We like to talk to PENNY PINCHERS!

Time buyers who watch every penny are the ones for WITH! Because on WITH every penny counts! WITH's rates are low—and WITH's audience is big. That's a combination that produces low cost results.

Here's proof: local advertisers must get immediate, profitable results from any advertising medium. And WITH regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town!

Get the whole exciting story about WITH from your Forjoe man. Do it today!
Here’s proof of QUALITY of WHAS PROGRAMMING...

"The Old Kentucky Barn Dance"

... draws 18,500 people to Louisville’s Armory.

JAMMING THE LOUISVILLE ARMORY! TURNING AWAY 10,000*! THE OLD KENTUCKY BARN DANCE MAKES HISTORY!

Farmers moved their milking schedules ahead... Traffic outside the Jefferson County Armory was backed up for three blocks... Even the cast had to fight their way in... for this history-making event. And what was the magnet? The finest collection of local talent ever heard in the Kentuckiana area, "The Old Kentucky Barn Dance." This popular show is a regular Friday night feature on WHAS (7 to 8). Act now, availabilities won’t last long.

*Official police estimate 8,500 capacity, 10,000 turned away.

Mobbed in the best Hollywood tradition for autographs. L. to r.: Tom "Cactus" Brooks and Randy Archer sign as thousands peer. Featured with them in the three hour "Old Kentucky Barn Dance" extravaganza were such WHAS stars as Jonie Workman, Bob Fischer, The House Sisters, the Red River Ramblers, the Bell Family and Maggie Mae. All pre-program publicity was via WHAS.

Basic Affiliate of the CBS Radio Network

WHAS

The only radio station serving and selling all of the rich Kentuckiana Market

50,000 WATTS ★ TA CLEAR CHANNEL ★ 840 KILOCYCLES

INTEGRATED • ESTABLISHED 1922

VICTOR A. SHOLIS, Director ★ NEIL D. CLINE, Sales Director

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES
Do Some Independent Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today...some independent thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading independent radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

<table>
<thead>
<tr>
<th>Station</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCUE</td>
<td>Akron, Ohio</td>
</tr>
<tr>
<td>WBMD</td>
<td>Baltimore, Maryland</td>
</tr>
<tr>
<td>WBNY</td>
<td>Buffalo, New York</td>
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<tr>
<td>WJMO</td>
<td>Cleveland, Ohio</td>
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<tr>
<td>WVKO</td>
<td>Columbus, Ohio</td>
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<tr>
<td>KMYR</td>
<td>Denver, Colorado</td>
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<tr>
<td>KCBC</td>
<td>Des Moines, Iowa</td>
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<tr>
<td>WIKY</td>
<td>Evansville, Indiana</td>
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<tr>
<td>WCCC</td>
<td>Hartford, Connecticut</td>
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<td>Indianapolis, Indiana</td>
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<td>WJXN</td>
<td>Jackson, Mississippi</td>
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<td>Nashville, Tennessee</td>
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<td>WBOK</td>
<td>New Orleans, Louisiana</td>
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<td>WWSW</td>
<td>Pittsburgh, Pennsylvania</td>
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<td>Portland, Oregon</td>
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<tr>
<td>WXGI</td>
<td>Richmond, Virginia</td>
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<tr>
<td>KSTL</td>
<td>St. Louis, Missouri</td>
</tr>
<tr>
<td>WMIN</td>
<td>Minneapolis-St. Paul</td>
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<tr>
<td>KNAX</td>
<td>Salt Lake City, Utah</td>
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<tr>
<td>KITE</td>
<td>San Antonio, Texas</td>
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<td>KSON</td>
<td>San Diego, California</td>
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<td>San Francisco, California</td>
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<td>Spokane, Washington</td>
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<td>Springfield, Massachusetts</td>
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<td>KSTN</td>
<td>Stockton, California</td>
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<td>WOLF</td>
<td>Syracuse, New York</td>
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<td>KFMI</td>
<td>Tulsa, Oklahoma</td>
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<tr>
<td>WNEB</td>
<td>Worcester, Massachusetts</td>
</tr>
<tr>
<td>WBBW</td>
<td>Youngstown, Ohio</td>
</tr>
</tbody>
</table>

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding independent station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP
KRLD-TV
gets 'em!

Every week, by word or letters from KRLD-TV advertisers, overwhelming and conclusive

PROOF PILES UP!

Home folks know Best!

This is why
KRLD-TV
CHANNEL 4, DALLAS
is your best buy

PROGRAMS IN DALLAS • FT. WORTH

TEXAS' HIGHEST POWERED TV STATION • Serving the
SOUTH'S LARGEST METROPOLITAN MARKET AREA

Owners and Operators
of
KRLD
50,000 Watts
Serving Dallas—Fort Worth
and the Great Southwest

John W. Runyon, President
Clyde W. Rembert, Managing Director
BROADCASTING • Telecasting

WHEN WILL network business situation stabilize—now that big accounts are entering second round in drive for rate concessions? Best guess is that it will take at least another six months for radio's unapproached circulation, stability won't come until fall of 1953, when there will be more TV stations in more markets, and results thereby can be gauged.

AGGRESSIVE steps to meet radio rate-cutting attempts head-on expected to come out of unheralded meeting of NARTB's AM Committee today (Monday), with more to be heard of plans at Chicago convention.

RESULTS of confidential survey—still being held back—discloses that radio is must medium for dime-to-dollar consumer products (cigarettes, soaps, toothpastes, etc.) while TV pays off best for big non-repeats, like automobiles, refrigerators, carpeting, etc.

WHY'S THERE so much talk about network rate-talent deals, and nothing at all about printed media—notably magazines? Answer: When deal is made by account with magazine, (special discounts, merchandising including kitchen sink, etc.) only two people know it. In network radio, 'tis argued, network first must get clearance of affiliates, then everybody knows about it.

ANNOUNCEMENT shortly will be made of appointment of Gayle Grubb, ABC vice president in San Francisco (KGO-AM-FM-TV) as vice president and director, Forti Company. In charge of Detroit operations (WJLB-AM-FM-TV), he succeeds Richard E. (Dick) Jones, who resigned two months ago, but has not announced plans.

PRESIDENTIAL Telecommunications Advisor Haraden Pratt won't get around to U. S. domestic frequency problems—needs of government departments vs. private users—for another six months. While discussions with FCC and IRAC (Interdepartment Radio Advisory Committee) are held periodically, Mr. Pratt and his aides currently are mired in international broadcasting question and specifically 4 mc-27.5 mc band. Pressing need is to implement ITU Atlantic City agreement governing fixed service frequencies.

RE-proposed "frequency management" policy drafted by executive unit of the Technical Policy Steering Committee a fortnight ago, FCC reportedly has given its assent. Policy recognizes need for transfer of frequency rights among all users "as required in the national interest." Practical application of policy, when enacted in due course, could mean greater share of spectrum space for radio-TV broadcasting and other private users through FCC, if IRAC (Defense, State, other departments) relinquishes frequencies.

SIGNS of interest in TV network station performance under new video code already apparent, with more than one group recording (Continued on page 6)

MCCANN-ERICKSON ANNOUNCES PROMOTIONS

PROMOTIONS for seven executives of McCann-Erickson, N. Y., announced by Marion Harper Jr., agency president.

Thomas H. Lane, vice president in charge of national TV, elected to board of directors and will assume new duties as senior service division manager, reporting to president.

Alfred J. Scalpone, vice president, becomes general executive coordinating radio and TV activities in domestic and overseas office.


82 STATIONS, 4 NETWORKS SUBSCRIBE TO TV CODE

TOTAL number of subscribers to NARTB Television Code was 82 stations Friday afternoon, eve of March 1 effective date. Four TV networks are subscribers (early code story page 65).

Added to list of 77 station subscribers previously announced were WATV (TV) Newark; WCPO-TV Cincinnati; WFRA-TV Dallas; WTVN-Davenport, Iowa; WOR-TV New York.

GRABHORN RESIGNS NARTSR

NARTSR board of directors, at special meeting Friday afternoon called by Vice President Eugene Katz in absence of President J. W. Wood, accepted resignation of Murray Grabhorn, general manager, who is joining Edward Petry Co. March 16 (see earlier story, page 29). No successor to Mr. Grabhorn was named.

BUSINESS BRIEFLY

P&O SWITCH • Procter & Gamble's Cheer, through Young & Rubicam, N. Y., understood to be planning to switch its spot radio budget into network by sharing sponsorship of Pepper Young's Family on NBC radio, five times weekly, with P & G's Camay soap.

CLORETS SPOT CAMPAIGN • American Chicle Co., N. Y. (Clorets), through Dancer-Fitzgerald-Sample, N. Y., breaking another spot campaign starting March 17 in 15 radio markets.

TEXAS SATURATION DRIVE • General Foods, N. Y., is starting saturation spot campaign in Texas for its instant Maxwell House coffee, effective today (Monday) for two weeks. Live copy with booklet offer will be used.

SHOE POLISH LATE • Griffin Mfg. Co., Brooklyn (Griffin shoe polish), launches its annual spot campaign this year—two months later than usual, starting early this month on about 175 stations throughout U. S. Bermingham, Castelman & Pierce, N. Y., is agency.

S. E. P. RENEWS • Curtis Pub. Co. (Saturday Evening Post) renews Keep Posted on DuMont network. Agency: BBDO, N. Y.

LUSTRE COLOR EXPANDING • Colgate-Palmolive-Peet, Jersey City, through Lennen & Mitchell, N. Y., presently using small six-week radio spot test for its Lustre Color, will expand in 29 top markets if test is successful.

ADAM HATS EXPANDS • Adam Hats, N. Y., through Hirshon-Garfield, expanding radio spot schedule, effective March 17 for four weeks.

SWITCH PROGRAM • Electric Companies Advertising Program, New York, switches its Meet Corliss Archer show from CBS Radio to ABC Radio, Sunday, 9-15-45 p.m. effective (Continued on page 93)

MBS 30 Per Cent Stock Rule Eliminated

CLEAR VOTING control of Mutual Broadcasting System assumed by General Tire & Rubber Co. after half-day session in which representatives of all MBS shareholders approved elimination of by-laws based on any single entity voting more than 30% of stock. Through acquisition of Don Lee Broadcasting System and more recent merger of its own radio-TV interests with those of WOR-AM-FM-TV New York, General Tire owns almost 60% of MBS stock.

Action to remove by-laws' stock voting restrictions was taken at MBS board meeting in Miami Thursday and was described as unanimous. Thomas F. O'Neill, Mutual chairman and General Tire vice president, presided.

Question of change in Mutual's type of operation, which has long been subject of speculation, was not discussed at meeting, it was reported. All present board members continuing to serve.

Annual meeting of stockholders, when officers and directors are elected, set for April 24 in New York. At that time renewal of President Frank White's contract also will be decided; his present three-year pact expires April 30.

Miami meeting was described as "wholly harmonious," with what had been expected to be a two-day agenda dispatched in one long half-day session. MBS board members, in addition to Messrs. O'Neil and White, are Elbert M. Antirn, WGN Chicago; Willet H. Brower, Don Lee network; H. K. Carper, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. R. Poppele, WOR New York; Frank Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee network; James E. Wallen, MBS.

for more AT DEADLINE turn page

March 3, 1952 • Page 5
NEW RADIO-TV SERVICE STARTED BY NIELSEN
NATIONWIDE measurement service covering weekly and monthly audience coverage of radio and TV stations and networks now placed in operation by A. C. Nielsen Co. Service purchased by NBC under contract calling for longest single survey ever made by the research firm.

John K. Churchill, Benton & Bowles media research director, joins Nielsen firm in New York today (Monday) as vice president. Duties include direction of new service.

Six-point project said to include weekly audience for each station and network for entire U.S. and separately for each county or other economic area, showing within few hours unduplicated coverage of any proposed station or network group; composition of weekly audience by frequency of listening and economic status, family size and composition, TV ownership, car ownership, race, farm ownership; mobility of audience of any station and network; homes reached per minute by each network affiliated radio station, by morning, afternoon, evening; out-of-home radio listening; ownership of multiple radio sets, car radios and TV sets.

THIRD FM PROMOTION DRIVE STARTS IN WASHINGTON
THOUSAND of announcements calling attention to District of Columbia "FM Month" campaign being broadcast by AM and FM stations in Washington and surrounding area. Drive started Saturday. It is third conducted under NARTB and Radio-Television Mfrs. Assn. auspices, with cooperation of dealers and distributors, as means of stimulating FM set sales and listening.

Sales of FM sets rose sharply in North Carolina as result of campaign in that state, first of series, according to John Smith, NARTB FM director.

TV APPLICANTS ASK FOR REVISIONS
BELIEVED to be first of pre-freeze TV applicants to revise application to meet expected changes in allocations, WEMP Milwaukee Friday filed amendments for 100 kw on Channel 6 with 1,021 ft. antenna height above average terrain. New transmitter site on northside of Milwaukee is 170 miles from nearest co-channel transmitter, WOC-TV Davenport. Milwaukee station, 45% owned by WTN-AM-FM-TV Minneapolis, went through part of hearing before 1948 freeze was imposed. In revised application, WEMP also updated cost figures, estimated $900,000 construction costs (vs. $288,000 in old application); $916,000 cost of first year's operations (vs. $116,000). FCC proposed to delete Channel 6 from Milwaukee in "Third Notice" last year. That was based on 180-mile minimum city-by-city separation factor.

TITO INTERVIEW
UNITED PRESS Movietone Television Films announced Friday release of exclusive interview with Marshall Tito of Yugoslavia who, in English, sent personal message to American people asking for sympathy with his efforts to "Create a happy new young Yugoslavia."

In this Issue—
For first time Congress begins to face the question of what privileges to accord radio and television in covering Congress. It's forced to face it by a summary ruling of Speaker Sam Rayburn ousting radio-TV from all hearings. A show-down battle is indicated. Page 23.

Big retail clothing chains are planning radio budget expansions. Page 27.

As predicted, Vice Chairman Walker becomes chairman of FCC and Robert T. Bartley, Sam Rayburn's nephew, moves into Commission vacancy. Page 25.

CBS is hungry for television stations. It has several in the works to pick up the maximum of five owned outlets—either by purchase, trade or partnership. Page 23.

Wayne Coy has another deal on the fire with Time Inc. He and Time may jointly buy KOB-AM-TV Albuquerque. Page 25.

The government is sniffing at what could become one of the biggest anti-trust investigations in years—that of the whole radio and television manufacturing industry. It will be up to a federal grand jury to decide such questions as whether FM was stifled by an industry conspiracy and whether another conspiracy exists in the case of color TV—and if so whether anti-trust laws have been violated. Page 27.

NBC's combined radio and television sales in 1951 were $137 million, a 48% gain over the previous year. All the increase came from television. Page 29.

Zenith Radio Corp. seeks FCC OK of Phonevision, wants a rule-making hearing at which it will demonstrate various techniques of subscription television. Page 29.

Though nothing is certain about it, there are indications that government restrictions of radio-TV construction may be relaxed this year. If so, it would be news of special interest to prospective TV station builders. Page 29.

Forecast now is for a later spring around the FCC, where the wise money is being placed on March 22 as the earliest date the law of the TV freeze can be expected. Page 65.

National Production Authority is expected to exempt theatrical colorcast- ing from the color television manufacture freeze. Page 65.

Addenda to 1952 BROADCASTING YEARBOOK appears on Page 46.

Upcoming
Mar. 5: NARTB FM Committee, NARTB Hdqtrs., Washington.

(Other Upcomings page 34)

for more at DEADLINE see page 98
BROADCASTING • Telecasting

COMMERCIALS OUT OF CURIOUSITY TO SEE HOW MUCH ROOMS OF DOCUMENT. HEAVY DEMAND COPIES OF CODE, INCIDENTALLY, FROM ADVERTISING AGENCIES.

APPOINTMENT of parent company executive to coordinate its radio-TV operations shortly may be made by General Tire & Rubber Co. which controls (68%) Mutual and owns Yankee Network, Don Lee and General Teleradio (WGNT). FM promotor F. O'Neill, operating head of radio-TV properties for General Tire, expected to designate new official who would headquarter in New York.

TO AVOID any implications of favoritism, J. A. Milling, Electronics Production Board chairman and NPA Electronics Div. chief, has divorced himself from top-level agency discussions on revised color TV equipment ban. Sen. Ed Johnson (D-Col.) had noted Mr. Milling's association with RCA Service Co. in letter to Defense Mobilizer Charles E. Wilson (B&T, Jan. 29).

WASHINGTON attorneys and others are receiving inquiries about pitch being made by "Economic Education" St. Louis, for support of project to amend Communications Act for permanent station licenses after five years of operation. Pamphlet, which alleges FCC suppresses free speech, has American First connotations. It supports candidacy of William R. Schneider, St. Louis attorney, for President on Republican ticket. Latter is entered in New Hampshire primaries. Complaints to FCC last year over refusal of several St. Louis stations to accept broadcasts are recited in pamphlet titled, "Survival in Communit-Socialist Gold Brick Worldconstitutes.

INTERNATIONAL TELETOMER PLANS SEPTEMBER TEST
PUBLIC TEST of coin-box subscription TV in September was announced last week by International Teletomer Corp., half-owned by Paramount Pictures. Tests will take place in California desert resort of Palm Springs, will consist of (1) community antenna system and (2) scrambled picture service.

Plans made public at Los Angeles demonstration (over KTLA) of ITC "pay-as-you-look" subscription method. ITC will erect $100,000 master receiving antenna on mountain west of Palm Springs, 90 miles from Mt. Wilson where all seven Los Angeles TV stations are located. Subscribers to community antenna service will pay $150 up to installation, $4 per month for service. ITC also has made arrangements with three Palm Springs theatre owners to feed feature films in scrambled form over the system which subscribers can clear up through coin-box payments. Fee will be regular theatre admission price, with ITC keeping only small percentage, remainder going to theatre owners. Subscription service will use Channel 6 (82-88 mc), will not interfere with reception of Los Angeles programs. ITC also hoping to acquire block of Paramount features for future Palm Springs closed circuit tests.

During demonstrations last week, following movie industry leaders were in audience: C. B. DeMille, Charles P. Skouras, Walter Wanger, Hal Wallis, Sol Lesser, Y. Frank Freeman, Steve Brody, William Thomas, William Pine and Sam Briskin. Also present was John K. West, NBC Western Div. vice president.
THERE’S NOTHING BETTER THAN...

FIRST PLACE!

Hooper - Omaha - Council Bluffs,
December, 1951

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<tbody>
<tr>
<td>MORNING</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| 8 A.M. - 12 Noon
Mon. - Friday | 33.5 | 13.3     | 25.4     | 13.4     | 10.0     | 1.3      |
| AFTERNOON |      |          |          |          |          |          |
| 12 Noon - 6 P.M.
Mon. - Friday | 47.8 | 23.8     | 10.4     | 11.4     | 8.1      | 2.0      |
| SATURDAY |      |          |          |          |          |          |
| 8 A.M. - 6 P.M. | 41.9 | 14.5     | 16.1     | 10.5     | 10.4     | 3.7      |
| TOTAL* |      |          |          |          |          |          |
| 8 A.M. - 6 P.M.
Mon. - Saturday | 42.1 | 18.8     | 16.4     | 11.9     | 9.1      | 2.1      |
| COST PER POINT |      |          |          |          |          |          |
| based on station's one time one min. rate. | 30¢ | $1.60    | 88¢      | $1.67    | 82¢      | $3.33    |

* Every rated hour shown above given equal weight.

- Largest total audience of any Omaha station in every time period, weekday morning, weekday afternoon, all day Saturday — and Sunday!
- Largest share-of-audience, in any individual time period, of any independent station in all America!*!

* Based on the latest available Hooper share of audience for unaffiliated stations including the Omaha and Council Bluffs Market (Oct.-Nov., 1951) ... 12 noon through 6 P.M.

Represented Nationally By

The Bolling Co.

Kowh

OMAHA

"America's Most Listened-To Independent Station"
Have you caught up with the new Canadian census?

It happens every ten years. The new figures now show Canada to be a market of over 14,000,000.

Some live here—some there—from Gander, Newfoundland, to Port Alberni, Vancouver Island.

Not much in common, either. But two things that should interest you.

First, their standard of living is phenomenally high. Secondly, radio in Canada reaches 95% of all homes.

Something else you should know is that radio in Canada really sells them. We have no TV stations and there are many places where other media coverage is absent or spotty.

But not radio. "In Canada you sell 'em when you tell 'em!"

For any radio information you want about this rich market, ask any of our independent member stations from coast to coast or write to us.

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.
Many of the parts needed in factory production are mighty small. But these parts can loom up mighty large—when they’re missing!

For tiny as they are, their absence can halt an entire production line—can cost a manufacturer thousands of dollars every day while he waits for replacements to arrive.

And the sources of supply are often hundreds of miles from his factory!

What does he do? He cuts replacement time from days to hours. He gets needed parts the world’s fastest way—via Air Express!

The money saved by Air Express speed is figured in millions—but its cost is counted in pennies. Whether you need steel bolts or bolts of cloth, you can profit from regular use of Air Express. Here’s why:

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

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

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

New parcel post regulation affect you? Call your local agent of Railway Express, Air Express Division.

AIR EXPRESS GETS THERE FIRST
It pays to buy the giant economy size:

WBBM has more than the next stations

*Projections based on 1951 averages, Pulse of Chicago.*
more audience
2 Chicago
...combined!

WBBM Chicago's Showmanship Station
Phone WHitehall 4-6000, Chicago—or any
CBS Radio Spot Sales office—for availabilities.
### Winds Best Chicago Buy Entire Year 1951

**7 Days a Week—6 A.M.—Midnight**

<table>
<thead>
<tr>
<th>Share of Audience</th>
<th>Base &quot;A&quot; Hr. Rate</th>
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</thead>
<tbody>
<tr>
<td><strong>NET A</strong></td>
<td>27.6%</td>
</tr>
<tr>
<td><strong>NET B</strong></td>
<td>15.7%</td>
</tr>
<tr>
<td><strong>WIND</strong></td>
<td>13.0%</td>
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<tr>
<td><strong>NET C</strong></td>
<td>10.2%</td>
</tr>
<tr>
<td><strong>NET D</strong></td>
<td>9.5%</td>
</tr>
<tr>
<td><strong>IND B</strong></td>
<td>8.1%</td>
</tr>
<tr>
<td><strong>IND C</strong></td>
<td>5.9%</td>
</tr>
<tr>
<td><strong>IND D</strong></td>
<td>3.0%</td>
</tr>
</tbody>
</table>

**Sources:** Pulse of Chicago, 1951; SRDS

"The Most Homes Per Dollar Station"

400 N. Michigan Ave., Chicago 11, Illinois

AM Radio Sales Co., Representative

Robt. Meeker & Assoc.

West Coast Representatives

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**J. M. HICKERSON,** president of Albert Frank-Guenther Law, N. Y., resigns. He is expected to announce formation of his own agency shortly.

**THOMAS J. ELLIS,** Cecil & Pressrey, N. Y., appointed media director of Grant Adv., same city.


**ROY L. BERRICK** to Mann-Ellis Adv., N. Y., as account executive.

**DAVID D. BROWN,** manager Kastor, Farrell, Chesley & Clifford, Chicago, to contact staff, Tatham-Laird, that city.

**WILLIAM P. HENDRICKS** elected a vice president Casler, Hempstead & Hanford, Chicago, where he is account executive.

**H. D. ROACH,** account executive, Young & Rubicam Ltd., Toronto, has rejoined McKim Advertising Ltd., Toronto, as vice president and director in charge of marketing and research.


**JACK SHEFRIN,** former program director of WOAK (FM) Chicago [now WFMT (FM)], and WOID Atlantic City, N. J., joins John Kaye Agency, Kansas City, as head of radio-TV production.

---

**FRANK KNIGHT,** radio and TV director of the Richard A. Foley Adv. Agency, Philadelphia, claims to have written and produced more singing commercials than anyone in Philadelphia. He has written for approximately 40 different products and services, both national and local.

At the age of 16, Mr. Knight decided he wanted to make advertising his career. At that time he was attending Friends Central School in Overbrook.

He went to see Wilfred W. Prey, president of N. W. Ayer & Son, who advised him to attend the University of Pennsylvania's Wharton School to get the necessary background for advertising.

While he attended Penn, where he majored in advertising, he helped to write and produce the "Mask and Wig" shows and also lead the 110-piece university band for 2 years. He graduated from the U. of Pennsylvania in 1941.

The Campbell Soup Co. selected Mr. Knight for their marketing training program of advertising while he was still in college. With the war came brief duty as a Coast Guard bandman. In 1945 he joined the WPIL Philadelphia advertising and promotion department. At this time he began writing and producing radio and TV singing commercials on a freelance basis.

In 1949 he became the radio and TV director of J. Cunningham Cox Adv. One year later he joined the Foley agency as radio and television director.

At Foley, Mr. Knight originated a time buying form which simplifies the purchase of spot radio and television and has since been adopted by many other advertising agencies [B*T, Oct. 29, 1951].

Some of the radio and TV accounts of Foley are the Baltimore & Ohio Railroad, French's Pet Supplies Products, Abbott's Dairies, Delaware Park Race Track, Burk's Meats and Klise Dog Candy.

The Beneficial Saving Fund singing commercial, which was written by Mr. Knight, has been on the air for six years with the same tune and lyrics and is still being aired about 30 times a week. Frank's Esslinger Beer Jingle has averaged about a hundred airings per week in Philadelphia in one year.

Mr. Knight believes "that the most successful commercials are those that drive home product.

(Continued on page 69)
beat

MICHAEL LEVIN, Ward Wheelock Co., N. Y., to Erwin, Wasey & Co., that city, as director of radio-TV creative productions.

LEON RONNEL, account executive, Dan B. Miner, L. A., to Lee Ringer Adv., same city, in similar capacity.


JERRY B. HOOPES, Leo Burnett Adv., Chicago, to C. Wendel Muench & Co., that city, as art director.

RAND ADV., N. Y., opens new offices in Hollywood at 6389 Wilshire Blvd. SELIG J. ALKON is vice president in charge.

JAMES G. WELLS, Buffalo advertising executive, announces formation of James G. J. Wells Inc., Hotel Statler, Buffalo, of which he is president. GENE NOVAK, producer, appointed radio-TV director and KENNETH KAPLAN named account executive.

Mr. Wells

MRG A. WARREN Adv., Spokane, and ATHERTON ADV AGENCY, Los Angeles, elected to American Assn. of Advertising Agencies.

EDGAR W. CLARK, merchandising manager of tire division of Dayton Rubber Co., Dayton, to Kenyon & Eckhardt, N. Y., as sales promotion director in promotion and publicity department.

MRG B. LOCKWOOD, copy department of Beaumont & Hohman, Seattle, added to copy writing staff of the Condon Co., Takoma, Wash.

JOHN H. RIOORDAN Co., L. A., relocates at 3670 Wilshire Blvd., that city.


JAMES L. EGOLF, Beck Engraving Co. of Philadelphia, has joined production department of Gray & Rogers, that city.

ARGUS Adv., headed by CLARENCE B. HOROWITZ opens Los Angeles offices at 308 S. New Hampshire St. Telephone is Dunkirk 8-6187.

JOHN I. EDWARDS & Assoc., Los Angeles, moves to 1520 N. Gower St., Hollywood, in mid-March.


WELSH-HOLLANDER, Los Angeles advertising agency, announces opening of new offices at 350 S. Alvarado St., that city, effective March 1.

ROBERT D. SLATE, San Francisco News, to Gilman, Nicoll & Ruthman, S. F.


MRS. JOSEPHINE H. HOOVEN of United Features Syndicate has joined the copy staff of N. W. Ayer & Son, Phila., in educational department.

JOSEPH D. KNAPE JR., Badger & Browning & Hersey Inc., N. Y., to Wesley Assoc., that city, as media director.

JEAN WADE RINDLAUB, vice president of Batten, Barton, Durstine & Osborne Inc., N. Y., named honorary vice president of the Gamma Alpha Chi, professional advertising fraternity for women.

JOSEPH G. MASON, copy executive with Geare-Marston Inc., Phila., to copy staff of Buckley Organization, that city.

RICHARD CRISP, research director at Tatham-Laird, Chicago, to discuss copy testing at American Marketing Assn. workshop session there Wednesday at De Paul U.

BROADCASTING * Telecasting

HOOPER* Again Proves
KVOO IS YOUR BEST
BUY IN OKLAHOMA'S
NO. 1 MARKET AREA

If your advertising dollar needs to do its best possible job (and whose advertising dollar doesn't?) You'll measure it on a cost per listener basis. When you do that you'll choose KVOO, Oklahoma's Greatest Station.

Share of Radio Audience

<table>
<thead>
<tr>
<th>KV00</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
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<td>8 to</td>
<td>12 a.m.</td>
<td>28.6</td>
<td>22.9</td>
<td>20.1</td>
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<td>12 to 6 p.m.</td>
<td>43.8</td>
<td>26.0</td>
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<td>6 to 10:30 p.m.</td>
<td>41.3</td>
<td>30.8</td>
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<tr>
<td>6 to 8 a.m.</td>
<td>43.2</td>
<td>24.2</td>
<td>6.8</td>
<td>2.5</td>
<td>19.4</td>
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* Daytime only
** Signs on at 7 a.m.

TULSA, OKLAHOMA
National Representatives—Edward Petry & Co., Inc.

March 3, 1952 • Page 13
Hyphen Trouble
EDITOR:
Your hyphen in today's issue [Feb. 25] hurts. I am not sure how much damage it will do ultimately.

Our forthcoming study is not a "CBS-Standard project." It is not fair to our clients who are affiliates of the other networks to call this job a "CBS-Standard project."...

Perhaps it would help you to remove the hyphen if you were to consider the following:
1. Although 88 of our clients are CBS affiliates, 225 belong to other networks.
2. Seventy-five of our clients are not affiliated with any network.
3. When I last ran up the dollar figures, more revenue was coming from NBC affiliates than from those of any other network. . . .

I do not mean to gripe and I certainly do not object to being associated with CBS in any industry-wide effort, but this is one in which we have tried to keep the base as broad as possible and I would appreciate your cooperating with us to the extent you can.

Kenneth H. Baker
President
Standard Audit & Measurement Services Inc.
New York

[EDITOR'S NOTE: Re "regrets an unfortunate choice of terminology in a Closed Circuit where accuracy suffered in the interest of terseness."]

Industrial Good Will
EDITOR:
Could I possibly impose on you again and ask you to send me a half-dozen or so copies of the Lawrence, Mass., story "How Industry Makes Friends by Radio" that you published on pages 26 and 34 of Broadcasting * Telecasting's Feb. 25 issue.

Woonsocket is faced with the same problem and perhaps I can start something with this idea.

Eugene A. Mailoux
Sales Manager
WHON Woonsocket, R. I.

Got Out the Vote
EDITOR:
It isn't that WOOD-TV in Grand Rapids, Mich., wants to grab off any credit, but the fact remains that balloting in the Feb. 18 primary election reached an unprecedented high this year. And this was WOOD-TV's first chance to promote elections on its new operation.

The public service announcements, which emphasized the material benefits to be derived from voting, rather than stressing such abstractions as "duty," "good citizenships," etc., were planned and prepared by John Corbett, producer at the station.

Willard Schroeder
General Manager
WOOD-TV, Grand Rapids, Mich.

Boiled in Oil
EDITOR:
There appears in the [Jan. 28] issue of B.T.T a full page advertisement for the oil industry.

Fully one-third of this "newsletter" makes a comparison between the newspaper business and the business of oil. . . .

I'd like to point out that a great number of industries even at this late date do not break down and separate their ads, public relations reports and "newsletters" and channel them into proper media fields.

Mr. [H. B.] Miller [executive director, Oil Industry Information Committee] could very well have written and made a comparison between radio and his oil business.

Jack Davis
WFDO Jacksonville, Fla.

(Continued on page 20)

THE BRANHAM COMPANY
TOP COVERAGE...to lead your Western sales parade!

Get in step with NBC Pacific Coast Network. NBC reaches 83.5% of all radio homes in the Far West. That means a bigger part of America’s fastest growing market for you!

Are you getting your full share of the golden stream flowing from the Pacific Coast? Day or night NBC Pacific Network takes your sales message into more homes than any other network serving this area.

And 98% of all Pacific Coast families have radios in their homes!

More than 11% of the national buying income is on the Pacific Coast...and it's getting bigger. Get your sales story to the greatest number of these potential customers over NBC Pacific Coast Network.

NBC costs per thousand are lower than those of any other network serving the Far West!

For complete details consult your nearest NBC Sales Office today.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

March 3, 1952 • Page 15
**new business**

**Spot...**


PIEL'S BEER to sponsor NBC package, Dangerous Assignment, on WCPT-TX Philadelphia and WABA (TV) New York starting mid-March. Agency: Kenyon & Eckhardt, N. Y.

TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, has expanded radio activity in the Midwest. *Kitchen Club*, 15 minute program, will be aired five times weekly on nine additional stations and *Haden Family Program* has been placed on four additional stations five times weekly. Agency: Buchanan-Thomas Adv., Omaha.

**Network...**

LEWIS HOWE Co., St. Louis (Tums), to sponsor Barrie Craig, Confidential Investigator on NBC Tues., 8:30-9 p.m. EST, effective March 18 replacing Tums Hollywood Theatre. Agency: Dancer-Fitzgerald-Sample, N. Y.

TIME Inc., N. Y., to sponsor Thurs. 8:20-8:25 a.m. portion of NBC-TV’s *Today* program seen Mon. through Fri., 7-7 a.m. EST and CST. Contract is for 13 weeks. Agency: Young & Rubicam, N. Y.


**Agency Appointments...**


WHISTLE & VESS BEVERAGES Inc., St. Louis, appoints Olian Adv., that city.


HEMPT PACKING Co., Hemet, Calif. (fruits and vegetables), appoints Glasser-Gailey Inc., L. A.

GRANDMA'S CAKES AND COOKIES, Oakland, Calif., names Jewel Agency, that city.

HUCK-GERHARDT Co., Phila. (Wel-Bilt door manufacturer), appoints Gray & Rogers, same city.


**Adpeople...**

KARL SCHULLINGER, manager of radio-TV production, Young & Rubicam, N. Y., to American Tobacco Co. in charge of radio-TV activities.

LANDON J. SMITH, manager of chain store sales, Eversharp Inc., N. Y., promoted to eastern regional manager.

WILLIAM H. BAKER, executive, Raymond L. Sines & Assoc., S. F., and RALPH H. EICHER Jr., *Brookings Register*, Brookings, S. D., appointed to advertising staff, Tidewater Associated Oil Co., S. F.

EDWARD R. MCDONALD, Rutherfurd & Ryan, S. F., joins Henry J. Kaiser Co., Oakland, as advertising and sales promotion assistant.
At WTCN
we have NEWS for You!

The Equipment and Staff to cover it:
The Audience to hear it:
...and the Newscasters to deliver it!

This year ... and this month ... Politics is News! From the red fire preamble to the morning of November 5, election news is creating a bonus for news sponsors.

In the Minneapolis-St. Paul market WTCN-Radio has built listener loyalty for their news programs with this formula:

To Network news ... add Local news
Well Covered, Written, and Told

To our listeners local news, color, names are top news items. A staff of thirty-three works on news from radio cars, mobile transmitters, in our news room, and from surrounding towns. Costs money ... and builds audience.

No "Rip and Read" boys

Good leg men, expert re-write staff, careful editing by trained editors! Radio news on WTCN is colorful and complete, well-written, pre-viewed by the newscaster ... then well told.

The friendly voices Northwest folks know

WTCN newscasters ... not announcers ... know how to deliver news. They are part of the life of folks out here.

News ... carefully built and expertly delivered ... has made WTCN a dependable source of news and therefore a sound medium for your advertising.

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"

WTCN-Radio

and WTCN-TV

MINNEAPOLIS—ST. PAUL

Town Crier of the Northwest
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST IN WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 18 • March 3, 1952

Wilkes Barre's Reliable EAR Way*

If You Want Coverage That Counts...

Quote From Sales Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped $6,000 per annual family income . . . $1,102 above U. S. average."

strictly business

IN THE LATE twenties, Arthur A. (Arche) Mayers, now president of Unity Television Corp., New York, left the family radio business to go into film work "because I wanted something new."

All this in spite of—and perhaps because of—his family's having been in radio for some time. They were, it is said, producers of the first electric radio set, in the days of battery receivers. Mr. Mayers had joined them, after a public school education, in their Argus Electric Co., but he now finds himself going full cycle with a business that distributes films for the newer form of broadcasting—television.

He left the family business, however, to become general manager of Colorfilm Corp., helping while there

(Continued on page 94)

Mr. MAYERs

ACTION at Oklahoma State GOP convention was explained by newscaster Rogers for WKY-TV Oklahoma City viewers. Pickup was made by one of two cameras located on right side of stage in municipal auditorium. A second was placed at left side of stage and still another in forefront of delegation. Floor camera picked up speaker's table to Mr. Rogers' right and swung around for closeups of delegates. Stage units panned the convention scene. Interviews were handled by a second newscaster, John Fields. Scoreboard points up sponsor of TV coverage.

* * *

IF THE experience of WKY-TV Oklahoma City is any guide, telecasts that contemplate coverage of state political conventions had better discard any notion of following a rigid schedule.

That's the word from Bob Olson, WKY-TV program manager, and newscaster Mack Rogers after telecasts of the GOP Oklahoma state convention from the Oklahoma City municipal auditorium.

The station carried the highlights of the first political convention ever telecast in Oklahoma. The coverage was sponsored by Westinghouse Electric Corp., which also has agreed to underwrite CBS Radio and Television broadcasts of the two national party conclaves next summer.

Reporting on the turmoil which perhaps will be compounded a thousandfold next summer, Mr. Rogers said WKY-TV "soon discovered that political parties make up the rules as they go along and the highlights of the convention may come at any time." Mr. Rogers handled the commentary and Mr. Olson directed the telecast.

"This utter unpredictability of the convention itself was our main problem," Mr. Olson reported. "We (Continued on page 61)
with 4 billion dollars
annual cash income,
half industrial, half farm;
97% radio saturated

BROADCASTING
Telecasting

IOWA
CEDAR RAPIDS
(Linn County)

WMT
Basic CBS Network

Page 30th year

Exclusive CBS Radio
outlet in Eastern Iowa

where WMT has
2 listeners for every
1 heard by all other
stations combined

Last month 189 spot
advertisements used WMT
138 of them are on a
52 week basis!

CLASS "D"

Time

13:00 noon to 1:00 p.m. and 10:00 a.m. to
11:00 a.m.

Rate

$.75 per 1/2 min.

Day

Program

Day & Eve

5 min. 5:30 a.m. to 7:00 a.m.
6 min. 6:00 a.m. to 7:30 a.m.
7 min. 7:00 a.m. to 8:30 am.
8 min. 8:00 a.m. to 9:30 a.m.
9 min. 9:00 a.m. to 10:30 a.m.
10 min. 10:00 a.m. to 11:30 a.m.
11 min. 11:00 a.m. to 12:30 p.m.
12 min. 12:00 noon to 1:30 p.m.
13 min. 11:30 a.m. to 1:00 p.m.
14 min. 1:00 p.m. to 2:30 p.m.
15 min. 2:00 p.m. to 3:30 p.m.
16 min. 3:00 p.m. to 4:30 p.m.
17 min. 4:00 p.m. to 5:30 p.m.
18 min. 5:00 p.m. to 6:30 p.m.
19 min. 6:00 p.m. to 7:30 p.m.
20 min. 7:00 p.m. to 8:30 p.m.
21 min. 8:00 p.m. to 9:30 p.m.
22 min. 9:00 p.m. to 10:30 p.m.
23 min. 10:00 p.m. to 11:30 p.m.
24 min. 11:00 p.m. to 12:30 a.m.

Class "D" has the highest
share of audience.

72.2% (Hooper)

where WMT's tall
weekly family listening
as 333,450 (in 87 counties)

a.m. share of audience
80.4% (Hooper)
al after noon share of audience
69.1% (Hooper)

either of them are on a
52 week basis!
**Open Mike**  
*Continued from page 14*

**Everywhereness**

**EDITOR:**
You can put in your book that John S. Hayes, president of WTOP Inc., was quick to jump at your excellent editorial concerning the promotion of radio by radio [B*T, Feb. 18].

WTOP, AM and FM, are now lining up a multitude of spot announcements plugging the local "radio is everywhere" angle. In addition, John Hayes is giving over one or more sustaining half hours to be "sponsored by radio."

These will have "commercials" plugging the everywhereness of radio in the Washington metropolitan area.

Cody Pfanstiehl  
Promotion Manager  
WTOP-AM-FM-TV  
Washington, D. C.

**Technicians’ Tizzy**

**EDITOR:**
... I doubt that any of these creditable broadcasters would particularly care to see the first phone requirements dropped because they are wise enough to recognize the fact that they must entrust the care, use, and uninterrupted operation of costly equipment to somebody, and certainly better to men who are interested enough in it to have invested their time and money in study to justify that trust. . . .

James P. Rogers  
First Phone Man  
WFPM Ft. Valley, Ga.  
* * *

**EDITOR:**
... I read with much interest the article by William C. Grove in the Feb. 4 issue, "Operator Rules Changes." . . .

Recently our "engineers" began showing up at the last minute for work in the morning and in order to save our tubes a little (warming, you know) our 88-year-old janitor now flips all the switches and pushes all buttons except the plate current button when he comes in to clean up each morning. By rights he ought to be called an engineer, but he can’t even write his name. . . .

I warmed a comfortable chair in front a transmitter for a good, long time before I somehow became ensnared in this madhouse end of the business called management. I utter a silent prayer each night that Mr. Groves’ proposals be accepted by the FCC.

Edwin J. Powell  
V. P., General Manager  
WMTE Manistee, Mich.  
* * *

**EDITOR:**
... I should like to congratulate those men who are so adequately expressing their opposition to this vicious petition which, if accepted, will certainly prove detrimental to the radio broadcast industry and disemploy a large number of men who have studied and sacrificed and earned their first class license. . . .

William Manley  
Essex Columbia, Ky.  
* * *

**EDITOR:**
... I for one hope the Commission doesn’t fall for that tripe about the shortage of first class operators. . . .

I have worked where there wasn’t another capable man on the job and I’ve had to be called back from a vacation to tune the driver stage of a 260 w rig. You are afraid for your chief to go out of town in a case like that, or take another job, and he never gets a chance to take a vacation, since you wouldn’t have anyone to depend on in case of trouble, and they haven’t made even the 250’s failure-proof yet.

So, you tightwads, loosen the purse strings and divide the fruits properly, then you won’t have occasion to ask the Commission to destroy a profession to satisfy your greed.

Earl Hodges  
Chief Engineer  
KRLO Walnut Ridge, Ark.  
* * *

**EDITOR:**
My heart bleeds for Mr. Webb and the 60% of the first class operators he says will be out of a job if the FCC operator rules are changed. I also feel deep concern for the hundreds of livery stable owners who lost their business when the horseless carriage hit the market. . . .

In our own case, a change in the rule will make no difference in the operating expense of this station. It will enable me to staff the station on a practical, sensible basis. . . .

J. B. Menutt Jr.  
Gen. Mgr.-Chief Engineer  
KBUD Athens, Tex.  
* * *

**Vanishing Tapes**

**EDITOR:**
I certainly wish that those persons who subscribe to and use the services of Broadcasting * Telecasting would live up to the good name that the publication has.

I wouldn’t know how widespread the practice is or how many have been the victims, but I for one am a cus’ain’ those stations that run an ad for help asking for an audition tape and then never return same. Personally I have lost several tapes in this manner and because it’s a blind ad a guy doesn’t know to what station he should send an inquiry . . .

Tapes, regardless of size, aren’t cheap and so long as a mailing label and [return] postage are included when the tape is sent out, there is no reason why they can’t be returned. Needless to say, many stations are prompt in the return of all material that is sent to them. They make this job of looking for work much easier.

Edward R. Nick  
Ex-Program Director  
Riverside, Calif.
CUSTOM-BUILT TELEVISION

Television, A.D. 1952, has been engineered into a fabulously efficient advertising vehicle.

And Spot Program television uses all the standard parts which make TV effective...and adds a custom-built, one-of-a-kind, special body.

BUY TV BY SPOT and your station-list is shaped to your own marketing specifications. No unwanted "must" cities nor "must" stations to pay for; a red carpet in the cities you do want. Film programs assure audience-holding picture clarity in all your markets. Plus...savings in station rates which are enough to cover film prints, their distribution and other costs, if any.

These are only a few of the basic advantages of Spot Program television. If you are planning any sort of road test of this great vehicle, it will pay you to examine all the advantages of special-body TV, designed to your needs.

There are experienced TV salesmen in the Katz office nearest you, who can demonstrate in detail why more and more advertisers are saying: YOU CAN DO BETTER WITH SPOT...MUCH BETTER.

AT ASSEMBLY-LINE PRICES

THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
Don't think for a moment that it's too early to get excited about football. Real fans of the sport are making plans right now—just as discerning advertisers are planning to take advantage of the sports programs that attract and influence the most fans!

Speaking of influence, put this down on your score card. Last season, Leo Egan (WBZ Sports Director) challenged his listeners to beat him at predicting football scores. No prizes offered...just a “football prognosticator’s certificate.” Of the thousands and thousands of listeners, more than 10,000 wrote in to match wits with the expert...a tough assignment indeed! Mail came regularly from 45 counties...more than two-thirds of all the counties in New England! Better get a play-by-play account of Leo Egan’s two programs, at 6:15 PM and 11:05 PM. Both enjoy top ratings throughout the Boston area. Check WBZ or Free & Peters.
Locked Out

By DAVE BERLIN

SUDDENLY locked out of Congressional procedures to which the press has unfettered access, radio and television last week began an uphill fight to obtain recognition as responsible news reporting media.

As Broadcasting • Telecasting went to press, the Congress itself was in a furor over the ruling of House Speaker Sam Rayburn barring radio and television from covering public hearings of House committees.

In essence, Speaker Rayburn (D-Tex.) had said:

"The House rules, which the House Speaker administers, do not give authority to the committees or subcommittees of the House to permit broadcasts or telecasts. The broadcast media are not mentioned, according to Speaker Rayburn, and in the absence of authority, under House rules, the Speaker can interpret them. His interpretation: No radio, no television, no record-ings, no film, no newsmen.

A ground-swell of indignation poured into the Speaker's office in the House side of the Capitol following his announcement at his morning news conference.

House Minority Leader Joseph W. Martin (R-Mass.) told Broadcasting • Telecasting he thought the issue would come up at a GOP policy meeting scheduled for today (Monday) or tomorrow.

"The only thing we can do is to change the rule and make it definite," he said. There should be no ban on radio and television nor should the Speaker assume this authority, Rep. Martin indicated.

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

Concrete moves already are underway in the House. Resolutions have been introduced to amend the rules, which authorities concede are perhaps the only way to lift the iron curtain dropped on the broadcast industry.

A delegation representing NARTB conferred Tuesday afternoon with Speaker Rayburn, explaining the industry's feeling that fundamental rights of free speech are on the block. The Speaker told the delegation his interpretation would stand until the rules are changed. For NARTB at the conference were President Harold E. Fellows; Thad Brown, TV director; Robert K. Richards, public affairs director, and Gilmore Nunn, WLAP Lexington, Ky., former NARTB board member and active in association affairs.

Meanwhile, radio commentators, newscasters and leaders of the radio-TV industry jumped into the fray. Nation-wide editorial opinion was varied.

There were a combination of factors leading to the Rayburn rule. Here is a boiled down version of what happened last Monday and ensuing days with addition of background information:

The action: The House Un-American Activities Committee had scheduled a hearing in Detroit last Monday to probe subversive influence in the industry. TV cameras and microphones were ready. Chairman John Wood (D-Mich.) and three other members arrived but announced radio-TV would be barred and cited Speaker Rayburn's feeling on the matter.

Shifting to Washington: Newsmen questioned Speaker Rayburn at his daily news session. The Speaker admitted he had intervened. He added that he had stopped broadcasts and telecasts in the past when he had learned of them and following that policy as long as House rules explicitly gave him authority to do so.

That afternoon in the House: Speaker Rayburn repeated his stand when asked to rule on a parliamentary inquiry. Interrogator Martin said he interpreted the rules differently.

House Judiciary Committee Chairman Emanuel Celler (D-N.Y.) introduced a resolution calling for creation of a special joint (Continued on page 30)

CBS DICKERS FOR TV

IN ITS quest for owned and operated television stations which would place it on a parity with competitive networks, CBS last week was negotiating on a number of fronts looking toward purchases, trades or partnerships.

While no formal verification of pending transactions was forthcoming from CBS executives, it was ascertained that conversations have been going on for several months to crystalize projects that might give it the present maximum of five TV stations in as many key markets.

President Frank Stanton was in Washington last Thursday and talked informally with members of the FCC. He was on hand to congratulate Paul A. Walker upon his assumption of the FCC chairmanship within minutes of President Truman's announcement of the appointment.

CBS now owns 2.45 television stations. Its owned stations are WCBS-TV New York and KNXT (TV) Los Angeles. It also owns 45% of WTOP Inc., Washington, which includes WTOP-AM-PM-TV there. In addition, CBS has a contract for acquisition of WBKB (TV) Chicago from Balaban & Katz, contingent upon approval by FCC of the now-in-hearing proposed merger of ABC and United-Paramount, involving a $25.5 million stock transaction. CBS would pay $6 million for WBKB—a record price for a single facility in radio or television.

While CBS officials were noncommittal on the areas of negotiation, it was not denied that conversations are in progress in Boston looking toward disposition or exchange of the network's WEEI there for another property. Among those understood to be interested in this facility is Tim McInerney, Washington manufacturers' representative and former assistant to Supreme Court Justice Tom Clark when he was Attorney General. His backing is said to include Joseph P. Kennedy, Boston industrialist and former Ambassador to the Court of St. James.

But aside from this discussion, it was learned that talks are underway which would involve exchange of WEEI for a combination AM-TV facility in another market.

Overtures have been made; it was understood, for possible sale of control of its KMOX St. Louis to the St. Louis Post Dispatch under a transaction whereby CBS would acquire 45% of the corporate entity which would include KMOX and KSDK-TV there, now owned by the newspaper.

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STATEMENT OF CHAIRMAN PAUL A. WALKER

I HAVE just been advised of my appointment by President Truman as chairman of the FCC. This appointment I accept with the full realization of the scope of the task to be accomplished and the importance of the public to which it is done.

Our most urgent public mission, at this time, is to complete our task in the field of television allocations. The Commission now is actively considering its final allocations report and it hopes to complete that assignment with greatest possible dispatch.

But aside from this project, the Commission is confronted with myriad activities about which we have entrusted to us important functions having to do with the national defense.

Our course of activity is well charted. With the resignation of Robert T. Bartley to the vacancy created by the resignation of Wayne Coy as commissioner, the Commission will have its full strength. Our activities are constantly expanding. Our need is manpower. We are hopeful that Congress will acquiesce in the recommendations of the Budget Bureau to enable us to acquire the personnel essential for the optimum job required of us.

HST DISCLOSES

FCC Appointments

OFFICIAL disclosure that the FCC vacancies had been filled came at Thursday morning's radio-press conference at the White House. President Truman opened the session with announcement that he had asked Comr. Paul Walker to be chairman of the FCC and was sending the name of Robert T. Bartley to the Senate for the unexpired term of Wayne Coy.

A reporter queried Mr. Bartley as to what he planned to do. He replied, "He's Rayburn's son-in-law." The President agreed, but was met with the disclosure that the proposed new commissioner is Speaker Rayburn's nephew and a Texan.

The new chairman was a White House caller Tuesday afternoon but refused to answer reporters' questions about his status when he emerged from the Executive Office.

WING, WIZE Name H-R

WING Dayton and WIZE Springfield, Ohio, both owned by Secretary of Commerce Charles Sawyer, has named H-R Representatives Inc. as national representatives, effective last Saturday. Both affiliated with ABC, WING operates on 1410 kc with 5 kw and WIZE on 1340 kc with 250 w.

The Crucible

PRESIDENT TRUMAN did what came naturally when he named Paul A. Walker chairman of the FCC in his own right. He likewise did the obvious when he appointed Robert T. Bartley to the vacancy on the Commission created by the sudden resignation of Wayne Coy.

The real test comes in the weeks ahead. The big bonanza is television. It is a political year. The politicians know the value of the franchise as measured in votes.

The Democrats are in control. They intend to keep it. They will use every device and means available. (The Republicans would do the same if they were in power.)

Chairman Walker is tossed into this crucible at the twilight of a career in public office. He has been near the throne but never on it, as now. He will get the pressures from good party workers on the Hill, at the Democratic National Committee, and even from the White House. There's ample precedent in this and other administrations.

Neither Chairman Walker, nor any other chairman, should be subjected to pleas for favoritism that go beyond the record. The Commission, in recent years, has avoided capitation to political pressures. It is also true that in recent years (the freeze has been on TV since September, 1948) there haven't been many pitches.

But times and values have changed. It will take a strong, stolid Commission to withstand the inevitable. Chairman Walker and his six colleagues know it.

They will be only a matter of weeks before the FCC begins its evaluation of TV applications. The first authorization that stems from political suasion could: (1) threaten the whole licensing process with litigation; or (2) result in an influence-peddling melee that would put the whole allocation up for political grabs.

ROBT. BARTLEY

Know-How is Bloon to All

ROBERT TAYLOR BARTLEY's record speaking for itself in the broadcasting industry. He has been in the business, was an ex-staffer of FCC, of NAB, and is well-versed in the affairs of government and Congress.

The latter knowledge he has picked up with ease as executive assistant to his uncle, House Speaker Sam Rayburn (D-Tex.). He will resign on May 28.

Born in Linn County, Tex., Mr. Bartley spent his first 23 years in the Lone Star State, leaving Southern Methodist U. after two years of study to run a filling station and later to sell appliances for a gas company.

During the depression, Mr. Bartley came to Washington, and became executive secretary of the Public Utility Holding Co. inquiry conducted by the House, serving under Dr. Walter W. Splawn, whom he accompanied to the Interstate & Foreign Commerce Committeeman. Mr. Splawn was named to the agency.

In 1934, he became director of the Telegraph Div. of the FCC, and when it was abolished three years later, Mr. Bartley was made a Securities & Exchange Commission examiner.

Broadcast experience was gained as executive secretary to the late Robert H. Shepherd as president of the Yankee Network. He subsequently became a vice president. He also was secretary-treasurer of the American Network, a projected hookup of FM stations, and FM Broadcasters Inc. This New England background encompassed the years 1939 to 1943.

In 1943, Mr. Bartley joined NAB as Director of Washington activities. Later he became Director of Government Relations and headed the FM Dept. through its merger with FMBI with NAB. He left NAB in 1947. He also had been an applicant for a Houston station and was president and treasurer of KHTN Corp. in 1946.

Editors Note: For review of FCC Chairman Paul A. Walker's career, see B&T, Feb. 25.

Kratakvil Named

FRANK M. KRAKATIKAL was named assistant chief of the New Field Engineering & Monitoring Bureau of the FCC, it was announced last week. Mr. Krakatikal also was named chief of the Field Operating Division of the bureau, a post in which he will supervise the operations of 24 district offices, six sub-bureaus, three ship offices and 250 radio and television monitoring stations. Mr. Krakatikal was previously assistant chief of the Field Engineering & Monitoring Division of the Office of the Chief Engineer and before that was chief of its monitoring branch. He started as a radio inspector with the Commerce Dept in 1928.
NEW FCC CHAIRMAN, Paul Walker (l), and new Commissioner-Nominee Robert T. Bartley met informally Thursday afternoon at FCC just after President Truman announced the appointments.

NOMINATION OF Mr. Bartley was highly praised by Sen. Edwin C. Johnson (D-Col.) last Thursday, the day before his Senate committee scheduled the hearing.

Questioned by Broadcasting • Telecasting about the President's choice of Mr. Bartley to fill the vacancy on the Commission, Sen. Johnson said:

"From what I know of this chap (Bartley), it is a very good appointment. The President made an exceptionally good choice. Bartley has good judgment and is cool headed. I think he will prove to be a very valuable commissioner on the FCC."

Neither the Walker nor the Bartley appointments came as a surprise (T, Feb. 25). The Walker appointment, however, while in the "permanent" category, must be viewed in the light of his eligibility for retirement. Logically, it is expected that he will serve through November or possibly the end of the year.

In November he will have completed his 18th year with the FCC, having been appointed to the original Commission in 1934. The end of the year is regarded as the logical time for his retirement in the

(Continued on page 44)

A "dark horse" in the Democratic Presidential race, should President Truman decline to run.

It also was learned authoritatively that the women's division of the Democratic Committee, headed by India Edwards, vice chairman, supported the Walker candidacy. Mr. Walker, like Comr. Frieda B. Hennock, has advocated reservation of TV channels for noncommercial educational stations.

COY, 'TIME' TO BUY KOB? $1 Million Deal

He would continue, however, as Time consultant and, under the arrangement with Time Inc., would participate in any other station properties acquired by corporation.

Closure of the transaction, it was reported, is dependent upon working out the financial and tax matters. Mr. Pepperday, who has been in frail health, is understood to be desirous of disposing of his radio-TV holdings "to the right people," but plans to continue operation of his newspaper properties in the southwest. He will not sell to absentee owners, it is understood.

While no formal statement was forthcoming from Time Inc., it is understood Mr. Coy's arrangement contemplates a salary of about $25,000 as consultant, plus like amount for operation of Albuquerque stations upon acquisition.

The Albuquerque transaction would involve purchase of the capital stock of Albuquerque Broadcasting Co. KOB, established in 1921, operates under special service authorization on 770 kc with 50 kw local sunset, 25 kw night. It is affiliated with NBC.

KOB-TV, which began operation in 1948 and is the only TV station in New Mexico, operates on Channel 4. It takes service from all four networks by kinescope.

Details of the transaction presumably will not be released until

(Continued on page 44)
AFTE nearly four years of consideration, FCC plans to resolve the whole issue of horse-racing broadcasts once and for all. Last week it was revealed that stations in 16 states, using this means, bring in on three weeks, the public interest, and the license to stations, including, for example, horse racing, which were considered the grounds it dropped horserace news early in 1950.

Technicalities Barred Step

At one time it was believed that the Commission would come out with a policy statement on the when and how much of horserace programs. It was understood that legal technicalities barred the use of such a step. One of the reasons, deduced by some sources, is that the position of continued sale of horserace information is not illegal in many states. Such information is carried as a matter of course in newspapers.

 Feeling among most observers is that virtually all the stations cited will ease horse race programs and win license renewals when they so advise the Commission. It is dubious whether a station will fight to retain its right to broadcast such programs.

Matter of horse race broadcasts gained wide audience during last year's Kefauver Crime Hearings

P&G Expects CBS Radio Adjustments Soon

PSTO & GAMBLE, engaged in a drive to secure nighttime radio rates more nearly on a par with daytime charges [B+T, Feb. 26], expects to start final deliberations over its new advertising appropriations for its products about mid-March, a company official told Broadcasting

An exact figure on the amount of reduction desired. It was noted that the position of other network authorities has been more in the nature of a businesswoman's effort to be the best buy possible, rather than an either-or demand.

The three shows involved, all Monday through Friday, are: Loveboat (7:45-8:15 p.m. through Compton Adv.: The Beach Show (7:7-15 p.m.) through Dancer-Pittelberg-Sample, and The Tide Show (7:15-8:30 p.m.) through Bentco & Bowser.

One of the major arguments advanced by representatives of P&G in the negotiations with the networks is the high ratings of daytime programs and the effect of these programs on CBS Radio last year.

P&G plans to review this year's broadcast of horse racing, which could be used by the company to secure adjustments in its radio appropriations for its products.

In the limelight was WMMI Miami, then applying for a transfer of control to Arthur B. McBride and Daniel W. Grant, which was finally approved last September [B+T, Sept. 10, 1951]. Station was later sold to ex-Gov. E. D. Rivers of Georgia [B+T, Nov. 26, 1951].

Following issues were listed for the hearings of the 16 stations:

1. To determine whether the broadcast of horse racing information by station has been substantial to, or is used by persons engaged in illegal gambling activities.
2. To determine whether the broadcast of horseracing information by station has been substantial to, or is used by persons engaged in illegal gambling activities.
3. To determine whether the broadcast of horseracing information by station has been substantial to, or is used by persons engaged in illegal gambling activities.
4. To determine whether the broadcast of horseracing information by station has been substantial to, or is used by persons engaged in illegal gambling activities.
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By RUFUS CRATER

START OF a far-reaching grand jury probe for signs of anti-trust law violations in the radio and television manufacturing industry [CLOSED CIRCUIT, Feb. 11, 4] was confirmed last week.

Officials of the Anti-Trust Division of the Justice Dept. acknowledged Thursday that an investigation of the electronics field was on foot and said it was "industry wide."

Beyond this disclosure they would not comment, but it was known that subpoenas have been issued in which substantially all of the nation's major manufacturers of AM, FM or television transmitting and receiving equipment are named.

The subpoenas—some of which are yet to be served, apparently—call for mountainous quantities of company records, correspondence and other documents delivered before a grand jury of the U. S. Court for the Southern District of New York on May 15, at 10 a.m. in Room 519 in the Courthouse, Foley Square, Manhattan.

Nature of the material being requested encompasses the color television battle which raged a year ago and still flares up; the older charge of Dr. Edwin H. Armstrong that FM was stifled; the question of concerted action for or against the proposed TV standards or the production of color TV equipment, along with a wide range of other subjects including patents, patent litigations, production and sales figures, related specific subject data, exchange of technical information and expenditures for research and development in the radio or TV fields.

Explanatory Investigations

Legal authorities emphasized that grand jury investigations are explanatory—to determine whether an indictment of any sort appears justified—and do not imply that definite charges have been or necessarily will be filed.

The list of manufacturers known to have been subpoenaed—or presumed to be scheduled for service since the investigation was characterized as "industry-wide"— included RCA, whose activities were singled out and whose subject data on which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith and DuMont.

Radio-Television Mfrs. Assn., whose membership represents more than 85% of the country's radio-TV output, also was served with a subpoena.

Among the companies which were reached for comment, CBS and Westinghouse acknowledged they had been served but declined to comment. RTMA President Glen McDaniel said the association "has been informed anti-trust officials of the grand jury. We have not been served."

Of Hazeltime declined to say whether that company had been served.

The scope of the information called for by the Justice Dept. was such that it was regarded as (1) a certainty that the Justice Dept. and grand jury would have enough evidence to take its exploration into virtually any nook and cranny of industry operations and (2) an uncertainty that they would be in position to get started on the scheduled May 12 opening date.

The subpoenas—subpoenas duces tecum, calling for production of documents or other subjects, all available since Jan. 1, 1934—which have been exchanged between companies, between company and any association of radio, television or electronics manufacturers," between company and radio-TV patent licensees or owners, and between officials within a company on such subjects as respondent company's "refusals" to purchase patents or patent rights from others, or to grant licenses to others—any refusals by RCA to grant patent licenses to respondent company; any exchange of information among domestic manufacturers of vacuum or cathode ray tubes; any regulations or conventions of tube prices; any restrictions on types or quantities of TV, AM or FM receivers (including parts and components) to be produced by domestic manufacturers, and cooperation with other radio or TV companies with respect to standardization of products or research.

Documents of this sort, dating back to Jan. 1, 1930, are called for if they bear on manufacture or non-manufacture of (1) the field-sequential (CBS type) color TV system, and (2) all-electronic systems (such as RCA's).

Data on "activities by your company to delay, hinder or prevent the manufacture for commercial use of FM transmission and receiving equipment" is sought, along with records relating to "withholding of any products from the market, subsequent to Jan. 1, 1930."

Also going back to Jan. 1, 1939, the Justice Dept. asked for any documents relating to "dominance, control or influence" of RCA over any association of radio-TV manufacturers.

Records since Jan. 1, 1936, are requested if they deal with "proposals for, and concerted, joint or agreed-upon action" between respondent company and (1) any TV manufacturers' association; (2) any TV manufacturer, either in support or opposition to FCC proposed TV standards or to the production of any kind of color TV equipment.

For the period since Jan. 1, 1949, the Justice Dept. also seeks records of company policy determinations (Continued on page 18)
EASE BUILDING BAN?

By JOHN OBBON

THERE were straws in the wind last week that the government may relax restrictions on radio-TV and other construction during 1952.

First inkling came from Secretary of Commerce Charles Sawyer, who noted that the National Production Authority has started to issue authorizations which "will allow a substantial contraction in the total capacity of the industry. Remodeling or alteration work not requiring NPA approval—those needing less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum—are not affected, of course.

May Start Building

The fact that religious, community and educational construction projects may start building and that NPA promised materials for the first and fourth quarters of 1952 and the first three months of 1953 was adjudged as significant in some NPA quarters. It was felt that this system of granting building permits with a rain check on future materials was more likely to be used by broadcasters who have not yet commenced construction. NPA has had such a policy under study in recent months [B&T, Feb. 4].

Fruition of this policy could have a favorable effect on future UHF-VHF TV station permits by the FCC after the freeze is lifted and once the Commission is well embarked on its allocations work, it was conceded.

It would mean that, while materials might not be readily available, television, applications could proceed with their station planning with construction authorization assured of steel, copper and aluminum.

Transfer of work on broadcast applications to NPA's Industrial Division is expected to mean a closer liaison between the allocation agency and the FCC. Community TV applicants will also apply to this division, since NPA regards this industry as industrial, not community, activity.

Radio-TV applicants generally have fared well on their bids for construction or alteration materials during the past two quarters, with projects valued at over $13 million approved [B&T, Feb. 11]. NPA indicated last month that allotments for construction materials may have been met out on a project rather than quarterly basis.

EMPLOYMENT

Up in Radio-TV Plants

EMPLOYMENT in plants producing radio-TV receivers and other consumer goods has steadily increased since December and is expected to show a 4% rise through the first quarter of 1952, according to a survey prepared by the Bureau of Labor Statistics.

The study was compiled for the National Production Authority and covered about 11,000 companies employing about 85% of the labor force in some 110 metal-working industries. Purpose was to ascertain the effect of metal cutbacks on civilian output this quarter compared to October-December 1951 and to aid NPA in reviewing allotments for the third quarter.

Employment in consumer durable goods, generally hit the hardest by cutbacks, is higher than during any period of the previous year, it was announced by Henry H. Fowler, NPA administrator. The employment picture is steadily improving, he added.

Aside from radio-TV plants, employment increased from 0.7% for electrical appliances to 8.9% for refrigeration machinery. Decreases were shown only for motorcycles and bicycles, cutlery and sewing machines. Consumer goods industry is expected to reflect a 15% jump in consumer goods due to Korean aid. It shows up as high as 18% over June 1950 levels in early 1951 and down to 10% by mid-1950.

JANUARY SAVINGS

Totals Down From '51

RADIO manufacturers turned out 632,456 broadcast receivers in January despite limitations on supplies of major materials, according to the first 1952 monthly report of Radio-Television Mfrs. Assn. The weekly average output was 7% under December, but 16% over the average of January 1951.

Output of TV receivers in January was estimated at 404,333 sets compared to 466,227 in December, a five-week month, but the weekly average was up 8% over December and down 36% from January 1951. Of the 632,456 radio sets turned out in January, these were home sets, 68,435 portables, 195,147 auto sets and 80,152 clock radios. RTMA data cover all industry manufacturers. Radio set output totaled 533,550 in December.

AM-TV Up 48% in '51—RCA


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Locked Out

(Continued from page 32)

Senate-House committee to study the 1946 Congressional Reorganization Act. "The work of improving Congress cannot stand still. Such problems as televising Congressional hearings, radio broadcasts of such hearings, as well as recording...now merit considerable thought," he said. The longer such programs in violation of the witnesses' rights—are delayed, the "longer the confusion will remain," he added.

Said Rep. Martin: "Television and radio broadcasting are here to stay and will probably increase in popularity as the days go by...." Policy on the media, he declared, "is a twilight zone which has not been clearly defined."

The crys went up immediately:

1. The so-called "gag" on radio-TV was imposed because the Administration wanted to white-wash investigations into tax scandals and in Communism, and (2) that the Administration did not want to make a Kefauver out of Rep. Charles E. Potter of Michigan and a Michigan Republican who said to be a logical candidate for the Senate against Sen. Blair Moody (D-Mich.). Rep. Potter was a member of the American Activities group.

Sen. Moody, himself, entered the battle last Thursday.

President Truman told his Thursday morning radio-press conference he would personally order Rayburn Monday when Sen. Moody placed an emergency call for the Speaker. While the President listened to Sen. Moody's radio and TV pickups of the Detroit hearing would violate the House rules, adding that he could not permit either broadcast or telecast facilities in the hearing room.

The President said he merely listened and had no comment on the interpretation. Pressed by reporters, he said he felt the matter was the business of Congress and not his affair. He said he always felt government officials had the right to, with requests of Congressional committees that they testify.

An explanation was quickly forthcoming from the Senator. The Michigan representative is a radio newsmen on Capitol Hill, he said he was asked by the Detroit Times on Monday what his views were on Speaker Rayburn's reply. He said he told the Times he was in favor of "televising these and all Congressional hearings. I then went to the office of the Detroit News, where I called 28 times and gave the city editor a similar statement."

With two assistant city editors standing by, Sen. Moody said he called Speaker Rayburn, then attending the White House meeting "and urged him to allow the televising of the House committee hearings...to rescind the ban...."

The Speaker said he appreciated my suggestion but could not agree with me that the hearings should be televised.

"I still feel that the hearings, and all others which are open to the public, should be open to the television camera and the microphone."

BROADCASTING • TELECASTING subsequently learned on unimpeachable authority that the call by Sen. Moody went to the White House before Speaker Rayburn's news conference.

His Position Clear Speaker Rayburn told newsmen that he thought he had made his position clear a fortnight ago when some television company representatives (either WWJ-TV Detroit which had set up cameras or TV and wire news representatives who had conferred with the Speaker on the House committee hearings on tax scandals in government) had talked to him about the hearings.

While there was a welter of political intrigue, there were actual legislative moves:

1. Appeal to a not-too-receptive House by Rep. Jacob Javits (D-N.Y.) that the members sign his discharge petition. The latter pro-

It's 1952, Mr. Rayburn

THOUGH it was at worst a bald excursion into censorship in violation of broadcasters' rights under the First Amendment and at best an ultra-conservative interpretation of House rules, Speaker Rayburn's ban against radio and television last week may accidentally have been the best turn that events could take at this moment.

A grave injury has been done to fundamental freedoms, but fortunately it is not irreparable. Logic compels us to believe that the Speaker's ruling will at last bring to a head the whole question of broadcasting's place in the news gathering family, a place that needs desperately to be clarified by efficient messengers and lawyers.

It is well that this happens early in a Presidential election year, for politicians will not be disposed to put off a consideration of the question. Too many of them want to use radio and television for campaigning and will wish their status clarified before mid-summer, when the campaigns begin to take serious shape.

Campaigning, it must be added, is done in new ways these days at House committee sessions. It is reasonable to assume that not even Mr. Rayburn will want indefi-

nently to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard at Washington, may be ex-

pected to adhere to his present interpretation as long as the present rules are in effect.

At this moment, we venture to suggest, the most that can be hoped for would be a rule giving House committees the authority to decide for themselves whether to permit broadcast-

BROADCASTING • TELECASTING

AN EDITORIAL

peated many of the shopworn arguments about television's violation of witness' rights and its mechanical obtrusiveness.

Within the past month the New York State Bar Assn. and the policy makers of the American Bar Assn. have issued anti-television resolutions making much of these points.

In both cases the voices of uninformed conservativism drowned out the voices of enlightened progressiveness. The same thing could happen in Congress if and when it comes to grips with the problem of establish broadcast rights.

Already Rep. John Rankin (D-Miss.), possi-

bly the least advanced thinker on the Hill has announced his opposition to broadcasting. Others of like persuasion may be expected to follow.

Fortunately, radio and television have more friendly representatives in Congress. They should be encouraged to state their views and provided with information to support them.

Mr. Rayburn's ban has focused attention on a problem that has escaped community enough interest to warrant full-scale consideration by the Congress. This is an opportunity for broadcasters to state their case before an interested audience skillfully as it merits, radio and television stand to get recognition as 20th century instruments that a 20th century public can use to inspect the work of Congressmen, including those of 17th century attitudes.

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hearings. His personal opinion, he said, was that radio, TV, as well as print media, could not be considered "independent media." Therefore, as testifying bodies are testifying, should be prohibited. But, he added, there is no plan for a bar in the upper chamber.


Others, like Rep. John Rankin (D-Miss.), upheld Rep. Rayburn. The Southerner said: "The chair is entirely right, but it won't print it (broadcasts) and I hope the rule will never be changed."

Rep. Rayburn said he was operating under rule number one, basing his interpretation on the following:

"The rules of the House are hereby made the rules of its standing committees."

Rep. Martin pointed out another rule says: "It is for the committee to determine, in its discretion, whether the proceedings of the committee shall be open to the public."

However, there were few who would contest Speaker Rayburn on the technicality of the rules, an area in which the Texan is an expert.

Immediate effect of the ban was to bar coverage by broadcast media of at least six investigations: Un- American Activities Detroit probe; Washington Post's subcommittee looking into International Radio scan- dals (King subcommittee), Armed Services group looking into waste in military procurement; Judiciary subcommittee preparing for a probe of the Justice Dept.; Interstate & Foreign Commerce subcommittee studying the plane crashes in Eliza- beth, N. J.; and an Armed Services' subcommittee investigating the Ka- tyn massacres.

Hearings Not Degraded

Judicial rejection of claims that the Senate Crime Investigating Committee's competence in last spring's hearings was degraded by its telecasts came almost simulta- neously with a statement by Speaker Rayburn's radio-TV ban.

Denying an appeal by James J. Moran, former first Deputy Fire Commissioner of New York City, who alleged his rights were violated by the Senate Committee, the U. S. Court of Appeals in New York on Tuesday dismissed all five claims which appealed to it. The Mr. Moran had made related to tele- casts of the hearing. The court's opinion held:

"Nor was the hearing so lacking in decorum because of the television cameras and photographers that it cannot be regarded as a competent tribunal. Opinions may differ as to whether such procedure is better calculated to achieve publicity for the investigators than to promote their investigation."

on yesterday's broadcast (Sun., 12 noon-12:30 p.m. EST). REP. Rich- ard B. Witting, D-Tex., subcom- mittee to support Speaker Rayburn's ban and Rep. Leslie C. Arens (R-Ill.) was to oppose it.

Statements, protesting the inter- pretation of the new rule from networks, the Radio-TV Cor- respondents Assn. and the National Assn. of Radio News Directors. Excerpts:

"Frank Stanton, CBS president: The American public will be deprived of an opportunity to hear and, indirectly, reporting of Congressional hearings if the rule is accepted.

"Mr. Rayburn attacked his committee efforts to secure confidential information under the rules of the House for public display. Thus the conduct under the new rule is entirely different from the process of determination.

"There can be no argument that a means of reporting where tens of voice and facial expressions and mannerisms are conveyed often adds meaning to the spoken word. The argument by radio and television clutterers to silence a committee hearing tends to encourage a "spectacle" rather than debate, and hence for a faction a slander on the motives of the great majority of our representatives and senators. I feel that the American people are interested in the inner workings of our elected representa- tives in Washington.

"Donn B. Sharp, Washington, and former president of the Na- tional Assn. of Radio News Directors—We feel that a representative of the armed forces and foreign missions will be more likely to cooperate with a committee which would produce accurate, meaningful and factual hearings.

"In the meantime, DuMont TV Network scheduled Speaker Ray- burn's ruling as the subject for dis- cussion on its "Keep Posted" program yesterday (Tuesday) night (8:30- 9 p.m.)

Producers of program have invited CBS President Frank Stan- ton, NBC President Joseph H. Mc- Carthy, and whose subcommittee, Robert Kintner and Mutual President Frank White to participate in the program as members of the "cit- izen's panel." It was understood that other industry representatives, including trade journal publishers, also were invited to appear.

Shortly after Rep. Rayburn's ban was invoked, ABC's "News of the Tomor- row" program on Monday pre- sented Rep. Martin, HouseMinor- ity Leader, with his views: "The authority of Speaker Rayburn to telecast and radio broadcast of committee hearings is question- able. It is what I call a twilight zone case. I believe the jurisdic- tion rests with the committee in- volved, in its chair's hands."

CBS Radio's "Peoples Platform" meanwhile planned to air the issue of yesterday's broadcast (Sun., 12 noon-12:30 p.m. EST). REP. Rich- ard B. Witting, D-Tex., subcom- mittee to support Speaker Rayburn's ban and Rep. Leslie C. Arens (R-Ill.) was to oppose it.

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"Frank Stanton, CBS president: The American public will be deprived of an opportunity to hear and, indirectly, reporting of Congressional hearings if the rule is accepted.
MORE national and regional advertisers use spot radio during a month than any other medium. Broadcast Advertising Bureau stated last week in a report on a B.A.B. survey which showed more than 1,100 national and regional accounts buying spot radio in January. Survey was based on reports submitted by most of the major national radio station representatives, B.A.B. said.

Other facts about spot radio released by B.A.B. include:

more than 100 advertisers use spot radio in a more important medium than outdoor advertising, with estimated 1951 spot billings of $185 million against outdoor’s national billings of 1918.

Leading spot advertisers include:

In number of accounts using spot radio, food advertising is the largest category, with 285 food accounts listed, versus 129 active accounts in January.

Automotive advertising, with nearly all auto manufacturers using spot in January; religious advertising with 24 active accounts; telephone, petroleum, animal feeds, transportation, candy and tobacco advertising also were strong spot users in January, when the medium was used for a wide variety of products ranging from cirecuses to tombstones.

Demand for one-minute periods is the present strongest trend, according to station representatives, although more advertisers are buying programs than last year. The demand for morning time far exceeds the amount available.

Describing the B.A.B. report on spot as “no more than a preliminary peek into the un-publicized medium,” B.A.B. President W. B. Ryan cited the more than 1,100 January spot accounts as “proof of the tremendous vitality of that medium.” He noted that spot has grown to five times its prerwar volume, although so little is known about it that no one will attempt to estimate accurately who the top 10 advertisers are or what their approximate billing are.

NBC Honored

AN AWARD for "outstanding service to the cause of national defense" was presented to NBC by the Armed Forces Reserve Officers Assn. in a special radio broadcast Feb. 23 in observance of National Defense Week. John K. West, vice president in charge of NBC Western Division, accepted the award from Lt. Gen. Charles L. Bolte, Army deputy chief of staff.

BAB’s second-prize is presented by KTUL Tulsa to Clarke’s Good Clothes for Tomorrow’s News Tonight which has been renewed for the 15th consecutive year because it gets results. At presentation are (1 to r): George Ketcham, KTUL promotion manager; Viola Noble, Clarke’s advertising manager; Hurry Clarke, owner of firm, and KTUL Newscaster Ed Neibling, who airs show.

NBC Sales

(Continued from page 29)

the world increased. Among other activities abroad: Sale of a medium-wave broadcast transmitter to the Voice of America for use on the USS Courier; completion of a 1,000-mile communication system for the trans-Arabian pipeline; sale of "a large number" of complete mobile transmitting and receiving stations to the Indonesian government.

- Record sales increased, and "long-range success of the 45-rpm is in view."

- In addition to development of such devices as a 50-pound "walkie-lookie" portable TV transmitter, an electron microscope and a super-electronic computer built in cooperation with the Navy, RCA engineers transistors—tiny germanium crystal devices "which will eventually replace certain types of electron tubes"—in preparation for "pilot plant" production.

Added Ten Stations

The report on NBC’s activities noted that the radio network added 10 stations in 1951, bringing the total to 190 stations including six owned by NBC, while NBC-TV had 64 affiliates (one in every TV market) counting five network-owned TV stations. NBC also owns six FM stations. New studio space was acquired in both New York and on the West Coast in 1951 and 40 acres of real estate purchased in Burbank, Calif., for future use.

In a review of NBC programming in the fields of news, sports, symphonic and other music, education and religion, it was brought out that President Truman was heard 22 times on NBC radio and seen 12 times on NBC-TV in 1951. Additionally, eight Cabinet members, 59 Senators and 67 members of the House of Representatives used NBC radio facilities, while 10 Cabinet members, 44 Senators and 138 Representatives appeared on NBC-TV.

NBC not only put into effect its own revised standards of program practices, but also subscribed to the code adopted subsequently by NARTB and instituted "a program of rigorous self-discipline."

Tandem Plan a Success

In the sales field, it was noted that NBC’s radio Tandem Plan of multiple sponsorship "produced a success," while two new sales concepts—the Guaranteed Attention Plan and the Market-Basket Merchandising Plan—were announced, and the Minute Man Plan of allowing affiliates to sell local announcements on certain network shows was inaugurated. Additionally, NBC set up a nation-wide merchandising service.

NBC personnel reached a total of more than 4,000 regular employees in 1951—a gain of 500 during the year—while RCA’s overall employment attained a total of 87,057 at the end of 1951.
RCA PROMOTIONS

DuBois, Others Named

APPOINTMENT of Russell C. DuBois, Jr., as sales manager for RCA mobile and microwave communications equipment was one of several announced last week by A. R. Hopkins, general sales manager of RCA Engineering Products Dept.

Four communications field representatives also were promoted to be district supervisors: H. G. Boyle, for the eastern region; O. H. Mackey, southwestern region; F. C. Gusler, central region; and S. J. Coombs, western region.

Two communications field sales representatives in the southwestern region were transferred to the home offices in Camden. D. B. McKey, also southern supervisor of microwave equipment, was named field sales coordinator for microwave equipment, and A. Fischer was assigned to coordinate field sales for mobile communications equipment.

Mr. DuBois has been field sales coordinator for mobile communications since 1950 and, in his new position, succeeds Dana Pratt, who has become product manager for RCA broadcast transmitters. Previously, Mr. DuBois served as a sales engineer for RCA broadcast and TV equipment and the RCA tube department, having joined the company in 1946 after serving as a lieutenant in the Navy.

CAPEHART PLAN

Hearings Set March 4

HEARINGS on extension of the Defense Production Act, containing the congressional broadcast cost allowance amendment, will begin March 4.

The Senate Banking & Currency Committee will hold the hearings March 21 and report a bill to the Senate floor by March 31. Officials of the Office of Price Stabilization, including Price Chief Eills Arnall, will be heard first.

President Truman has requested repeal of the cost formula, authored by Sen. Homer Capey (R-Calif.), which provides that manufacturers may compute additional costs for advertising, selling, administration and research incurred from the start of the Korean war to July 26, 1951. Mr. Truman also has asked Congress to curb consumer credit on radio-TV set installment purchases [B.T., Feb. 21, p. 41].

While Congress marked time on economic controls, Mr. Arnall promised to lift ceilings on some soft goods (not radio-TV receivers) "as fast as can be done" effectively. No widespread decontrol action is planned in the near future, Mr. Arnall stated on NBC-TV's Feb. 24 Meet the Press.

FTC REPORT

MARKED dissatisfaction with lack of authority inherent in its cease and desist procedure for advertising misrepresentations was voiced to Congress last week by the Federal Trade Commission.

In its annual report to Capitol Hill, the commission asked Congress to amend Sec. 11 of the Clayton Anti-Trust Act and "put teeth" in such orders commensurate with the "finality" and penalty provisions for other orders under the FTC Act.

60 Day Limit

FTC urged that cease and desist directives become "final" 60 days after being served on therespond

Jaime Yankelevich

JAI ME YANKELEVICH, 68, pioneer Argentine broadcaster, died Feb. 25 in Buenos Aires after a long illness. He was noted for having Señora Evita Peron her first chance as a radio singer. He became director of all Argentine's broadcasting facilities after Señor Peron came to power. Last October, the Argentina TV station (LR3-TV) went on the air under his direction. One other TV station is under construction in Buenos Aires, while four others are proposed—in Buenos Aires, Rosario, Cordoba and Mendoza.

Compl ecting CVBA organisation are (seated, t o r) T. G. Heinricks, KW S O general manager; Messrs. Hofer and McM illen; standing (1 to r) are Mr. Baker and Herbert Brown, Kv Kv manager.

Wants 'Teeth' Put In Cease Orders

calif. Valley

Formation Station Group Forms

FORMATION of California Valley Broadcasters Assn. was announced last week. New organization is composed of KCVR Lod, KTUR Turlock, KRDU Dinuba and KW S O Wasco, all Calif.

Egon Hofer, KRDU manager, was elected president. H. A. Mc Millen, KTUR manager, was named secretary. Group is represented by Luther G. Baker, San Francisco. Stations are located in the San Joaquin and Sacramento Valleys.

FAIR TRADE LAWS

Restoration Sought

A MOVEMENT for restoration of "fair trade" laws in 45 states permitting manufacturers and retailers to fix minimum prices on "name brand" products was gathering momentum in Congress last week.

Legislation was approved by the House Interstate & Foreign Commerce Committee and a House Judiciary subcommittee to lay the ground work for repeal of a Supreme Court decision of May 1951. If passed by Congress, it would mean that contracts would be binding on non-signers of such agreements.

Basis for Congressional concern was the epidemic of price wars in New York and other large cities last year involving sale of a number of consumer appliances in department stores.

The House Commerce Committee reportedly was "heavily in favor" of the legislation, while the Judicial subcommittee vote was not revealed. Rep. Emanuel Celler (D-N. Y.) heads up both the subcommittee and full committee.

During hearings on the bills (HR 4592, 5767), the Justice and Commerce Depts., registered opposing views of proposed fair trade laws. Commerce officials testified the laws are needed to protect the retailer and small business. The Justice Dept. claimed price-fixing, as envisioned in bills reported out by the House groups, would open the door to conspiracies and boost consumer prices.

vertisements were "marked as containing possibly false representations," FTC said.

By comparison, the staff set aside for further study 17,826 published advertisements out of 323,120 newspaper ads examined in the continuous survey.

The commission received 12 petitions for review of cease and desist orders which went to the courts and 10 of the decisions were favorable to FTC. Of the 10, one petition was dismissed, five others affirmed without change and four affirmed with modification.
AID FOR KWTO
Fire Brings Help Offers
KWTO Springfield, Mo., resumed operation only six days after deroofed its transmitting plant (B&T, Feb. 26) and Ralph D. Foster, president-general manager, credits the "marvelous cooperation of friends and fellow broadcasters." A new RCA transmitter has been ordered. Meanwhile, KWTO is operating with a plant obtained from the State of Missouri. Temporary building was begun the day after the fire and a permanent structure is planned soon.

Mr. Foster said it was heartening for so many broadcasters to offer help. Among first to send messages were Joe Hartenbower, KCMO Kansas City, Mo.; Robert Newsbery, KWFM West Plains, Mo.; Storm Whaley, KUOA Siloam Springs, Ark.; Wayne Cribb, KNHO Hannibal, Mo.; L. C. McKenny and Richard Mainline, KICK Springfield, Mo., and Pearson Ward, KTTV Springfield, Mo. McKenna and KTTS offered air facilities for KWTO's use in addition to other assistance.

KILA RETURNS TO AIR
After Flames Raze Station
KILA Hilo, Hawaii, returned to the air Feb. 26, only 10 days after a fire which destroyed everything from transmitter to transmitters, leaving only the station's tower intact.

Fin Hollinger, manager, Inter-Island Network, gave credit for the station's rapid return to the air to John Sanders, Inter-Island Network chief engineer; John D. Keating, owner, and James Jaeger, KILA manager. A major part of major assistance, said Mr. Hollinger, was the neighborly offer of an AM applicant, the Windward Oahu Broadcasting Co., which helped out with a 1-kw transmitter on a 90-day rental basis, and Hilo's CBS affiliate, KHIB, which carried KILA's MBS programs without interruption during the 10-day period.

IVOR KENWAY FORMED
Sales Development Firm
FORMATION of Ivor Kenway Associates, new company to specialize in sales development for manufacturers located in Connecticut and Western Massachusetts, was announced by Mr. Kenway last week.

Mr. Kenway simultaneously announced his resignation from Grey Advertising, New York, to have been effective last Saturday. Prior to his association with Grey Adv., he was a vice president of ABC, and before that, advertising manager of Devoe & Raynolds Paint Co.

Ivor Kenway Assoc. will maintain offices at 62 West Putnam Ave., Greenwich, Conn.

WMAL-AM-FM-TV
Creates Separate, Sales Staff
SEPARATION of sales staff at WMAL-AM-FM-TV Washington, with appointment of sales managers for radio and television, was announced last Thursday by Kenneth H. Berkeley, general manager of The Evening Star station.

Mr. Berkeley announced the appointment of William Decker and George Griesbauer to sales management of TV and radio, respectively. Both will report to Ben B. Baylor Jr., assistant general manager and director of sales for WMAL-AM-FM-TV.

Mr. Griesbauer joins The Evening Star radio outlet from the sales department of WNBW (TV) NBC Washington.

Mr. Decker will be assisted in TV sales by Robert Livingston. Serving under Mr. Griesbauer in radio sales will be Charles Tappy and Jack Neff. A similar split already has been effected for WMAL radio and TV program operations.

OFFENSIVE SHOWS
Rees Seeks Probe
A SECOND resolution calling for a House select committee to investigate "offensive and undesirable books and radio and television programs" has been introduced in the lower chamber.

H Res 541, which would set up a nine-man committee appointed by the Speaker, was dropped in the hopper last Wednesday by Rep. Edward H. Rees (R-Kans).

It followed by a few weeks similar legislation introduced by Rep. Gathings (D-Ark.) [B&T, Feb. 11].

Portion of bill dealing with broadcast media points out the probe would determine "the adequacy of existing law to eliminate offensive and undesirable radio and television programs and promote higher standards for such programs."

It was referred to the House Rules Committee.

Plan Movie Version
Salary Payments Advisory Panel Expands
INDUSTRY panel, named to advise the Salary Stabilization Board in its consideration of over-scale talent payments, has been increased to include non-broadcasting interests which also deal with high salaried performers, producers and directors, it was indicated in New York last week after the expanded group held its first meeting Monday.

New members attending the meeting were Adrian McCalman, representing the Agents and Managers Guild, Irving Sultz of the National Society of Television Producers, August Nelson of the American Assn. of Advertising Agencies, Ed Wilson of J. Walter Thompson Co., and David Wood, assistant to Joseph Cooper, SSB executive director.

Panel had previously been named by SSB Chairman Justin Miller (B&T, Feb. 11) to include representatives of NBC, CBS, ABC, DuMont, WAGL-TV Lancaster, Pa., and WCAU-TV Philadelphia. At their first meeting, these members sought a more representative panel and suggested it include agents, agencies and non-union talent representatives [B&T, Feb. 18].

Clair McClough, WAGL-TV, who was absent from the first session, attended last Monday's meeting.

Next meeting of the group, at which specific salary control suggestions will be considered, is scheduled for New York, March 18.

New Nielsen Subscribers
A. C. Nielsen Co. Chicago, last week reported five new subscribers to its radio and TV index services. They are Ford Foundation, for both radio and TV ratings; ABC-TV marketing service-WIZ-TV New York, New York TV ratings; Arthur Meyerhoff Agency, Chicago, radio ratings; and Carter Products, complete television index service.

ALL PREVIOUS sales records for national spot business during February were broken last month at WHIM Providence, R. L. Sales department reported extraordinary activity in the automobile and appliance fields.

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"Have you seen our ad in this issue?"

If he had told his story over WAVE, he would probably have gotten her — and 999 other impressions, too — for only 37¢!

People hear WAVE radio in the kitchen, the bedroom, the automobile — in many places you can’t see either television or newspapers. Want complete statistics?

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Wlaw
Boston - Lawrence
50,000 Watts
on
680 kc - ABC
ANNOUNCES THE APPOINTMENT OF
THE O.L. TAYLOR CO.
AS EXCLUSIVE NATIONAL REPRESENTATIVES
EFFECTIVE MARCH 1ST

BOSTON IS SOLD ON WLAW
AMERICA IS SOLD ON ABC

STUDIOS AND OFFICES:
HOTEL BRADFORD—BOSTON
ADDITIONAL STUDIOS—LAWRENCE
WILLIAM A. RIPLE, General Manager
Hoffman Plan Requires Applicant Bond

A CONGRESSMAN-station owner and operator is out to help the little fellows by the broadcast business. And Rep. Richard W. Hoffman (R-Ill.), owner-operator of WHFC WEHS (FM) Cicero, Ill., is in a position to make his proposals stick.

The legislator is a member of the House Interstate & Foreign Commerce Committee. That group is currently approaching the stage where it can clear House action on the Senate-passed McFarland Bill (S 658) [B*T, Feb. 25]. Measure would re-align the procedures of the FCC by amending the Communications Act.

At the same time, it was learned last week that the committee has reached a tentative agreement to hold daily sessions on the bill until the measure is approved.

Rep. Hoffman’s proposed amend- ment to the bill has not come up in committee yet. But he assured BROADCASTING . TELECASTING last week it will.

This is what the amendment would provide: Posting of bond with FCC by an applicant for a construction permit for frequency already in use by a licensee. In event the application is denied, dis- missed or withdrawn, the applicant would be required to pay all “reason- able expenses” including attorney fees incurred by the licensee of that frequency.

Should the applicant contest the licensee prove he can do a better job in the public interest, he would not be required to pay costs of the licensee. Procedure would be similar to that of a court case where the plaintiff incurs court costs when he loses a suit but does not pay costs when he wins a suit. Rep. Hoffman explains that such a provision would help deplete the list of broadcasting complaints” which Congressmen receive.

Klee Assignment

ASKED OF FCC
APPLICATION for assignment of license of KLEE Houston, Tex., from executors of the estate of the late W. Albert Lee to Trinity Broadcasting Corp. (KLIJF) Dallas was filed last week with the FCC (B*T, Feb. 4).

Trinity (owned by Barton R. and Gordon McNelens, owners of the Liberty Broadcasting System) takes control of the station under a lease-option agreement if FCC approves sale. The McNelens also own KELP El Paso.

Terms are a lease of $30,000 a year for property rental with an option to buy the station at the end of three years for $110,000.

Assets of Trinity were listed as $188,035.72, with a surplus of $18,513.77. Net income after taxes for 1951 were given as $22,513.84.

Exemptors of Mr. Lee’s estate are Mrs. Hallie Lee, Mrs. Mary Alice Rosenberg, Lester E. Rosenberg and Lowell C. Clark.

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Mailboxes Households.

REGULAR WEEK, JANUARY 20-26, 1952

<table>
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<th>Rank</th>
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<tr>
<td>Top 100</td>
<td>5</td>
<td>7.5</td>
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Also

Picks that really do you good;
Pick a station that’s a honey

And you’ll make a lot more money!

In Greater Grand Rapids, it’s WOOD

In WOOD a real buy?
Call Katz and see why!

In Greater Grand Rapids . . . the most ears are WOODpecked

- WOOD appeals to Greater Grand Rapids’ most diversified audi-
  ence
- Covers Michigan’s largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promo-
  tion
- Is Greater Grand Rapids’ only 5000 watt station

For the best earful in Greater Grand Rapids . . .

WOOD

1000 WATS ▶ NBC AFFILIATE ▶ and WOOD-TV

GRAND RAPIDS, MICHIGAN

Also


Page 38 • March 3, 1952

ABC Names Two

McDaniel, McCarthy Promoted

ABC Radio appointments of William K. McDaniel as sales manager for the Western Division and C. L. McCarthy as manager of the network-owned KGO San Francisco [B*T, Feb. 25], were announced in New York last week [see also ABC Sales Report, advertisement, page 65].

Mr. McDaniel, whose appointment was to be effective Saturday, takes over the TV sales for the Western manager of the network’s Western Division after joining ABC Holly-

Wood in 1949. A graduate of Duke U., he first became associated with BROADCASTING, according to NBC page in 1939, joining Scripps-Howard Radio shortly thereafter as a salesman.

Next associated with the sales department of KMPC Hollywood, he was in military service for five years during World War II before returning to that station in 1946, remaining there until he joined ABC three years later.

Mr. McCarthy has been in broad-

casting since 1927 and is identified by his network as one of the West Coast’s leading radio executives for over 20 years. He served as vice president and general manager of KQW (now KCBS) San Francisco for 15 years prior to the station’s purchase by CBS. The new man-

ager of KGO, whose appointment is effective immediately, also served for a brief time on NBC’s station relations staff in New York.

Covington Outlets

Three Transfers Sought

APPLICATIONS for the transfer of the Covington radio stations from the estate of G. W. (Bill) Covington to his heirs is to be filed today with the FCC, it was announced by Hugh M. Smith, general manager of the three Alabama stations. Mr. Covington died in Chicago in 1949 ([B*T, July 18, 1949].

Stations are being transferred to three separate corporations, each with the same officers: Oscar Covington, Montgomery and Birmingham shoe merchant, president; Miss Clara Covington, vice president; Hugh M. Smith, secretary-treasurer. Mr. Smith has pur-

chased stock in the corporations and will continue as general man-

ager of the group.

The three stations are WCOV-

AM-FM Montgomery, CBS affiliate, 1240 kc with 250 w, to be owned by Capital Broadcasting Co.; WGCW Selma, CBS affiliate on 1340 kc with 250 w, owned by Dallas Broadcasters Inc., and WGWD Gadsden, LBS affiliate on 570 kc with 1 kw, daytime, to be owned by Colonial Broadcasters Inc. The Montgomery station is also a TV applicant for that city.

AIR FRANCE announces purchase of more than a half-million dollars in airborne radio equipment from Collins Radio Co. for UHF navigation and instrument landing.
WHO HAS THE SCRAP?

1. STEEL MILLS ARE GROWING SO FAST
they will need many millions of extra
tons of scrap this year. There are
more than 250 companies in the steel
industry and practically all of them
are expanding. A plentiful supply of
steel is important to everybody. Steel
for fighting can save lives...Steel for
living can mean more homes and
home appliances, cars and hundreds
of other products that help us live
better. Here’s how to find scrap:

2. IN SHOPS AND FACTORIES there are
millions of tons of obsolete machinery,
equipment and structures. In this pic-
ture an old lathe is being broken up for
scrap. Motor will be salvaged... Remem-
ber—any machine or structure
that hasn’t paid its way for a year
probably should be scrapped.

3. FARM OWNERS, alone, could snow us
under with old steel. In every county,
on nearly every farm, old machinery
stands useless...Cash and a great
service to your country are the rewards
for selling farm scrap.

4. COUNTIES AND STATES hoard old bridges (the
one left spans Brandywine Creek), road machin-
ery, street car tracks and other rusting junk. Now
is the time to cut red tape and sell old steel to
make new. Ask your county, town or state offi-
cials to start a scrap hunt.

5. HOW YOU CAN HELP: If you work in a shop,
a factory or on a farm, please help the steel
industry increase its scrap supply. Expert ad-
dvice on best ways of locating and salvaging
industrial, farm and government scrap is avail-
able from representatives of the Steel In-
dustry Scrap Mobilization Committee located
throughout the country. Send for interesting
description of the national scrap-hunt. Write
to American Iron and Steel Institute, 350 Fifth
Avenue, New York 1, New York and ask for
reprint from STEELWAYS Magazine titled,
"Clearing the Industrial Attic"... Factual, ex-
cellent for schools and discussion groups as
well as industrial use.
REGIONAL GROUP

Wyo. Network Formed

WILLIAM GROVE, president and general manager of KFBC Cheyenne, Wyo., has announced the formation of the Wyoming Cowboy Network, a new seven-station regional network assuring low-cost almost complete radio coverage for Wyoming. Stations are: KFBC Cheyenne, KRAL Rawlins, KGOS Torrington, KWRU Riverton, KWOB Worland, KODI Cody, all Wyo., and KSID Sidney Neb. All stations are ABC affiliates.

Mr. Flynn

Another advantage the new group claims, Mr. Flynn stated, is "since all stations in the group are ABC line-connected, Wyoming Cowboy Network spot and program availability are uniform and are cleared for the same time with the same adjacencies over the entire net and are fed out of Cheyenne."

Cost of a one-minute or chain-break announcement over the entire seven station hookup starts at $12 for daytime and $18 for nighttime announcements, less frequency discount.

EXECUTIVES CLUB

Officers Are Announced

HOLLYWOOD Executives Club, limiting membership to 55 from radio, TV, recording and advertising agencies and recently organized, will hold its first semi-monthly meeting at the Vine St. Brown Derby next Thursday noon.

John K. West, NBC Western Division vice president, is club president. Willet H. Brown, president of Don Lee Broadcasting System; Glenn Wallich, president of Capitol Records Inc., and Neil Reagan, Hollywood manager of McCann-Erickson Inc. are vice presidents.

Other officers include George Hussey, head of agency bearing his name, secretary; Cy Pearson, manager, Hollywood branch, California Bank; treasurer; Martin Gang, partner in law firm of Gang, Kopp, & Tyre, counsel, and Jack Bellman, Variety, historian.

Board of directors include Harry J. Ackerman, CBS-TV Hollywood vice president in charge of network programs; Walter Bukker, vice president, Young & Rubicam; Sam Fulmer, NBC TV network producer; Tom McCray, NBC Western division director of radio network operations; Hal Mag, western division vice president, RCA Victor; Harry Matliah, president-general manager, KFWR; Frank Mullen, Henry Ginsberg and Sidney Strotz, TV consultants; Ed Nansour, vice president, Nansour Productions; William Phillips, director, ABC Western Division operations; Robert O. Reynolds, vice president and general manager, KMPC; Joe Rine, TV producer; Frank Samuelson, manager, radio-TV department, William Morris Agency; Robert B. Wolfe, vice president Kenyon & Eckhardt.

Function of club is exchange of ideas and information by leaders of membership industries.

FM Station Expands

NEW program schedule was begun March 1 by station WFM (FM) Richmond, Va., the city's original FM station. Full day of broadcasting will feature music, sports and service programs. Complete new staff has been employed by the station which will devote a large part of the daily schedule to educational programs.

From where I sit by Joe Marsh

It's Slim's For An "Honest" Meal

Most people thought Slim Benson would probably go broke when he first started his system of letting customers figure out their own checks over at his big diner on the highway.

Slim trusts them to pay as much as they eat—you simply tell Sally, his cashier, the amount of your bill. It works, too. Take the other day when Buck Harris went and told Sally his bill was 35¢.

Now I was right there with Buck and I knew all he had was coffee and pie which comes to a quarter. "How come thirty-five cents?" I asked Buck. "Had an extra cup of java the other day, Joe, and forgot all about it—til now," he says.

From where I sit, most people are basically honest—and that goes for their opinions, too, even though they may be different than our own. I like a glass of beer with my dinner; you may prefer something else . . . but we all ought to be allowed to "figure it out" ourselves.

Joe Marsh
ELECTED!

Again this year

WJBK

Key Station

DETROIT TIGERS

BASEBALL NETWORK

WJBK-DETOIT

Tops in News—Music—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
And if you’re an advertiser with something to sell the public... an advertising agency executive whose job is to help your clients do that selling... or the owner or manager of a radio or television station doing business with advertisers and agencies—well, that one person automatically becomes YOU!

Why? Because this ad concerns itself with a certain fundamental that endangers anyone in any of those three categories. Today, with an expanding economy following paths never traveled before, what you DON’T know CAN hurt you!

There’s an awful lot to know, too—about media trends and ratio of expenditures by the biggest advertisers in recent years, about results, effects of TV on other media, significance of spot and local radio gains. Also, there’s a great deal to be forecast with an accuracy that will give today’s decisions a fighting chance of being right tomorrow.

**WHAT’S HAPPENED? WHAT’S GOING TO HAPPEN?**

Those are big, imposing questions. BROADCASTING-TELECASTING, however, will attempt to answer them—for you—in a Review & Preview Issue to be published on March 31, an issue presenting the most authoritative, complete facts yet assembled on the changing picture of media investment by top advertisers during the fast-moving years since the end of World War II.

Even more valuable, this issue will analyze its findings and develop from them the kind of forecasts every advertising man, every station operator wants and needs for intelligent planning. What’s behind us is interesting. But what’s ahead is vital!

**ANSWERS ARE HERE FOR EVERYBODY**

This March 31 issue of BROADCASTING-TELECASTING can be as important to any plans board meeting as the conference table around which it meets—and far more valuable. Between the two covers of BROADCASTING-TELECASTING you’ll find facts that help answer such basic questions as—

- What are the 1952 trends in media appropriations?
- Will the national economy continue to expand, and what part can advertising be expected to play in it?
- Can the nation support large numbers of TV stations without seriously impairing present radio facilities?
- What do the best-qualified leaders in advertising, marketing, radio and television say about the future?

- Is television over-priced today? Is radio under-priced?
- Will there be a realignment of all media rates soon?
- What are the trends among the top 100 advertisers on their allocation of budgets to various media?
- What effect has TV had on newspaper and magazine linage?
- Do results show that some products are better suited to radio than TV advertising?
- What influence will defense production have on set manufacturing?
AT JUST ONE PERSON

These (and many more) are typical of the puzzlers that hundreds of plans boards all over America will be trying to think through during the year ahead. The Review & Preview Issue of BROADCASTING-TELECASTING can help make their task far easier because of the essential facts it has uniquely gathered together.

FACTS THAT ARE VITAL TO YOU, TOO

Whether you’re an advertiser, agency man, or station operator—the contents of the March 31 issue demand your attention because of their practical usefulness. And it takes no particular prophet to point out that such an issue will be kept, thumbed through, read and re-read by advertising’s decision-makers for the fullest study of the material it contains.

If you are the owner or manager of a radio or TV station anywhere in America, that holds considerable significance for you. This issue of BROADCASTING-TELECASTING would be an excellent place to tell your story as well...to run your station’s message, directed just as accurately as the March 31 issue itself will be, to the attention of advertisers and agencies planning now what they’ll do in the future.

NOT MUCH TIME LEFT

(There’s a big bonus with this issue, incidentally. It will be published on the opening day of the 1952 NARTB Convention in Chicago (March 31-April 3)—thus commanding the additional attention of everyone at the Convention as well as every advertiser and agency executive who has his eye on the events of this year’s NARTB Convention schedule.)

The deadline for all advertising is March 17. Despite the importance of this Review & Preview Issue of BROADCASTING-TELECASTING, there is no increase in rates. If you want your station represented wherever and whenever important advertisers are making plans—today (and not tomorrow) is the time to send us your space reservation. Wire or phone our nearest office if you prefer. But—just don’t wait until it’s too late!
**Coy, Time to Buy KOB?**

(Continued from page 25)

formal application for voluntary assignment is filed with the FCC. Time Inc. is represented by Crawford, Swaine & Moore, New York law firm, with Philip G. Loucks, Washington attorney, representing both Time Inc., and Mr. Coy in the KOB negotiations. Legal counsel for Mr. Pepperday is W. Theodore Pierson of the Washington law firm of Pierson & Ball. F. Wieland, tax expert of the Pierson firm, has recently returned from Albuquerque, where financial aspects of the transaction were developed. The corporation, it is understood, has a substantial amount of funds in quick assets and the net transaction might be in the neighborhood of $600,000 to $650,000.

**Meyerson Is Manager**

KOB is managed by J. I. Meyerson, former sales and promotion manager of the Oklahoma Publishing Co. and its radio-TV properties. KBTV is headed by Mr. Pepperday, with George S. Johnson as commercial manager, chief engineer and film buyer. It is understood that any transaction evolved would make provision for retention of these key executives and of staff.

Consummation of this sale, it is believed, would commit 100% of former Chairman Coy's time to the Time Inc. organization. The company aspires to acquire additional TV properties and possibly also radio properties, either through purchase or through direct application.

Because Mr. Coy is a vigorous advocate of UHF, it would not surprise observers to see the corporation file applications for UHF stations in a number of markets, not necessarily in basic areas. Mr. Coy repeatedly has stated that he feels the primary TV service on a nationwide basis will be provided by UHF rather than VHF.

Two years ago Mr. Coy advocated desertion of the VHF band at some future date, at which time there would be a complete shift to UHF. His fellow commissioners, however, did not support this view and it received virtually no endorsement from industry ranks on the ground that both public and broadcast investment in VHF was too well entrenched to warrant a possible economic upheaval.

Mr. Coy was also an ultimate acquisition of a newspaper property, with or without broadcast adjuncts, in his home state of Indiana. His efforts brought an interest in the Lafayette (Ind.) Journal & Courier [BT, Feb. 25] thus far been unavailing. It is understood that he has other possible "leads" in Indiana.

**It's Chm. Walker**

(Continued from page 25)

In the light of federal service retirement provisions, some $1,000 salaries of members of the FCC were increased from $10,000 to $15,000 per annum. By completing three years at $15,000, his retirement will be based on an average of $13,000 per year for the five-year maximum salary bracket on which such retirements are based. His retirement pays thus much on July 1, 1952, was a year ago, when he first reached eligibility. It should run in the neighborhood of $3,500 per year by November.

The new chairman has been an expert in common carrier matters rather than broadcast. He originally came to the FCC from the Oklahoma State Corporation Commission and was the acknowledged expert on telephone regulatory matters.

But he has rubbed elbows with broadcast operations over the years and has a working knowledge of regulatory phases of that part of the Commission's activity which has consumed perhaps 90% of its time.

**Speculation Was Rife**

Even with the Walker appointment, there was considerable speculation as to who ultimately would succeed him as chairman. That, of course, will depend upon the outcome of the November elections. A Republican victory would inevitably result in a change in chairmanship, whether or not Mr. Walker elected to remain until his term expires in June, 1955.

A Taft victory, it is presumed, would mean the appointment of Robert F. Jones, a native of Ohio, and a 10-year veteran in Congress prior to his appointment to the FCC in 1947.

Other Republicans on the Commission are Comrs. Rosel H. Hyde, whose present term expires next June but whose renomination is confidently expected with both Republican and Democratic support, and George G. Sterling, of Maine, whose term runs until 1957.

If Reverend the Truman administration (should he choose to run) would bring a number of possibilities.

Known to have been mentioned in the White House conversations at the time of Mr. Coy's resignation were such figures as J. Leonard Reinach, managing director of the Cox radio and television stations; Neville Miller, former NAB president; and practicing Washington attorney, Philip G. Loucks, former NAB president and Washington attorney; Telford Taylor, former FCC general counsel, now director of Small Defense Plants Administration, John Bartley, Board Chairman and General Counsel Justin Miller, and former Sen. Frank Graham of North Carolina.

Prior to the President's announcement last Thursday, names crept into speculation. These included Capt. John Cross of the State Dept. Telecommunications Division, which has been identified with the TWA negotiations, and Thomas J. Lynch, general counsel of the Treasury Dept.

**Supported by Rayburn**

Mr. Bartley, supported by Speaker Rayburn for vacancies on the FCC during the past several years, was included in last fall's list as successor to Mr. Coy. Mr. Rayburn, who had been nominated by the President for the judge'ship in New York. When the Senate recessed without confirming him, however, Miss Hennock asked that her nomination be withdrawn and advised the President she would not accept a recess appointment.

Mr. Bartley, it was learned, conferred with the President Wednesday afternoon, entering and leaving the White House unseen. He made no comment and expressed surprise that anyone knew of his visit.

Mr. Bartley (see sketch page 24) is a middle-of-the-road Democrat. Although a native of Texas, he has lived in the East most of his adult life. He is no stranger to local politics or to broadcasting. His acquaintance with Chairman Walker goes back to creation of the FCC in 1934, when Mr. Bartley, then a striping of 25, became the first director of the then existing telegraph division.

In 1937, when Frank R. McNinch became chairman, the division system of operation was abolished and the directorships with them. Mr. Bartley thereafter became secretary and then president of the Yankee Network. He remained there until 1943, when he joined the NAB staff as director of war activities, leaving in 1947 after serving as head of the FM Dept.

He has been through the FCC mill, having been the principal applicant for a station in Houston. The successful applicant was the late W. Albert Lee.

**WLW Anniversary**

WLW Cincinnati observed its 30th year of service and companion station operation last Saturday at special broadcasts which touched off a month-long celebration [BT, Feb. 25]. Messages have been received from the governors of Ohio, Kentucky and Indiana.

**In HANNIBALAND**

THEY have money to spend!

HANNIBALAND—the large 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.

The population of the rich Hannibal area is mostly rural. These are the folks who have the money to spend to buy your products. To sell 'em use the station they listen to most—KSHO.

KSHO reaches and sells the buying power of the 240,470 radio families who live in this large, 41 county area.

Make your selling job easy in the middle-west in Hannibal — buy KSHO. Write, wire or phone KSHO or Pearson today for availability.

**KSHO**

Representative
John E. Pearson Company
Mutual Network
Hannibal, Missouri

5000 watts day
1000 watts at night

Page 44 • March 3, 1952

BROADCASTING • Telecasting
"No mud on our Pulpit!"

"No. . . not in our little church!"

"But something the Pastor said reminded me of a service I'll never forget. Later, Helen told me he'd said, 'Mud' out loud. That's why she dug me in the ribs and said 'John, wake up!'"

"I guess I was wool-gathering. I was back overseas, listening to a Chaplain who'd found a spot of beauty in a grove of trees for his services. . . . right smack in the middle of a war! The green branches made a church-like arch. The sun filtered through the branches like through our church windows.

"The Chaplain's pulpit? Just the hood of a homely Army Jeep. . . . splattered with mud. No organ music. . . . just the booming of big guns far off. No pews, either. . . . just mud to sit in. But I felt just as close to God then as I did last Sunday in our Maple Street Church.

"After Helen nudged me awake, I thought of countries where mud is slung at pulpits. Where men of the cloth are jailed. Where churches are closed or burned. And where God is disowned. I gave thanks that here we respect all churches.

"Freedom of worship is one of our precious rights. Other Freedoms include our right to vote as we please. . . . and without anyone knowing whom we vote for. To get rip-roaring mad when we see our taxes wasted by wild spending. . . . and when we read about charges of corruption against public officials. To choose our own jobs, like I did when I applied for one at Republic. To own our own homes. To drive our own car across state lines with nobody to push a gate down in our faces.

"I said an extra prayer last Sunday: May our Reverend Johnsons, Father Kellys and Rabbi Cohens always have that sacred freedom to preach their gospel from unmuddied pulpits. Amen."

REPUBLIC STEEL
Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. . . . an America whose aircraft streak to all corners of the free world on missions of commerce, mercy and peace. Through the Aircraft Industry, too, Republic serves America: Republic furnaces and mills produce aircraft-quality steels. . . . steels for the tools to shape the parts. . . . steels for the instruments that guide the way. . . . for the reinforcing that makes safer runways. Republic is proud of the part it plays in supplying so much of the ground-based production power that keeps America powerful aloft.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
1952 BROADCASTING YEARBOOK ADDENDA

CHANGES and additions received after the 1952 BROADCASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number.

Page 49—Under Joe A. Hardy & Co., Flad, please; Campbellton, N. B.

Page 69—J. T. Eddins is partner as well as manager. Delano, Will; Kathy Martin, wd; Raytheon transmitter.

Page 68—Or UWA. Eufaula, Ala., staff to read: E. B. Foss, replaces Hugh G. Cham- pager, ce. Delete Lee S. Bull,- in.

Page 78—KARK Little Rock, Ark., change power to 5 kw-D, 5 kw-W with directional an- tenna.

Page 82—WCMY Coalinga, Calif., delete John H. Thatcher. Cor- rect (in character listings should read: Rees H. Bowman & Benjamin M. Bowman, co-w, Rees H. Bowman, gm; Faye M. Bowman, pd, sm; and Alejandro Medina, Spanish pr, sm, and D. I. Daniel, ce.

Page 113—WNJN West Palm Beach, Fla.; Fred Stand, O'Neal, cce. & gm, replaces S. P. Willis.

Page 116—WGGC Brunswick, Ga., re- vise personnel to read: Fred Smith, p; Hugh K. Tollery, e; John Houston, sm; and Herman Lane, ce. Marvin Schaefer, replaces John Studebaker, stupey, m. Add 103.4 to WCIU, library.

Page 123—WCHS Carmit, Ill., change staff to read Dick Berry, pd; Garnet Williams,(co-pm), Parish, mw., Fairfield, Ill., ce. WCIU, 103.4, ce. 

Page 125—WFLY Elmwood Park, Ill., Jim Weiss is ce replacing James P. Rodgers.

Page 129—WKAO Mazon, Ill., delete LEK. Revises personnel to read William E. Schott, p & pm. Gene Larson, cm.

Page 130—VCIW Ottawa, Ill., add Jere H. Holden, cm.

Page 133—WMRD Peoria, change staff to read: Robert S. Hult, New York sm; Hal Phillips, retail sm; and Phil Truitt, pm.


Page 140—KKCI Iowa City, Iowa., correct spelling of gm & pd is Gene Claussen; Kenneth M. Brown replaces Herb. Chen- nes, ce; and Tom Pettit as pd; Tom Pettit as ce.


Page 155—KCIW Dover, La., Michael A. Roppolo is pd, replace- ing M. B. Fleming.

Page 173—WCAR Pontiac, Mich., H. Y. Levinson is p as well as gm. Add William N. Cod- dington, acct. coord. & tech. d. (Mrs.) Clara Mc- Graw, al; O. F. F. sey; Frank F. Firschild, pd, and (Mrs.) Pinto, natl. ad. s. RCA transmitter.

Page 175—KMIU Marshall, Minn., correct local network to read: "KMIU, Marshall, Minn.

Page 182—Childs, Topton, Mo., revise personnel to read: Orpha G. Nickerson, gm; James A. Newman, asst. pd; Forrest M. Wallace, asst.; and W. F. Patterson, tech. sup.


Page 188—KFIH Great Falls, Mont., correct spelling of gm is J. P. Wilkins.

Page 222—WAND Canton, Ohio, insert Wall! H. Mcllhany as national, rep- resentative; P. C. Wilson, p & gm, James Wilson, gm; Jim Russell, pd & sd. Phil Viola, gm, at Battle Creek.


Page 225—WUSN Charleston, S. C., change spelling of gm & cm, J. Drayton Hasie.

Page 226—WILM Lenoir City, Tenn., correct personnel to read: John Daily, asst. pd; F. N. Jones, gm; and delete Oils Parker.


Page 232—WGEE Beloit, Wis., change power to 100 w (250 w ap- plied in 1951).


Page 237—Insert: 150-watt Transmitter

Page 237—RCA Victor Div. (RCA Victor Record Dept.) 630 Fifth Ave., New York 20, N. Y. Tel: Judson 6-0339; Philip Solov Jr., gm, Eli, B. D., dir.; Arthur C. Jackson, gm; and Caroline Stuckey, vp.

Page 244—After FCN Member listing of Gutford Jameson, insert firm name, Smith & Jame- sons, 374 15th St. N. W., Washington.

Page 245—Delete extra listing under FCC Members the name of William Montgomery Smith, which appears twice. Insert William P. Smith, of Smith & R. Walker, Bldg., 734 15th St. N. W., Washington.

Page 248—Insert in regional networks:


1950 Farm Income Of $98,695,000*

*Sales Management, 1951
Survey of Buying Power

With

Only ONE Station Dominates This Rich, Growing 15-COUNTY Market

BROADCASTING • Telecasting

Reefer, central sales rep. (Chicago); Robert Fender, southern sales rep. (Dallas); Walter R. Seifert, mg. sales rep. (New York); Donald D. Arnt, mg., commercial research, Swift & Company (musical program service); RCA Syndication Programs (recorded dramatic, variety, music shows).

Studio & Regional Offices: Chicago 11—445 N. Lake Shore Drive; Dallas—2701 McKinney Ave.; Los Angeles—3225 Fayerthorne Blvd; New York—10016 N. Sacrevo Ave.; Tel: Himal- 4-1090.

Atlanta 5—323 Forsythe Blvd, Tel: Walnut 3-6980. Dallas—1907 McKinney Ave., Tel: Dallas 7-3388.

Page 34—George, Newlin & Ganger Inc., A. C. DePriester has no connection with the above. Telephone North 3-2850. Mpls—Radio, TV; George J. Zachary, associate of Radio and TV; Elizabeth Rice, vice president; J. A. Bencher, copy chief; Paul Martin, art director; Arthur J. Daily and Herbert Horton, executive producers. 


Page 33—Insert Warren Spencer, ce.

Page 35—Add: State Fair, ce.

Page 36—Kenny S. Kellett, ce.

Page 37—Keny S. Kellett, ce.

Page 38—Keny S. Kellett, ce.


Page 40—Keny S. Kellett, ce.


Page 42—Keny S. Kellett, ce.

Page 43—Keny S. Kellett, ce.

Page 44—Keny S. Kellett, ce.

Page 45—Keny S. Kellett, ce.

Page 46—Keny S. Kellett, ce.

Page 47—Keny S. Kellett, ce.

Page 48—Keny S. Kellett, ce.

Page 49—Keny S. Kellett, ce.

Page 50—Keny S. Kellett, ce.

Page 51—Keny S. Kellett, ce.

Page 52—Keny S. Kellett, ce.

Page 53—Keny S. Kellett, ce.

Page 54—Keny S. Kellett, ce.

Page 55—Keny S. Kellett, ce.

Page 56—Keny S. Kellett, ce.

Page 57—Keny S. Kellett, ce.
CONSUMER ADS

Westinghouse Budget About $18 Million

A 15-18% increase in its consumer total sales billed in 1951, and a $300 million expansion program were cited by officials of Westinghouse Electric Corp. in New York last Monday as evidences of a good business upward curve which would continue even after industry's fulfillment of current defense needs.

The 15-18% increase in consumer advertising will bring the total Westinghouse advertising budget to about $18 million during 1952, according to President Owlyn A. Price. More than 20% of the amount will be spent for radio and television broadcasts, including Westinghouse sponsorship of the $3 million "get out the vote" political coverage on CBS Radio and CBS Television this summer [B&T, Dec. 31, 1951], and Studio One on the same video network.

The company's $300 million expansion program, designed for immediate use in defense production but to be converted immediately for civilian purposes, will be carried out within the next three years. Present business trend—based on the past thirty years and extending to 1965—indicates great expansion for the entire electrical equipment and installations industry, Mr. Price reported, which he said had a growth three times that of other advertising budget, a record for total sales billed in 1951, and a $300 million million expansion program were.

Emphasis on Selling

While the electrical equipment industry booms, Westinghouse expects "a good, tough, competitive" year for consumer goods, with emphasis upon selling rather than production during 1952, John M. McKibbin, vice president in charge of consumer products, reported. The inventory picture at the first of the year was "a healthy one," he said, and was specifically low for TV receivers, although there had been "a limited production facility" on some consumer goods since the war. Anticipating a holdback, perhaps, in radio-TV receiver production this year, the company will nevertheless try to equal if not better their 1951 mark, he explained. Consumer goods account for only 20% of total Westinghouse production and will receive a similar apportionment of the $300 million expansion fund.

In spite of copper and aluminum shortages, radio and television production during the first quarter of this year is proving to be equal to that for the comparable period last year, Mr. McKibbin said. "As a result of strong demand, production is going directly into distribution channels," he noted. "For the factory inventory of radio and television is non-existent." Output during the normally heaviest third and fourth quarters depends on material availabilities, but aside from that qualification, Westinghouse "hopes" to meet the goal of matching 1951 production.

Total sales billed by all divisions of Westinghouse reached $1,240,- 801,000, a record total that rose 22% above the previous high established in 1950. Net income for 1951 was $64,878,000 as compared to $77,922,000 for the previous year, however, with the difference attributed to increased taxes which rose from $77 million in 1950 to $104 million in 1951.

SERIES OF eight Lenten programs on NBC Radio Voice of the Cathedral are being presented in cooperation with Angelica Lutheran Church of Los Angeles. An NBC star will be heard each week telling what church attendance means to him.

PROFESSIONAL or amateur, they're radio men. These broadcast execu- tives got together last Saturday, July 11,000 to meet at a "Ham" party in the northwestern Massachusetts to take part in the 1952 international DX contest of amateur radio sta- tions, "Ham Radio" which is the thirteenth international DX contest of amateur radio stations for this year.

BENTON & BOWLES, New York, has established an intensive lecture course to cover all phases of the agency operation for its employe training program.

In announcing the new project, Robert Lusk, executive vice presi- dent, pointed out that there has been a growing need for compre- hensive on-the-job training in the advertising field ever since the termination of the GI training program set up to meet the require- ments of returning veterans after World War II.

To meet this need, the agency has set up a strong executive team headed by Brown Boile, vice presi- dent, and William A. Foten, account executive.
Mfrs. Anti-Trust Probe

(Continued from page 27)

and expressions regarding "a position to be taken before any government agency, with respect to the production or non-production of color television equipment of any kind."

Records also are sought for calendar 1939 and the period since Jan. 1, 1947, showing (1) by major product groups, all radio, TV and related electronic products manufactured by respondent company; and (2) for each calendar year, the company's production and sales of AM sets, FM sets, AM transmitting equipment, FM transmitting equipment, black-and-white TV sets, black-and-white TV transmitting equipment, color TV sets, color TV transmitting equipment, vacuum tubes, black-and-white TV picture tubes, and color TV picture tubes, with separate breakdowns for domestic and export production and sales.

More Figures Requested

Figures on amounts of royalties collected in each calendar year from each of respondent's licensees in each of these fields also is requested.

Further, the Justice Dept. wants to know how much royalties were paid in these calendar years to various other manufacturers individually, plus details on all acquisitions of patents, exclusive patent licenses, or inventions in radio, TV or related electronic equipment since Jan. 1, 1940.

Data on quantities of vacuum tubes purchased by respondent company during 1951 is requested, with the information to be shown in units and dollars, and segregated by serial number and manufacturer.

The government also wants to know the company's respective expenditures, for specified years, in research and development in the radio and television manufacturing fields; plus their relative positions "in terms of production, sales, research, technology, patents, patent rights, know-how, financial resources, earnings, plant capacities, distribution facilities or promotional efforts" in those fields.

Copies of current agreements securing domestic patent license rights, agreements securing rights from foreign companies, and agreements relating to the transmission of engineering information, blueprints, know-how or other radio-TV manufacturing data to other U. S. companies or the receipt of such information from them—this type of data also is requested, along with copies of annual company reports to stockholders since Jan. 1, 1934, and names, addresses, and terms of office of company officers and directors since Jan. 1, 1939.

BRONZE Star Medal was awarded to Sg't. George J. Hoffman (I), formerly with WSRS Cleveland, Ohio, before he left Korea for U. S. on rotation. Sg't. Hoffman receives medal from Capt. George Easterling for meritorious service with information and education section of 3rd Division Headqtrs. from May 20, 1951, to Jan. 14, 1952.

WKIP ACQUIRED

By Bingham Group

GROUP of station executives have bought WKIP Poughkeepsie, N. Y., from Poughkeepsie Newspapers Inc., it was announced last week. Sale is subject to FCC approval.

Officers of the new company, Duchess County Broadcasting Corp., are George W. Bingham, general manager of the station, president; Marvin S. Seimes, chief engineer, vice president for engineering; Richard A. Dwellly, commercial manager, vice president for sales; John J. Kuhn, vice president for programs, and Mabel Shroyer Meurer, secretary-treasurer.

Messrs. Bingham and Seimes and Mrs. Meurer have been with the radio division of the Speidel newspapers (which owns the Poughkeepsie New Yorker) for more than 10 years, having been associated first with WGNY Newburgh, N. Y., before going to Poughkeepsie in 1944. Mr. Kuhn has been a member of the program department of WKIP since 1946 and Mr. Dwellly went to the station in 1949.

WKIP is an ABC affiliate. It operates on 1450 kc with 250 w.

FM adjunct of WKIP, WHVA (FM), remains in the hands of the Poughkeepsie newspaper. It is an affiliate of Rural Radio Network. Also remaining under Speidel ownership is WGNY. Recently sold were Speidel-owned KDON Santa Cruz, Calif., and KWRN Reno, Nev.

IMN Denver Office

INTERMOUNTAIN Network has opened a key office in Denver, Col., Lynn L. Meyer, vice president in charge of sales, announced last week. The new office, 1735 Stout St., will be headed by Ken Palmer, former manager of KVER Albuquerque. Central IMN headquarters is in Salt Lake City. Denver office is to serve IMN stations and accounts east of the Continental Divide.

NUNNS SELL KFDA

To Cagle Group; $240,000

SALE of KFDA-AM-FM Amarillo, Tex., for $240,000 from Nunn station ownership to a foursome of Texas broadcasters and a publisher was announced last week. Application will be filed soon for FCC approval.

Buyers comprise Gene L. Cagle, president and general manager of the Texas State Network; Charles Jordan, vice president of TSN; Wendell Hayes, owner of KBW Brownwood and KNOW Austin, and C. C. Woodson, oilman and publisher of several Texas newspapers.

New company will be known as Amarillo Broadcasting Co. Except for the association of Messrs. Cagle and Jordan, the new company has no connection with TSN. KFDA operates on 1440 kc with 5 kw day, 1 kw night. It is affiliated with ABC.

Preparing for TV

Consolidation in order to get ready for TV was the reason given by Gilmore N. Nunn, president of Nunn properties, for the sale of the Amarillo stations. Several years ago, the Nuns sold WMOB Mobile.

Baseball Suits Countered By WOPA Complaint

Baseball legal entanglements became more damage suit against 13 Major League baseball teams and readied a defense to contract violation charges brought by WOPA Oak Park, Ill.

Both cases are being presented in the U.S. District Court for Northern Illinois, Eastern Division, in which the 13 team headquarters are located. These were expected to be delivered by hand by the end of the week, at which time each respondent would be given 20 days in which to file a formal answer with the court.

These maneuvers will take at least a month, at which time other delaying actions will probably be taken in court. One Chicago attorney growth that each team defendant will retain its own counsel, rather than hiring one attorney who would act for all.

LBS Counsel

Thomas C. McConnell of the Chicago law firm of McConnell, Lukin & Van Hall, representing Liberty. He is known for his victory in a similar case against combined theatre interests of the U. S. Supreme Court in 1936. Representing an independent motion picture theatre on Chicago’s South Side, he charged conspiracy of theatre interests resulting in a financial loss of his client. The action is believed to be one of the first involving anti-trust and conspiracy charges.

Liberty representatives were scheduled to meet Friday afternoon with attorneys of WOPA, independent outlet, to discuss with Master in Chancery David Silbert of the station’s copyright infringement, which will be referred to Federal Judge Philip Sullivan for a ruling.

WOPA Tuesday afternoon filed a complaint and request for a temporary restraining order against WCFL, Chicago independent, with the latter to be blocked temporarily by filing of a verified complaint by Liberty the next day.

WOPA charges Liberty violated its three-year affiliation contract which was signed March 14, 1931, and went into effect three days later. Initially a one-year agreement, the contract stipulated terms would be renewed for two more years if there was no notification of cancellation by either party 120 days before the expiration date.

WOPA, through McCarthy, Toomey & Reynolds, Chicago, charges which option was never given. Last August 22, Liberty signed an affiliation contract with WCFL, a 50 kw outlet, and made arrangements for the station to carry the Chicago White Sox American League games acquired on an exclusive basis.

WOPA charges that, according to contract terms, it has first-call on any Liberty network programming and, if it turns down the programming feature, Liberty can schedule it with another station. WOPA claims, however, that Liberty represented in statement to WOPA management said the network did not intend to furnish “any White Sox or any other baseball games broadcasts” to WOPA.

Egmont Sonderning, general manager of WOPA, wired James Foster, Liberty executive vice president, on February 22: “We have instructed our attorneys to institute appropriate legal proceedings immediately... Inasmuch as we have been verbally informed that WCFL will carry the White Sox games, which under the terms of the contract we are entitled to first call, injunctive relief will also be asked against that station.”

WOPA, according to its attorney, has exclusive Liberty broadcast rights in Oak Park only. WCFL, on the other hand, reportedly has a contractual clause providing that all Liberty broadcast in the station’s primary signal area. WCFL’s signal blankets Oak Park, a west side suburb eight miles from Chicago’s Loop.

Renewing Contracts

We got a lot of response to an item in the January issue of our subscriber newsletter (“The Needles” 2... Feb. 26. It turns out down the programming feature, Liberty can schedule it with another station. WOPA charges, however, that Liberty represented in statement to WOPA management said the network did not intend to furnish “any White Sox or any other baseball games broadcasts” to WOPA.

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New Calendar Pages

Second-quarter sheets for the AP Merchandise-Programming Calendar (April-May-June) will be released shortly to all APs subscribers, and others who requested them. If you’re a non-subscriber, haven’t written already, ask your APs manager to sign them, and send you the next batch. Prices in quarters this is probably most current calendar available.

Apologies to Sponsor

... for lifting an item right out of its own pages for this column. Rob Foreman wrote this in a review of the Mario Lanza—Coca-Cola Show in Sponsor for January 28.

“...after watching two second-rate fighters swing at each other through eight rounds, a fitting climax to a dull evening of TV-ting, it was a rare pleasure to be able to hear the pictureless charm of the Coca-Cola show featuring Mario Lanza. ’In fact, it’s often quite a relief not to have to glue your eyes to that small glass-fronted box, and when you get good music in return for shutting the infernal machine off, you are doubly rewarded. Which is why it’s my bet that pleasant music will always be a drawing card on radio—lone after TV has run radio drama, and radio comedy, as we know it, pretty much into the ground. Commercially, Coca-Colas approach is that of a low brow who doesn’t deign to get into the ring with competitors. No bounce, no energy story, no nothing up till the middle break, which was a tone-poem of no more than 30 seconds plugging the druggist’s soda fountain as a good port these stormy days with a short plug for the Cokes on tap there. The closing announcement couldn’t have run 25 seconds and embarrassed more that Coca-Cola was everywhere.

"For a package product of low cost and great frequency (of purchase), it is sure in the opposite direction of most advertisers. Since no one comes near the product in sales and few half hours on radio could be any more enjoyable than the Lanza stanza (especially for TV-refugees such as I), I’d give ’em A all around.”

More and more folks in the industry are recognizing—reflecting this attitude. Music alone seems to have the ability to override even the fascination of the picture. From good music comes sheer enjoyment that needs no complement... and it’s a wise program manager who keeps his schedule filled with the purest sounds of all—this very music. You can’t find it all in that pile of free phonograph records, either!

Speaking of Phonograph Records

... did you know that broadcasters in foreign lands pay a royalty for every phonograph record they play? It averages about 25c per play... which is why AP is such a wellliked feature at stations in South Africa, Hong Kong and other spots around the globe. Suppose you had to pay up 25c for every phonograph record you played? Every single time you played it? How many of the discs you spun today would you have paid for at that rate? Considering that no such problem confronts a library user... and remembering that the average APs subscriber has unlimited use of our 16-inch transcriptions for less than 1c per month, what would you do?

CFCF Moves

CFCF Montreal has moved to new offices and studios at 4824 Cote des Neiges Road, Montreal 26. Telephone is Ekdale 1184.
Gutenberg
500 years ago, Johannes Gutenberg invented the first practical use of movable type and the mechanical art of typecasting. It is to his credit and everlasting fame that the Bible was his first printed work. Gutenberg succeeded in producing this book by a process which has stood the criticism—and won the admiration—of later ages. Gutenberg's invention brought mass communication to the world through the printed word. Few other men have made such a valuable contribution to the progress of civilization. Gutenberg is, indeed, a name to remember.

25 years ago, THE FORT INDUSTRY COMPANY was founded on the principle of programming and broadcasting in the public interest. In the intervening quarter-century all the FORT INDUSTRY stations, wherever they are located, have upheld this public trust. For this reason, wide-awake sponsors remember the name FORT INDUSTRY when they want the greatest response and the best sales results.
**Editorial**

**Pacing the Ponies**

AFTER MONTHS of deliberation, the FCC has issued what amounts to a "show cause" order against 16 stations which have been broadcasting horse-racing results. Caught in the publicity rip-tide of the Kefauver Crime Committee, which recommended that the FCC assume the role of continental cop in eradicating use of communications facilities for gambling, the FCC has decided to take a look on its own before embarking upon a positive course.

Hence, the FCC hasn't issued a summary ban or even a requirement that stations, at this stage, delay the broadcast of results which might enable bookies to conduct their clandestine operations. To that extent—its unwillingness to capitulate to an arbitrary directive of the Senate Committee—the FCC deserves commendation. It wants to ferret out the facts first.

In these columns we have contended in the past that as long as it's lawful to run horse races, it's lawful to "publish" the results—whether this be by radio or by the printed word. But here there is introduced a new equation. The very spontaneity of radio, which "publishes" with the speed of light and sound, may be the reason that radio (and TV) should not engage in transmitting race horse results of the horse--"customer" gets the information, the FCC's hearing orders emphasize after-dark broadcasts as those that "may be of aid to illegal gambling activities."

Newspapers must traverse the cumbersome processes of reporting the results, setting them in type, running them on the presses and then distributing the printed papers by newsboy or via newstand. It is very old hat by the time the "customer" gets the information. Radio, on the other hand, publishes instantly. Radio doesn't want to aid and abet the bookies. It doesn't want to foster gambling. Yet if racing results constitute legitimate news, the bookie is within his rights supplying it.

The paradox here is that radio's prime attribute—speed—could mitigate against the "public interest" when handling the transmission of horse-racing results.

The FCC obviously is in a dilemma. So are many broadcasters. Out of the upcoming hearings must come the answer.

**Critique**

THE REV. Edwin B. Broderick, director of radio and TV communications of the Archdiocese of New York, has given Catholics some fundamental advice that ought to be read and heeded by all who pretend to be intelligently critical of television programming.

Father Broderick has pointed out that criticism, in its correct usage, can be both favorable and adverse. The dual nature of criticism too often is ignored by the organized groups who never say a word about television unless it is bad.

He warned against a continuation of "negative monitoring," he said, as quickly as to condemn. His is a rational approach that has been all too rare among not only Catholics, but all the Legislions of This and Leagues of That which have set themselves up in television.

To be a successful judge does not imply a requirement never to issue any decision but a conviction. Indeed the wise judge is as content to exonerate a defendant as to jail him, if the facts show that he should go free.

**IN READING** 18 full-page ads in Advertising Age last week, we kept feeling that something was missing. The ads were in behalf of 18 newspapers to show how vastly larger a percentage of homes in each of the 12 communities is reached by the papers than by three leading magazines. What was missing, of course, was a comparison with radio. That wouldn't have looked so good, from the newspapers' point of view. The U. S. Census shows the radio penetration of all homes in the nation. What newspaper, or indeed group of them, can make as sweeping a statement as that?

**Get Out the Vote**

THE RECENT report that there are now 105.3 million radio sets in the nation—one for every American of voting age—was greeted by many (ourselves included) as proof of radio's very great commercial power.

We've had a second thought about the meaning of this figure. It has to do with the coincidence that there are as many radios as potential voters.

There's no question that those 105.3 million sets perform every day a remarkable function. The ability of radio advertising to make people listen to its ads, to contribute money to good causes, in short to act has been demonstrated so many times that by now it is accepted as basic.

But if those 105.3 million sets were put to work to make people go out and vote?

We think it would make a tremendous improvement in this country's voting record which is, to state it nicely, deplorable.

In the 1948 Presidential elections less than half the people of voting age voted. That is not the kind of citizenship which keeps great republics great.

Unwillingness to make the effort to go to the polls is becoming a very serious disease in this nation. It is permitting governments to be placed in power by a minority of the citizens, or, to be precise, a majority of a minority.

In 1948 it was actually a minority of the minority that elected Mr. Truman. He got less than half the total popular vote, which itself was less than half the potential voters. Now whether you are for or against Mr. Truman as President, you can hardly deny that the selection of a President by such a fractional representation of the public is unfortunate.

What can be done about it? Well, what do you do to make housewives buy a specific brand of soap or make all kinds of people chip in their money to, say, the March of Dimes?

What can be done about it is this: Let the radio broadcasters and their advertisers put those 105.3 million sets to work on getting out the vote. In the same way they have so successfully worked on other projects. Add to radio's nation-wide power of persuasion the less widespread but immense impact of television, and watch that the percentage of voters appearing at the polls next November will far exceed that of 1948.

Some broadcasters and their clients already are planning such activities. Specifically, CBS and NBC are planning to be scheduling a get-out-the-vote series as part of their political coverage. J. P. Wilkins, general manager of KFBB Great Falls, Mont., has started a one-man crusade to get all broadcasters to undertake the campaign. It is something that every one in this business ought to do.

No greater public service could be performed by radio and television than to help the public help itself by participating in a basic part of the democratic process.

(Continued on page 59)
The voice is the same but the theatre is larger.

We, at WOAI, have had a 50,000 watt clear channel voice for a long time. We can say, with considerable pride, that WOAI is the Southwest's most powerful advertising influence, and prove it. Now, that voice hasn't changed much in years, but the audience we talk to has increased tremendously! Since 1942, radio families in WOAI's influence have increased nearly 120% — from 349,000 in '42 to 767,000 in '51. WOAI's rate has increased only 13% in the same period. There are about 53,000 TV sets in the San Antonio area. If those homes never listened to WOAI (and we know they still do) WOAI still has more than doubled its audience in the last nine years.

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
NEW YORK · CHICAGO · LOS ANGELES · ST. LOUIS
DALLAS · SAN FRANCISCO · DETROIT

CHECK BMB — CHECK HOOVER — CHECK RESULTS — YOU'LL FIND WOAI IS A BETTER THAN EVER BUY!
AWRT MEETING
Set for Detroit April 4-6
SECOND national convention of American Women in Radio & Television will be held April 4-6 at the Statler Hotel, Detroit. Arrangements for three-day session are being under direction of convention chairman Edythe Fern Melrose, president of Detroit's "House O' Charm" from which women's programs are broadcast daily over WXYZ and WXYZ-TV Detroit. Attendance at convention—which will be presided over by Edythe Messerand of WOR New York, national AWRT president—is expected to reach 700. Election balloting will take place April 5, with results to be announced the following day.

Among features of the conference will be panel and workshop sessions for AWRT members. One will be devoted to discussion of sales problems and selling tips for broadcasters. Agencies will take over a full half-day session. Also featured will be a results of surveys reporting on what women like and don't like in radio and television; the McCall Mike Awards for outstanding public service, to be presented at the banquet April 6, and appearances by the 10 women in the industry who have been voted outstanding in their fields.

Included in the roster of prominent associations and firms scheduled to act as host for one event each at the convention are: Grocery Manufacturers' Assn. Teal Bureau, Kellogg Co., Ford Motor Co., Lever Bros. Co., National Greeting Card Publishers Assn., the Shoe Guild, Cleanliness Bureau and others.

AWRT membership has grown "by leaps and bounds" since the April 1961 convention when membership stood at 300, spokesman stated. By Nov. 1 it had grown to 575, and since then new chapters have been added "all over the country," including the recently-formed New York chapter.

AD HALL OF FAME
Nominations Are Solicited
NOMINATIONS are open for addition of two names to the Advertising Hall of Fame, located in the Advertising Club of New York, Gilbert T. Hodges of the Wall Street Journal, chairman of the nominating committee, announced Thursday.

Nominations deadline is April 15, with those elected to be named at the June convention of Advertising Federation of America, founded and sponsor of the hall. Actual election will be made by a judges council on basis of special achievement and service in the advancement of social and economic values of advertising. Nominees for the Hall of Fame plaque, which provides for 55 names by 2,000 A.D., must have been deceased at least two years prior to the June convention.

PROOF / POSITIVE THAT K-NUZ BRINGS RESULTS
Loma Linda Vitamins Speaks out for K-NUZ Pull Power
Here is a letter K-NUZ received from Bob Hahn, Allied Advertising Agency, Houston, on behalf of his client, Loma Linda Sales.

Gentlemen:

Just a few moments ago I finished a report for our client, The Loma Linda Sales Company. A part of this report will probably interest you, and in excerpt it reads: "The radio spots, and portions of the program devoted to the gift supply of Loma Linda, broadcast on K-NUZ proved to be the least expensive media used in the test campaign. In fact, the cost per return was less than half that of the next best medium used."

This confirms my original belief that K-NUZ would pull for us as it always has. The client has asked that I pass on his thanks for your excellent cooperation, and his acknowledgement of a job well done.

Best regards,
R. G. Hahn

WILLIAM K. McDaniel, assistant to BOB LAWS, sales manager ABC-TV Western Division, Hollywood, shifts to ABC Radio Western Division as sales manager.

EDWARD J. HIRSCHBERG, president and general manager of WEDO McKeenport, Pa., and general manager of WABC Kittanning, Pa., appointed general manager of WEIR Weirton, W. Va., in addition to other positions.

IRA MORTON, WBKB (TV) Chicago account executive, to WOR-TV New York in similar capacity.

MARVIN L. ROSENE, general manager KIOA Des Moines, Ia., named general manager WLOL Minneapolis-St. Paul.

ROLLY FORD, former manager CHUM Toronto, appointed national advertising manager CKNW New Westminster, B. C., replacing Jim SCOTT who is ill.

GEORGE FUERST, salesman, KJBS San Francisco, moves to KGO-TV that city.

JOHN CRANDELL, space salesman with Maloney, Regan & Schmitt, N. Y., newspaper representative firm, to WCBS New York as account executive.


TED ARBER, vice president of Community Service Broadcasting Corp., operator of WCSS Amsterdam, N. Y., elected president. CHARLES A. PARSONS, president of Parsons Inc., that city, named vice president.

WILLIAM H. SCHNAUDET, station manager, named director.

JACKSON FLEMING, program director at KKL Portland, Ore., promoted to station's sales staff.

HILDA LeBLANC CHASE, sales staff of WFPA-AM-TV Dallas, Tex., appointed station's sales service director in addition to other duties.

RICHARD GREY, production operations manager, KTTV (TV) Hollywood, resigns.

GRAYCE McDONALD, manager of contact department of central division of CBS Radio, Spot Sales, Chicago, to New York office in same capacity.

BUS GOODYEAR, WFBC Greenville, S. C., and DON PETERSON join sales staff of WESC Greenville.

JOSEPH WOLFMAN, WOKY Milwaukee, appointed sales manager.

BOB JOHN, sales staff of Standard Brands, Knoxville, Tenn., and ED DODSON join sales staff of WNOX that city.

EVERETT-McKINNEY Inc., N. Y., appointed national representative for WABI Bangor, Me., effective March 1.
McCRARY ON LEAVE
To Campaign for Ike

TEX McCRARY, commentator on NBC's WNBC and WBNST (TV) New York, gives up his broadcast duties effective today (Monday) under a leave of absence requested in order to devote full time to campaigning for the nomination of General Dwight D. Eisenhower for President.

He said he felt the campaign work is my obligation and duty as an American citizen" and that in his absence his wife, Jim Falkenberg McCrary, would carry on their Tex and Jim radio and TV shows. He indicated he would return "later this year."

His move came on the heels of an appearance on DuMont's "Author Meets the Critics" show in which he was accused of calling Sen. Robert A. Taft (R-Ohio), an opponent of Eisenhower for the Republican nomination, a "liar." Mr. McCrary denied the charge. He said on one of his own broadcasts on WNBC that he had characterized Sen. Taft's book as "careless with facts and distortion" and that he would not withdraw the criticism. WNBC then offered Sen. Taft five minutes of free time in which to reply, but Sen. Taft rejected the offer.

McCrary also has served as m.c. of an earlier Madison Square Garden rally for General Eisenhower. Station spokesmen emphasized that the decision to take a leave of absence was "absolutely voluntary on his part."

MBS Show Commended

CITATION commending Mutual's "Man on the Farm" (Saturday, 12-12:30 p.m. local time) has been inserted in the Congressional Record by Rep. Charles Melvin Price (D-III.). Rep. Price's commentary also marks a program's 14th birthday celebration. "Broadcast from a converted hen-house on an experimental farm in Libertyville, Ill.," Rep. Price stated, "these broadcasts interest city folk and farm folk alike and help keep alive the spirit of rural America." Series is sponsored on MBS by Quaker Oats Co.

RADIO MANUAL
NARTB Aids Political

REVISED edition of NARTB's political primer, "Is Your Hat in the Ring," has been published for guidance of candidates seeking public office. Later a primer giving instructions on use of TV in political campaigns will be issued by NARTB, according to Robert K. Richards, public affairs director.

Purpose of the radio booklet is to help men in public life to present their views by radio confidently. As a handbook of helpful hints it is designed to bring about "clear presentation of public questions in the American home by radio."

Candidates are reminded that Americans regard the public interest in political life as "freedom of opportunity for both sides to be heard."

Chapters cover "The Radio Talk," with suggestion that a friendly, persuasive technique be used because the candidate actually is addressing a large number of small groups listening in their homes.

Tips are given on aroused interest in a chapter titled "A Thought Before Writing Your Talk." The chapter on writing reminds that simple, picture words and short sentences are most effective. Tips on timing are given in the final chapter.

Appendices include excerpts from the Communications Act and FCC rules, concluding with a tabulation of total Presidential votes since radio came into public use in 1920. Total ballots have increased from 26,706,346 in 1920 to 48,833,860 in 1948.

Copies of the booklet are available at the NARTB Public Affairs Dept., 1771 N St., N.W., Washington 6, D.C.

AMERICA SPEAKS

Gallup Show for Radio, TV SERIES, America Speaks, a 15-minute weekly on TV also to be produced for radio, starring Dr. George Gallup and his public opinion analyses, is being offered to agencies and sponsors by George P. Foley, president of Foley & Gordon Inc., for a 26-week pre-election run, it has been announced.

Series will feature opinions on trends on political candidates, parties and issues, attitudes on foreign and domestic policy, surveys on living cost, family life and national habits, with actor Rex Marshall and an unannounced actress posing as a typical American couple, discussing the topics with Dr. Gallup. Format will remain essentially the same as the 1948 version of program, also produced by Mr. Foley, sponsored on CBS-TV at that time by Merrill, Lynch, Fiebien, Penner & Beane, brokerage firm.

STAFF party was held at WAVZ New Haven, Conn., to celebrate 100% increase in its fan mail count over January 1951. Event was planned as thank you to station's air personnel and administrative staff.

It's Not Magic

KWK delivers listeners in the St. Louis area at the lowest average cost per thousand* for 15 out of the 18 hours of the broadcasting day!

It's also a fact that KWK serves more local sponsors than any other St. Louis network station!

Your nearest Katz man has the complete story!

*The Pulse, Inc., Nov.-Dec. 1951

Globe-Democrat Tower Bldg.
Saint Louis

WVAM has absorbed the facilities of WJSW to give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

first with the finest
DAY AND NIGHT

Weed & Co., representatives

BROADCASTING • Telecasting

March 3, 1952 • Page 55
Ripley's and Martin have appointed Herbert Engstrom, and two other sons of Crosley Corp. will be awarded the Careful Design and Engineering paper. The Harry Diamond Memorial Award will be presented to Newn Smith for "fundamental work on radio wave propagation," The IRE Editor's Award will go to Jerome Freedman for a paper on "Resolution in Radar Systems". B. D. Loughlin of Hazeltine Electronics Corp. will be awarded the Vladimir K. Zworykin Television Prize for outstanding technical contributions in the field of electronic TV during the past year. Also at the banquet session, 45 IRE members will be given fellowship awards for outstanding contributions to radio engineering—largest group ever to be so honored.

Dr. D. B. Sinclair, General Radio Co., new IRE president for 1952, officially will take office Tuesday noon at the Presidents' Luncheon, at which Ivan S. Coggeshall, Western Union Co., will preside. Dr. D. B. Sinclair describes the composition and activities of the National Television System Committee, of which he is chairman, to which he is president of the Federal Communications Commission. The IRE member will be the subject of a Thursday afternoon technical session, third of a series on electron tubes which will also include a series on television systems and output gas tubes on Wednesday afternoon and on small high-frequency tubes on Thursday morning.

Another TV Symposium on station construction and theatre conversion is scheduled for Tuesday afternoon with Raymond F. Guy, NBC, as chairman. J. P. Poppele, WOR-TV New York; J. G. Leitch, WABC-TV New York; and C. L. Dodd, WPAA-TV Dallas, will present papers on their studio and transmitter buildings. The theatre conversion of three TV networks will be discussed by A. W. Walsh, NBC; A. B. Chamberlin, CBS, and J. M. Middlebrooks, ABC.

Audio and video systems for TV broadcasting will be discussed in five papers at a Tuesday morning Symphony symposium chairman by W. B. Lodge of CBS. Three other technical sessions on TV problems of various natures are scheduled.

Transistors, tiny substitutes for vacuum tubes in electronic circuits, will be discussed at a Monday afternoon symposium on transistor circuits. R. P. Moore will chair a session which will include a summary of the IRE Program for the year. Moore will be joined by W. F. Fass, R. M. Schade, W. A. Bloor, and R. H. Newcomb, who will discuss "Principles of transistors and their operation in the audio range."
FM ‘BEEP’ MUSIC
FCC Policy Seen Eased

SOFTENING of FCC's attitude toward the functional music operations of FM stations is believed implied in Commission action last week renewing the license of WKRC-TV Cincinnati.

The Cincinnati TV station was put on temporary license some months ago because its FM affiliate was engaged in special "beep" operations. It is customary with FCC to place all operations of a license on temporary license when one of them is under scrutiny.

According to Cincinnati Times-Star officials, the functional music operations consist of five experimental installations. None has ever been put on a commercial basis.

Since the Commission renewed a number of other licenses where FM stations were engaged in functional broadcasting, WKRC-TV executives requested that their TV station be considered in the same light. Last week's action was the result.

FCC has been studying the implications of specialized FM services since last May. At that time it questioned the legality of such operations on the ground that it tended toward abdication of the licensee's responsibility. Correspondence with a number of such FM stations last year culminated in a joint petition by 13 stations denying the FCC's interpretation of what functional music operations threatened and asking for a rule making hearing to formalize these new operations [B&T, May 31, 21, 7, April 16, 1951]. From time to time, reports have indicated that the Commission finally was going to issue a report, but to date none has been made public.

According to one report of last week's Commission meeting, the Commissioners have swung away from the legalistic interpretation of the rules in sympathy for the plight of FM operators. Other specialized services which FM stations are engaged in are storecasting and transit radio.

Constitutionality of transit radio is scheduled to be argued before the Supreme Court today.

PLAQUE of accomplishment was awarded by New York Advertising Club to Howard G. Stokes (second from left), advertising pioneer at AT&T and one of originators of Bell System's radio program, The Telephone Hour. 1 to r: James G. Hanna, vice president in charge of radio-TV, N. W. Ayer & Son; Mr. Stokes, who retired from AT&T in 1948; Wallace Magill, producer of The Telephone Hour; John B. Hunter, vice president of N. W. Ayer, and Will Whitmore, radio advertising manager, AT&T. Mr. Stokes, credited with originating famous phrase, "The Voice With a Smile Wins," took part in Telephone Hour broadcast in early February from Carnegie Hall in a special anniversary program.

ADVERTISING IN '72

Harper Tells AMA

TELEVISION will be the number one medium for the large advertiser in 1972, when all homes in the country "will be television homes just as today all homes are radio homes," Marion Harper Jr., president of McCann-Erickson, said Thursday. Prediction was included in an address advanced medical knowledge will give advertising an opportunity to advertise new products and services, thus educating the public in ways to use creatively the fruits of our productive economy in leisure time. There will be a great emphasis on "do it yourself" in products and advertising.

"The next 20 years will see the re-emergence of the family unit as the core of our social system," he predicted. "More persons will participate in buying decisions, thus requiring family appeal both in media and copy. There will be a greater emphasis on products and services for the home and the family."

"Advertising will bear a bigger burden of building consumer franchises because of the increased impersonal nature of the retail outlet," it was predicted by greatly increased production facilities and a broadened base of purchasing power, he said. Hence, "the function of research, planning and market strategy will become one of the most important services of the advertising agency."

Mr. Harper also predicted increasing use of paid time and space for public relations purposes.

Names Taylor

WLAW Lawrence, Mass., ABC outlet for Greater Boston area, has named O. L. Taylor Co. as its exclusive national representative, effective Saturday (March 1). Station is on 680 kc with 50 kw.

BROADCASTING • Telecasting

WRTA Altoona, Pa.

Twenty-eight years radio experience and Ray Thompson's life dedicated to the community has made WRTA Altoona's friendliest station.

People like to do business with friends. Of course, WRTA-advertised products—sell.

Ray F. Thompson
Represented by Robert Maskar Associates

March 3, 1952 • Page 57
William Dozier, head of CBS, TV's story department and di-
rector of network's search for new talent named CBS-TV executive pro-
ducer in charge of dramatic programs succeeding Donald Davis, pro-
moted to producer of Studio One [BET, Feb. 11].

George Reeves, publicity, promotion and merchandising department of WABF-TV Fort Worth, Tex., left for U. S. Army Feb. 20. He has been replaced by Audrey Weber, formerly with Hollywood office of J. Walter Thompson Co.

George Heinemann, TV program manager at NBC Chicago, named di-
rector of television for American Cancer Society fund drive there.

Byron R. Kelley, resident director, Laguna, Calif., Summer Theatre, to CBS-TV New York in similar capacity.

Don Dauer, Kansas announcer, to WSYR Syracuse announcing staff.

Frank Paris, editing department, CBS Radio, Hollywood, named an as-
sistant director. Succeeding him is Perry Chapman, script department.

Maslon Weaver returns to WXYZ-TV Detroit as floor manager after year and half service with Medical Corp in Korea.

Syd Davidson, announcer, CBI Sydney, N. S., to CBH Halifax, and Len Cosh, CBI announcer, to CBC International Service, Montreal.

Bill Neal, WCAV Norfolk, Va., disc jockey, honored by Munts TV at ban-
quet in Washington for his work for company. Munts sponsors 90 minutes of his show daily.

Don Thompson, program opera-
tions supervisor, KNBH (TV) Holly-
wood, shifts to NBC-TV Hollywood as program operations manager. Succeeding him is James G. Damon, his assistant.

Lou Riephoff, WMAW Mil-
waukee, to WEMP that city as public service director.

Phil Wilson, former announcer at WLEE Richmond, Va., to WMAL-
AM-TV Washington in same capacity.

George Anthony, announcer at KKL Portland, Ore., named station's program director.

Charles A. Henderson, manager of Atwater Kent Foundation, Holly-
wood, joins NBC-TV motion picture staff to work on forthcoming Victory of Sea television series.

Patty Iannone, TV actress, as-
signed role in Paramount Pictures film, War of the World.

Robert M. Whitehead, program director at WHL Nanticoke, Pa., appointed assistant program director at WBAX Wilkes Barre.

Ruth Talley, WIP Philadelphia record librarian, who recently mar-
rried, is leaving station. She will be replaced by George Smith, former record librarian for WIP's Dawn Patrol.

Bill Porter joins staff as re-
cord librarian replacing George Smith on Dawn Patrol.

Sam Serota, WIP Philadelphia di-
rector of special events and educa-
tional broadcasts, will conduct classes for radio workshop of The Young Philadelphia adult education series.

MARGARET M. KEARNEY, co-ordi-
nator of radio-TV activities for Diocesan School System, Philadelphia, ap-
pointed educational director of WCAU-AM-FM-TV Philadelphia.

Ann Slater, secretary to Robert Penkham, president of WNTK (TV) Hollywood, elevated to press department assistant.

Sherry Nelson, CBH Halifax, an-
nouncer, to CBM Montreal.

Bretta Grien, conductor of What's New in the Kitchen seen daily on WTMJ-TV Milwaukee, selected for sixth year to serve as superintendent of food service for all state operated concessions at 1600 Wisconsin State Fair.

Lou Golson appointed chief an-
nouncer at WANN Minneapolis, Mn., replacing Arch Harrison who joins production staff of WDCL Radio, Baltimore.

MAC LEONARD, WRCN Shreveport, La., and Joe Belair to similar position for WMMJ, Boston.

Bob Fulmer, WTTM Trenton, N. J., joins announcing staff of WMAL-AM-
TV Washington.

John Gale, WTAO Cambridge, Mass., sportscaster and disc jockey, to WINN Louisville, Ky.

Bob McLean, talks producer of CBU Vancouver, to CBC-TV Toronto.

Barnsen Bruns, KSUM Fairmont, Minn., to KIST Santa Barbara, Calif.

Mike Kellin, New York TV actor, assigned role in Paramount Pictures feature film, Hurricane Smith.

Ray Wilson, program director at KSBS Salinas, Calif., to KFMB-AM-
TV San Diego announcing staff.

Glen McCarthy Firm

Equivable Life Takes Over

Radio and TV activities of Texas oil producer Glen McCarthy are not involved in the manager of control of McCarthy Oil & Gas Co. to the Equivable Life Assurance Co., it was announced last week.

Both KXYZ-AM-FM Houston and TV station concessions in Guate-
mala and Venezuela, which Mr. McCarthy announced he had re-
duced from the last Latin American governments [B+T, Feb. 18], are held individually and are not part of the oil and gas company's hold-
ings. KXYZ is a TV antigen for Houston.

In addition to the oil and gas company, Equivable also took over control of the Shamrock Hotel, Houston showplace built by Mr. McCarthy.

The insurance company moved in to protect a $34,100,000 debt owed by the McCarthy company, it an-
nounced. It said that although Mr. McCarthy's company had been pay-
ing interest, it had not amortized the principal during the last few years.

Elmer Muschany, program di-
rector, KXXK St. Louis, appointed to board of directors of Missouri Broad-
casters Assn. as member of committee to work with BMI Young Composers Radio Award Contest.

Gloria Gordon, who portrays Mrs. O'Dea in radio-TV My
Friend Irma, ordered by doctor to take year's rest from TV version.

Richard Hill, program director, WTSV Claremont, N. H., named city's outstanding man of the year by Junior Chamber of Commerce for community service programs he originated.

Gunmar Ruheimer, producer of CBC International Service, Montreal, to CBC-TV Toronto.

Hiram Silk, announcer-operator of CBS Grand Falls, Newfoundland, awarded third prize in annual Pea-
body Institute of Music competition for organ compositions.

Andrew Allan, producer of CBV Toronto, on leave for past year in England, returns to CBC program headquarters, Toronto.

Bob Bell, announcer-operator, CKRM Regina, to CRX Edmonton.

Konnie Kupka, WMT Cedar Rapids, Iowa, to KYVO Cheyenne, Wy., as women's program director.

Bill Estep, staff announcer at WESQ Greenwood, S. C., father of boy, Douglas Sherill, Feb. 11.


Steve Paisetta, member of mu-
cical group on Columbia Pacific Net-
work Jack Owens Show, married Kay McKenna Feb. 23.

Monroe Benton, director of news and publicity for WNYC New York, to marry Myrna M. Altman March 8.

Bob Henry, WXYZ Detroit, an-

Edward Sanchez, production man-
ger, WXYZ-TV Detroit, father of boy, David, Feb. 1.

News...

Malcolm Allen and Frederick Sheehan, newsmen, ABC New York promoted to news editors.

Stephen W. Cushing joins CBS Radio news staff, Washington, re-
placing Louis Cioffi assigned to CBS Radio news team covering Tokyo-
Korea area.

Ray Giaradin joins CKLW Detroit as newcomer in reporting assignments at Detroit Times.

The Dominant Station Covering the Rich Industrial
and Agricultural Area of SOUTHERN COLORADO

kgf

Pueblo, Colorado

5000 w

announces

the appointment of

Gill-Keeffe & Perna, Inc.

New York

C H I C A G O

ABC

Helen Gill

Howard Keeffe

WEST COAST REPRESENTATION:

Tracy Moore & Associates

Page 58 - March 3, 1952

Broadcasting • Telecasting
Our Respects to
(Continued from page 59)

boys wear for that firm in a two year period.

Then he joined a women's ready-to-wear company as traveling salesman for about a year. Upon returning to San Francisco in 1932, young Mr. Morgan set himself up in business as representative for 17 manufacturers of ladies apparel. It was just about then that the enterprising young man got an idea for a new style in women's gloves. He became a manufacturer. Starting out with two rented sewing machines and a staff of eight people in a one room loft, he soon was occupying the entire floor of that San Francisco building and had 50 employees on the payroll.

Meanwhile, Mr. Morgan was tinkering with radio. A ham operator from childhood days, he was interested in writing and production as well as the technical side of medium. He sold his glove manufacturing business in early 1934 for a handsome profit and became a program packager under the name of Morgan Production Co.

He took over several unused remote radio studios in the Bellevue Hotel and originated a variety of dramatic shows for various stations and advertisers in the area from that spot.

When Philip G. Lasky, general manager of then KTAB San Francisco, was looking for a program director in March 1935, he chose Mr. Morgan for the assignment. Morgan Production Co. went out of business.

Shortly after, KTAB became KSFO and the CBS San Francisco affiliate. For the next five years, in addition to station duties, Mr. Morgan directed various CBS network programs that originated from that area. Responsibility also included supervision of all CBS programs originating from Golden Gate International Exposition on Treasure Island during 1939 and 1940.

Ralph Edwards, for many years m.c. and star of Truth or Consequences on NBC and CBS and with the Ralph Edwards Show now on NBC-TV, was a KTAB part-time announcer and U. of California student when Mr. Morgan first went to work at that station.

He further recalls that Art Linkletter, star of NBC People Are Funny, CBS House Party and ABC-TV Life with Linkletter, had a daily CBS Toast to the Town with sponsor Roma Wine Co. from San Francisco "In those days" (1940). Renzo Cesana, now of The Continental on CBS-TV, was then Roma advertising manager. Mr. Morgan supervised production.

Interest in education prompted the KSFO program director to inaugurate a series of programs for students of various ages in the area. When text books on radio were needed for teachers, he turned out two. He wrote Encyclopedia of Radio Broadcasting and An Outline of Radio Broadcasting which still are being used.

So impressed was the San Francisco Board of Education with his efforts they made him director of KALW (FM) there in 1940.

Mr. Morgan put into action a system of education by radio that is still followed by the school department of that city.

Further Schooling

It was during this time that Mr. Morgan decided to complete his education. For the next five years he took various extension and correspondence courses and attended summer sessions as well. He graduated as teacher in vocational education from UC at Berkeley in the spring of 1948. He has a life certificate as teacher in California, too.

With the United Nations Conference in San Francisco, Mr. Morgan in the spring of 1948 was called upon to coordinate broadcast activities for all the independent stations covering the six week's event. It brought him nation-wide attention in the industry.

Packing bag and baggage, Mr. Morgan in August 1945 went looking for greener fields and moved to Los Angeles.

The similarity in names prompted Jim Morgan to call upon Raymond

R. Morgan. He went to work for that agency man on Oct. 1, 1945, as dramatic producer of MBS Mystery is My Hobby, then sponsored by The Knox Co.

Five months later, he was named manager of Queen for a Day, taking on added responsibility of program producer almost a year to the day he joined the agency. Mr. Morgan was elected vice-president in charge of radio and television on June 1 of last year.

Mr. Morgan's enthusiasm is infectious in work and play. An excellent listener, associates declare he usually comes up with a good answer.

Despite his busy schedule, Mr. Morgan finds time to serve on industry committees and he always follows through, never leaving assignments for others to pick up.

With TV his avocation as well as part of his vocation, he has keen interest in film production. Mr. Morgan is an expert photographer and considers it his major hobby. He has carried it out to extent of having built a professional sound stage for his TV film experimental work. It is located on the 3 1/2 acre estate in exclusive Northridge some 35 minutes from Hollywood. Mr. Morgan and Mrs. Morgan, the former Mildred Andrews, make their home.

Second choice in hobbies is breeding of St. Bernard dogs, but he also goes in for pedigreed poultry. The prolific Mr. Morgan is an accomplished musician, too. Besides violin and string base, he plays the guitar.

First vice president of Hollywood Ad Club, Mr. Morgan is a Mason, Shriner and member of Los Angeles Saints & Sinners and San Francisco Press Club.

Mr. Morgan claims no particular philosophy but believes in doing the best he can and keeping an open mind at all times, thus giving the other fellow a chance.

Why WFBR is BIG in Baltimore

This is the top morning show in the Baltimore area. It got that way by offering what listeners want - warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of...
allied arts

COMDR. T. A. M. CRAVEN, Craven, Lohnes & Culver, consulting engi-
neers, Washington, will address Fourth Southwestern IRE Conference
and Radio Engineering Show, to be held in Houston, Tex., May 16-17.
DONALD MORSE, assistant sales manager of Tape Recorder Division
of Eicor Inc., Chicago, named divi-
sion’s sales manager. ROBERT S.
SCHER, technical data director for
Eicor’s Rotary Division, appointed
advertising and public relations di-
rector for entire company.

AL PETKER & Assoc., Hollywood
promotion and program package,
preparing transcribed five-a-week quar-
ter-hour disc m.o. radio show, Tops in
Hollywood, to be given away to radio
stations. Program will feature contests
involving products of Mr. Petker’s
clients.

MEL ANGLE, news editor, KGIL
Sherman Oaks, Calif., to Studio Re-
cordings Services Division of Capitol
Records Inc., Hollywood, sales promo-
tion department.

ANKO RESEARCH Corp., N. Y.,
announces promotion of three execu-
tives. WILLIAM KILAN, company’s
sales manager, elected vice presi-
dent in charge of client relations;
RAYMOND K. MANEYAL, director of
production, elected vice president
in charge of production; and DONALD
H. MCCOLLUM, assistant sales man-
ger, named division sales manager replacing Mr. Kalan.

ROBERT A. STREET, ABC radio net-
work account executive, to Henry F.
Budde Publications, San Francisco,
as general advertising manager.

WALLACE MIDDLETON, co-partner,
Donaldson-Middleton Inc., Hollywood
& Vine, to Wynn Recomaras
Agency, same city.

LEON G. POLLARD appointed elec-
tronics research engineer in charge
of Water Mill. L.1., laboratory of
Western Union Telegraph Co. He is
replaced by WILLIAM D. BUCKING-
HAM, now assistant electronics re-
search engineer.

TELEVISION TRANSMITTER Div.,
Allen B. DuMont Labs., Clifton, N. J.,
announces production of DuMont
Mobil-Mount Dolly featuring easy
assembly.

VOA HITS MARK
Barrett Tells Ga. Editors

THE VOICE of America is over-
coming Russian jamming at least
100% better than two years ago
and under the U. S. “Campaign
of Truth.” America has substan-
tially strengthened its radio net-
work, Edward W. Barrett, former
Assistant Secretary of State for
Public Affairs, told Georgia editors
Feb. 23.

Mr. Barrett, who resigned his State
Dept. post to re-enter private
industry, addressed the 24th annual
Georgia Press Institute at a meet-
ing on the U. of Georgia campus.
He was a guest of the Atlanta
Constitution (WSB-AM-FM-TV).

All evidence tends to disprove the
attitude “that the free world is
losing the battle for men’s minds.”
Mr. Barrett asserted. He also
noted that Communist Party mem-
bership has dropped off in every
free nation the last four years.

The role of advertising, news-
papers and automobiles in building
democracy was dissected at another
session by Norman Strouse, VOA’s
advertising executive. “Without
advertising, the enormous market
for industrial products, without
which mass production and a high
standard of living would not have
been possible, could not have come
into being,” Mr. Strouse told edi-
tors, noting they are the keystone
to leisure and communications
under democracy.

quick camera manipulation. Single,
small one hand steering lever turns
all four wheels simultaneously to set
direction for “dolly shot.”

CORNING GLASS WORKS, Corning,
N. Y., announces manufacture of 27
inch rectangular all-glass bulb for
use in production of TV picture
lenses. New bulb offers 375 sq. in.
picture which is approximately 50%
larger than present 21 inch size.
Volume production is scheduled for
May.

DAVIS ELECTRONICS, Los Angeles,
announces production of new TV an-
tenna known as Davis Super-Vision
Antenna which reduces or eliminates
ghost problems due to excellent pat-
tern, produces clearer pictures up to
125 miles away from station, mini-
mizes interference and utilizes only
one transmission line.

TECHNICAL APPLIANCE Corp.,
Sherburne, N. Y., announces manu-
facture of new channel separators
for use with its Tacoplex Master An-
tenna Distribution System in com-
munity installation. New unit is avail-
able as two-channel model des-
ignated as Catalog No. 1512 or three
channel model designated as Catalog
No. 1515.

Technical...

ANDREW L. HAMMERSCHMIDT, su-
pervisor of technical operations at
WNBK (TV) Cleveland, to NBC-TV
NY, will be replaced by WILLIAM A.
HOWARD, station’s TV maintenance supervisor.

ED McLEOD to WCBT Roanoke Ra-
pida, N. C., as chief engineer and
early morning man.

BUD SPENLEN, WCKY Cincinnati
engineer, father of boy, Stephen, Feb.
2, and GEORGE HANNA, engineer at
WCKY transmitter, father of boy,
Phillip James, Feb. 16.

W. A. DUFFIELD named assistant
operations engineer of CBC Montreal.

GORDON SADLER, operator at CHFA
Edmonton and formerly chief engi-
neer of CFGP Grande Prairie, Al-
berta, and WEB HARRISON, oper-
ator of CXY Winnipeg, to technical
staff of CBX Edmonton.

HARRY HANDFIELD appointed chief
engineer at WOTW Nashua, N. H.,
and JOHN BUTLER joins station’s
engineering staff.

Night Listening Up

NIGHTTIME listening is increas-
ing in the Westerly, R. I., area, ac-
cording to survey by Robert S.
Conlin & Assoc., Kansas City.
WERI Westerly reported that
33.2% of the potential nighttime
audience is listening to radio. This
is said to be a gain of a full per-
cent over 1961. Hot early nighttime
percentages reach 39.8% of the
potential, it was added. Total of 6,326
basic calls were made from Jan. 28
through Feb. 1 for the survey.

4663 REPLIES to Just
3 One-Minute Spots!

Direct YOUR Sales Message
to a Responding Audience

WBNS OFFERS YOU:
• An Audience Spending 1 BILLION Annually
• All Twenty Top-Rated Programs
• Central Ohio’s Only CBS Outlet
• Proved Pulling Power
• Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available

ASK JOHN BLAIR

POWER
WBNS — 5,000
WELD-FM—33,000
COLUMBUS, OHIO

CENTRAL OHIO’S ONLY
OUTLET

Broadcasting • Teletasking
SLANDER SUIT
Reaches Across Border
WHEN an alleged slander about an Ontario resident has been broad-
cast from a radio station in the U. S., the trial for damages should be
heard in Ontario where the plaintiff lives, Chief Justice Mc-
Ruer of Ontario ruled at Toronto on Feb. 19. The action sets a pre-
cedent.
Clifford Jenner, a Toronto broker-dealer, is seeking damages
from Sun Oil Co. Ltd., a Canadian firm, Sun Oil Co. Ltd. of New
Jersey, and also from Ray Henle and Ned Brooks, American radio
announcers and WBEN Buffalo.
Mr. Jenner claims that defama-
atory statements were made about him in broadcasts on an NBC net-
work broadcast last March 12, 13 and 14, and these were heard by
Ontario residents. An application for a writ of summons for serv-
ing out of Ontario on the U. S. defendants was issued last July.
Chief Justice McRuer on Feb. 19 dismissed an application to have
this order set aside.
The writes have already been
served, but since this is not a
criminal action there can be no
extradition. In civil cases where
Americans are defendants, judg-
ments can be collected only if there
are assets in Canada. It is under-
stood that there will be an appeal
from the decision.
Chief Justice McRuer stated that
"the matter to be decided is of
great importance not only to those
concerned in radio broadcasting but
to everyone within Ontario who
wishes to protect his good name
from attacks made from abroad by
means of radio broadcasting . . . . I
have come to the conclusion that
there are fundamental and com-
mon sense principles which govern
the present case. Radio broadcasts
are made for the purpose of being
heard. The program here in ques-
tion was put on the air for adver-
tising purposes."
He stated he considered it a
startling proposition to say that a
person could "utter defamatory
matter which is heard in a Cana-
dian province and not be said to
have published a slander in the
province in which it is heard and
understood."

BMI Honors WNYC
WNYC, municipal station of New
York City, has been cited by
Broadcasting Music Inc. for "ser-
vice in music to the community" in
presenting its annual American
Music Festival and for "outstand-
ing achievement in fostering and
presenting the music of American
composers."

KNOTTS FIRM
Buys Doolittle FM Div.
ACQUISITION of the FM Monitor
Division of Doolittle Radio Inc. by
the James Knight Co. Sandwich,
Ill., has been announced by Leon
Faber, president of the Knights
firm, which manufactures elec-
tronic equipment.
James Knights Co. has begun
production of the Doolittle "JK"
monitor, with manufacturing addi-
tion now known as the Electronics
Product Division. E. H. Aberdeen,
vice president of Knights, was
named sales director. Sales poli-
cies of Doolittle will be pursued in
monitor sales and distribution, he
announced.
Manufacturing equipment
and sales department, located at
Doolittle's Chicago plant, is being
moved to the Knights plant at
Sandwich, 50 miles west of
Chicago.

Anthony F. Walberg
FUNERAL services were conducted
Thursday in Cincinnati for Anthony
F. (Tony) Walberg, 35, pianist,
accordionist and arranger at WLS
Chicago who was killed the previous
Sunday in a head-on automobile
collision near Berwyn, Ill. A mem-
er of the Captain Stubby and the
Buccaneers team, Mr. Walberg
starred on the National Barn
Dance. Survivors include his
wife, Ruby; a son, William, 11, and
daughter, Antonette, 8.

Feature of Week
(Continued from page 18)
could be in the midst of some dull,
routine business and be considering
switching back to the studio pro-
grams when a delegate in the back
of row would stand up, make a
motion, and throw the convention
into a turmoil? WYK-TV was as well
equipped as could be expected to cope
with technical problems. It used
a mobile unit and staff of 11 — direc-
tor, audio and video engineers, three
camera men, two technicians, a pro-
duction assistant and relay
tower engineer.

Although the convention was an
all-day affair, early business was
routine until 1 p.m. when WYK-TV
picked up the proceedings for a
brief moment. More extensive cov-
erage was telecast from 2:30-3:30
p.m., 5-6-7:40 p.m. and concluded
5:50-6:45 p.m.

WYK-TV recommends to other
stations considering similar state
convention coverage that they make
sure delegations are seated alphas-
tically. This will save "consider-
able effort" in locating speakers
during roll call votes, WYK-TV
says.

Considerable interest in the
Arkansas GOP state convention
impelled WYK-TV to telecast the
proceedings, though the expected
fight between Taft and Eisenhower
supporters never really material-
ized, Mr. Rogers commented.

EXCHANGING congratulations are (I
to r): Robert J. McAndrews, who has
been named commercial manager,
KBIG Avalon, Calif., and J. Norman
Nelson, newly appointed managing
director, Southern California Broad-
casters Assn. Mr. Nelson succeeded
Mr. McAndrews in the SCBA post.

FCDA CHANGES
Two Are Promoted
TWO appointments and one pro-
motion within the Audio-Visual Di-
vision of the Federal Civil Defense
Administration were revealed last
week by Jesse Butcher, division
chief.
Steve McCormick, former presi-
dential appointee for MBS, was
appointed deputy assistant to Mr.
Butcher. Mr. McCormick had been
serving as chief of FCDA's radio
section. He was succeeded by Ches-
ter Spurgeon, formerly with Na-
tional Production Priority and the
Dept. of Defense.
Second appointment was that of
Rodney B. Radford, formerly film
director and assistant to the presi-
dent of Byron Inc., film production
firm. He becomes assistant chief of
FCDA's motion picture section un-
der Howard Johnson. Mr. Radford
has been active with government
agencies.
Mr. Spurgeon joins FCDA from
NPA's radio-TV section and before
that was a consultant for the ra-
dio-TV branch of the Defense
Dept.'s Office of Public Informa-
tion. Previously he was a radio pro-
ducer for CBS on the West Coast
and assistant to Fletcher Wiley, Vice-
Prexy Protective League.

PULSE INC. EXPANSION
Six New City Reports Due
A TOTAL of 65 markets will be
served by The Pulse Inc. when that
organization releases audience re-
ports shortly for six additional
markets: Baltimore, Pittsburgh, Mil-
waukee, Toledo, Providence and
San Diego.

Announcing its expansion plans
Tuesday, Pulse also claimed more
local subscribers than any com-
petitive service in the markets it
covers, with a total of 238 radio or
television stations purchasing the
service during 1965.

with COMPLETE coverage of
the Southern New York-Northern
Pennsylvania trading area . . .

WNYR
NBC AFFILIATE IN THE SOUTHERN TIER
George P. Hollingbery, National Representative

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PATENT RULE

Four More Advise FCC

AT FCC’s deadline for filing comments to the proposed new patent rule on Feb. 21 [B&T, Jan. 14, 7, 1952; Dec. 3, 1951], seven more observations were received by the Commission.

The American Telephone & Telegraph Co., noting that it has always informed the FCC of its communications developments in the past, submitted amendments to three subdivisions of the proposed rule.

AT&T asks that one portion of the rule be revised, that which would require the numerical listing of all the unexpired patents used in any service regulated by the FCC, the classification numbers, and filing and expiration dates.

Subdivisions 2 and 3 should be amended to make clear that licenses and agreements need not be reported if they involve no licenses for equipment or operations used or useful in the services regulated by the FCC, AT&T asserted.

Armstrong’s Viewpoint

Edwin H. Armstrong, inventor of FM, questioned the patent rule only insofar as it required experimenters to file. He feels that those engaged in experimental broadcasting should be specifically exempted from filing.

Sylvania Electric Products Corp., agreed with both AT&T and Dr. Armstrong. Sylvania said that apparently as the proposed rule now stands, it would be exempted. However, the company stated that if it would be covered, it would object to the rule because it is “too vague, indefinite and general” and seeks to get material indirectly that it cannot obtain directly. Sylvania also said the proposal is ill-advised, impracticable and unnecessary because the U. S. Patent Office already provides adequate public information.

The Patent Law Assn. for its 1,400 members, claimed the rule would be outside the scope of authority delegated to the FCC. Like Sylvania, PLA thought the rule too vague and confusing.

The Central Committee on Radio Facilities of the American Petroleum Institute said it thought the rule did not make clear whether it was applicable to its type and class of service. But if the rule is, it wishes to object to it.

Shortly after the proposed rule was announced, a host of protests poured into the FCC from irate patent attorneys and manufacturers who were alerted by the National Patent Council, Gary, Ind. The FCC then issued a release pointing out that the proposal applied only to communications or broadcast patent holders who also are rendering a communications or broadcast service under jurisdiction of the FCC.

Including the earlier comments, many of which were held to have misunderstood the proposal, more than 100 comments were filed with the Commission.

On All Accounts

(Continued from page 12)

conciousness. Imbed the brand name in the listener’s mind through usage of dramatics inherent to radio and television and you can’t miss.”

Mr. Knight is married to former Jean Frets. They have two sons, Frank III, 4 years, and Douglas, age 1. They make their home in Haddonfield, N. J.

His hobbies include golf (in the middle 80s). He plays four instruments: Piano, drums, saxophone and violin, and has had a number of songs recorded. He is a member of the Merchantville Country Club, the Beta Theta Pi fraternity and the Television Assn. of Philadelphia.

Board to Meet

SHARE transfers and changes in incorporation of licensees will be the main business of the March meeting of board of governors of Canadian Broadcasting Corp. Share transfers are being requested by CKDW Bridgewater, CKOX Woodstock, CKRC Jonquiere, CKRM Regina, and CKOK Penticton. Recapitalization of CKOK Penticton also is requested and license transfers from individuals to incorporated companies are being asked by CHML Hamilton and CFRN Edmonton. A broadcast pick-up license is sought by CJON St. John’s.

Alabama Meet

WAYNE COY, recently resigned FCC Chairman, and Lloyd Venard, O. L. Taylor Co., New York, are scheduled to address the annual spring meeting of the Alabama Broadcasters Assn. in Biloxi, Miss., March 20-21. ABA President Emmett Brooks, WBRJ Brevton, Ala., announced plans for the meeting, which will be held at the Buena Vista Hotel. Agenda calls for discussion of programming, sales and administrative problems and election of officers for 1952-53. Two luncheons, a seafood jamboree, cocktail party and banquet will comprise entertainment.

WASHINGTON

WSIC Statesville, N. C., contest held to acquaint students with the workings of a radio station was won by Bob Hendrick (c) of Mitchell College. Billy Hoke (i), senior class president and WSIC announcer, and Charles Melton (r), station manager, give the winner some pointers.

on the air

“racing
the red
second hand
around the clock…”

Columbia Broadcasting System and other major networks and stations throughout the country rely on Self Winding Clocks for dependable, split second timekeeping accuracy. We’ll be pleased to supply a free estimate for recommended installation to meet your requirements . . . one clock or a complete system . . . Western Union synchronization optional. Ask for full particulars.

SELF WINDING CLOCK COMPANY, INC.

Manufacturers of Standard and Specialty Designed Clocks and Clock Systems for Over 40 Years

205 Willoughby Avenue Brooklyn 5, New York
"Trapped" — the show that sold more for a sponsor in one week than his entire campaign, aired on a New York network station, did in eleven weeks — is available on channel 9.

It’s the show that the sponsor chose after he analyzed 35 programs available on 7 New York stations. “Trapped” is priced from 50 to 75% below similar shows offered by the other stations.

It’s the show that accounted for 35% of the sponsor’s consumer sales in the New York area . . . produced more sales at less cost than all other advertising media combined!

It’s the show that’s available now. Call WOR-tv Sales, LOngeacre 4-8000.
presents its problems frankly and intelligently before the WDEL-TV cameras. This weekly half-hour series, dedicated to teen-agers, is presented in cooperation with the Wilmington, Delaware Council of Churches. The programs have no direct relation to any one church, include members of all faiths. The young people in a friendly and informal fashion discuss any and all of their problems and evaluate them against a background of spiritual values.

"Youth Speaks Up" is one of many public service program series presented by WDEL-TV in an effort to serve all the viewers in its wide coverage area, to increase viewer interest and loyalty—important adjuncts to community welfare.

WDEL-TV
WILMINGTON, DELAWARE
TV CODE IN EFFECT

By J. FRANK BEATY

TELEVISION stations started op-
eration Saturday under the stiff
terms of a self-enforcing code speci-
fying what can and cannot be said
or shown on the air.

NARTB's disciplinary document
received the last-minute blessing
of several high government officials
as the new Code Review Board held
its first meeting in Washington
Thursday. By nightfall 77 TV sta-
tions and all four TV networks
had subscribed to the code and
more were expected Friday.

What can happen when 100 mil-
lion viewers sit in judgment as
self-appointed censors and code in-
terpreters was anybody's guess.
NARTB and the review board were
not worried as they looked over the
structure set up by the association
under TV board and membership
mandate.

The association was heartened
Thursday by observations of the
new FCC Chairman, Paul Walker,
as well as Sen. Edwin C. Johnson
(D-Col.), chairman of the Senate Inter-
state and Foreign Commerce
Committee, and Sen. Ernest W. Mc-
Farland (D-Ariz.), ranking ma-
Jett, KING-TV Seattle; J. Leonard Reinsch, WSB-TV Atlanta, vice
chairman; E. K. Jett, WMAR (TV) Baltimore. Standing, C. E. Arney Jr., NARTB
secretary-treasurer; Thad Brown, NARTB-TV director; Harold E. Fellows,
NARTB president.

WIDE INDUSTRY ACCEPTANCE

Chairman Walker told the Re-
view Board at luncheon Thursday
he was delighted that the code
is meeting wide industry acceptance.
He has been looking forward to
deregulation by the industry, he
said, adding he was happy so many
have indicated their intention to
subscribe. It was the Chairman's
first meeting with an industry
group following his appointment
Thursday morning by President
Truman.

Chairman Johnson pointed out
the need for patience on the part
of telecasters, viewers and all
others involved, recognizing the
difficulty of living under a self-
regulatory document and the new
problems that must be faced. He
voiced pleasure that so many sta-
tions had subscribed in the eight-
day period following first mailing
of subscription forms from NARTB
headquarters.

Sen. McFarland said he recog-
nized the difficulty of program-
manship TV stations to meet the de-
mands of all people and felt cer-
tain telecasters are conscious of
their responsibility. He, too, was
glad telecasters did the job before
someone else did it for them.

Sen. McFarland is chairman of
the Senate Commerce subcommit-
tee considering the Benton legisla-
tion proposing creation of a citi-
zens advisory board to scan radio
and TV programming.

If anyone expected a program-
ning or advertising millenium over
the weekend, he was due for dis-
appointment. Conformity of neces-
sity will be gradual, in the case of
many programs. The code calls for
the earliest possible cancellation or
revision of advertising contracts in
violation of the code. However, it
allows a maximum of 92 weeks for
contract revision, dating from the
time of code subscription.

The five-member NARTB Re-
view Board met with J. Leonard
Reinsch, WSB-TV Atlanta, presid-
ing as vice chairman in the ab-
sence from the country of Chair-
man John E. Fetzer, WKZO-TV
Kalamazoo, Mich. Other members
present were Walter J. Damm,
WTMJ-TV Milwaukee; Mrs. Scott
Bullitt, KING-TV Seattle, and E.
K. Jett, WMAR (TV) Baltimore.

The board took these steps:

1. Adopted a plan to issue a
newspaper report on board and
staff code activities. This letter
will be issued at least once a month
for use of code subscribers.

2. Authorized President Harold
E. Fellows to name a staff execu-
tive in the TV department to aid
the board. He will report directly
to Thad H. Brown Jr., TV director.

3. Decided to issue regular re-
ports to the public on progress of
code administration.

During early days of code life
all staff interpretations are to be
confirmed by the review board.
This policy will apply until there
is enough precedent to make many
interpretations of code language
automatic. Each telecaster should
adopt his own method of interpret-
ing the code, it was felt.

The review board decided to meet
March 31 in Chicago during the
NARTB Convention at the Conrad
Hilton Hotel. First complaints
will be reviewed and experiences
discussed.

NARTB TV station membership
stood at 86 out of 108 operating
stations as the code went into
operation. Three stations subscrib-
ing to the code applied for associa-
tion membership—the WMBR-TV
Jacksonville, Fla.; WMAI-TV
Washington and WNHC-TV New

ALLOCATIONS

By EARL ABRAMS

FINAL "go-round" on TV alloca-
tions was scheduled to start today
(March 3) after the second succes-
sive week, during which the FCC
did not have the post-freeze deci-
sion on its agenda.

Staff work on final drafting con-
tinued apace, however, and there
was feeling that the absence of dis-
cussions with commissioners could
be chalked up to the asset side of
the time table—in that staff hewed
to writing chores without interrup-
tions.

March 15 target date is still hope
of some of staff and of some com-
misioners, but book is being made
that it will be nearer April 1 when
decision is issued.

Appointment of Comr. Paul A.
Walker as chairman is considered
on plus side of time schedule in
that continuity of consideration
will be maintained.

If Commission goes through re-
vised TV rules, standards and allo-
cations all this week (considered
too optimistic), there's still proce-
dures and week-long mechanical
job: mimeographing, collating and
binding 600-800 page document.

Best bet now is March 22.

Document when complete will
comprise four major parts: (1) Dis-
cussion of various facets of issues—separations, powers, an-
tenna heights, educational reserva-
tions, changes necessary in existing
stations, intermixture, offset-carrier,
lorities, directional an-
tenna, etc.; (2) legal replies to
those comments, oppositions and
pleadings filed during "paper
bearings" last year, which will not
be incorporated in the final deci-
sion—there were more than 1,600
briefs filed in the four-month long
hearings; (3) complete reprinting
of revised rules, including alloca-
tions table; (4) complete revision of
engineering standards.

It was also learned that virtually
none of the big, northeastern cities
are to get extra VHF channels.
Some of the smaller markets in
the country picked up an additional
VHF, but were accomplished by transfer-
ning the reservation "asterisk" from a VHF
channel to a UHF channel.

Best information indicates that

March 3, 1952 • Page 65
M 90 REVISION

The factor that invigorates most heavily against any general relief for color TV manufacturers at this time is one of manpower as well as materials. Basis for the new order was the recommendation of the Electronics Production Board that the ban be retained. ERP gathered data from military electronic authorities tending to indicate that the defense program would be disrupted if engineers and technical personnel were permitted to shift back to color TV projects [Closed Circuit, Feb. 25].

J. A. Milling, chairman of the board and chief of NPA’s Electronics Division, told Broadcasting & Telecasting last week that lifting of the ban would “throw a tremendous load on the availability of engineers” for defense work. It would drain off engineers at a time when military electronics is at a going rate of $1 billion, with expectancy of reaching $3 billion by the end of 1960.

Some Engineers Shifted

This would have been necessarily the case last fall shortly after Defense Mobilizer Charles E. Wilson called on manufacturers to cease mass color TV production.

With the imposition of the manufacturing ban, some firms transferred design and development engineers off color TV work, retaining technical manpower for color receivers. It has done so, but also allowing that the order is tantamount to a ban on mass production of color TV end products. In a separate event, Mr. Coy indicated that no additional materials would be allotted for color TV equipment even if the freeze is lifted.

NPA hopes that its new order will strike a happy compromise. It hopes to sustain majority industries in priority by the order should be retained prohibiting mass production of color TV equipment; to satisfy the military by assuring continued availability of engineers already committed for defense work; and to mollify the minority view of theatre TV interests by excluding other than home-type receivers [Closed Circuit, Feb. 25].

A clearer definition permitting a manufacturer to produce a receiver capable of receiving both color and monochrome TV as long as no additional materials are involved would also satisfy Chromatic Television Labs. But NPA is making no promise in this instance.

It is Chromatic’s interpretation at present that a manufacturer could make a separate chassis with circuitry code of receiving both types and also construct the tube, yet is unable to mount the tube in the chassis and sell it to the public as a complete unit.

TV SALES FUTURE

Previewed by Judge Miller

WITHIN 10 years the manufacturing side of television will rival that of automotive business in sales volume, that was the prediction of Justin Miller, board chairman of NARTS, when he spoke at the “Salute to Television” staged Feb. 21 by Los Angeles Junior Chamber of Commerce in Biltmore Hotel Bowl, that city.

He told business executives assembled that Los Angeles ranks second to the top both in number of TV stations and number of receivers.

“Los Angeles has the same number of TV stations as New York—seven—and sizable ones,” he said.

Calling attention to the fact that there are only 108 TV stations currently in the United States, Judge Miller said the FCC is “talking of opening the freeze on a nationwide basis.

It would be difficult to use television for in-classroom education, Judge Miller felt. “Anything that it could do for formal classroom education can be better done through existing means, such as extension courses and motion pictures.”

He termed the television code which went into effect March 1 as a “pretty severe code, administered by a national board with power to impose penalties.”

“There are some who say that this will make for more intelligent and more valuable development of TV,” he said. “Others claim it will limit the medium, particularly with respect to adult appreciation.”

California’s Lt. Gov. Goodwin J. Knight as second speaker predicted that future development of television will be such that the television capital of the world, just as Hollywood is the motion picture capital.

“Television is unparalleled in its educational, social, and economic habits since the advent of the automobile,” Mr. Knight said. “For one thing, television is bringing the family closer together again.”

As the TV industry-entertainment-education wise, was presented to Tom McFadden, general manager, KNBH (TV), who spoke on behalf of all local television stations.

Another award was given to Hoffman Radio Corp. on behalf of manufacturers in the TV Industry.

Page 66 • March 3, 1952
TV Newscast "pumps gas and checks the oil" in

SAN FRANCISCO!

SAN FRANCISCO!

KRON-TV

SHELL OIL COMPANY

Shell Oil Company currently sponsors a 15 minute, Monday thru Friday newscast featuring Al Constant. On the first program, Constant interviewed the oldest Shell dealer in the area, and the newest dealer. The old timer reported 27 new customers the next day as a result of the newscast. The newest dealer, opening the next day, had 2 customers waiting at the pumps.

ELLIS BROOKS MOTORS, INC.

Now in their second year as sponsors of weekly "Your Show" program, Ellis Brooks Motors, Inc., Hudson dealers, report good sales of new and used cars, due in large part to TV show.

Mr. Ellis Brooks, President, states that 4 out of 5 prospective customers comment on the program. He further states most prospects have been pre-sold by show, and that the weekly show has proved that "we can sell as effectively to the masses on the show, as to individuals on the showroom floor".

Yes, Spot Television Sells Goods! For Further Facts, Ask:

FREE & PETERS, INC.

Pioneer Station Representatives
Since 1932

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO
WEEK-LONG testimony on organization, trade practices and antitrust litigation by Austin Keogh, Paramount Pictures vice president and general counsel, came to an end Friday in the fifth week of the FCC’s inquiry into the qualifications of Paramount to hold broadcasting licenses [8*7, Jan. 15 et seq.].

Paramount Pictures’ case will come to a close this week with the appearance of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTAL (TV) Los Angeles, beginning today (March 3).

After additional testimony concerning the transfer of broadcast licenses when parent Paramount Pictures split up into producing company and theatre company, in line with 1948 Supreme Court decision, merger of American Broadcasting Co. and United Paramount Theatres Inc. in new ABC-Paramount Theatres Inc. — considered most significant part of the hearing — is due to be heard (see table for estimated schedule).

Side issue — right of DuMont to participate in the merger issues — was left for later by FCC Hearing Examiner Leo Resnick.

DuMont filed a memorandum with the hearing examiner asserting its right to participate in all phases of the hearing, including the merger. It based its argument on the following reasons:

(1) DuMont’s stock transfer by Paramount Pictures Inc. is interpreted by the transfers involved in the case. When Paramount Pictures Corp. split up, it filed with the Commission applications for transfers of licenses for the TV stations it owned (KTLA Los Angeles and WBBK Chicago) and also for the DuMont stations (WABD New York, WTTG Washington, WDVT Pittsburgh). The Commission has held that DuMont is controlled by Paramount Pictures through ownership of all class B stock and some A stock — all amounting to more than 29% ownership.

More Reasons

(2) Qualifications of the Paramount directors on the board of DuMont may be linked to future plans and policies of the individuals in the proposed new ABC-Paramount Theatres company.

(3) As a competitor of ABC, DuMont said it was entitled to participate in a study of monopoly trends in TV networking.

(4) DuMont was named a party to the proceedings by the FCC, and no qualifications were imposed on its participation.

Mr. Resnick has asked the other parties to answer the DuMont contentions. Meanwhile, DuMont also answered the objections of the FCC Bureau to its petition for severance from the Paramount case and a decision that it is not con-

Paramount Dates

CONSENSUS of attorneys in Paramount case is that under optimum conditions, this is the way the hearings will run:

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March 4-11 — Renewal of Landa in Chicago.

March 12-18 — Transfer of licenses of KTAL and stations from former Paramount Pictures Inc. to Paramount Television Productions Inc. and United Paramount Theatres Inc., respectively.

March 13-23 — ABC UHF permits.

March 24-25 — CBS purchase of WGRD, Clarksburg.

March 26-28 — Renewal of licenses of Milton, Conn., stations.

March 27-May 27 — Proposed fining of all ABC stations.

May 28-Aug. 28 — Initial decision.

BUTONI SIGNS DI MAGGIO

Sponsors NBC-TV Program

BUTONI MACARONI Corp., Jersey City, will sponsor "Joe DiMagg-"o," starring the former Yankee outfielder, on his first television program since retiring from baseball, on NBC-TV Sun., 11:45 a.m.-12 noon, starting April 6. The contract is for 20 weeks.

The program will present a panel of sandlot "experts" composed of youngsters who will be called upon to answer questions concerning some of the intricacies of the game. Mr. DiMaggio will explain and show "tricks of the game" as practiced by today’s leading players.

Show will be produced for television by Wyatt & Schuebel, New York. Agency is Albert Frank-Guenther Law, New York.

Television Station MANAGER WANTED

For UHF TV Station in New Jersey

We need a man familiar with all phases of a TV station operation — technical, sales and production — to carry the station from blueprints to operation, and then manage it. No arm-chair executive, but a man who can roll up his sleeves and do the job.

A WONDERFUL OPPORTUNITY

Moderate salary at start, but with opportunity to acquire an interest in company. Station ownership well organized and adequately financed.

Applicant must be a Resident Of New Jersey Or Willing To Move To New Jersey.

Write Box 414H, Broadcasting. No applicant will be considered without full resume of background and experience. Furnish references and state minimum salary.

MOVIE PRACTICES

Reviewed by Paramount

RCA TV CLINIC

70 Attend 10th Session

RADIO networks and independent stations throughout the U.S. were represented by more than 70 broadcast engineers at RCA’s 10th technical television training program held last week at the RCA Victor plant, Camden, N. J. Five-day clinic was designed to give instruction in operation and maintenance of new UHF and VHF television equipment.

The program included several tours, including trips through the plant and the David Sarnoff Research Center, Princeton, N. J. WCAU-TV Philadelphia played host to the group on Tuesday and Wednesday evening.

Those attending the training program included:


Elson Kanako, KICD Spencer; Robert McCall, CBS (Chicago); C. G. Moore, WOR New York; D. K. Wylie, KFBI Wichita; G. Vouge, WBBK Boston, both Mass.; Steve Cifer, WBBK New York; William R. Lockwood, KY, John Anderson, WAFB Baton Rouge; William Blain, WLW Cincinnati; John E. Ford, WLAF Atlanta; Charles E. Brown, WNYT Schenectady, N. Y.; WBBF Des Moines; WBBH Hartford, Conn.; WBBM Chicago.

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This Is The Brent Gunts Show!

...human interest

stars, gags...

fun, music, variety

At 9 A.M., fun really begins on the Brent Gunts Show. Stunts, stars, songs, surprises... every captivating caper that ever kept receptive eyes glued to a TV set. The Brent Gunts show is warm, friendly and entertaining.

Here is power-packed early-morning television programming that pays off big in profits for advertisers. The whole wonderful story is yours for the asking.

MORNINGS
9 TO 10 A.M.
MON. THRU FRI.

Television Baltimore
WBAL-TV
NBC In Maryland

NATIONALLY REPRESENTED BY
EDWARD PETRY & COMPANY
<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
<th>Network</th>
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<tbody>
<tr>
<td>10:00</td>
<td>ABC</td>
<td>News Hour</td>
<td>NBC</td>
<td>News Hour</td>
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<tr>
<td>10:15</td>
<td>ABC</td>
<td>Joe's Show</td>
<td>NBC</td>
<td>Joe's Show</td>
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<tr>
<td>10:30</td>
<td>ABC</td>
<td>Jaycees</td>
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<td>10:45</td>
<td>ABC</td>
<td>Jack Benny</td>
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<tr>
<td>11:00</td>
<td>ABC</td>
<td>Fibber McGee</td>
<td>NBC</td>
<td>Fibber McGee</td>
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<td>11:15</td>
<td>ABC</td>
<td>Hennessey</td>
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<td>11:45</td>
<td>ABC</td>
<td>Bob Hope</td>
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</table>

The schedule includes a variety of shows from different networks, including news programs, dramas, and comedies. The shows are listed for different times throughout the day, with specific details such as network affiliations and show names.
Jim Deline has been an outstandingly popular radio personality in Central New York for more than 14 years. The Jim Deline Gang has been one of the top shows in the area.

Now, in response to a mounting clamor, Jim Deline and his gang are on television—on WSYR-TV every morning from 11 to 11:30, Monday through Friday.

Time is available in this exceptional daytime participating show in either one-minute or ten-minute segments. Rates for time and talent are attractive.

Write, Wire, Phone
or ask Headley-Reed

with Sensational Results
During the first two weeks of the Jim Deline show, 4512 entries to Jim's mystery package contest came flooding in from 118 communities in Upstate New York. It proves that a lot of Central New Yorkers (who have lots of money to spend) are watching the Jim Deline show. Here's the kind of selling spot YOU are looking for. Get it while the getting's good.
TV RENEWALS

FCC Grants 4 of 26 Put on Temporary

LICENSES of four of the 26 TV stations placed on temporary license last month because of the absence of religious and/or educational programs [B&T, Feb. 4] were renewed one-year period.

The four stations are: WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WJBK-TV Detroit and WBPD-TV Tampa.

All four showed the FCC that either the "composite" 1951 week used in determining program content did not truly reflect the programs the station was using or that such programs had been put on the air or were planned since the renewal forms were mailed.

At the time the Commission refused regular license renewals to the 26 stations, it was generally agreed that almost all of them would be given regular renewals when they showed the Commission that they were using or planning to use religious and educational programs.

It can be expected that most of the remaining 22 stations still on temporary for "programming imbalance" will be granted regular licenses in the next few weeks when their replies to the Commission's request for information on the subject are digested. The Commission has written all these stations.

Footnotes Explained

According to reports, the Commission's action was taken suddenly when it was noted that many stations carried no religious or educational programs. All of the 26 stations whose licenses were held up showed a zero in one or both of the categories.

In fact several stations, noting their poor showing in religious and educational time, incorporated footnotes in the composite week listings explaining that they were carrying such programs—but on days other than those called for in the renewal form. One example was that of WTOP-TV Washington, which called attention to the lack of religious programs on its composite week listing, but pointed out that the station was carrying such a program weekly.

It also was understood that the action in holding up the license renewals of the 26 stations was taken without any implications of over-commercialization, which led to the issuance in 1946 of the radio "Blue Book."

Most Washington observers agreed, however, that the action marked the end of the TV honeymoon with the FCC. They felt that from now on stations were going to have to hew more closely to the FCC program category line than they have been doing in the past.

When the FCC renewed the licenses of all 26 TV stations in 1950, it warned that the program balance of some TV stations seemed in question and that a conference of all TV stations would be held to discuss the subject. The conference was never held.

The FCC warning last year spurred NARTB into establishing a TV code committee to draw up programming standards for telecasters. That code was adopted by the NARTB board last December [B&T, Dec. 10, 1951]. It went into effect March 1 (see separate story on page 65).

FREE TV TIME

Suggested for Politicos

SEN. EDWIN C. JOHNSON (D-Col.) suggested free time for political candidates in a talk before the Second Annual Regional Television Seminar at WAAM (TV) Baltimore [B&T, Feb. 18].

In two of four seminar sessions, television and its relation to the political scene was the principal topic.

At a second session devoted to TV and politics, a panel agreed that television will be a potent factor in the forthcoming national elections. The panel, moderated by Lynn Poole, Johns Hopkins U., was made up of Kenneth D. Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, radio-TV director, Republican National Committee; Rep. Richard Bolling (D-Mo.) and Rep. Harold C. Ostertag (R-N.Y.).

DuMONT RENEWALS

*S Summer TV Shows Planned

Six renewals were written last week by DuMont Television Network, with new contracts calling for runs of 13 weeks to a full year. Most of these intend to stay on the air throughout the summer.

Renewing were: Down You Go, P. Lorillard for Old Golds, through Lenn & Mitchell; The Plainsclosmen, Larus & Brother Co. for Holiday cigarettes and Edgeworth tobacco, Warnick & Legler; Battle of the Ages, Serutan Co., Franklin Bruck Adv; Twenty Questions, Mennen Co., by Kenyon & Eckhardt; Rocky King, Detective, American Chicle Co., Dancer-Fitzgerald-Sample; and Rampus Room, Francis H. Legget & Co. for Premier Foods, by Eck Adv.

Bloomberg Named

HERBERT BLOOMBERG, central district sales manager for Allen B. DuMont Labs. Television Transmitter Division, has been named to supervise the division's sales activities in a realigned and expanded central sales territory now covering 15 midwest states. He will retain present title. Enlargement of his responsibilities, part of the division's 1952 expansion program, is effective immediately.

She's lovely!
She's engaged!
(looking and listening to WMCT from 7 am to midnight daily)

She's a member of one of the many families who make up the 120,000* TV homes in the Memphis market area.

She finds entertainment, information and education, looking and listening to the pioneer TV station in this two billion dollar market.

Did we say pioneer? We will go further—it's the first! The only TV station in the Memphis area!

*According to latest Memphis distributors' figures.

and she's undivided, too!

When you take her, you take all of her. For 120,000 homes in the Memphis area is an indivisible audience. Your TV advertising dollar delivers more in Memphis than it does in many multiple station markets.

BROADCASTING • Telecasting

March 3, 1952 • Page 73
First Home TV Receiver. In 1927, at Schenectady, Dr. Alexanderson reveals his console model with a 3" screen. The receiver used a rotating perforated disc to scan the image. Sound was received on a different wavelength through speaker at right.

First Television "Camera." As light from electric arc or lamp is projected through 48 holes of revolving disk, the flashes are picked up by 4 electric eyes protruding from wooden frame on table. The impulses are then broadcast much the same as any radio message.

Complete 1952 Line of Broadcast Equipment Shows Startling Advance in Electronic Science

On December 16, 1926, when Dr. E. F. W. Alexanderson, famed General Electric scientist, first demonstrated a system for transmitting pictures by radio, The New York Times hailed the event as a major achievement in electronic science.

This prolific inventor, who was issued a patent on an average of every 7 weeks during his 45-year active tenure with the company, established the tradition of bold, challenging television research that sparks the efforts of G-E engineers today. The first home receiver, the first remote pickup, the first theatre projection of TV—all were developed in Alexanderson's laboratory. He and his associates have kept up the pace for 25 years.

You can put your confidence in—
Today, with the greatest new industry in America on the threshold of unprecedented expansion—with UHF channels soon to be claimed by scores of applicants—G.E.'s latest television developments deserve your attention. Complete studio units for VHF and UHF operation, television transmitters ranging in power from 100 watts to 50 kw, and antenna systems with effective power gains up to 25 times—are available to existing stations and prospective broadcasters.

In an expensive business, it pays to examine carefully your investment in basic station equipment. Here at Electronics Park we believe we have the most modern television factory in the world. We'd like you to see it before you make any equipment decisions. Your General Electric Broadcast Man will be glad to make the arrangements.

General Electric Company, Electronics Park, Syracuse, N. Y.
Chlodren from the first through eighth grades in three Evanston, Ill., schools spend an average of 19 hours weekly watching TV, two hours less than the 21-hour average for the same group in 1940.

This was reported last week by Dr. Paul Witty of the School of Education at Northwestern U., located in Evanston, who has completed his second survey on the interest evinced by youngsters in television.

Other conclusions based on questionnaires returned by 1,400 school children, their parents and teachers:

One-third of the pupils said TV helps them in some of their school classes, but others said the temptation of TV to take them from their studies was "a detriment."

Most children seem to look at video between 6:30 and 8:30 p.m., a predominant time for adult rather than youthful entertainment.

Children said they read less than they did before having television, but admitted they read as many comic books as they used to. They also watch fewer movies, as reported similarly in the 1950 survey, but still pass the boxoffice about once weekly.

Of the 1,400 children, 68% said they had TV sets in 1951, contrasted with 43% in 1950. Last year 26% of their teachers had sets, watching an average of 12 hours weekly.

The amount of viewing time for youngsters drops 12% during the first year, about 2% the second, Dr. Witty reported.

Western movies are preferred by the tots, first grade through third, and decline in popularity with the increasing age of the child, the survey concludes. Seventh and eighth graders prefer Comedy Hour to western, and want to see more "up to date" movies, current events (especially about government), musicals and scientific shows.

Fourth to sixth graders favored Crusader Rabbit and Paul White- man Revue, asking for more pictures about pioneers and movies concerning foreign lands and people. First through third graders like Howdy Doody best, and want to see more children's plays and hobby or crafts programs.

Children Discriminate

Children, Dr. Witty says, "do not accept television programs indiscriminately." He said parents turned thumbs down on mysteries, cowboy movies and futuristic science-fiction, preferring more musical shows, good current event programs and "high grade" children's shows for their youngsters. Teachers seek more good dramatic programming, news and current events, hobby and how-to-do-it shows and science features.

Dr. Witty presented the survey conclusions at a meeting of the American Educational Research Asn. conference Feb. 25 in St. Louis.

Indigent Mothers
Monitor Children's TV

EIGHT MEMBERS of the Lafayette Mothers Committee on Mass Communications in San Francisco cooked dinners early and put in four hours of television viewing to find out what their children were seeing as daily TV fare.

According to their report, murders and assorted killings numbered 13 during the four hours. Other crimes depicted were: slEditions; kidnap- pings; 8; hold-ups; 3; explosions and dynamiting; 2; blackmail and extortion; 2; thievery; 3; armed robberies; 2; arson cases; 2; lynchings; 2; torture scenes; 1; induced miscarriages, 1.

The committee asks: "To what depths has our civilization sunk when we permit the businessmen who use our publicly-owned airwaves free of charge, to offer such marijuana to babes in the names of cereals. . . ." The committee reported it planned to send its rep- ort to FCC. Mothers group was described as an offshoot of the La- fayette School's experimental class in teaching youngsters to discriminate among movies, comics, radio and TV.

Weekly Television Summary—March 3, 1952—Teletcasting Survey

City Outlets On Air Sets in Area

Albuquerque KOB-TV

Anchorage WAKT

Atlanta WAGA-TV, WSB-TV, WATL

Baltimore WJZ-NBC, WJZ-AM, WJZ-RC

Binghamton WJZ

Bloomington WABG-TV, WRCB

Bundeston WRCB

Buffalo WNDR

Chicago WBBM-NBC, WMJZ-WGN, WMJZ-WND

Cleveland WJW

Columbus WNWO

Dallas WFAA

Dayton WHIO-TV, WLWD

Detroit WXYZ

Erie WICU

Ft. Worth KDFW

Dallas WBAP-NBC, KRLD-TV, KXAS

Grand Rapids WOOD

Green Bay WGBA

Houston KPRC

Huntington WSAZ

Charleston WCHS

Indianapolis WFBM

Jacksonville WJXT

Johnstown WJZ-NBC

Kalamazoo WJFO

Kalamazoo WCZO

Kansas City WWJ

Kansas City WRL

Kalamazoo WSN

Los Angeles KTLA

KTLA

KTVF

KXLA

KCH-TV

KSD

KTRK

KTRK

Total Markets on Air 64

Station on Air 109

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric company summaries. Since many are compiled monthly, same may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Wheels whirl in Carolina kitchens when WBTV's Suzie McIntyre "mans" the mixer. Professionals praise her pies, amateurs write for her recipes, ailing executives, viewing out of curiosity, call her about her cakes.*

Nine famous foods are now participating in Suzie's popularity and power. The tenth will close the door on competition and open the door to new sales in 35 Carolina counties.

*Actual Incident.

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
SARKES TARZIAN* President of
WTTS-WTTV—Bloomington, Indiana

GIVES PERTINENT ANSWERS
TO PERTINENT QUESTIONS:

Q . . . How has newspaper lineage stood up against Radio and TV in Bloomington?
A . . . Newspaper lineage in Bloomington was less in 1951 than in 1950.
And, less in 1950 than in 1949!**

Q . . . Did newspaper have any effect on Radio sales results?
A . . . WTTS had more advertiser success stories than ever before, as is attested by BAB contest results. WTTS won awards in these three classifications:
CLOTHING—FOOD & DRUG PRODUCTS—FOOD & DRUG STORES

Q . . . Has newspaper been a determining factor in TV advertising sales?
A . . . Bloomington TV ad sales last year increased 800% (No, that isn’t a typographical error. 800% is correct)

Q . . . To what extent were radio time sales affected by this tremendous jump in TV?
A . . . There were no local Radio Advertisers who put advertising dollars into TV at the expense of Radio budgets!

Q . . . Where did the TV revenue come from?
A . . . You answer that one. It’s obvious, isn’t it?

*Mr. Tarzian is head of Sarkes Tarzian, Inc. and in addition to operating Stations WTTV-WTTS, manufactures: TV Tuners, Selenium Rectifiers, Air Trimmers, Cathode Ray and Receiving Tubes.

**Indiana Business Review.
Now reaching out to over 1½ million Hoosiers with our NEW Transmitting Equipment... HIGHER Tower... MORE Power!

"Reception last night was perfect. We Terre Haute TV fans are getting quite cocky, and boastful, about our neighboring town."—Mrs. W. F. Bright, Terre Haute.

"Reception was excellent. The picture is almost perfect—no snow—just like a movie theater picture. Thanks for good Television."—Mrs. Charles Hutton, Vincennes.

"We received your station last night. It was wonderful. It was a clear, steady picture, with no noisy interference that we usually get."—Mrs. Orville Knoll, Vincennes.

"We live in the center of Scottsburg and wish to report excellent reception—both picture and sound, picture compared favorably with the two Louisville stations for clarity."—Mrs. H. Hancox, Scottsburg, Ind.

"We receive your picture as well or better than Indianapolis. Best of luck!"—George Flakamp, Indianapolis.

"Our reception is perfect—without booster. From what we have already seen, we are looking forward to many enjoyable hours of entertainment from WTTV."—Alfred J. Merz, Indianapolis.

"We're happy about the stacks of mail we've been getting. Primarily, we're interested in serving the southern and central parts of Indiana. That, we know we're doing! As far as distance is concerned, we have heard from points as far north as Garrett, Indiana, as well as from viewers in Kentucky, Ohio, and Illinois.

STATION WTTV (channel 10) and WTTS (5000 watts)
Owned and operated by SARKES TARZIAN in Bloomington

You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!

Call Bob Lemon, Station WTTV
Bloomington, Indiana
or
Your nearest MEEKER office
NEW YORK • PHILADELPHIA • CHICAGO
SAN FRANCISCO • LOS ANGELES
FOOTBALL REPLY

NPF Denies Anti-Trust

NATIONAL Professional Football League declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Sherman Anti-Trust Act.

Therefore, the league said, it is not violating the act by restricting radio broadcasts and telecasts of its games [B*T, Jan. 14; Oct. 15, 1961].

The league, in an answer to government charges that the law is being violated, said its principal business is staging football games. Anything else, such as TV or broadcasts, is incidental, the answer states.

The government filed its charge last fall, accusing the league of violating the Sherman Act in "blackout" telecasts of local games.

The league petitioned the federal court in Philadelphia to throw the case out, but Judge Allen Grim, after hearing argument Jan. 6, ordered a hearing. He gave the league 45 days to reply to the government charge.

Judge Grim expressed hope that the case could be heard without undue delay because of its importance. The government has indicated that if it wins this test case it will bring charges to end restrictions on the telecasting of other sports including college football.

NEW CHANNELS FOR IMAGINATION

- With each new channel added, or increase in station power, the number of people in front of television screens goes up. With each increase in the use of film pick-up—along with the acceptance of new technics, materials, and equipment—the number becomes more solidly sold. For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show’s origination. Creatively...geographically...the sky’s the limit. Complete technical information concerning film selection and processing is available...together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
343 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
WHETHER “pay-as-you-see TV” should be officially recognized as a regular commercial method of broadcasting was put up to the FCC last week when Zenith Radio Corp. petitioned for a rule-making hearing to authorize its Phonevision system of subscription television.

The petition asked that hearings be held so that Zenith can offer testimony supporting its long-held contention that “television broadcasting would render a maximum service in the public interest if means were provided whereby the recipients of television programs could pay directly, as well as indirectly, for programs provided to them.” Implicit in the petition is the fact that Zenith intends to demonstrate various methods of decoding the Phonevision picture. Up to now, Zenith has always described Phonevision as working in conjunction with telephone lines.

In the opinion of some observers, the phrasing of the petition was also taken to mean that Comdr. Eugene W. Thompson, Jr., president of the radio-TV manufacturing company, has receded from his original premise that TV could not pay for itself from advertising revenues alone.

Adaptable for Color

Phonevision requires only a “relatively few and minor changes” in TV engineering standards, Zenith said in the petition. It not only will function with black-and-white TV, the petition read, but is adaptable for all types of color TV.

Zenith said that it would offer evidence at a hearing to prove that its method of subscription TV would:

1. Generally encourage the larger and more effective use of radio in the public interest.
2. Provide the American public a needed and desirable service supplementary to existing services.

Otherwise be in the public interest, convenience and necessity since Phonevision, with its great flexibility and feasibility offers methods of providing a subscription television service.

At such a hearing, Zenith offered to demonstrate various forms of Phonevision, “including a variety of coding techniques and methods of disseminating decoding information to subscriber receivers with particular emphasis on the feasibility of concurrently using a variety of methods of distributing the decoding information for a particular program to meet the exigencies of local conditions.”

During the past years, the Phonevision system was described by its proponents as working like this: A TV station sends out a regular video picture with one element of the signal missing. This results in a distorted picture on the viewing screen. In order to clear up the picture, subscribers telephone a special operator with an order for the service. The operator sends the missing pulse, which flows into the receiver at home through a special Phonevision device. This brings the picture into focus.

Charges for the service would be included in the subscriber’s regular telephone bill, Zenith said.

In comments on the recommendation that telephone lines and operators be used for Phonevision, Bell system officials publicly stated that they were against that part of the idea. Their objections were based on the use of telephone circuits for other than communications.

1951 Experiment

Early in 1951, Zenith ran a public test of its fee-TV system. Three hundred Chicago families participated in the 90-day experiment. Programs consisted of feature motion picture films, mostly 1948 releases.

Zenith got the films after motion picture producers were prodded into cooperating by the Dept. of Justice. Each family was charged $1 for each program “ordered.” A leased telephone circuit, manned by special operators, was used.

Results of the test, Zenith proclaimed, were beyond expectations. Average “admission fee” per family was $1.73 per week. Zenith reported, with average “attendance” 2.1 movies per week during the first month of the test, 1.6 the second month and 1.6 the third month.

For the Bing Crosby-Barry Fitzgerald “Welcome Stranger” program, 380 of the 500 families “ordered,” Zenith estimated.

Zenith never has announced the results of a comprehensive survey of the 300 test families made by the National Opinion Research Centre of the U. of Chicago. Presumably, NORC results will be made public at the public hearing requested by Zenith.

Phonevision is one of three subscription TV systems in various stages of development. Paramount Pictures Corp. owns a half interest in International Telemeter Corp., which has under development a coin-operated pay-TV system. It is now being tested on a limited basis in Palm Springs, Calif. Skatron Corp. recently completed technical tests of its Subscriber-Vision TV system in conjunction with WOR-TV New York. It uses coded cards to clarify the distorted picture.

When Zenith asked for permission to run an experimental Phonevision operation in Chicago in 1949, the Commission set the application for a hearing. Among the issues announced there by the FCC were:

(1) Whether Phonevision should be classified as a common carrier or a broadcast service.
(2) Relationship of Zenith with Television Entertainment Co. TECO was set up by Zenith to handle the leasing of Phonevision transmitting equipment, to arrange fees and programs for the service. Zenith retained for itself the right to manufacture the receiving devices. First stockholders of TECO were Zenith officials.
(3) Relationship of Zenith and/or TECO to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

TV CABLE GRANTS

Made by FCC to AT&T

EXTENSION of TV intercity connections to Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City was among the grants made by the FCC last week to Bell System companies for a $60 million construction program this year. Telephone company is trying to tie these cities into the national TV hookup in time for the November elections [B+T, Feb. 18]. Later in the year, AT&T plans to extend the southwest interconnections to Tulsa and Amarillo.

Major telephone communications construction involves the laying of a new coaxial cable between Orlando and Tampa, Fla.; Knoxville and Chattanooga, Tenn.; Memphis, Tenn., and Little Rock, Ark. Although it is feasible to adapt the coaxial cable for TV circuits, AT&T has no such present plans.

Need a Good Film Spot

At a Moderate Price to Fit a Low Budget

FILMACk can make it, as they’re doing for hundreds of advertisers the country over.

For 35 years FILMACk has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and complete equipment can save you time and money. Send in your copy for estimate. Our low prices will surprise you.

Filmack Studios

133 South Wabash Avenue • Chicago 5, Illinois

Broadcasting • Telecasting
KRAFT TELEVISION THEATRE, with no fuss, featherless or fanfare beyond a simple mention of the fact in the opening announcement on Feb. 20, presented its 250th weekly hour-long dramatic production on NBC-TV, where it began on May 7, 1947.

Vehicle for this milestone telecast of video's oldest regular weekly series was Hubert Henry Davies' "The Molluscs," comedy drama concerning a woman who, like the sea animal which gave the play its name, devotes her energy to "sticking instead of moving" and, by her extravagant helplessness, dominates her household. The plot revolves around the efforts of her visiting brother to free her husband and, particularly, the young and attractive governess from their thrall and to restore his sister to her former state as a normally active wife and mother.

Dortha Duckworth, as the domineering Dulcy, and Ernest Truex, as her long-suffering husband, gave the production better performances than its hackneyed script deserved. Catherine McLeod and John Newland carried off their roles as imprisoned maiden and rescuing knight with professional smoothness. The suburban home settings provided a realistically comfortable background for the players. As a whole the production was on a high level of technical competence, although the unchanging emotional level of the action throughout the drama gave it a certain monotony which was not conducive to holding the home viewers in rapt attention. The telecast's soporific tendencies should probably be attributed to the author rather than to the producer, director or players.

To this reviewer, who has seen a fair number of Kraft dramas during the past five years, the 250th telecast was somewhat below the average for the series. But large, the Kraft Television Theatre has provided a video counterpart of the stories in the mass circulation magazines. The aim is not at great art or intense emotion but rather at giving viewers a weekly hour of pleasant entertainment, which can be enjoyed without disturbing the relaxed attitude appropriate to the first hour after dinner. In this, Kraft has been eminently successful.

The sponsor and its agency deserve special mention for the high quality of the commercials which are inserted into the between-the-acts intermission periods in such a way as not to interrupt the action of the play nor disturb the mood of the audience. Recipes are naturally stressed and the imminence of the Lenten season gave last week's telecast an opportunity for presenting attractive meatless main dishes which was fully exploited. To arouse interest in food so soon after dinner is no small accomplishment and the Kraft commercials do it tastefully and well.

EDUCATIONAL TV
Program Seminar Planned

A FIVE-DAY seminar on educational TV programming for some 60 college presidents and other school officials has been announced.

The seminar, entitled Educational Television Programs Institute, will be held April 21-26 at Pennsylvania State College.

Plans for the institute were announced by Dr. Arthur S. Adams, president of the American Council on Education, Washington.

Commenting on the seminar, Dr. Adams said it should serve to identify steps necessary for the most effective use by educational organizations of the TV channels FCC has proposed to reserve for educational non-commercial operation.

Institute will be directed by Dr. Carroll V. Newsom, associate commissioner for higher education in the New York State Education Department. President Milton S. Eisenhower of Pennsylvania State College is chairman of the Institute Committee, a policy group which will guide the project.

It is expected that the staff in addition to Dr. Newsom will include an expert in television programming and consultants in technical, financial and other aspects of television operations.

Financial support to underwrite the institute and its staff has been provided by the Fund for Adult Education of the Ford Foundation.
F O O D  P R O D U C T S  I N  S Y R A C U S E

P & C Food Markets Advertising Manager, Holland Gregg, reports, "We have been so delighted with the results of our afternoon "V-I-D-E-O" show that we wish to renew for another twenty-six weeks. From the very beginning the audience reaction was unbelievable. There is no doubt in my mind that WHEN Television has a very important place in our merchandising and we expect to continue it as long as there is time available."

Say WHEN to your nearest Katz Agency man and get the facts on Central New York's best time buys.

• FIRST with television in Central New York
• FIRST with afternoon TV
• FIRST with morning TV

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

Page 84 • March 3, 1952

WXYZ-TV FILM BUY

Acquires 1,700 Movies

TWELVE HUNDRED motion picture films have been purchased for exhibition on WXYZ-TV Detroit, James G. Riddell, president, announced last week.

It is the largest single purchase of films in Detroit TV history and represents an investment of more than $250,000, he explained.

In announcing the transaction, Mr. Riddell said the net result will be to provide the more than 700,000 television homes in the Detroit area with feature film entertainment of outstanding quality. Motion Picture Academy, a twice-a-week show over WXYZ-TV sponsored by the Rose Jewelry Co., will exhibit many of the most important movies, he said.


Chicago Film Purchase

Nash Dealer on WNBQ (TV)

PAUL (BUD) HAUSER, Chicago, owner of Nash Motor Sales, has bought a $63,000 film package of 39 new British movies for telecasting on WNBQ (TV). Mr. Hauser, three months ago paid $150,000 for a series of Edward Small productions. The new British films will be shown in this country for the first time by Hauser Nash, which has a 1½-year TV exclusive.

Mr. Hauser now buys eight hours weekly on the station, sponsoring films from 11 p.m.-1 a.m. Monday, Wednesday and Friday and on Saturday from 10 p.m.-midnight. His Saturday feature, which reportedly attracts a million viewers, is responsible for such Sunday crowds that "customers think other buyers are salesmen!" Full-length features are shown on each of the Grand Marquee programs.

WDTV (TV) Basketball

WDTV (TV) Pittsburgh reported the first basketball cast in that city between undefeated teams of Peninsula and St. Bonaventure drew the biggest district audience in the station's three-year history. All seats for the game had been sold a month in advance. Twenty thousand mail orders for tickets had to be returned. Westinghouse arranged for the telecast. The survey showed, WDTV reported, that 72.7% of the TV homes in the area were tuned in. Of the sets in use in the tri-state area covered by WDTV, 99.6% were viewing the game. Average number of viewers per set was reported at 3.3.

Film report

SKING for declaratory relief and charging breach of contract, P. K. Palmer, Hollywood producer of the early Dick Tracy TV film series, has filed suit in Santa Monica (Calif.) Superior Court against Snader Teleproduction Sales, Beverly Hills.

Mr. Palmer alleges he entered into a financing and distribution deal with Snader Sales last summer and that the firm never paid him under terms of agreement and has in addition tried to take over production of the TV series. He also asks for an accounting, injunction and appointment of a receiver by the court.

Snader two months ago filed a similar declaratory and accounting suit against Mr. Palmer, but it is still pending. Snader Sales owns a half interest in the TV series, and reportedly has tried unsuccessfully to make out-of-court settlement with the producer for take-over of the entire show.

Sales...

Screen Gems Inc., Hollywood, starting five half-hour television films for duPont Co., Wilmington, Del., for NBC-TV overdubs of America series. Two films previously shot experimentally by the company, have been accepted for the same series. Agency is BBDO, New York.

Bing Crosby Enterprises, Culver City, Calif., starting two more films for the Jeanne Crain series. They are titled "Honeymoon" and "The Guest" and are being shot for the Packard Motor Car Co., Detroit. Bernard Girard is producer-director.


TeeVee Film Co., Beverly Hills, Calif., has sold two series of its 26 five-minute television films, Little Theatre, in 22 national markets. Company is starting a third series, financed by California Bank, Beverly Hills branch, with William Asher as the director and Sherman Harris as executive producer.

Hal Roach Studios, Culver City, filming 50 lead-in commercials for Liebherr Breweries Inc., Brooklyn (Rheingold beer), featuring Herbert Marshall, stage and film star, as Rheingold host. Jack Reynolds is the director. Agency is Poote, Cone & Belding, New York.

Dudley Picture Corp., Beverly Hills, is filming five commercials for CBS-TV I Love Lucy sponsored by Philip Morris & Co., New York. Two are animated and three integrate animation with live action by show's stars, Lucille Ball and Desi Arnaz. Agency is Blow Co., New York.

WATV (TV) Newark has purchased from Republic Pictures 85 western feature films "never before shown on television," according to Robert Paskow, WATV film director. Films will be shown during the next 18 months. Each picture has been cut to 53 minutes running time and the films have been arranged in four series.

KECA-TV Hollywood has edited 26 feature mystery films, recently leased from Republic Pictures, to 53 minutes each. The films will be offered as package programs. They were originally released between 1939 and 1945.


Production...

Jack Teagarden, jazz musician, signed by Snader Teleproductions Corp., Beverly Hills, for 14 three-minute television films as first on 1952 production schedule. Series, directed by Duke Goldstone, is part of second library of Teleproductions.

Jerry Courneya Productions, Beverly Hills, starting 26-quarter-hour adventure film series, Close-Up, with Noah Beery Jr., film actor, to star.

Produced by Courneya, and ready for distribution by United TV Programs, is Curtia Nagel's Worlds of

(Continued on page 88)
THE HOTTEST SHOW (by a country mile) IN TELEVISION TODAY IS A 15-MINUTE, 5-TIMES-A-WEEK PROGRAM — THE TV VERSION OF "TELLO-TEST" —

IT'S CALLED...

On the market only a few days, it's already been snapped up by the following stations:

- WGN-TV, Chicago
- WFIL-TV, Philadelphia
- WNAC-TV, Boston
- WMAL-TV, Washington, D.C.
- WXYZ-TV, Detroit
- KHJ-TV, Los Angeles
- WTVN-TV, Columbus
- WICU-TV, Erie
- KING-TV, Seattle
- KSTP-TV, Minneapolis
- WOW-TV, Omaha
- WLTU, Atlanta
- WHAM-TV, Rochester
- WJAR-TV, Providence
- WAAM, Baltimore
- WDSU-TV, New Orleans

By the time this ad is printed most likely we'll have five more under our belt.

MOVIE QUICK QUIZ has all the guts of "Tello-Test" plus a terrific visual feature — plus those wonderful U.S. Savings Bonds for awards furnished as part of the package.

HERE IS ONE OF THE MOST VALUABLE FRANCHISES IN TV. IF IT'S STILL AVAILABLE IN YOUR MARKET — grab it — AND GIVE PRAISE UNTO ALLAH!

*MOVIE QUICK QUIZ is produced by Walter Schwimmer who also gave you America's most popular radio quiz TELLO-TEST
This week—read

the first

**Telecasting Yearbook**

Read it and join the 2500 advertising agencies, 3000 national and regional advertisers—more than 5000 of the most influential buyers of television time.

It takes a book like this first Telecasting Yearbook to sum up the business of telecasting, underscore its economic and programming aspects. In fact, and in short, only the Telecasting Yearbook gives buyers everything basic about the business of television.

*This 54th issue...*
PRESS-RADIO FEUD

Roges in Orlando, Fla.

UDING by what happened in Orlando, Fla., Sunday (Feb. 24), in Orlando Sunday Sentinel-Star didn’t know what it was getting into when it ran a full-page ad titled “Why Scatter Your Shot?”

“Nobody can listen to all four radio stations at one time,” the ad said, concluding with a family sketch showing persons draped around various sections of a Sunday paper.

When J. Allen Brown, executive vice president and general manager of WLOF Orlando, saw the ad after returning from church, he hit the ceiling—and then the typewriter.

Shortly after 1 p.m. WLOF carried an announcement, the first of 8 that upset the quiet of Orlando’s Sunday and kept the station’s wheelboard flooded with more than 99% of the callers took-sides with the station, it was reported.

Mr. Brown said the first announcement brought a letter to one of the newspaper’s editors.

The announcements were written in editorial fashion and carried on a serious spot formula, or one every quarter-hour. They were stopped at the end of the day. The Orlando Sentinel and Star daily editions and Sunday Sentinel-Star were published by Martin Anderson, who recently sold his radio properties—WHOO-AM-FM—to Ed Lamb of Toledo.

Here is a typical editorial announcement carried by WLOF during the day:

Ladies and Gentlemen, there’s a full-page ad in today’s edition of the “Orlando Sunday Sentinel-Star” that attempts to belittle Orlando’s four radio stations. It is the product of “Orlando Sunday Sentinel-Star” for or at least one of its advertising departments. They wrote too much. We don’t know that it will reflect on Orlando’s radio stations. These are the same stations that operate around the clock whenever any emergency arises.

The “Orlando Sentinel” devotes a full-page ad in today’s paper to belittling Orlando’s four, public-service-minded radio stations. These are the same stations that broadcast the up-to-minute hurricane news 24 hours a day, whenever the emergency warrants.

These stations broadcast news bulletins for rare-blood donations when someone is injured or near-death at a local hospital. These are the same radio stations that backed “The Mothers’ March on Poll” campaign with unlimited time, facilities and expert help.

These are the same four radio stations that are being asked to increase their community promotion and promotion in behalf of Orlando’s Community Chest campaign. This is one of four stations that charter a drive that suffers each year from lack of complete newspaper promotion.

The big, full-page ad in today’s “Orlando Sunday Sentinel-Star” that attempted to belittle radio, could easily have been devoted to promoting Orlando’s Community Chest drive. This would have helped to make the drive more successful than it was.

The advertising boys at the “Orlando Sentinel” couldn’t devote their precious advertising newspaper to a successful, worthy cause. They want to pick a fight with Orlando’s four radio stations. Why do these boys want to start a fight among local advertising media? Why? Why? Do you know the answer?

ANPA CAMPAIGN
WAVE Promotes Radio

AMERICAN Publishers Asn. campaign boosting newspapers as the best advertising medium has stirred a counter-attack from another broadcaster [B&T, Feb. 25].

James M. Caldwell, radio program director, WAVE Louisville, commented that the ANPA ads “take a direct stab at radio and TV, taking the stand that only a fraction of a potential audience is lining up any given time.”

“Since the ANPA has started this hasle, we do not intend to take it lying down,” Mr. Caldwell declared.

In an inter-office memo, Mr. Caldwell urged WAVE staff members, "As soon as possible, let us get into effect a new intensified program of spot announcements promoting radio as a medium. In it, we will not make any direct derogatory remarks about TV, but we will promote radio in a positive manner." During the campaign, Mr. Caldwell will be aiming toward promoting radio as a medium and WAVE as a station, in that order, it was said.

That’s Digging

WTAG Worcester, Mass., is always digging for business but it hardly expected to sell time to a well-digger. Yet that’s exactly what happened. Salesman Jim McKnight signed C. E. Chapman for three spot ads on the morning John Woods Show.

The well-digger rejected a modest suggestion to buy a mere 18 weeks—despite the fact there’s a limited market for wells these days. “All right,” said Mr. Chapman, “then let’s try it for a year.”

WEISS RESIGNS
Returns to Hughes Post

LEWIS ALLEN WEISS, former Don Lee chairman, will resign effective March 81 as assistant administrator of National Production Authority and director of its Government Contract Requirements. Following a four-month European trip with Mrs. Weiss, he will return to Los Angeles and succeed by administraion advisor to Gen. Ira C. Baker, executive vice president of the Hughes Industries.

Mr. Weiss, it is expected, will succeed by his present deputy, Walter J. Curry, former European representative of Avco and of Standard Brands. Mr. Weiss also was a member of the requirements committee of the Defense Production Administration.

Mr. Weiss entered the government service 14 months ago—shortly after the sale of Don Lee to General Tire & Rubber. At that time he had been retained by the Hughes organization, but immediately was loaned to the government on a no-pay basis. A quarter-century veteran of radio and television, Mr. Weiss was also leaded as chairman of the board of Mutual.

The Weisses will sail on the American Export Liner "Sampson" for Naples, and will celebrate their 30th wedding anniversary April 22 aboard ship. They recently became grandparents for the first time. Following the cruise, they will tour Europe for three months—satisfying a “30-year dream.”

Easley Trial Set

TRIAL of Robert L. Easley, radio consulting engineer indicted on charge of using the mails to defraud [B&T, Jan. 28, 21], has been set for March 18 in U. S. District Court in Washington. Mr. Easley pleaded not guilty at his arraignment earlier this month. Conviction of the four-count indictment carries a penalty of one year in jail and $1,000 fine for each count or both. Mr. Easley, in a statement issued the week after his indictment, blamed his predicament on “envy and petty malice.”

ANPA HITS S 2444
Bad Precedent Cited

THERE were only a few scattered shots last week on S 2444, the Johnson-Case bill to bar liquor advertising on the airwaves.

Senate Interstate & Foreign Commerce Committee, charismanned by the bill’s co-sponsor, Sen. Ed C. Johnson (D-Col.), did not take the bill up in the committee’s executive session last Wednesday. The committee meets again March 12.

Full round was fired by the American Newspaper Publishers Assn. on Feb. 22. The organization said the bill was discriminatory because it would prevent the advertising of a legally made and sold product. The publishers noted that the legislation would be directed against “one segment of advertising media only.”

If S 2444 were enacted, the publishers continued, Congress might then take the position that it had the right to legislate against any other product in some other medium or “to eliminate all advertising at their whim.” The protest was contained in a letter sent by Cranston Williams, general manager of newspaper group, to Sen. Johnson.

Sen. Harley M. Kilgore (D-W. Va.), meanwhile, released a statement in which he said that now that hearings on the liquor bill have been concluded [B&T, Feb. 11], he was reissuing a letter he had received two years ago when a similar bill was being considered by the committee (the Langer bill). Letter, supporting passage of “dry” legislation, was by Judge Harlan M. Calhoun of West Virginia’s Twenty-Second Circuit Court.

BROADCASTING • Telecasting

Immediate Delivery!


Our prices and conditions of sale are identical to those of the manufacturer. Look to AAL for RCA Broadcast-type tubes. Let us save your time and trouble.

Refer to your AAL 213-page Buying Guide for station equipment and vacuum tubes. Call our "Broadcast Bulletin" mailing list.

ALLIED R.F.
Broadcast Division
833 West Jackson Blvd., Chicago 7
Cables: Haymarket 1-7019

TIMES ON OMAHA
5700-5900 WAVE STATION
5000 WATTS

BROADCASTING \ Telecasting

DOES THE JOB \ Alone

WOW OMAHA
5700-5900 WAVE STATION
5000 WATTS

John Blair & Co., Representatives

March 3, 1952 • Page 87
EARNING DATA

FCC Reports Plan Hit

TWO comments received by the FCC on the Commission’s plan to change the annual report on employment and earnings, required annually, stress that the new form doesn’t look very simple and that there is doubt as to whether the FCC is authorized to demand the information to be submitted under the new form [B&T, Jan. 14].

NBC objected to the form, and stated that there is a “serious question as to the authorization of the FCC to require licensees to furnish the detailed information . . .” but NBC’s comments did not deal with the legal question.

Information to be furnished the FCC would not aid the Commission in determining the financial qualifications of an applicant or licensee, the network said. “The FCC can look to the balance sheet and the profit and loss statements to ascertain whether [the station] can sustain the operation.”

“The amount a broadcaster pays his announcers, engineers, salesmen, etc., has no bearing upon the Commission’s functions under the Communications Act,” NBC claimed.

It has more than 4,000 employees, the petition revealed, and it was thought 75% of them would have to be “reported” under the new form.

“Before the FCC undertakes to require this expenditure of time, effort and money by its licensees to collect and compile this data, careful consideration should be given to the value of such a study when completed,” NBC said.

Congress should authorize the rule-making proposed, the network felt.

NARTB also objected to the new form.

The association said the FCC is not authorized to “require the divulgence by licensees of the information to be elicited by the proposed form.” It is not consistent with the present annual report section of the FCC Rules, NARTB said.

The new form is not a simplification but a complication of the presently required reports, the association asserted.

The public need for the additional information has not been shown, the petition said, and furthermore “the Bureau of Labor Statistics has no authorization to get the information.” NARTB objects to BLS’s efforts to get the information “indirectly” and “circumstantially” when it cannot get it directly.

The principal purpose of the proposed revision, as announced by the FCC, is “to obtain specific television occupational data which heretofore have not been readily available.”

The proposed form would require each broadcaster, for a sample week, to:

1. Classify each full-time employee by occupational title (station title);
2. State whether employed in radio or television operations, or both;
3. Assign each employee one of 34 occupational code numbers according to detailed Bureau of Labor Statistics job descriptions;
4. State each employee’s sex;
5. State each employee’s weekly hours and weekly weekly compensation.

EXAMINING results of rural Pulse survey are (l to r) Owen Saddlet, executive vice president-general manager, KMA Shenandoah, Iowa; Edward W. May, KMA president, and Dr. Sydney Roslow, president of Pulse Inc. Trio is pictured at KMA “Coffee Klatch” in Omaha, attended by 85 Omaha advertising men.

FIELD TEST COMPLETED

Seattle Outlets Study Report

The TV transmitter site tests conducted jointly under the auspices of KING-TV, KIRO, KJR and KOMO Seattle [B&T, Nov. 19, 1951] have been concluded and the report is being studied by engineers at the four stations.

The report, a confidential document, was prepared by Prof. Myron Swarm of the U. of Washington Electrical Engineering Dept. It was based on field tests comparing the relative effectiveness of two possible sites for television transmitters—Queen Anne Hill Hill and Squaw Mountain, south of the city.

WPRS-FM on Air

WPRS-FM Paris, Ill., has taken the air, programming independently of WPRS which commenced operation in May 1951. FM operation was launched with broadcast of state basketball tournament. Building has been expanded and staff will be increased for FM, according to Carl Sunkel, WPRS program director. WPRS-FM operates on 98.3 mc.

RED CROSS DRIVE

Radio, TV to Promote

THE ANNUAL radio and television campaign for the national and greater New York fund drives for the American Red Cross was launched Feb. 28 and will run through March.

For the Red Cross Sabbath (Saturday) and Red Cross Sunday (yesterday), special appeals were sent to program directors on all stations located in New York for use on or around religious programs throughout.

For Radio-TV Day next Friday, when the drive gets into full swing—spots and brief features are being distributed to all stations, to be followed in March with special feature and human interest material which will be distributed to commentators each week.

President Truman is slated to launch the campaign officially on Thursday night with a speech to be carried on both radio and TV networks [B&T, Feb. 18].

Among the special aids to be distributed to radio stations will be recorded programs by Bing Crosby, Bob Hope, Alice Faye and Phil Harris and The Railroad Hour. Also available to stations will be a brief appeal recorded by E. Roland Harriman, president of AEC; Robert Lovett, Secretary of Defense; Lee Price, president of U. S. Junior Chamber of Commerce; George Meany, secretary-treasurer, AFL; Philip Murray, CIO; Donnally Wilson, national commander, American Legion, and others.

New York area station officials were guests of the Red Cross Radio and TV Committee, headed by James Sauter, at a plans luncheon last Wednesday. The national goal is $67 million; New York City’s goal is $6.7 million.

Woodland Stricken

CECIL WOODLAND, general manager of WQAN-AM-FM Scranton, Pa., suffered a heart attack en route to Washington, D. C., this weekend. He is recuperating at St. Mary’s Hospital, Amsterdam, N. Y., the city where his wife was visiting when he was stricken.

KGW carries the weight in the Oregon Market

PORTLAND, OREGON

Total BMB Families

From IABP BMB Survey

KGW Daytime: 350,000

KGW PM: 281,390

KGW Evenings: 192,650

KGW PM & Evenings: 624,040

KGW AM & PM: 1,008,250

KGW PM & AM: 1,289,090

KGW TV: 288,000

TOTAL BMB FAMILY

COLUMBIA Workshop, Hollywood has started series of 20 radio-TV lectures presented by CBS Radio's Hollywood staff.
Ladies of Saranac Lake, N.Y., got a fund of Leap Year encouragement from WNJB when the station sponsored a post card poll to determine the most popular bachelor in the area. Of 1,700 answers, 457 votes were cast for Arthur Fortune, 35 year old service man from a local bottled gas company, who was named "Mr. Bachelor of 1952." Mr. Fortune collected several prizes contributed by interested businessmen as well as those that are still unclaimed: a free marriage ceremony, wedding cake and honeymoon if he marries within the next year.

FIRST HAND INFORMATION GOOD WILL tour is made each Saturday into several of the 82 counties covered by KWTO Springfield, Mo., by farm service director Lloyd Evans and public relations director Bill Bailey. Purpose of the jaunt is to visit with the people in surrounding towns and gather opinions on how the station may better serve the area.

SHOPPING CAN BE FUN DETROIT Supermarket shoppers may get a chance at some fun and prizes from now on when they go marketing. Good Luck to You has been introduced over WJR. Show, featuring Ralph Freeman as quiz master, will origind at different theatre. "Pick Temple Day," featuring appearances of Pick Temple, WTOP-TV personality, at show of "Bend of the River" tripled theatre business, according to film officials. Mr. Temple gave two shows lasting 16 minutes each. Both the station and the theatre cooperated in promoting the event to everybody's satisfaction.

SPORTS EXCLUSIVE NEWS of the Olympic games in Oslo, Norway were reported exclusively by the Philadelphia by Elizabeth Parkinson Speck, author and member of the U. S. Figure Skating Assn, who was engaged by the station as a special correspondent. When Mrs. Speck returns to this country, she will appear on several programs at the station to recount her experiences at the winter games.

ECONOMY PLUS FOREST greeneries decorate a promotion piece put out by KCKN Kansas City, instructing potential advertisers "to saw off a bigger chunk of sales" in the area by using the station as an advertising medium. The promotion piece is a sales booster packages such as the 25 word spot announcements for $180 which are aired at times the sponsor specifies during any calendar month.

NOTHING TO SELL ANTI-COMMERCIAL radio listeners in Westerly, R. I., have had their prayers answered by a local manufacturer. The company sponsoring six Westerly High School athletic contests on WERI as a public service instructed station officials not to give commercials at any time during the broadcasts because of their public service nature. Company's name, however, is mentioned at the opening and close of each program.

RECEPTION IS THE THING BEST proof of TV coverage is home reception, according to promotions manager by WFIL-TV Philadelphia. Copy cites survey statistics showing that the station covers 5,869,284 potential customers. Figure break-down plus map illustrations of the actual area covered by the station are directed at the advertiser reminding him that "the WFIL-TV audience goes to market with you in mind.

RADIO SALUTE CANADIAN independent stations are planning a live talent salute from the industry to Queen Elizabaht II. Idea came from Phil La-londe, manager of CKAC Montreal, and arrangements have been completed with the Canadian Broadcasting Corp. A special network will be established to allow all privately-owned Canadian stations to participate in the program. Leading talent, both French and English, will be featured. Stations unable to carry the program at the time of the network will be able to carry it on tape or disc later.

SIGN NON-ADVERTISER NEW feather has appeared in the cap of WWJ-TV Detroit for signing Stanley Home Products of that city to 13-week contract. The non-advertising firm which long based its sales was a matter of personal contact with customers has succumbed to the lure of the TV screen with its sponsorship of a half-hour weekly public service program. Company's products are awarded as prizes. Wait Kose and Marge Rogers, both of station's staff, are writing and producing show.

NO RIVALRY HERE CURRENT top tunes and classical music go hand in hand at KWK St. Louis. A seven-program series has been set up by station disc jockeys who dedicate popular songs to all those who make telephone pledges to help fund St. Louis Symphony Society for the orchestra's maintenance fund. Broadcasts handled by Ed Wilson, Gil Newsome and Tom Daley are running for two weeks.

TV VALENTINE MOTHERS of servicemen who are serving on the cruiser St. Paul in Korea got a special Valentine from KSTP-TV St. Paul - Minneapolis. Last November, the station sent film to the ship with instructions to take shots of the men, all of whom are from the Minnesota area. When the film was returned, 30 phone calls were made informing mothers what to turn on the TV set on Feb. 14.

DISC SWITCH NBC Chicago started its "swing to 45" promotion last week with on-air mentions by disc jockeys and conversion of many of its 35,000 records to the 45 rpm discs. Swing to 45, a recorded show, will be aired weekly during the six-week campaign, backed by a schedule of station breaks, one-minute spots and dealer tie-ins.

PROGRAM EXPANSION TRI-LINGUAL policy covering Italian, English and French will be inaugurated today by WOV New York, bi-lingual independent, with the initial broadcast of France on Review, planned for Monday through Saturday airing 7:30-8 p.m. EST. Program will follow the station's Italian language programming and will feature news on Paris fashions, interviews with prominent French officials, popular music and French opera.

ON THE ALERT ANNOUNCEMENT aired recently over Columbus, Ohio stations was proof positive that "wherever you go, there's radio." Broadcasters were asked to deliver a brief message test alerting 90 some members of one of the Air National Guard units at nearby Lockbourne Air Force Base, in the first half hour, 3,500 of the base personnel had reported in person or by phone.

SCHOOL DAY SAFETY SCHOOL children are being heard in a safety campaign over WOL Washington in cooperation with the American Automobile Assn. urging listeners to drive carefully en route to and from work. Members of the school boy safety patrol are taking part in the transcribed series aired each day in the morning, at mid-day and late in the afternoon.

KIDS PLUG PARENTS LIKE father, like son —or daughter—as the case may be at WDRC Hartford, Conn. Children of station personalities are being heard over the air as part of the station's Program Control. Susy Smith, 4, is plugging father Jack Smith's disc show. Kathy Sheehan, 3%, urges listeners to hear her pap's newcast nightly and Bob and Neil Olson, 10 and 5 respectively, put in a good word for their father's a.m. news program.

WAY TO A MAN'S HEART SUPPLY of the sponsor's product is sent to TV columnists by KGO-TV San Francisco to promote Let's Go Shopping, the Evangeline Baker show sponsored by Remar Bread Co., Oakland. Note accompanying bakery products tells recipient to enjoy not only the content but the TV show as well.

CHILDREN'S Defense Show SCHOOL children got a taste of the meaning of civil defense through the facilities of KFAL Fulton, Mo., last week in a special 15 minute broadcast heard in all city schools at 10:30 a.m. Radios were installed in each class room.
February 21 Applications... License Renewal Following stations request renewal of license:

KXFL Butte, Mont.

February 27 Decisions... COMMISSION EN BANC AM Licenses Renewed Following AM stations granted renewal of licenses for regular period:

KXLA Pasadena, Calif. - Same, but until Oct. 1, 1953.

February 21 THROUGH February 28

CP-construction permit
DA-directional antenna
-antenna cond.-conditional D-day N-night mod-modification
aur-aural tran-transmitter
vis-vigil unlimited-hours STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear under Department, accompanied by a roundup of new station and transfer applications. (See page 85.)

February 26 Decisions... COMMISSION EN BANC

To Increase Power
KWHP Cushing, Okla. - Granted mod. CP to increase power from 200 w. to 1,600 kw, daytime, on 1600 kc.

To Remain Silent
WNW North Adams, Mass. - Granted authority to remain silent additional 60 days from Feb. 7 pending financial reorganization. Station not to resume broadcasting without first securing authorization if reorganization results in transfer of control.

WNXL Peoria, Ill. - Granted authority to remain silent for 60 days from Feb. 14 pending financial reorganization. Station not to resume broadcasting without prior Commission authorization if reorganization results in transfer of control.

To Specify Move
WCEN St. Pleasant, Mich. - Granted CP to specify max. expected oper. values under authorization to increase power to 1 kw at a cert. point during w night on 1500 kc, DA full time, cond.

Grant Authority
WPAM-FM Patuxent, Pa. - Granted special experimental authority to operate station by remote control from AM trans., without licensed operator in attendance at WPAM-FM trans. for period ending April 1, 1953, without licensed operator in attendance, cond.

License Renewals
Following stations granted renewal of license for period ending June 1:


February 26 Applications... ACCEPTED FOR FILING

AM-1179 kw

KBCQ San Diego, Calif. - Special service authorization to operate day time employing non-directional ant. for period of 6 months.

Licenses for CP
KCTA Tacoma, Wash. - licenses for CP, as mod., which authorized frequencies change, power increase, hours of operation, DA-N and change in trans. location.

CP for CP
WKEJ Kewanee, Ill. - CP to replace expired CP with new authority, AM station on 1450 kc with 100 w. full-time.

Modification of CP
WNWE New York - Mod. CP, as mod., which authorized power increase, change from AUG to KMXN, New York, etc., for extension of completion date.

KMLW Marin, Tex. - Mod. CP, as mod., authorization for new AM station, for extension of completion date.

WVHF (FM) Chicago - Mod. CP, as mod., authorization for change in FM station, for extension of completion date.

License Renewal
Following stations request renewal of license:


TEMPERED FOR FILING

AM-1300 kc

KWBU Corpus Christi, Tex. - Extension of special service authorization to operate on 1300 kc with 50 kw, with non-directional ant. from LS at Boston, to LS at Corpus Christi, for period not to exceed 12 months beginning March 15.

February 27 Decisions... COMMISSION EN BANC AM Licenses Extended Following AM stations granted extension of licenses to June 1, 1955:


WKEJ Pueblo, Cal. - Grant further temporary extension of license until final action in hearing on its renewal or until April 1, 1953, whichever is earlier.

WOW Omaha, Neb. - Same, but until June 1, 1953.

WBBN, Illinois, Utah - Same, but until Oct. 1, 1953.

RTXC Big Springs, Tex. - Same, but until Oct. 1, 1953.

KXLA Pasadena, Calif. - Same, but until Oct. 1, 1953.

WELS Kinston, N. C. - Same, but until Dec. 1, 1953.

WMEQ West Bend, Ind. -Same, but until Aug. 1, 1952.

WJTN Madison, Wis. - Same, but until Dec. 1, 1953.

WOL Washington, D. C. - Granted further temporary extension of license until June 1, 1955, for synch. amp. only, until final action in hearing on re-encryption issues, etc., or until Oct. 1, 1954, whichever is the earlier.

FM License Renewals Following FM stations granted renewal of license for period ending Dec. 31, 1953:


SERVICE DIRECTORY

CUSTOM-BUILT EQUIPMENT - U. S. RECORDING CO.

1121 Vermont Ave., Wash., D. C.

Lincoln 3-2705

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.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by hundreds of qualified readers - the owners and operators of over-the-air stations. Your listing can be included for AM, FM, Television and/or Facsimile services.

BROADCASTING • Telecasting

Page 90 • March 3, 1952

FCC actions
Help Wanted

Managerial


Salesmen

Excellent opportunity for go-getter. $80.00 weekly minimum. 25% of all sales. Contact W5BZ, Fremont, Ohio.

Help Wanted

Commemorative, 100th anniversary of Gladstone. Address ads. $10.00 per inch. Payable in advance. Checks and money orders only.

Classified Advertisements

Payable in advance. Checks and money orders only.

Situations Wanted

Wanted to buy auto in excellent condition. Car or cash. Send pictures. No calls, please. Box 365M, BROADCASTING.

Help Wanted (Cont'd)

Key job for better than average experienced announcer. $100.00 weekly and expenses paid. Excellent opportunity. Send full information and references. Box 362M, BROADCASTING.

Help Wanted (Cont'd)

Recordbreaker for newscast, sales and promotions. Also on-air talent. Send complete information. Box 367M, BROADCASTING.

Help Wanted

Commemorative, 100th anniversary of Gladstone. Address ads. $10.00 per inch. Payable in advance. Checks and money orders only.

Classified Advertisements

Payable in advance. Checks and money orders only.

Situations Wanted

Wanted to buy auto in excellent condition. Car or cash. Send pictures. No calls, please. Box 365M, BROADCASTING.

Help Wanted (Cont'd)

Key job for better than average experienced announcer. $100.00 weekly and expenses paid. Excellent opportunity. Send full information and references. Box 362M, BROADCASTING.

Help Wanted (Cont'd)

Recordbreaker for newscast, sales and promotions. Also on-air talent. Send complete information. Box 367M, BROADCASTING.

Help Wanted

Commemorative, 100th anniversary of Gladstone. Address ads. $10.00 per inch. Payable in advance. Checks and money orders only.
Advantages here Is your trade area? A phone license.

Firstly, radio license. A telephone license.

Secondly, a television license.

Thirdly, a recording license.

Fourthly, a music license.

Fifthly, a broadcast license.

Sixthly, a news license.

Seventhly, a sports license.

Eighthly, a commercial license.

Ninthly, a advertising license.

Tenthly, a entertainment license.

Eleventhly, a production license.

Twelfthly, a promotion license.

Thirteenthly, a sales license.

Fourteenthly, a marketing license.

Fifteenthly, a distribution license.

Sixteenthly, a distribution license.

Seventeenthly, a distribution license.

Eighteenthly, a distribution license.

Nineteenthly, a distribution license.

Twentiethly, a distribution license.

Eleventhly, a distribution license.

Twelfthly, a distribution license.

Thirteenthly, a distribution license.

Fourteenthly, a distribution license.

Fifteenthly, a distribution license.

Sixteenthly, a distribution license.

Seventeenthly, a distribution license.

Eighteenthly, a distribution license.

Nineteenthly, a distribution license.

Twentiethly, a distribution license.

Eleventhly, a distribution license.

Twelve
WE PAY ANOUNCERS

$100.00 a week—and more

We have a place on our announcing staff for a man with experience, good judgment, and pleasure in working with different people—no "all with" people, not "all them." He will be able to ad lib from notes or copy in a warm friendly manner that will surely win friends and definitely "influence" people. Some might call him a disk-jockey, but he will be far more than that. He will know how to select music for his own program that's "right down the middle"—no jazz—no symphonic. He will have a keen desire to please his listeners, and a wholesome respect for the advertiser's dollar. He will be loyal to the station and to himself. He can look forward to television in the not-too-distant future, and will be able to contribute something unique to this new medium. He will "know how" as well as "know when." He will think in this order—the listener, the sponsor, the station, himself. He will be the kind of person the staff will like to work with, daily. He will know how to cooperate and will appreciate freedom he has experienced in no other job. He will be willing to take suggestions and feel free to make them.

Address Box 377M, Broadcasting

Strictly Business

(Continued from page 18)

to establish the present Cinecolor Co. Next step for Mr. Meyers was sales management of Atlas Cinophone, which had studios in Long Island City, before joining World Pictures Corp. as sales manager, remaining with the latter company for the succeeding 12 years. In 1942, he became assistant to Jule Levy, president of Mayfair Productions (released through United Artists), and in 1950 joined Unity in his present capacity. In all, Mr. Meyers has film experience totaling 22 years.

Immediately after joining Unity, Mr. Meyers set out to visit all existing television stations to promote further use of film on video. He ended up by being, he believes, the first to introduce package or bulk film sales as a replacement for the then-common spot booking procedure.

Next expansive step for film distributors, he reports, was to sell complete libraries to Club station owners, with prints on hand, could program from their own selections and sell time through prepared advertising.

About 90% of existing films will be in the hands of some television interest by 1954, according to Mr. Meyers, who gives that as his company's reason for anticipating production of its own half-hour video programs, both here and in Europe, within the near future.

The film business looks very good to us," he explained, "because stations and sponsors have indicated that film is easier to handle mechanically and less expensive from a production point of view." Stressing that a good film can be provided for "much less" than half the cost of live, major programs, Mr. Meyers' organization distributes such packages as 75 recent theatrical-telereleased J. Arthur Rank features, the Zane Grey pictures and Laurel & Hardy comedies.

When live shows take time out for the summer, the television film business will get even better, he says, remembering that his product replaced the Millon Berle show in 1950 and the bulk of the Bud Colenda program and part of the Schlitz productions last summer.

A native New Yorker, born Feb. 19, 1912, Mr. Meyers is married to the former Lilian Master. They reside in Brooklyn with their son, Bruce, 21, a senior in the Wharton School of Business, U. of Pennsylvania, and a daughter, Dale, 15, who attends Walt Whitman Junior High.

For hobbies, he lists baseball—even the pinch of playing, as he did until recently, with local company teams—and motion pictures. In extra time, he attends meetings of the American Television Society, the National Network Advertisers or the National Television Film Council, for which he is chairman of the board of directors.

DuMont Sales Meet

SEMI-ANNUAL national sales conference of Allen E. DuMont Labs Instrument Division, held last Thursday and Friday at Division headquarters, Clifton, N. J., featured two-day seminar on newest electronic precision instruments, addressing to Emil G. Nichols, national sales manager of instrument division. From "all over the U. S. and Canada" more than 55 division sales engineers and representatives gathered to study newest uses for electronic instruments developed by DuMont during past year, and also to study new instruments and production methods of other DuMont divisions. In addition, representatives studied new Empire State Bldg. transmitter installation for WABD (TV) New York, DuMont key station.

Rocky Mountain

$45,000.00

Profitable independent operation in a very desirable one station market.

Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

WASHINGTON Bldgs.

1110 16th Street NW

Washington 6-4341

Ray V. Hamilton

CHICAGO

2321 Montgomery Bldg.

Stearns 5-2755

SAFEGUARD

JAMES W. BLACKBURN, Pres.

RAY V. HAMILTON, Sec.

SAN FRANCISCO

LESTER M. SMITH

500 Montgomery St.

Alco 3-3570

BROADCASTING • Telecasting
**FCC Actions** (Continued from page 91)

**License Renewal**

Following are license renewal applications for the following:
- WYFM Albertville, Ala.; WJWV Athens, Ala.; WPVT Northport, Ala.; WCMA San Jose, Calif.; WBNF San Luis Obispo, Calif.; KDKA-Duluth, Minn.; WNYN Newark, N.J.; WLAB Protection, Pa.; WMC Houston, Tex.; WIKR-Brattleboro, N.H.; WCAC-Corning, N.Y.; WKSN Youngstown, Ohio; KUCG Egan, Wis.; WYRT Savannah, Ga.; WPSC Sharon, Pa.; and WKTY La Crescent, Wis.

**February 28 Decisions**

**COMMISSION BANC**

**FCC**

**DOMINICAN REP.**

**NEW GUINEA**

**BRITISH GUIANA**

** bras**

**Docket Actions**

**FINAL DECISIONS**

Dallas. WKL, Lakehurst, N.J. - Final decision granting new AM station license to Wiil H. Harrell, operator of KTVI, 1400 kc, 1 kw, ESTED 1964, to move WATE (1400 kc, 250 w., unid.) from Huntsville to Palm Beach; made WMCQ Quincy, Mass., party to proceeding in this application only.

Charles D. McNam and Frances Frierson McNamne, New Orleans, La., WJIN, New Orleans, La., and WLQ, Lake Charles, La., designated for hearing in consolidated proceeding at time and place to be specified later, for new AM station application for new station on 1500 kc, 10 kw, 10 kw.

Decision Jan. 25 1900, 1400 kc, 250 w., unid.; and WQAM application for C.P. to move WEDT (1400 kc, 250 w., unid.) from Latin to Palm Beach; made WMEQ Brunswick, Ga., party to hearing in this application only.

William C. Grove, Wheatland, Wyo., designated for hearing at time and place to be specified later, for new AM station application to operate on 600 kc, 1 kw D.

Amended Order WSOB Charlotte, N.C. Amended Commission's order of Dec. 27, 1950, designating new geographical area for hearing in consolidated proceeding with Radio Sumter, to delete word "legal" from first issue of order; WSOB requests CP of 1 to install vertical ant.

**To Remain Silent**

WSKB McComb, Miss. - Granted authorization to remain silent for 60 days from Feb. 20 pending sale by trustees to WSBK, pending assumption of license by WSBK, and pending hearing on application for broadcast without prior Commission action of assignation of license.

WSWB (FM) Shelbyville, Ind. - Granted authority to remain silent additional 60 days from Feb. 20 pending financial reorganization, subject to Commission action of allowing station to go silent without Commission approval if control of station is transferred.

WDFR (FM) New York - Granted authority to remain silent additional 60 days from Feb. 20 pending financial considerations.

(Checked on page 98)
Allocations

(Continued from page 85)

report shapes up along these lines:

(1) Mileage separations of 170 miles transmitter - to - transmitter for North Atlantic, North Central states, for stations on the same channels. In the more troublesome Gulf areas, 220 miles was the mandatory of the U. S., 100 miles

(2) Maximum powers as follows: Channels 2-6, 100 kw. Channels 7-13, 316 kw. Channels 14-43, 1,000 kw

(3) Revision of existing power - antenna height relationships, with possibility that 2,000 ft. may be necessary on some - high areas.

(4) Use of some of the 18 "flexibility" channels to add more frequencies in some markets in order to take care of heavy application files

(5) Slight increase in the number of educational reservations as against those proposed last March by the Commission. Any situation as to the present proposal to be made known to the number of reservations.

(6) At any time the Commission thought it might be able to keep those 31 existing stations which have to change wavebands on the same portion of the band they now operate on, legal technicalities have stymied them. If Commission were to make such moves, it would run counter to some of the comments on file, would make it difficult to change the schedules, and permit additional comments to be filed

(7) Other factors are expected to result in much the same as proposed in the third report.

These involve use of offset carrier, intermittency of UHF and VHF in the same cities, prohibition against the use of directional antennas, continuation of Stravotion and Polycasting on experimental basis, etc.

Actions of the FCC

(Continued from page 85)

broadcasting without Commission approval if control of station is transferred.

FM Remote Control

KERK-FM Bakersfield, Calif. - Granted authority to operate station by general manager of KERN for period ending Sept. 1, 1952, on same conditions as those of original grant.

WHYR-FM Bangor, Maine - Granted extension of original experimental authority to operate station by remote control from studios in Bangor for period ending Sept. 1, 1952, on same conditions as those of original grant.

WFWI-FM Winchester, Va. - Granted extension of experimental authority to operate station by remote control from studios in Winchester for period ending Sept. 1, 1952, on same conditions as those of original grant.

WHDJ-FM Boston, Mass. - Granted extension of experimental authority to operate station by remote control from studios in Boston for period ending Sept. 1, 1952, on same conditions as those of original grant.

Designated for Hearing

KURT-FM West Palm Beach, Fla. - Designated for hearing application for mod. CP to change class of station from AM to FM by commission rules, from Clarion Hills to Los Angeles.

WMCF Memphis, Tenn. - Granted CP to change ERP from 350 kw to 300 kw.

WRL-FM Arlington, Va. - Granted CP to change ERP from 500 kw to 300 kw.

WQAC-FM Alexandria, Va. - Granted CP to change ERP from 500 kw to 300 kw for a period ending March 1, 1952. On same conditions as those of original grant.

WLEA Hornell, N. Y. - Granted petition for continuance of hearing by FCC.

KSOX Harlingen, Tex. - Granted petition for extension of time to Feb. 17, 1953, hearing examiner.


KWSW Waco, Texas - Granted petition for permission without prejudice its application.

KWWZ Wewoka, Okla. - Granted permission for existing station.

KWWZ New York, N. Y. - Granted permission for new FM station in St. Louis, Mo., Feb. 27. TRANSFER REQUESTS

KGFW Kearney, Neb. - Involuntary transfer of control of KGFW, Best Co., licensee, from Headley J. Thomas, Jr., to Headley J. Thomas, Sr., on same conditions as those of original grant.

KJMB Junction City, Tex. - Assignment of license from Graham Shallenberger to State of Texas on same conditions as those of original grant.

WODT Rhinelander, Wis. - Transfer of control of WODT, Best Co., licensee, from David J. Williams, Jr., to David J. Williams, Sr., on same conditions as those of original grant.

KQKN La Junta, Col. - Transfer of control of KQKN, Best Co., licensee, from W. R. Shepherd, Jr., to W. R. Shepherd, Sr., on same conditions as those of original grant.

WKBK Steubenville, Ohio - Grant of license to WKBK, Best Co., licensee, to operate station by remote control from studios in Dayton for period ending Sept. 1, 1952, on same conditions as those of original grant.

WMOR Waterbury, Conn. - Transfer of control of WMOR, Best Co., licensee, from Mrs. Ada M. Morse, to Mrs. Ada M. Morse, on same conditions as those of original grant.

WORX (FM) Madison, Ind. - Assignment of license from WHOR, Best Co., licensee, to W. H. Danner, on same conditions as those of original grant.

WORT (FM) Madison, Ind. - Assignment of license from WHOR, Best Co., licensee, to W. H. Danner, on same conditions as those of original grant.

WHSU (FM) Chester, Pa. - Grant of license to WHSU, Best Co., licensee, to operate station by remote control from studios in Phila. for period ending Sept. 1, 1952, on same conditions as those of original grant.

WPLR-WF (FM) New York - Grant of license to WPLR-WF, Best Co., licensee, to operate station by remote control from studios in New York for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQAD-D (FM) Davenport, Iowa - Grant of license to WQAD-D, Best Co., licensee, to operate station by remote control from studios in Davenport for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQCD (FM) Columbus, Ohio - Grant of license to WQCD, Best Co., licensee, to operate station by remote control from studios in Columbus for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQDC (FM) Cleveland, Ohio - Grant of license to WQDC, Best Co., licensee, to operate station by remote control from studios in Cleveland for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQED (FM) Pittsburgh, Pa. - Grant of license to WQED, Best Co., licensee, to operate station by remote control from studios in Pittsburgh for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQIF (FM) Idaho Falls, Idaho - Grant of license to WQIF, Best Co., licensee, to operate station by remote control from studios in Idaho Falls for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQLT (FM) Atlanta, Ga. - Grant of license to WQLT, Best Co., licensee, to operate station by remote control from studios in Atlanta for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQPS (FM) Dallas, Tex. - Grant of license to WQPS, Best Co., licensee, to operate station by remote control from studios in Dallas for period ending Sept. 1, 1952, on same conditions as those of original grant.

WQRT (FM) Milwaukee, Wis. - Grant of license to WQRT, Best Co., licensee, to operate station by remote control from studios in Milwaukee for period ending Sept. 1, 1952, on same conditions as those of original grant.

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Grandma Bullitt

VIEWPOINT of mother and grandmother is represented on the NARB TV Code Review Board by one of its active members — Mrs. Scott Bullitt, KING-TV Seattle. Mrs. Bullitt said she has three married children, all “under five.”

WNDE CHANGES

Gordon Again Gen. Mgr.

JAMES A. NOE, owner of WNDE New Orleans, La., last week announced that James E. Gordon, station president, has resumed his former position as general manager of WNDE. At the same time he announced the resignations of Paul McDonald as vice president and general manager and of Don Lilly.

The announcement was made at a staff meeting presided over by John A. Ward, the new owner of WNDE, a former governor of Louisiana. WNDE also will commence a new sales and promotion campaign, Mr. Gordon announced.

WKBK TO BE WDQZ

Outlet to Change March 15

ONE of the oldest call letters in the Middle West will be history March 15 when WKBK Dubuque, Iowa, officially changes to WDQZ.

WKBK was first licensed in Juliet, Ill., in the mid-'20s and moved to its present location in 1933. Change is being made to eliminate confusion, according to James Carpenter, owner-manager, because the station’s FM outlet call letters are WDQZ. When the change becomes effective, the station affiliated with ABC network, will be WDQZ-AM-FM.

WGAR MERCHANDISING PLAN

New Package Will Ring Cash Registers

WGAR Cleveland is offering a merchandising package plan which shows promise of ringing cash registers both in cooperating food stores and at WGAR.

Principals with WGAR in this point-of-purchase display plan are national chain outlets and all qualifying WGAR advertisers. Major northern Ohio supermarkets, those affiliated with A&P, Kroger and other major operators by giving prominent display space to products advertised on the station.

Advertisers qualify to receive instant coupons in one week in each of 197 cooperating stores by fulfilling requirements that the advertiser:

• Has product in food stores.
• Has distribution in Cleveland area stores participating in the plan.
• Has product accepted for display by those retail food dealers.
• Contracts for a minimum net expenditure to support point-of-purchase displays with on-the-air coverage.

The plan calls for a minimum expenditure over WGAR of at least $5 per week or $300 per week for 26 weeks. In other words, explained WGAR Sales Manager John B. Garfield, an advertiser must spend $3,250 net over a 13-week period or $2,500 net in 26 weeks to market a single product to qualify for point-of-purchase displays.

To enhance the value of the plan and assure maximum results for all concerned, WGAR personalities will make personal appearances for special product promotions. WGAR will call attention to these point-of-purchase displays with “on-the-air” around-the-clock promotion.

There’s More

SELL on WRIL

RICHMOND VIRGINIA

910 KC — 5 KW

ABC AFFILIATE

NATIONAL REP.

EDWARD PETRY

& CO., INC.

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POLITICAL MEETS

Nets to Pay Installation

RADIO-TV networks agreed to pay their own political convention installation costs for the first time, when an industry meeting was held in New York Wednesday with representatives of both political parties to consider coverage of the Presidential nominating conventions in Chicago in July.

Not unexpected agreement [B&T, Feb. 26] was the result of the political parties’ argument that, even for the first time, networks this year were permitted to seek sponsorship of their broadcasts and that accordingly costs of installing booths, etc., could be defrayed from charges of advertisers. Networks had initially carried that installation costs just added to their overhead, if they did not acquire sponsors. Well before the Wednesday meeting, advertisers had signed for sponsorship, however, so that point was not argued.

Question had been raised about the agreement’s effect on the DuMont TV Network, which had abandoned its initial co-conference arrangement with Life magazine. But following Westinghouse’s sponsorship on four stations of the DuMont network for the conventions, plus its 15-week “Get Out the Vote” series, DuMont spokesmen said Thursday the network will assume its “full share of the Chicago pool as agreed.”
LEGISLATORS DIVIDED ON RAYBURN BAN

THOUGH three Senators agreed in opposing Speaker Rayburn's radio-TV ban during Author Meets the Critics telecast on DuMont TV network, two Representatives were divided on CBS Radio Network's People's Platform.

Rep. Leslie C. Arens (R-Ill.) felt banning of broadcast and TV from Congressional hearings is to degree encroaching on freedom of speech and access to benefits of informed public opinion. Rep. Richard Bolling (D-Mo.) opposed such pickups as interfering with understanding of what goes on in Congress.

Sen. Estes Kefauver (D-Tenn.), Sen. Homer E. Capehart (R-Ind.), and Sen. Blair Moody (D-Mich.) joined in opposing Speaker Rayburn's ban. Under proper conditions, three Senators felt, radio and TV would be valuable to national welfare by increasing public knowledge of conditions being investigated.

TWO MORE TV APPLICANTS

Two more TV applications were filed with FCC Friday, making number filed this week seven (see TV column, page 2). Applicants were WCOA Pensacola, Fla., and WDBO Orlando, Fla.

Commission also Friday granted authority to WROW Albany, N. Y., and KICD Spencer, Iowa, to make site tests for UHF channels.

WROW is planning to use Channel 21 (512-518 mc), using former GE New-York-Schenectady-Detroit Channel 13 (568-644 mc) at present AM tower site. WROW is already a TV applicant.

WCOA is seeking Channel 3 with 17.1 kw power, 364 ft. antenna height, plans to spend $165,000 building station, $120,000 first year of operation. WDBO is asking for Channel 6, with 26.4 kw, 550 ft. antenna height, will spend $219,000 on construction, $120,000 first year of operation.

First joining up of TV antenna sites in San Francisco became known Friday when KPIX asked FCC for approval to move from famed Mark Hopkins Hotel to Sutro Mt. where KGLO-TV has its site. KPIX is necessary because lease for "Top of the Mark" is due to expire soon.

WFTC PETITION

FREQUENCY change and boost in power proposed for WFTC Kinston, N. C., in initial decision released Friday by FCC Hearing Examiner Basil P. Cooper. Station would move from 1230 kc, 250 w fulltime, to 590 kc, 5 w during daytime, with DA-N. Operating as proposed, station would serve 238,100 persons daytime, nearly 40,000 at night (instead of present 64,790 daytime and 24,310 nighttime). Change would cost station about $52,000.

Gross income from DX was $22,465 to $98,600, profits from $6,250 to $14,000, with new frequency, power. WELK Kinston applied for same facilities later 1950; later withdrawal.

MAGAZINE CIRCULATION

IN LINE with its function of providing member stations with information on competitive media, BAB is distributing county-by-county circulation breakdowns of ten leading magazines. 96-page report also includes 1950 census occupied dwelling unit figure for each county.

HENNOCK HOSTESS

HONORING its own, FCC commissioners and staff executives feted newly appointed Chairman Paul A. Walker and new Comm. Robert T. Bartley at luncheon Friday. Party was given by Comm. Freda B. Hennoch, who was held in her offices, buffet style. Guests numbered 76, included in addition to Commissioners, all examiners, Division and Office chiefs, women attorneys and section chiefs.

Business Briefly

(Continued from page 5)

April 6. N. W. Ayer & Son, New York, is agency.

RUPPERT'S SPOTS ● Ruppert's Beer, through Biow Co., N. Y., placing spot announcement radio campaign for 26 weeks starting this month in seven major markets.

PERRY MASON RENEWED ● Procter & Gamble (Tide) renewing Perry Mason on CBS Radio (Mon. through Fri., 2:15-2:30 p.m.), effective March 31 for 62 weeks. Agency: Benton & Bowles, N. Y.

SEABROOK USES NETWORK ● Seabrook Farms Inc. (frozen fruits and vegetables), Bridgeton, N. J., in first use of network radio signs for sponsorship of Private Files of Matthew Bell on Mutual (Sun., 4:30-4:55 p.m.) starting March 16 (B-T, Feb. 11). Agency: Hilton & Riggio, N. Y.

NBC SUMMER TV PITCH

NBC to unveil new, 65-page presentation on "NBC-TV Presents Summer TV," prepared with cooperation of Hofstra College psychology department, at news conference Thursday in New York. Third "Hofstra Study" of NBC, it will point up to advertisers and agencies advantages of summer TV sponsorship, both as part of year-round television advertising program and for special campaigns.

Senate Committee OK's Bartley 13-0

NOMINATION of Robert T. Bartley as FCC Commissioner approved unanimously (13-0) Friday following hearing of Mr. Bartley by Senate Interstate & Foreign Commerce Committee (see story page 25). Chairman Ed C. Johnson (D-Col.) said: (1) FCC has been hung up on some controversial aspects of TV allocations problems and (2) understood freeze lift target date now set for March 25.

Sen. Johnson said he had talked with FCC Chairman Paul A. Walker who noted 3-3 split on Commission's acting on licenses issues, which Senator did not amplify, and that he had urged immediate confirmation of Mr. Bartley in order to break deadlock.

[Check with FCC sources revealed that Commission had tied in several instances, but that matters were resolved next day or two. At present time, sources said, Commission is not hung up on any portion of TV freeze-end decision.]

Questioning touched on possible hard liquor advertising on airwaves, expediting cases before FCC, need for more examiners, McFarland Bill changing ownership of stations, and relationship of Commissioners to local staffs. Speaker Rayburn's ban on broadcast media in House committees came up momentarily but Mr. Bartley deferred since problem was for Congress to resolve not FCC (see Rayburn ban story, page 23).

Senate Majority Leader Ernest W. McFarland (DAC-CA) said he understood his sponsored measure, which was near final stage in House committee. Bill would expedite disposition of cases, he and Sens. Charles W. Tobey (R-N.H.) and Warren Magnuson (D-Wash.) agreed. Other questioning went into need of freeze lift. Sen. John W. Bricker (R-Ohio) also warned that falling in FCC is over reliance of Commissioners on their staffs rather than other way around.

PEOPLE

DONALD H. McGANNON, Norwalk, Conn., attorney, joining DuMont Television Network as administrative assistant to Chris J. Witting, director and general manager.

HERBERT M. STEIN, assistant advertising director Ronson Art Metal Works Inc., Newark, named assistant general sales manager.

HAROLD H. BUTTNER, International Telephone & Telegraph vice president, elected president of Federal Telecommunications Labs, previous title was Under Neely, J., according to Friday announcement. He succeeds Maj. Gen. Roger B. Colton (USA, Ret.) who has been appointed IT&T deputy technical director.

JERRY ARTHUR, former program manager for various New England stations and more recently in naval service, to Charles Michelson Inc., New York radio-TV transcribed program sales firm, as TV program sales manager.

BIOW NEEDS SPORTS MAN

BIOW Co., N. Y., looking for sports announcers to do radio and television broadcasts of Baltimore Orioles on WITH Baltimore, sponsored by Gunther's Beer. Jim Beach, supervisor of Biow's radio and television department, is contact man.

FILM DISTRIBUTOR

ROBERT PIK, president of Intercity Films Inc., N. Y., announces formation of Regent Pictures Inc., which will exclusively handle world-wide television distribution of films.

New firm will be located at 729 Seventh Ave., New York 19. Thus far, company has acquired current films and is contemplating production of half-hour dramatic show, according to Mr. Pik, who will continue as inter-world president.

EMERSON STATEMENT

EMERSON RADIO & Phonograph Corp. reported Friday that consolidated net profit for 13-week period ending Feb. 2, before taxes was $1,067,599, as compared with $4,367,186 for comparable 1951 span. After taxes, profit amounted to $351,850 or $1.18 per share on 1,938,187 shares outstanding stock. Net profit after taxes for 13 weeks ending Feb. 3, 1951, was $1,518,856, equal to $.78 per share on same amount of stock.

BROADCASTING

Page 98 • March 3, 1952
There's been a change...

Since the turn of the century great changes have taken place in America—changes in living—changes in advertising.

The metal sign in this once typical scene was then a major medium of advertising.

About this same time the purveyors of nostrums were being crowded from the pages of newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.

Then came radio. In this mass communication media advertisers found a new way to talk to more people more often. Radio demonstrated that people sell better than paper.

Today, the impact of television—newest medium of all—has changed the living habits of millions of people and the advertising technique of thousands of businesses.

In WLW-Land, radio and television together form an unparalleled advertising combination.

To reach more people more often and more economically in WLW-Land—1/10th of America—the change is to this new combination.

WLW Television

THE NATION'S STATION AND ITS TV SERVICE
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY
RADIO AND TELEVISION STATION REPRESENTATIVES