s 45 rpm phonographs, gets underway with its program, Swing to 45. Promotion is via an across-the-board report show and additional spotting of the discs at 45 minutes past the hour. Checking operation are (to r, standing): George Prutting, New England record representative, RCA Victor; George Perkins, WHDH program manager; J. F. Applegate, Record Div., Eastern Co. distributor, and William McGarrah, WHDH managing director. At table is Daniel Leary, member of station staff.

Broadcasting • Telescating

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KOBA Little-Rock, Ark., to focus attention on dangers of highway accidents, interrupts programs to report traffic fatalities in the state.
EIGHT MINUTES after the death of King George VI of England was reported at Sandringham Castle (5:58-6:00 a.m., EST), news was telecast throughout the United States by radio, with WCBS New York reporting the first clocked announcement at 5:53 a.m. Wednesday. Telecasts were heard and read the first reports on NBC-TV’s Today at 7 a.m.

Broadcast pickup of the unexpected development was made by all major networks as well as stations giving spot announcements at the start of their broadcast days and interrupting programs to fill in details as they become available. By evening, American audiences were hearing special programs dedicated to the King and the royal family and describing the traditions of the British monarchy.

The next day, all major networks were carrying Winston Churchill’s eulogy to the King at 4 p.m. EST, with recordings and rebroadcasts scheduled throughout the evening.

ABC radio first broadcast the news at 6:10 a.m. with Romney Wheeler speaking from London, plus a man-in-the-street reaction during the studio checking the 8 a.m. World News Roundup. The network followed with an obituary at 1 p.m. with Leon Pearson narrating the special, composed of the King’s speeches and taped private interviews.

Pickups from Buckingham Palace; Paris—where Mrs. Roosevelt mourned the monarch—Ottawa, Tokyo, Korea and back to New York, were carried by NBC radio on Morgan Beattie’s two evening programs. A 25-minute King’s Memorial to the King was broadcast at 10:35 p.m.

After breaking the news at 5:53 a.m., CBS Radio followed with special bulletin pickups several hours later, with reports directly from London—including a record of the original BBC announcement—on the 8 a.m. World News Roundup and the 9 a.m. CBS Radio News of America. By 4 p.m., CBS radio correspondents in capitals around the world were giving global reaction to the King’s death in a special 15-minute broadcast.

ABC radio listed its first bulletin at 7:45 a.m. and had London Correspondent Frederick Opper in front of the mike for a 7:45 a.m. report from the scene, followed by excerpts of radio interviews with the King. From Buckingham Palace, the birthday speech of then-Princess Elizabeth and a recorded statement from the King’s personal secretary, Stan Acheson, were carried. A special dramatization of the King’s life, The People’s King, was prepared in time for a half-hour broadcast at 10:30 p.m. Wednesday evening. Another special event, Royal Occasion, an hour-long documentary on Elizabeth II, was scheduled the following evening.

Mutual’s Norman Michie short-ported the King’s death and international developments, resulting from the King’s death, starting at 9 a.m. and continuing throughout the day, with special attention given to Queen Elizabeth II’s return Thursday morning. A kaleidoscope radio-picture of the King’s life was prepared by Mutual for early Wednesday evening via MBS.

Voice of America, currently scheduling 50 hours a day in 46 languages, transmitted the initial news, then commentaries and finally press quotes in every tongue, shifting into the story immediate as part of VO’s around-the-clock hostility. In English, Swing, one-time U.S. interpreter for the BBC, gave a combined Anglo-American report.

Local Stations Air News

Local stations, without the advantage of their own overseas correspondents, emphasized straight news reports.

Although slower in initial delivery, television networks were able to show selected special films of the late King’s reign, news stills of his last public appearance and pictures of Elizabeth II. Video and pictures were made available as well as audio reports.

Video beat was achieved by the early morning Today on NBC-TV with Romney Wheeler reporting from London a few minutes after M.C. Dave Garroway made first announcement of the news at 7 a.m. Coverage included telecasts from New York, London, Washington, and special films, arranged in an hour’s time.

Reports from BBC were shown on NBC-TV at 11:45 a.m., including last pictures of the King before his death. Two special video tributes, produced by Francis C. Minton, director of news special events, were on the air at 6 and 11:15 p.m. the same day.

CBS-TV telecast a special biography of the late monarch from 10-10:15 a.m. and the Douglas Edwards program at 7:30 p.m. feature pictures of Queen Elizabeth II in Kenya, background shots of the King’s life and rule and Dean Acheson’s statement of American sentiments.

Radio, TV Flash News to U.S. - WJLB Spots

WJLB, Detroit independent, aired the following promotion announcement between all stations.

WIZ-TV, ABC’s key TV outlet in New York, carried a full report of the death with still pictures and commentary at 10:30 a.m. Station arranged for steady coverage from U-P Fox Movietone News, ABC news bureau around the world, graphic arts aids and still pictures on the John Daly show at 7 p.m.

Announcing the King’s passing as soon as the broadcast day started at 10:15 a.m., the DuMont network gave minutes to details during its 12:15 p.m. news round-up. Special documentary, Heir to the Throne, was prepared for noon showing, then Lady Crossfield, close friend of the royal family, was interviewed by Juliane Caffrey of DuMont’s Women’s Club.

WPIX (TV), Daily News TV station in New York, carried 90 seconds on the news at its 11:42 a.m. sign-on with 10 minutes of special programming Newswave. Roundups of further developments were carried for five minutes at 3 and 4 p.m., plus other coverage on regular news shows.

Canadian stations cancelled all commercial programs the day King George VI died and plan to cancel all sponsored shows the day of his death. Vice President of WJLB, Detroit, H. H. Hult announced last week. Mr. Duncan’s career in radio, starting in 1926, includes eight years as an account executive with the NBC network and 10 years with WNEW New York, where he rose from sales executive to vice president in charge of sales and was credited, with helping in the development of the station’s block programming formula. Leaving WNEW in 1948, he became radio consultant for WSNY Schecheyden, then moved to New York in 1960 as sales manager of WPIX (TV), which he left last year to become assistant to the president of Paul H. Rayner Co., station representation firm.

February 11, 1952

Duncan to MBS

WALTER DUNCAN, in radio sales for more than 25 years, has been named an account executive with Mutual Broadcasting System, Sales Vice President of WJLB, Detroit, H. H. Hult announced last week. Mr. Duncan’s career in radio, starting in 1926, includes eight years as an account executive with the NBC network and 10 years with WNEW New York, where he rose from sales executive to vice president in charge of sales and was credited with helping in the development of the station’s block programming formula. Leaving WNEW in 1948, he became radio consultant for WSNY Schecheyden, then moved to New York in 1960 as sales manager of WPIX (TV), which he left last year to become assistant to the president of Paul H. Rayner Co., station representation firm.
manufactured. NPA made no commitment that it would revive ban, which stirred protests of theatre color TV interests and others.

Predominant view of industry representatives was that regulation should be retained to prevent diversion of skilled technicians. A few manufacturers, for reasons of conservative grounds no substantial amount of materials or manpower would be saved. Others suggested midline course—amending order to limit prohibition to home color receiver production only. This would open way for theatre and other applications.

Gen. Sarnoff’s 10-page statement listed CBS “promises” for its color TV service and equipment and then described performance this way: CBS could not put its color sets on the market. But instead of offering them for about $360, CBS offered color receivers in black and white for $249 a piece at a price of more than $900 for the set including installation and taxes. A 25-minute time slot in the set market in which prices were dropping rapidly and, CBS said, prices of its black and white sets by 20%, CBS more than doubled the price of its mechanical color television.

As for adaptations which the CBS promised, it never put any of them on the market. Instead, the receiver production was cut from $130 to $150 as it promised the FCC. CBS announced in July of 1951 that it would cut and slave converters on the market which would sell for about $250. These converters likewise never reached the market.

CBS committed itself to the FCC and to the public by the number of hours weekly it would broadcast its incompatible color programs. President Stanton promised on March 19, 1950, that within two days after its system was adopted exclusively CBS would broadcast six hours a week (Monday-Friday) and that such broadcasts would immediately be available for color receivers.

Mr. Stanton also promised that, as a minimum, the theatre color TV market would expand its network color broadcast to at least one week and that these 20 hours would include half-an-hour-a-day, five days a week between the choice broadcasting hours of 6:00 and 8 p.m.

How do these promises compare with the performance? CBS never broadcast even half of its promised regular schedule of 20 hours of color a week by April 30, 1952.

What little color CBS did broadcast was confined almost exclusively to Sunday mornings as I know, CBS never did broadcast any schedule of color programs during the choice hours from 6 to 8 p.m.

Partial text Dr. Stanton’s rebuttal to Gen. Sarnoff’s statement.

Everybody knows that CBS has been the leader in the long and difficult struggle to bring color television into people’s homes. It is also true that Mr. Sarnoff has been a vigorous opponent of Mr. Sarnoff. The contributions which CBS has made to the advancement of color cannot be obscured by unprincipled attacks.

1. RCA has been promoting various compatible color systems for six years. In fact, the date has long been noted which RCA has promised at the time when its system would be ready and perfected.

If Mr. Sarnoff really believes that the RCA color system is now ready to be adopted, he well knows that the FCC, and not the manufacturers, is the go to. He himself has repeatedly pointed out that the FCC has left the door open for reconsideration of his system. In the interest of the public, manufacturing and broadcasting, RCA put an end to the doubts and confusion which it has created. He has spent months on end investigating the new color television standards should be adopted—and if he believes he can support his position on the system in a week before the FCC where they can be resolved by testimony under oath and by actual demonstration of performance.

Dr. Stanton, in his first statement, told NPA earlier his understanding of October, agreement was that if a manufacturer did not require additional allocations to make color receivers, he was free to make (them).

While order effectively carries out agreement to suspend mass color TV production, “it is impossible to conclude that it goes beyond the conservation of materials,” Dr. Stanton said, adding that no more materials are saved by order than through refusal of NPA to issue greater allocations.

Dr. Stalin also questioned application to non-home color TV receivers, and said clarification is needed governing non-broadcast use and for question of “facilitating future reception of color.”

Sen. Johnson, who attended as observer, said he was satisfied with meeting but would not comment on outbursts by the FCC. “This人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人人
"IN THE HEART OF AMERICA...

It's The

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Team and It's

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COMPLETE ... EFFECTIVE ... CONSISTENT!

The KMBC-KFRM Team is still making broadcast history in the Heart of America. According to the 1951 survey of 2,672 interviews with rural and urban listeners from 141 counties in the area served by The Team, made at the State Fairs in Missouri and Kansas, and the American Royal in Kansas City, KMBC-KFRM personalities and farm program services remain at the top—and by a wide margin. Year after year, survey after survey turns up the same story—KMBC-KFRM superiority in all categories. The best in radio programming combined with the finest of facilities, has built for The Team a more-than-average share of the radio audience in the Heart of America. It is this loyal audience that insures Team advertisers day in, day out, complete, effective and consistent coverage of the great Kansas City primary trade area. Now, With KFRM An Affiliate of the CBS Radio Network, Audiences Will Be Greater Than Ever Before—As Will Sales of Team Advertisers’ Products!

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The KMBC-KFRM Team

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Detroiters are as accessible to advertisers in their cars as they are in their homes . . . through 501,900 auto radios.

That's the bonus audience delivered by WWJ, Detroit's most-listened-to station. Add that to the 1,262,500 radio homes in the WWJ primary coverage area—728,000 of which are radio ONLY homes—and you'll realize why WWJ sells so effectively. And so economically, also . . . because WWJ's average cost-per-thousand listeners in the Detroit market is 14.5% less than the average cost-per-thousand for radio time in Detroit.

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