Neither Rain Nor Snow
Nor Hail Nor Sleet Can Stop

Channel 9’s
“MERRY MAILMAN”
From Delivering Some of the
Biggest Results in Television.

A program is known by the product it sells. Channel 9’s “Merry Mailman” was selling Hoffman beverages... and selling them so fast that Hoffman was the Number 1 soft drink bought by families watching the show!

“Merry Mailman’s” audience... when compared with non-viewers... showed almost 2 to 1 preference for Hoffman.*

“Merry Mailman” makes sales sparkle, too, for people who don’t make soft drinks. A few months ago, he cleaned New York’s 200 Woolworth stores out of Zoomeray toys.

Anybody with anything to sell can do it better by getting the “Merry Mailman” to deliver the message to America’s richest market on New York’s lowest cost tv station.

WOR tv
CHANNEL 9

*Survey by Pulse, Inc. Ask WOR-tv to send you the sales impact study. Call LONGIsland 4-8000: ask for Sales.
Virginia: state of presidents

What does leadership spring from? It's hard to say—yet it's safe to link that unique quality to alertness, ingenuity, practical idealism, and a pioneering spirit. Virginia is aptly termed the State of Presidents. Among the nation's leaders, Washington, Jefferson, Madison, Tyler, Taylor, Monroe, William Harrison, and Wilson all called the Old Dominion home.

Is it coincidence that the State of Presidents led the way when the revolutionary air duo, radio and television, first dawned on the horizon? Is it coincidence that WMBG, WCOD (FM) and WTVR, First Stations of Virginia, lead sponsors right into the hearts of their vast audiences?

WMBG AM  WCOD FM  WTVR TV

Havens & Martin Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company

FIRST STATIONS OF VIRGINIA
just what the doctor ordered

In Albany-Troy-Schenectady
WTRY has the greatest audience morning, afternoon and evening, for the lowest cost-per-thousand families reached.

Advertising costs need not be too rich for your blood in Albany-Troy-Schenectady. WTRY is your spring tonic to boost sales and make that budget go farther.
YOUR INCOME TAX

With March 15 at hand, WDEL-TV is presenting a series of programs on Income Tax. The telecasts are designed to aid the average citizen when preparing annual income tax reports. In addition to a discussion of the routine involved in filling out tax forms, the programs also answer many specialized questions concerning points confusing to the many taxpayers. Staff men from the Delaware Internal Revenue offices were called upon by WDEL-TV to lead the discussions and answer questions.

YOUR INCOME TAX is one of many WDEL-TV public service programs designed to serve both listeners and advertisers in its broad coverage area.

WDEL TV
WILMINGTON, DELAWARE

Represented by
ROBERT MEEKER ASSOCIATES - Chicago - San Francisco - New York - Los Angeles
S. C. ENACTS LIBEL LAW; ASSEMBLY TV STUDIED
EXEMPTION from libel liability in speeches by political candidates granted broadcasters and telecasters under South Carolina bill signed into law by Gov. James F. Byrnes. McCann-Erickson Co., operating in South Carolina, will be cooperating with potential telecasters in state in study of plans to telecast some of its public proceedings. Both Senate and House adopted proposal of WIS Columbia that policies be investigated. Legislators commended FCC on progress being made to bring local TV service into state.

Libel bill was introduced in Assembly by House Judicature Committee at request of South Carolina Broadcasters Assn.

WSAZ STOCK SALE BRINGS $500,000
SALEs of minority stock interest in WSAZ Inc., licensee of WSAZ-AM-TV Huntington, W.Va., for $500,000 was consummated Friday. Previous 52% stockholder Huntington Publishing Co. (Huntington Herald-Dispatch and Adver-tiser) now owns 89%, and Miss Eugene Katz, wife of Katz Agency executive vice president, 11%.

Minority interest was bought from Kennedy Broadcasting Co. (John A. Kennedy-KFMB-AM-TV San Diego).

The Katz Agency has represented Huntington newspaper company since 1917, WSAZ since 1929 when newspaper bought it. Since there is no transfer of control, FCC approval is not required. Huntington Publishing Co. is controlled by Col. J. H. Long and family. Stations are run by Lawrence H. (Buddy) Rogers.

BUSINESS BRIEFLY
SPOTS FOR SALT • General Foods, N.Y., for its diamond crystal "Weather-Pruf" Salt, placing spot radio and TV announcement campaign, effective today April 1 for 13 weeks, in 20 radio and 16 TV markets, principally in South, Benton & Bowles, N.Y., is agency.

BEER ACCOUNT • Keeley Brewing Co., Chicago (beer and ale), names Presba, Fellers & Presba, same city, to handle its account effective immediately. Radio and TV are used. William Presba is account executive.

16 MARKETS FOR STARCH • General Foods, N.Y. (Satina starch), through Foote, Cone & Belding, N.Y.; conducting three-week spot campaign this month in 16 radio markets.


ARGENTINE AGENCY • Sudymor-S.R.L., Buenos Aires, has named McCann-Erickson's office there to handle Argentine advertising of its Clorofil tablets.

COTT NBC V. P.
TED COTT, general manager of NBC's WNBC-AM-FM and WNBT (TV) New York, elected to NBC vice presidency at board of directors meeting Friday, President Joseph H. McConnell announced. Mr. Cott joined NBC as manager of its New York stations in April 1960 after serving WNEW New York since 1944, first as director of programming and later as program vice president.

Anti-Trust Suit Urged Against Boxing
FEDERAL anti-trust suit to end "restraints of trade in promotion and broadcasting of championship professional boxing bouts" was recommended by federal grand jury in New York Friday.

Recommendation was made by grand jury which has been investigating boxing practices nationally since last October.

Ring practices with respect to telecasts and theatre TV coverage of fights presumably would be involved as well as radio broadcast coverage. "Championship" would appear to limit scope of potential effect, however, observers felt.

To what extent radio and television broadcasters might themselves figure in trial of suit, if one is filed, could not be ascertained. Nor was there any immediate indication of what Justice Dept.'s decision on recommendation would be.

There has been sharp rivalry between broadcast networks and theatre TV interests for rights to number of major bouts—not always "championship" bouts—and opponents of theatre TV, including legislators in Congress, have challenged both legality and propriety of boxing promoters selling exclusive rights which make fights unavailable to home audiences.

In addition to major championship fights, regularly sponsored series include Pabst Sales Co.'s Blue Ribbon Bouts on CBS Radio and CBS-TV on Wednesdays, and Gillette Razor Co.'s Cauldron of Sports on NBC-TV and ABC radio on Fridays.

Overall, first specification following grand jury's recommendation was that, if suit is instituted, boxing's promotion practices cover such broad field that testimony on that subject probably would outweigh considerably, in volume, portions relating to practices with respect to broadcasting rights.

No special organizations were named in grand jury's terse recommendation, but spokesmen for International Boxing Club, one of dominant figures in fight field, were quoted as saying IBC officials and presumably representatives of all major boxing promoters had appeared before grand jury.

It was estimated IBC has radio and TV contracts valued at more than $1 million for Wednesday night and Friday night fights.

Text of grand jury's recommendation, presented to Federal Judge William Bondy: "After hearing the evidence in this matter, this grand jury recommends that the Attorney General of the U.S. consider filing a civil action under the antitrust laws to eliminate restraints of trade in the promotion and broadcasting of championship professional boxing bouts."

for more AT DEADLINE turn page

March 10, 1952 • Page 5
RAYBURN COMMENDED
BY NEW YORK BAR GROUP

RULING of Speaker Sam Rayburn banning broadcast and telecast pickups from House hearings commended by Civil Rights Committee of New York Bar Assn. (see story page 25). Committee is led by Louis Waldman, New York City attorney.

Problem of protecting rights of witnesses before legislative committees not solved by ban, however, according to committee. It urged Congress to adopt comprehensive, uniform code of procedure previously proposed by association.

HILL TELECASTS URGED
BY REP. CHARLES HOWELL

TELECASTING of Congress proceedings advocated by Rep. Charles R. Howell (D-N.J.), in weekly newsletter to constituents. Commenting on parliamentary steps taken to kill Universal Military Training, he said House action last Tuesday "makes a rather good case for televising at least occasional important session of Congress.

"If the public could have been let in on and understood the strange and assorted activities of many members on this and other occasions, I have no doubt that our legislative deliberations would be constructively improved."

ELECTRONICS WEEK
SLATED FOR MAY 18

WEEK of May 18 has been designated as Electronics Week by Chicago Mayor Martin H. Kennely in recognition of eight electronics groups which will meet there that week for the parts show and Audio Fair.

Parts show is sponsored by RTMA, National Electronic Distributors Assn., Assn. of Electronic Parts & Equipment Mfrs. and West Coast Electronic Mfrs. Assn. and Sales Managers Club, Eastern Div. Parts manufacturers and sales managers will meet during show. Audio Fair is sponsored by Audio Engineering Society.

PARTY COVERAGE WARNING

BROADCAST and telecast groups desiring work space at Presidential nominating conventions in Chicago notified Friday they should apply at once to Standing Committee of Correspondents at Senate Press Gallery, Washington, D.C. Space supplied by national committees. Chicago hotel work space can be obtained from two national committees headquarters in Conrad Hilton Hotel, Chicago. Deadline for work space applications is May 1.

RAYTHEON DIVIDEND

BOARD OF DIRECTORS of Raytheon Mfg. Co., Waltham, Mass., has declared regular quarterly dividend of 60 cents per share of $2.40 cumulative preferred stock. Payment will be made on April 1 to holders of record at close of business March 15.

AGENCY CLOSES OFFICE

KNOX REEVES ADV. Inc., headquarters in Minneapolis, will close its San Francisco branch office effective April 1.

In this Issue—

CBS makes two moves in its jockeying to gain TV outlets. A merger in Minneapolis-St. Paul will give the network a 47% interest in WTCN-TV and WCCO, and in Pittsburgh, the network has bought 45% of KQV, an applicant for television. Page 25.

National Assn. of Radio and Television Station Representatives warns against yielding to General Mills cut-rate deal for summer spots. It would only open the gate for another race to rate cutting. Page 20.

Networks took in more money from television than from radio in 1951, according to FCC report. TV network revenue was $132.2 million. Radio network revenue was $100.4 million. Page 61.

There isn't much hope that Speaker Rayburn's ban against radio and television coverage of House hearings will be upset, particularly if broadcasters don't take more time in advancing their cause. Meanwhile, radio gets a break from the executive branch—admission to C. W. A. Acheson's news conference. Page 58.

Truck drivers may not seem to constitute a very big audience, but at KOY Phoenix an all-night show directed principally to them is proving to be a money-maker for its producers and its sponsors. Page 29.

How profitable is a television station? Plenty, if the detailed financial reports of two put in evidence at the Parkmount hearing before the FCC can be taken as typical. Page 62.

To NBC, talent competition and the al-location of construction materials are an interlocking problem. The network tells the National Production Authority that unless it gets material to improve its Hollywood facilities, it could lose out to other networks in the television talent war. Page 59.

What if Sen. Kefauver won the Presidency? He says he'd try to give radio and television equal access to news coverage with the press; he'd change the present "security" system to provide maximum flow of news from government. Page 44.

Television and transistors are topics that steal the show at the annual convention of the Institute of Radio Engineers. Page 27.

In the look-ahead businesses of radio and television, networks are already shaping up their plans for summer selling. Page 88.

Upcoming


Mar. 15: West Virginia Broadcasters Assn. meeting, West Virginia Hotel, Bluefield, W. Va.

Mar. 30-April 2: NARTB 30th annual convention, Conrad Hilton Hotel, Chicago.

(Other Upcoming page 38)

Closed Circ

(Continued from page 9)

states. Whether campaign will actually place probably will depend on whether money can be accumulated by fund for Eis... however. Committee has tentatively ordered NBC-TV quarter-hour spots for Feb. 28, March 6, 13, and 20 but cancelled after Feb. 28 telecast, reportedly for reasons of cost.

MEMBERS of Crosser Commerce Committee in House pulling oars on McFarland Bill (S 658). Announcement that committee is ready to consider bill for reporting is imminent.

TV SERVICEMEN'S battle under way in nation's capital, with major firms raising fund for all-media drive to combat newspaper ads of $1.98-$2.98 operators on ground that viewers are being fleeced out of large fees. Claim made bargain outfits often charge big fees for routine repairs.

EFFECTIVE APRIL 1, R. J. Reynolds Tobacco Co. (Camel and Cavalier Cigarettes), is expected to switch network time periods on CBS-TV, drop its Wednesday half-hour 10:30-11 p.m. time on NBC and switch network time periods on NBC-TV, former Alan Young Show time. In addition Camel expects to renew its Camel News Caravan on NBC-TV, 7:45-8 p.m. five times weekly, and earlier in June will expand program throughout West on live basis. Pantomime Quiz, being dropped from NBC-TV, probably be resumed by Camel in fall on network not yet selected. William Esty Co., N.Y., is agency.

WESTERN UNION REPORT

WESTERN UNION TELEGRAPH Co. Co. Friday reported gross operating revenue of $174,643,547 for January 1952, an increase of 7.5% over January 1951. Decreased net income of $282,588 after taxes for January 1952 compared to $609,832 for same period 1951, was result of higher federal income taxes and increased wages not fully offset by telegraph rate revisions, officials said.

RADIO DOCUMENTARY

HISTORY of advertising—from known start 3,000 years ago to present day—was to have been subject of half-hour documentary program over ABC radio, 7:30-8 p.m. EST, featuring talk by Theodore Repppler, Advertising Council president. Mr. Repppler was to discuss work of advertisers, agencies and all media in utilizing each phase of advertising art.

FLORIDA POLITICAL LAW

FLORIDA's new law requiring treasurer of each political candidate to handle all campaign funds was argued last week in a circuit court at Lakeland. Counsel for W. A. Smith, president, WPLA Pol. for City, attacked law, claiming it abridges right of free speech as applied to purchase of radio time. State attorney general argued law is aimed only at curbing campaign contributions and does not deny any constitutional rights. Circuit Judge Tillman withheld ruling, observed that "it is a difficult question" and would require further study.

for more AT DEADLINE see page 94

BROADCASTING • Telecasting
WREC Rings the Bell for better performance.

Hooper Ratings Average Higher Than Any Other Memphis Station.

The quality of programming, the tonal qualities, the first class professional atmosphere of its presentations—all contribute their parts to the welcome reception given to WREC as the first station in its rich 76 county market—one of the country’s best and most prolific sales units.
**CKLW**

**Mystery Melody Contest!**

In The Detroit Area It's

- Adam J. Young, National Rep.
- J. E. Camprew, President

**HERE ARE THE FACTS**

<table>
<thead>
<tr>
<th>Station</th>
<th>Leads</th>
<th>Expenditure</th>
<th>Cost Per Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKLW</td>
<td>10,448</td>
<td>$4057.00</td>
<td>38.8 cents</td>
</tr>
<tr>
<td>Station B</td>
<td>3,943</td>
<td>3800.00</td>
<td>93.8 cents</td>
</tr>
<tr>
<td>Station C</td>
<td>2,609</td>
<td>3800.00</td>
<td>$1.46</td>
</tr>
<tr>
<td>Station D</td>
<td>992</td>
<td>1300.00</td>
<td>$1.31</td>
</tr>
<tr>
<td>Station E</td>
<td>3,863</td>
<td>3600.00</td>
<td>93.2 cents</td>
</tr>
</tbody>
</table>

Proof positive of the powerful impact and listening popularity of this 50,000 watt station. This one month CKLW came near to outpulling four other stations combined with this unique sales gimmick, identical on all stations, at a "lead" cost of approximately one third the next ranking station. Proof again that in the Detroit Area you can't miss when you schedule CKLW. Plan your schedule now! Put this 50,000 watt power to work for you at less cost . . . for greater response!

---

**NEW YORK BUREAU**

48 Madison Ave., Zone 22, New York 10, N.Y.

**TELECASTING BUREAU**

360 N. Michigan Ave., Zone 1, Chicago 4, III.

**HOLLYWOOD BUREAU**

1717 Vine St., Hollywood 28, Cal.

**TORONTO**

417 Harbour Commission, Empire 6-0775

James Montagne.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including TELECASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING + TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and Foreign postage.

Regular issue 35¢ per copy; 52nd and 54th issues $1.00 per copy.

**BROADCASTING** - Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING - The News Magazine of the Fifth Estate. BROADCASTING was acquired in 1930 and Broadcast Reporter in 1932.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.
NOW! LOG and BILL QUICKLY, SIMPLY!

DAILY LOG INVOICES ANALYSIS

...the new, IBM SERVICE BUREAU WAY*

Advantages

1. Frees valuable personnel from tedious clerical work.
2. Helps you provide better service to program sponsors.
4. Provides you with clear, accurate up-to-date operating records.
5. Makes available comprehensive sales analysis by any classification desired.

This tested method reduces the burden of logging, posting, and billing.

The local IBM Service Bureau handles the operation on IBM machines... accurately, swiftly. All you do is provide basic information about each sponsor and program. No need for log typing or manual account posting. At billing time invoices are ready for the mail... completely itemized for the sponsor. In addition, you can have important sales analyses whenever you want them.

IBM Service Bureaus offer this quick, confidential service at low cost.

*Meets FCC requirements

For full information, call the local IBM Service Bureau or mail the coupon below.

IBM, Dept. BT
590 Madison Avenue, New York 22, N.Y.

Please send me a copy of "Program Logging and Billing."

Name

Title

Street

City State

INTERNATIONAL BUSINESS MACHINES
It’s all the same to us...

The seasons are all great in sunny Southern California. During June, July and August, for example...

RETAIL SALES ARE HUGE. More than ¼ of the year’s retail business is done during the three Summer months. Summer sales alone amount to almost 2 billion dollars—more than the total annual retail sales of Ft. Worth, Nashville, Providence, Omaha, Tampa and Tacoma combined.

TOURIST TRADE IS TERRIFIC. Last year, more than 3 million free-spending out-of-state tourists rolled into Southern California…39.2% of them in the Summer.

RADIO’S TERRIFIC TOO! Winter and Summer, radio attracts the same big audience in Southern California. (Sets-in-use show only a slight difference—20.9 March-April, 20.8 July-August, 21.7 November-December.) And season after season, it’s KNX that attracts the biggest audience, with a Summer average share of audience of 21.1 in Los Angeles—only 6/10 of one point below November and December.

You can sell as well in Southern California during the Summer as you do any other season of the year. Just use...

KNX

Los Angeles—“The All-Year Market”

50,000 watts • CBS Owned • Represented by CBS Radio Spot Sales
fall, winter, spring and summer!
Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.
ALAN M. WARD, vice president in charge of BBDO's Buffalo office, elected to agency's board of directors.

PETER SCHAFFER, Robert W. Orr & Assoc., N. Y., to McCann-Erickson Inc., that city, as senior account executive.

PERRY R. THOMAS, account executive, Beaumont & Hohman, Chicago, elected a vice president.

CYRIL J. MULLEN, copy director, Needham, Louis & Brorby, Chicago, to Tatham-Laird, that city, as group copy director.

RICHARD E. GOODMAN, assistant advertising manager, Krich-Radisco Inc., New Jersey appliance distributor, to copy staff of Hicks & Greist Inc., N. Y.

CHARLES L. BABCOCK rejoins Babcock & Wells, N. Y., as account executive.

RAY SINATRA Jr. to Biow Co., Hollywood, radio-TV production staff.


ROY S. DURSTINE Inc., L. A., relocates at 3440 Wilshire Blvd., same city. Telephone is Dunkirk 8-3411.

MARGERY A. FINCH, formerly of Ruthrauff & Ryan, Chicago, and MRS. STEPHEN G. GRAHAM, Weis & Geller, that city, to copy staff of Chicago office of Needham, Louis & Brorby.

LEO BURNETT Co., Los Angeles, moves to 1680 N. Vine St., Hollywood in mid-March.

JOHN MOWBRAY, account executive, KJBS San Francisco, to Jim Diamond Adv., that city, as vice president.


W. C. ANDERSON, Foote, Cone & Belding, S. F., to Emil Reinhardt Adv., Oakland, Calif. as account executive.

HAROLD KIRSCH Co., St. Louis, moves to 8147 Delmar Blvd. March 15.

MARKET TV Assoc., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hempstead 3251.

HERBERT D. FRIED, Foote, Cone & Belding, Chicago, named account executive of grocery trade division of Armour & Co., same city.

PAVIA AGENCY, S. F., moves to Phelan Bldg., 760 Market St., and announces plans to open office in Rome, Italy, this summer.

HARRY SPEARS, Ward Wheelock Co., Hollywood, supervisor of NBC radio Double Or Nothing, father of boy, Feb. 27.

JIM DIAMOND Adv., S. F., moves to larger quarters at 812 Market St.

NICK KEESELY, vice president in charge of radio and television, Lennen & Mitchell, New York, in Hollywood this week to look over properties for newest client, Schlitz Brewing Co. [BTN, March 3]. Schlitz will sponsor half-hour film show on CBS-TV at least until June 1, when L & M takes over.

LEE RICK, media director, William H. Weintraub & Co., N. Y., to Benton & Bowles, N. Y., in media department as print supervisor.


MUTER, CULINER, FRANKFURTER & GOULD, Toronto, has moved to 1121 Bay St. New phone is Princess 3778.

OUT YOURSELF A PIECE OF BUSINESS AT BREAKFAST . . .

Yes, a ten-minute slice of "Breakfast at the Lenox" will cut you in on a big share of the prosperous Niagara Frontier market. You'll sell your product in a big way telling your story two, three or five times a week on this popular program - rated tops over all local and network radio in Buffalo from nine-fifteen to ten A.M.

"Breakfast at the Lenox" is a fast-moving audience-participation show with plenty of human interest and live talent. An indication of its great following is the capacity crowd that packs the Sepia Room of the Hotel Lenox every morning. So far, more than 55,000 women have personally attended to enjoy the music, songs, refreshments, prizes and interviews with outstanding personalities from public life and the entertainment world.

Call Petry today to find out how you can sell with this low-cost, big-audience show.

WBEN

NBC BASIC

BUFFALO

Represented Nationally by Petry

March 10, 1952 • Page 13
unquestioned leadership...  
phenomenal following...  
with AP NEWS

"Our top prestige builder."

Harben Daniel
President and General Manager
WSAV, Savannah, Georgia

"52.7% of listening audience."

Howard Dahl
President and General Manager
WKBH, La Crosse, Wisconsin

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER"
Says WSAV President and General Manager Daniel: "The superior coverage we get from The Associated Press on international, national and regional news, together with the efforts of our own staff, has given us unquestioned leadership in the broadcasting of news, and an important source of revenue."

From Joseph H. Harrison, Vice President of Citizens and Southern National Bank, WSAV's biggest AP news sponsor: "AP news has been eminently successful as a proper vehicle for our theme — 'building a greater industrial South.' It attracts a maximum audience for our advertising message. It also helps us to advance the business and civic life of this area."

Reports WKBH President and General Manager Dahl: "Our fifteen minute AP news shows have an average of 52.7% of the La Crosse listening audience for ALL weekday broadcasts from 8:00 AM to 10:00 PM... a phenomenal figure! AP spot coverage is fast, AP features are bright, and AP prestige is important to listeners and sponsors alike."

And from Harold H. Grupp, Advertising Manager of Nelson Clothing Co., largest AP news sponsor on WKBH: "Time and again we have demonstrated by test sales that our AP newscasts on WKBH bring more response per advertising dollar than any other type of program we can use!"

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

PRODUCTIVITY talks—PRODUCTIVITY is the test—PRODUCTIVITY in leadership and peak audience listenership! Complete, comprehensive AP news coverage produces results in SALES... for the station and for the sponsor.

For information on how you can gain extra prestige and sales with AP news, contact your Associated Press Field Representative, or... WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.

OF THE ASSOCIATED PRESS."
COVERAGE ALONE ISN'T ENOUGH

In Atlanta don't hide your sales message in the bushes—let WGST put it out in front of the eager buyers in the bustling market. Capitalize on WGST's top rated local and ABC programs; WGST's complete market coverage; WGST's front line merchandising support to wholesalers and retailers. We've been successfully selling in this market for 28 years, so take advantage of the "know how" we offer for your product. For complete market and station information contact WGST or our national reps.


CALGON Inc., Pittsburgh (water conditioner), to launch TV spot campaign in key market areas. Agency: Ketchum, MacLeod & Grove, Pittsburgh.

AMERICAN TOBACCO Co. to sponsor Dodger home games on WOR-TV New York and both home and out of town games on WMGM that city. Co-sponsor for two station coverage is Schaefer Brewing Co. [B*TV, Feb. 11]. Agency for both advertisers: BBDO, N. Y.

GRAND UNION Co., N. Y., extends sponsorship of Sharing the Editors to WBTV-Binghamton, N. Y. Show currently runs on WABD (TV) New York and WBZ-TV Boston. Agency: Bagder, Browning & Hersey, N. Y.

Network 


FRED JORDAN Inc., L. A. (religious group), starts The Church in the Home on 28 ABC Pacific and Mountain radio stations, Sun. 12:30-1 p.m. PST, for 52 weeks effective yesterday. Agency: Arthur V. Jones, L. A.

ARTHUR MURRAY Inc., N. Y., renews The Arthur Murray Party, Sunday, 9-9:30 p.m. EST over ABC-TV, effective immediately. Agency: Ruthrauff & Ryan, N. Y.

Agency Appointments


DE COURSEY CREAMERY Co., Kansas City, names Merritt Owens Adv., that city. EARL ALLVINE is account executive.


M. J. MERKIN PAINT Co., N. Y., names Reiss Adv., that city, for company's Velvet Flow paint.

BURLINGTON MILLS Corp., N. Y., names Donshue & Co., that city, for Bur-Mil Cameo hosiery.


Adpeople

HENRY SCHACHTHE, national advertising manager, Bordon Co., and VERNON C. MYERS, publisher of Look, elected to board of directors, Advertising Research Foundation.

C. T. KRUG, Chuett Peabody & Co., N. Y., named advertising manager for McGregor Sportswear, manufactured by David D. Doniger & Co., N. Y.

TOM HOUGH, staff advertising assistant, Kraft Foods Co., appointed company's product advertising manager in charge of Phenix Pabst-ett products.
TEXAS BENT

an elevating dissertation.

FLYING across the unfenced sky, or looking from the windows of transcontinental trains, you miss the up-and-downness of the Panhandle's picturesque barrancas. Back in the days when a mile still had meaning, land-hungry settlers bought countless acres cheap—and unseen. One such stopped in the Land Office, so a story goes, to get directions to his newly-acquired property. He got back a month later, was recognized by the clerk, who asked if he had located his land without too much trouble.

"Yes," the settler said, "I found it, but I couldn't get over it. All I could do was lean up against it."

KGNC's 10,000 watts of power climb over, under, around and through the tamed territory of Texas, New Mexico, Kansas, Oklahoma, and Colorado which makes up our market—83 counties in all—of oil, gas, cotton, wheat and cattle-rich country. Amarillo is the wholesale and shopping center for this enormous area. If you want to "lean up against" about two million prosperous people via radio we'll be mighty glad to help you.
“The Family Station”

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

**WSRS**

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

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

On the air 24 hours daily

“The Family Station”

WSRS

CLEVELAND

NAT'L REP. FOR JOE & CO.

**Available!**

FOR THE FIRST TIME IN OVER FIVE YEARS, “DUTCH” BERGMAN’S SPORTS SHOW, ON WRC, IS AVAILABLE FOR SPONSORSHIP.

6:35 p.m.—Monday through Friday

When Arthur J. “Dutch” Bergman takes to the air for his nightly sports show on WRC, he brings with him a background rich in athletic experience. Before joining the WRC sports staff eight years ago, “Dutch” had channeled several years as head coach and scout for the Washington Redskins and ten years as athletic director and head football coach at Catholic University.

The flavor of Bergman’s big-league contacts with sports luminaries across the country and down to the average fan provides a tightly edited ten minutes of radio sports reporting. Bergman’s sports show is the highest-rated of its kind in the early evening hours.

This availability can’t last long, so get on the phone right away and call your nearest NBC Spot Sales office or the WRC Sales Department, Republic 4000.

IN THE NATION’S CAPITAL YOUR BEST BUY IS

**FIRST in WASHINGTON**

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

**Feature of the Week**

AFTER thumbing through the station’s “noncommercial contracts,” officials of WCTC New Brunswick, N. J., have calculated that in 1961 the independent outlet had picked up the tab for $46,629 worth of broadcast time donated to more than 100 central New Jersey organizations, health and welfare groups and government agencies.

By using the noncommercial contract forms, which it instituted two years ago, WCTC not only was able to keep easy account of its public service broadcasting record but also impressed upon public service organizations the value of the time they were given. The contract sets forth times and charges and states that:

“Inasmuch as the client represents, or is, a non-profit group or organization serving the public welfare and interest without discrimination as to race, creed or color, radio station WCTC will absorb the costs of the broadcast times and facilities set forth above. No payment is to be made by the client.”

The station makes out the contracts in triplicate. One is kept by WCTC, one goes to the client, and one is filed with FCC. Officials maintain 1961’s bill of $46,629 represented clear profit. During the year, they explained, surveys showed WCTC gained audience “at twice the rate” of other stations.

**Strictly Business**

FRED C. BROKAW

A MAN who says he is never happier than when someone is listening to him in Fred C. Brokaw, executive vice president of Paul H. Raymer Co., national station representation firm.

And when he talks, one of his favorite subjects is the War Between the States. An English major at Cornell, class of ’24, he still considers reading a primary hobby, especially political and military biographies, and has focused particular attention on Civil War history. The diplomatic businessman names two favorite generals: the North’s Sherman and the South’s Longstreet.

Born in Philadelphia in 1903 where his father, John A. Brokaw, was a railroad executive, the Raymer vice president was educated in the public schools there until the seventh grade, when his family moved to Westfield, N. J. After attending high school there, he entered Cornell.

Immediately after his student days, Mr. Brokaw went into space sales for a quality group of magazines and remained to handle such periodicals as Harpers and Scribner's for the following nine years. Deciding that the magazine field was over expanded, he switched to radio, joining the Raymer organization in 1933 and becoming a partner the following year.

He has had his offices in New York except for a period from September 1950 until January of this year, when he was located in Chicago. This January, the Raymer Co. separated radio from television sales in New York and he returned to Manhattan to take direct charge of AM.

Although he believes the radio- (Continued on page 58)
ONE OF NEW ENGLAND’S BEST RADIO BUYS...DAY OR NIGHT!

WHAY

5,000 WATTS

910 ON THE DIAL

AND IT’S CONNECTICUT’S MOST INFLUENTIAL INDEPENDENT!

WITH STUDIOS AND BUSINESS OFFICES IN NEW BRITAIN, HERE’S AN INDEPENDENT STATION THAT VIRTUALLY DELIVERS THE ENTIRE STATE...

ITS “MUSIC AND NEWS” PROGRAM FORMAT CAPTURES AND HOLDS THE THOUSANDS OF RADIO HOMES THAT PREFER THIS TYPE OF PROGRAMMING AGAINST NETWORK OFFERINGS.

IF YOUR SCHEDULE CALLS FOR CONNECTICUT AND MARKETS LIKE HARTFORD, NEW BRITAIN, MERIDEN, WATERBURY, ETC. YOU CAN JUSTIFY WHAY.

YOU CAN EVEN JUSTIFY WHAY AGAINST TV! JUST CHECK THE RATE CARD!

WHAY

NEW BRITAIN

CONNECTICUT

Connecticut’s Top Salesman!

REPRESENTED NATIONALLY BY ADAM YOUNG
Editor:

I wonder if you'd be good enough to send us any articles that have run in the last year covering "bank" advertising... 

Franklin T. Cox 
J. Cunningham Cox Inc. Adv. 
Philadelphia

[Editor's Note: En route to Mr. Cox's "TV Puts Money in the Bank" (B&T, Aug. 27, 1951); "Clients Came in Droves" (B&T, July 30, 1951); "Businesswise Bankers" (B&T, June 11, 1951), and "Showing Bank Services" (B&T, Dec. 11, 1950.)

Not Responsible for...

Editor:

I recently had an employee who left me, merely saying he was going into another business in the Midwest or East. That was some two months ago. Today I received a call from the Los Angeles Better Business Bureau as to my placing time for a "freezer" deal on midwestern and eastern TV outlets, under insertion orders from my agency.

Will you pass along to the trade—TV especially—that if they are accepting insertion orders (now known to have disappeared from our files) and not bearing my signature with mailing address from this agency, that they are doing so at their own risk...

Jack Vaughn
Jack Vaughn Adv. Agency
Burbank, Calif.

Editor:

"How Industry Makes Friends by Radio" by George H. Jaspers in the Feb. 25 Broadcasting. Telecasting is the most constructive article I have ever read in your magazine and I have read every page and clipped hundreds of them for my permanent files since your first issue.

Industry always has a problem of public and personnel relations. Far too often this problem is ignored and allowed to fester until it breaks out in labor disputes, discriminatory taxation, or other difficulties which cost industry money, productive time and friends...

George Logan Price
George Logan Price Inc.
Malibu, Calif.

Radio's on the Radio

Editor:

Answering your question... "Did any station... tell its audience that there are 150,000,000 radio sets in America?" (B&T editorial, Feb. 18)

But of course. On all WJAG newscasts for a solid day, we included info with jumbo postal mailing to all local-regional advertisers and potential advertisers. We discussed our own (we even credited networks) on our Class A nonstation quarter hour Voice of the People...

Bob Thomas
Manager
WJAG Norfolk, Neb.

Misquoted

Editor:

I have just finished reading the story on page 106 of the Feb. 25 issue of Broadcasting regarding my talk at the Illinois [Broadcasters Assn.] meeting in Springfield.

My remarks regarding the networks were misquoted in your story. What I actually said was that in 1951 "throat cutting" tactics were prevalent not only among the networks, but among competitive stations as well. It was my opinion that the industry would be better served by a more positive approach on the parts of stations and networks to sell radio as a medium, consistently and realistically.

In addition, I in no way asserted, nor did I imply, that the networks were "unconcerned" about the welfare of radio as a medium.

Walter J. Rothschild
General Manager
WTAD Quincy, Ill.

[Editor's Note: B&T regrets the misquotation and is glad to set the record straight.]

Auctions

Editor:

Have just noticed in the Feb. 25 issue of Broadcasting: Telecasting a letter written by Jack Mayne of the Chamber of Commerce of Redding, Calif., commenting on the $18,500 raised through a radio auction for the March of Dimes. He said he felt that few areas could equal this record.

No doubt he will be interested in knowing that we here in Bowling Green this year with our auction raised $21,600 net, and the population of Bowling Green is 22,500 or 42,000 population in the county of Warren. . .

I believe that if Mr. Mayne will check the records, he will find the per capita computation here is greater than in his area. I don't quite figure mathematics as he does. Basing his $18,500 on a population of 28,000 for the county, he says that would be almost $1.25 per head. Unless I'm badly off in my figures, it seems that it would figure some 48 cents per capita...

Ken D. Givens
Manager
WLBJ Bowling Green, Ky.

Radio still dominates this rich market

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

30 Years on the Air

WSBT
SOUTH BEND
5000 WATTS - 960 KC - CBS

Paul H. Raymer Company - National Representative

Page 20 • March 10, 1952

Broadcasting • Telecasting
850 HOUSEWIVES responded to Kay West's appeal for volunteers to promote, test and sample the products advertised on her "At Home With Kay West" program! Representing a large part of Oregon and Washington, these women form an important cross section of the RICH northwest market. Advertisers are invited to make use of this panel for market surveys, studies of buying habits, checking distribution and displays or for gathering other vital merchandising information. The services of these 850 extra salesmen and goodwill ambassadors are available to Kay West advertisers at no extra cost.

A PERFORMANCE-PROVEN PROGRAM!
"At Home With Kay West" has twice been voted the outstanding women's radio program in the nation by the Grocery Manufacturers of America. It is broadcast Monday through Friday from 1:00 to 2:00 p.m. Consult KEX Sales or Free & Peters for complete details.
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

North Carolina is the South's Number One State

North Carolina's

Number 1 Salesman

WPTF

also WPTF-FM

50,000 Watts • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER
CBS WIDENS HOLDINGS

CBS's jockeying for strengthened position in the field of television station ownership [BT, March 8] last week moved it two steps nearer equality with competitive networks on that score.

Subject to FCC approval, it reached agreement Thursday which in effect will merge its WCCO Minneapolis-St. Paul with WTCN-TV in the same market and give CBS 47% ownership interest in the dual operation.

Earlier in the week it confirmed that it had acquired 45% interest in KQV Pittsburgh, a pioneer radio station which also is applying for a TV license.

In the Minneapolis pact, which was understood to involve no exchange of money, a new company will be formed to take over the assets of CBS's WCCO and Mid-Continental Radio-Television Inc.'s WTCN-TV, an AM-FM pair of the Minneapolis Tribune Co. property. Mid-Continental will own 53% of the new company and CBS the remaining 47%.

Mid-Continental, which currently owns WTCN as well as WTCN-TV, will dispose of the radio outlet upon completion of the transaction, under the plan, in conformity with FCC's duopoly rules. Mid-Continental officials said no negotiations had yet been started for its sale.

The station is an ABC affiliate operating on 1280 kc with power of 5 kw day and 1 kw night.

Interest in KQV
CBS's cash commitment for the 45% interest in KQV, more than 51 years old and owned by Allegheny Broadcasting Corp., could not be ascertained immediately. The agreement reportedly stipulated technical assistance by CBS, as well as CBS assistance in the bid for a TV grant, as part of the consideration.

Headed by President Earl F. Reed, KQV currently is a Mutual affiliate and operates with 5 kw power fulltime on 1410 kc. CBS Radio's present affiliate in Pittsburgh is WJAS, on 1320 kc with 5 kw fulltime.

KQV was purchased in August 1944 by William S. Walker, Irwin Wolf, Earl F. Reed and Charles T. Campbell from Hugh J. Breiden, for approximately $575,000. At present, the principal stockholders are Irwin D. Wolf and Earl F. Reed.

In the case of its 45% ownership interest in the Washington Post's WTOP-AM-FM-TV, both the WCCO-WTCN-TV and the KQV contracts provide CBS no voice in station management. Its KQV stock is non-voting, it was pointed out, while its 47% of the stock of the proposed new WCCO-WTCN-TV licensee would be represented by voting trust certificates—not voted by CBS. In the case of its WTOP stock, the Washington Post, which owns 55%, actually votes 100%.

These minority, non-voting ownership provisions thus would leave CBS still short of equality with NBC and ABC in their outright ownership of five TV stations each.

CBS currently owns outright—WCBS-TV New York, KNXT (TV) Los Angeles—plus the 45% share of WTOP-TV and the proposed 47% of WTCN-TV. Additionally, CBS has a contract to buy Balaban & Katz' WKBK (TV) Chicago for a record $6 million if the ABC-United Paramount Theatres merger wins FCC approval.

By virtue of the minority-provisions arrangements, however, CBS presumably avoids any need to dispose of any radio outlet to comply with FCC's policy of holding a single entity's AM holdings to ownership of seven stations.

Before the KQV transaction, CBS owned seven AM stations outright and had 45% interest in another. With the KQV deal already effectuated, completion of the Minneapolis transaction will change the lineup to outright ownership of six AMs and minority, non-voting interests in three others. Thus CBS gives up control of one and gains minority interests in two.

FCC Consent Not Needed

Whereas the Minneapolis plan requires FCC's approval before it can be consummated, the purchase of the KQV stock, not affecting control of the station, does not need FCC's consent, it was pointed out.

All that is required is that KQV report to FCC the fact that the transaction has been made. It was understood that FCC authorities had been briefed on the plan in advance.

The Minneapolis transaction was announced Thursday in a statement issued jointly by William J. McNally, chairman of the board of Mid-Continental, and Joseph H. Ream, CBS executive vice president, who reportedly were principal figures in the negotiations. They said no changes were contemplated in the WCCO or WTCN-TV staffs.

Text of the joint statement:

"Subject to the approval of the Federal Communications Commission, arrangements have been completed for the acquisition by Mid-Continental Radio-Television Inc. of 53% interest in radio station WCCO, and for the acquisition by Columbia Broadcasting System of 47% interest in television station WTCN-TV. Both WCCO and WTCN-TV are located in Minneapolis-St. Paul.

"Both stations will be owned by a new corporation to be organized in which Mid-Continental will own 53% of the stock and Columbia will own 47% of the stock, to be repre-

(Continued on page 23)

SUMMER PLANS

Networks Seek to Stem Lags

Their spring projects generally out of the way, the networks last week were contemplating summer schedules, with at least four developments emerging at this early stage:

Advertisers are beginning to get special TV network rate "inducements" for summertime.

At least one radio network has worked out a summer saturation offer for spot announcements on its owned-and-operated stations.

Another new program is being developed for the hot-weather season.

Most advertisers at this point apparently are expecting to retain their network time, substituting less expensive shows during the summer period.

CBS-TV, it was understood, last week offered to its advertisers a plan whereby, if they sign by April 1, taking no eight-week hiatus, agreeing to a firm 13 weeks following the usual hiatus time (July 6 through Aug. 30) and by not dropping any stations, they will be allowed an extra 10% discount on time charges and a 25% credit toward the talent cost.

NBC-TV is offering a 10% discount for year-round sponsorship. If this saving is applied to the eight summer weeks, it is the equivalent of buying that time at 42 cents on the dollar.

NBC-TV also is offering "special inducements" to advertisers wishing summer time only.

CBS Radio, meanwhile, has evolved a special "summer saturation" offer for spot announcements on its owned-and-operated stations. The offer contains the usual discounts on one-minute announcements, plus a 16% discount if the advertiser uses as many as 500 announcements per station during the summer. This special offer is available to all advertisers, but for the O & O stations only.

New ProgramsDue

NBC radio this summer once again plans to plunge into a development schedule to build programs for fall sale, Charles (Bud) Barry, vice president in charge of programming for NBC radio, told Broadcasting & Telecasting.

Among the new programs that will be created are a period piece, "The Pimpernel," which will be produced in London; a new mystery program called The Chase, and revival of NBC Summer Theatre.

CBS Radio announced:

Doris Day, the Warner Bros. singer, has been signed for a network show to start about April 1. A show titled That Hammer Guy, based on the Mickey Spillane paper-back action stories, is being prepared. Frank Fontaine is to be featured in a new comedy series.

The network also is negotiating with actor John Wayne.

Another situation comedy show featuring Spring Byington called Autumn Bride, a show from Mike Romanoff's restaurant called Meet Me at Mike's, and another series based on Mr. Carp character and featuring Richard Haydn are on CBS Radio tap for summer takeoff. Sound tracks of two CBS-TV shows I Love Lucy and What's My Line—are being examined to see if they may be used on radio.

Although it is still too early to predict how many advertisers will take evening time off during this
SPOT DRIVES

Buying Is Picking Up

ACTIVITY looking toward spring and summer spot campaigns in both radio and television was evidenced in a spot check made by Broadcasting • Telecasting last week.

Maxon Inc., New York, for example, is preparing radio and television spots to be used in a campaign—the extent of which will be determined within a fortnight—starting early in April, for Peter Paul Candy Co. Meanwhile the advertiser has bought a spot in NBC-TV's Today in Pittsburgh only.

Mohawk Carpets, also through Maxon Inc., is in a similar situation with production of TV and AM spots currently in progress. Actual list of stations and markets is not expected to be revealed for another 10 days.

Kellogg Company Set
Kellogg Co., Battle Creek, through Kenyon & Eckhardt, New York, on March 31 will start its spot announcement radio drive in about 100 markets. Contracts are for 36 weeks. The spring drive is in addition to its part-sponsorship of the NBC television show, All Star Revue, on Saturdays.

Another advertiser, said to be spending approximately $20,000 a week in spots, is Pro Tam Corp., a reducing agent. The firm, which is handled by Dowd, Redfield & Johnstone, New York, places its quarter-hour transcribed show, Health Quiz, and one-minute announcements on stations throughout the country. Most of the contracts are placed on a mail-order basis, John Andre, president of Pro Tam, explained.

“We are national advertisers and have been using radio spots successfully for the past four years,” he said.

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SUMMER LISTENING IN SO. CALIF.

KNX Promotion Campaign Gets Underway

USING the theme that radio listeners are as numerous in the summer as any other time of the year, KNX Los Angeles last week started its annual summer campaign for advertisers.

Salesmen of the CBS-owned outlet are armed with a brochure full of statistical information on Southern California as a summer market. Titled "This Summer Sell the Most Where the Most Is Sold", it was compiled by Sherrill Taylor, KNX and Columbia Pacific Network sales promotion manager.

The brochure shows that 27.1% of 1950's total retail sales made in Southern California were during the third quarter and radio listening is at almost exactly the same high level in summer as any other time of the year.

KNX points out that sales of gasoline, auto accessories, household furnishings and appliances are greater during the summer than at any other season.

Basing its statement on the Pulse's July-August 1951 survey, the station points out that in Los Angeles and Orange Counties, which comprise 73% of the Southern California market, KNX has a summer share of audience 20.7% greater than the second station and 52% greater than the fourth station.

60% Stay Home

Utilizing All-Year Club official figures, KNX points out that in summer 60% of Southern Californians stay at home during their vacations and are joined by tourists who make the area their playground during those months.

This is amplified by a further statement that for the 12 months ending Aug. 12, 1951, more than 3 million out-of-state tourists visited Southern California, with 39.2% of them visiting during summer months. During 1951 these tourists spent 11.7% more than the previous year, totaling $479,977,365 worth of purchases.

KNX also tells its advertisers that food and drug store summer sales closely approximate the other seasons, citing figures supplied by the California State Board of Equalization.

"An advertiser," the KNX brochure states, "can't afford to let up in summer advertising."

Armed with the statistical information, Alan Axtell, assistant sales manager and national sales manager of KNX and Columbia Pacific Network, will visit various major eastern markets to contact agency executives and advertisers.

Trade paper advertising and mailing pieces are being used to reach advertisers.

To stimulate summer audiences, on-the-air promotion, program trailers in Pacific drive-in theatres throughout Southern California and full page ads in Hollywood Stars baseball program will be utilized.

WFBF PROMOTES MASLIN

Is Named Vice President

ROBERT S. MASLIN Jr., publicity director and secretary, WFBF Baltimore, has been appointed to the newly-created post of vice president in charge of advertising, promotion and merchandising, it was announced last week. Mr. Maslin's assistant will be William B. Roche, who for four years has been sales promotion manager at the station.

According to John E. Surrick, WFBF vice president and general manager, "a larger department, with additional employees, has been created in order to increase the scope of the activities in those three fields of operation which are increasingly important to the station itself and its clients."

WBS TALENT BUDGET

Is Largest in History

A TALENT budget of $270,000 for the next 12 months has been drawn up by World Broadcasting System, producer of transcribed library programs and features, Vice President Herbert Gordon announced Thursday.

The largest talent budget in the company's history was made possible, Mr. Gordon said, by a large increase in station subscribers during the past year. Nearly 990 stations are affiliated with the service, it was reported. The $270,000 will be used not only for such artists as Robert Montgomery, David Rose and Bob Haymes, currently under World contract, but also to sign new entertainment personal- ities and to give greater attention than ever before to production music.

NBC Summer Survey

NBC's first field survey of summer viewing habits and the sales effectiveness of television during the summer months will be outlined to agency guests in Chicago next week (Tuesday) at a luncheon in the Merchants and Manufacturers Club. The study was shown to the industry in New York Wednesday. Eugene M. Hoge, NBC TV central division sales manager, will be host.
R ayburn ban

there was little optimism expressed on Capitol Hill last week that House Speaker Sam Rayburn's (D-Tex.) stand against radio-TV coverage of House committee hearings would be upset soon [B*T, March 8].

An unusual remark that "broadcasters don't seem to be interested...it is remarkable how little we hear about the press, industry or the public" was given broad cast ing • Telecast ing by House Minority Leader Joseph W. Martin (Mass.).

The veteran Congressman declared, "We can't win it unless we get some outside aid," explaining that public demand is what gets things done in Congress.

But peering the long-range question of whether radio and TV will have free access as does the press to open hearings of committees were these:

• Sen. Harry Cain (R-Mich.), one of those in the upper chamber who has attacked radio and television presence in committee hearings, admitted he would favor broadcast coverage if first, a code would be established for committee procedures.

• A spokesman in the District Attorney's office in Washington, D.C., indicated there may be grand jury action this week on the Senate contempt of Clevelanders Louis Rothkopf and Morris Kleinman. They refused to appear before microphones and TV cameras during the Rayburn Crime Hearings [Clos ed Circuit, Jan. 14].

• A wide study and distribution of a report by the American Bar Assn., which criticized radio-TV coverage of congressional committees.

• A disclosure that the Senate Rules Committee staff has been working on the problem "unofficially for several days." While the GOP policy committee in the House may be expected to discuss the issue at an early date, Rep. Martin indicated that an experiment of broadcasting in a test public and an angry radio-TV industry had not made itself heard in GOP offices.

• AInterpretation rules which were stirred by the Speaker's rules interpretation against radio, TV, recordings and film, washed into Mr. Rayburn's office. Rep. Martin, on the other hand, said he was unable to judge that flow of protests but could only measure what he and other GOP leaders in the House had received.

Change Could Open Door

It is generally acknowledged by Congressmen studying the issue that a change in the House rules, which do not cover radio or television coverage of committee proceedings, could open the committee door to radio and TV once more.

While Speaker Rayburn further clarified his stand. He told newsmen that President Truman had nothing to do with his decision to outlaw the broadcast media. He said he had never discussed his ban with the President "at any time in my life," but based it on his own interpretation of the House rules.

The decision, Speaker Rayburn declared, will stand "unless the House changes the rules." His refusal to permit telecasts of the House Un-American Activi ties subcommittee Detroit hearing Feb. 28 was not a precedent, according to the Speaker. Rep. Rayburn noted that last fall he had instructed the King subcommittee probing tax scandals not to allow TV into the hearing room, and that there have been other instances in which he applied the House rules to ban both radio and TV coverage of House committee proceedings.

Congress must adopt a code of procedures for committees to give witnesses the same protection demanded for the Congressman before radio and TV ought to be permitted to cover committee hearings, Sen. Cain told Broadcast ing • Telecasting.

Thus, he said, he would favor radio-TV on certain hearings providing there was no distraction to witnesses.

"No matter what is done," Sen. Cain said, "I would give the witness the right to determine whether he will be comfortable with or without television."

Sen. Cain's views were given in amplification of his remarks made on DuMont Television Network's Keep Posted last Tuesday, 8:30-9 p.m.

Sen. Cain, as he did on the DuMont program, pointed out there is legislation pending before the Senate Rules Committee which would permit studies of these questions. "The machinery is there," he noted.

Upon checking with the Rules Committee, Broadcasting • Telecasting learned there are a few resolutions pending, one of which, S Res 106, introduced by Sen. Alexander Wiley (D-Wis.), would direct a study of telecasting and broadcasting of committee proceedings.

Another is a measure sponsored by Sen. Estes Kefauver (D-Tenn.) in conjunction with a number of his colleagues in the upper chamber that would re-align entire committee procedures (see page 44).

Sen. Cain referred to a statement made late last month by Sen. Margaret Chase Smith (R-Me.), urging a Senate Rules subcommittee of which she is ranking GOP member to hold "early hearings" on S Res 106 and other legislation before it [B*F, Feb. 25].

Other measures referred to by Sen. Smith was a concurrent resolution to establish rules of procedure in congressional investigations, and to set up procedure where a member of Congress makes derogatory remarks in debate about a citizen.

Rules Committee. Studying

An informal study of the broadcast question is being conducted by the Rules Committee staff, it was learned, in order to be prepared should the committee decide to take it up. This staff action has not been noted in broadcast circles or by the press.

Sen. Cain was also concerned with the cases of Mesarik, Kleinman and Rothkopf when moves to cite them for contempt came up in the Senate last summer [B*T, Aug. 20].

At that time, the Senator asked the chamber to vote on whether to send the citations back to committee. His move was defeated.

The District Attorney's office in Washington, D.C., revealed Thursday to Broadcasting • Telecasting the grand jury may take some action on the Clevelanders' case today or tomorrow. This could be in the form of an indictment.

This case has been considered as a probable court test as to whether radio and TV at congressional committee hearings violate witnesses' rights.

A discussion of witnesses' rights (Continued on page 84)

News Rights

Radio last Wednesday won equal recognition as a news reporter on at least one government front—the Dept. of State—in its continuing fight for parity with the press.

Washington broadcasters convinced the State Dept. of the workability of a plan to tape-record portions of Secretary Dean Acheson's weekly news conference.

CBS, leading off a proposed round of pool coverage, recorded the entire Acheson conference Wednesday. Radio newsmen submitted it to State Dept. officials for approval on the basis of a previous agreement arrived with Michael McDermott, public information officer.

Access To Tapes

Each radio network will have access to the weekly tapes, taking its turn in recording the proceedings. CBS Wednesday used (about 20 minutes authorized) WTOP-TV Washington's Executive show with Walter Cronkite at 6:45 p.m. It also was scheduled for CBS Radio's News On the Record Saturday and Sunday during March.

The agreement provides that the network covering the conference will submit the tape to State Dept.

Acheson Conference Is Tape Recorded

Drawn for Broadcasting • Telecasting by Sid Hon

"Speaker Rayburn couldn't find any rule to cover the use of electricity."

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COMMR. ROBT. BARTLEY

ROBERT T. BARTLEY was sworn in as an FCC Commissioner last Thursday at ceremonies attended by leading Texas and Capitol Hill luminaries.

The oath of office was administered before the entire FCC and a large audience by Chief Judge Marvin Jones of the U. S. Court of Claims. The ceremony was preceded by a welcoming address by the FCC Chairman, Paul A. Walker.

Mr. Bartley assumes the remainder of the term of former Chairman Wayne Coy, which runs to June 30, 1988.

At one time Mr. Bartley was director of the Telegraph Division of the FCC, shortly after the formation of the agency. He thus joins three other members of the FCC who were staff members of the Commission before their appointments: Comrs. Rosel H. Hyde, George E. Sterling and Edward M. Webster.

Following his FCC years, Mr. Bartley served with the Securities and Exchange Commission, became a vice president of Yankee Network, was director of war activities and later of government relations of NAB, became secretary-treasurer of FM Broadcasters Inc. and when FM1 was merged with NAB, director of NAB's FM Dept.

Since 1948, Mr. Bartley has been administrative assistant to Speaker of the House Sam Rayburn (D-Tex.), his uncle.

Present at the swearing-in ceremonies were Mrs. Bartley (the former Ruth Adams of Washington), and their three children, Robert T. Jr., 15; Jane, 11 and Thomas Rayburn, 5.

Among those attending the ceremonies were:

Speaker of the House Representatives Sam Rayburn, Associate Supreme Court Justice Tom C. Clark, Democratic Sen. Ernest W. McFarland (Ariz.) and Lyndon B. Johnson (Tex.), Reps. John W. McCormack, (Mass.), John J. Dempsey (N. M.), James W. Trimmel (Ark.) and the following members of the Texas delegation to the House (all Democrats): Wright Patman, Albert Thomas, Wingate H. Lucas, J. Frank Wilson, Paul J. Kilday, Walter Rogers, John E. Lyle Jr., Lloyd M. Benson Jr., Hon. Walter M. Splawn, Interstate Commerce Commission member; Judge Eugene Worley, Court of Customs and Patent Appeals; Comr. Wilson Covington, Court of Claims; U. S. Asst. Attorney General William Amory Underhill, House Parliamentarian Lewis Deschler; former NAB President Neville Miller and Justin Miller (with whom Mr. Bartley was associated when he was employed there).

Commr. Bartley was confirmed speedily by the Senate late Tuesday afternoon. His nomination to succeed Mr. Coy was unanimously approved by the Senate Interstate & Foreign Commerce Committee Feb. 28 (closed March 3).

When Commr. Bartley's nomination was brought up on the floor it evoked comment on the current TV freeze by Sen. James F. Kem (R-Mn.), a member of the Commerce Committee.

Sen. Kem, noting he supported the nomination of Commr. Bartley, outlined, as he had during the comm

(Continued on page 81)

GRUBB APPOINTED

Is Fort Industry V. P.

APPOINTMENT of Gayle V. Grubb, ABC vice president in charge of the San Francisco division, as vice president and managing director of Fort Industry Co.'s WJKB-AM-FM-TV Detroit [CLOSED CIRC. March 3] was announced last week by Lee B. Wailes, executive vice president of Fort Industry.

Coincidentally, the appointment of Glenn Jackson as managing director of the company's WAGA-AM-FM-TV Atlanta was announced by Stanton P. Kettler, Fort Industry regional vice president in charge of the southern district.

Mr. Jackson was managing director of WMMN Fairmont, W. Va.

Mr. Grubb, a veteran of 28 years in radio, will assume his duties with the Detroit station on April 1. He succeeds Richard E. Jones, who resigned about two months ago.

Started at KFAB

Mr. Grubb has been in radio since 1924, when he entered the field as manager of KFAB Lincoln, Neb. In 1928 he moved to WKY Oklahoma City as manager, remaining with that station until he joined ABC in 1945 as general manager of KGO San Francisco. His duties were expanded to include management of KGO-TV in May 1949 and he was elected a vice president of the network in November 1951.

Mr. Jackson, moving from WMMN to the WAGA properties, succeeds James E. Bailey, who resigned early this year.

Mr. Jackson was program director of WSPD and WSPD-TV Toledo for eight years before he went to WMMN.

ADMINISTERING oath to new FCC Commr. Robert T. Bartley (r) at swearing-in ceremonies at the Commission was Chief Judge Marvin Jones of U. S. Court of Claims. Mr. Bartley took the place of recently-resigned Chairman Wayne Coy, whose term of office would have expired June 30, 1988.

ABC POSTS

Connolly, Oberfelder, Materne Promoted

PROMOTION of James H. Connolly to be vice president of ABC in charge of its San Francisco division and advancements for Ted Oberfelder and William M. Materne in the subsequent realignment were announced last Wednesday by ABC President Robert E. Kinter.

Mr. Connolly, who has been ABC vice president for owned radio stations, was named to the San Francisco post as successor to Gayle Grubb, who is joining the Fort Industry Co. [CLOSED CIRC., March 3]; (also see story this page).

Changes Effective March 15

Mr. Oberfelder, general manager of ABC's WJZ New York, was appointed director of owned radio stations for the network.

Mr. Materne, account executive in the radio Network's sales department, was named general manager of WJZ.

The changes become effective Saturday (March 15).

Mr. Kinter noted that the promotions are in line with ABC's policy of advancing executives from within the organization. All three appointees have had extensive experience in both radio and the ABC organization.

Mr. Connolly joined the network as a member of the station relations department in July 1944 after some 18 years' experience in the agency field, first with N. W. Ayer & Son and then with the Brannan Co. He opened ABC's station relations office in Chicago in 1946, later returning to New York headquarters where he became vice president in charge of station relations in January 1961. In February 1961, he was appointed vice president in charge of owned radio stations.

Mr. Oberfelder has been with ABC since February 1945. In June 1946 he was named assistant director of advertising and promotion and in December 1947 he advanced to the directorship. He became general manager of WJZ in November 1950.

Mr. Materne joined ABC in 1938, serving until September 1941, when he entered the Navy. Released from naval service with the rank of lieutenant, he joined the sales staff of Mutual in 1945, then rejoined the ABC radio network's sales organization in 1949.
IRE MULLS TRANSISTORS, TV

By BRUCE ROBERTSON

DESPITE the official slogan of "Fifty Years Sets the Pace, 1912-1962," last week's convention of the Institute of Radio Engineers will be better remembered as the "Two T" convention where television and transistors were the top topics of discussion in technical sessions and the major points of interest in the accompanying Radio Engineering Show.

Heid in New York, with convention headquarters at the Waldorf-Astoria Hotel and the show, where 356 manufacturing companies displayed $16,000,000 worth of their newest products, at Grand Central Palace, the IRE meetings set a new attendance record of 30,000. They provided large and attentive audiences for the more than 200 papers presented at some 40 technical sessions and packed the product exhibition floors to give the palace the atmosphere of a department store at the peak of the Christmas rush.

Speaking at the annual banquet on Wednesday, Charles E. Wilson, Director of Defense Mobilization, assured the 2,000 IRE members and guests that controls will be lifted and materials returned to the open market wherever and whenever possible.

"We are not interested in controls for controls' sake—quite the contrary," he declared.

Crediting the engineers and scientists of radio and related fields with having "changed the whole aspect of our civilization, ministering to the education and delight of human beings all over the earth, as well as to the destructive power of our war," Wilson charged them with contributing to the astronomical costs of modern war.

"Fantastic new weapons are fantastically expensive," he stated.

Military Costs Rising

Mr. Wilson said that present military expenditures of $2 billions a month will reach a level of $3.5 billions by next January and will stand on that plateau for the succeeding 18 months, until the national defense objectives are obtained.

Long lines forming at the industrial color TV exhibition of CBS Labs Division and Remington Rand in advance of each demonstration proved that radio engineers are as curious about color TV as anyone else (story on page 62). The full-to-capacity grand ballroom of the Waldorf for a Tuesday evening special session at which National Television System Committee reported on the progress of this industry-wide group towards achieving basic standards for a commercially practicable system of color TV gave further proof that the interest of the engineers in color includes a serious professional attitude as well as personal curiosity (see page 62 for NTSI story).

Ultra high frequency TV was another focal point on the program, with interest sparked by the knowledge that the majority of the new video stations that will come into being following the end of the freeze will be of the UHF variety.

Predicts 3,000 Stations

Raymond F. Guy, NBC manager of radio and allocations engineering, who has headed the operation of RCA's experimental UHF station at Bridgeport, told a Monday morning UHF news session that with the end of the freeze "two to three thousand new TV stations will soon be in the planning stage—2,000 certainly, 3,000 if the economy will sustain them. If there are limitations they will be economic, not engineering."

Richard W. Davis, general manager of WELI New Haven, which has participated with RCA-NBC in Ultra high frequency TV for the past two years, said that UHF is the long-sought answer not only for the home viewer who wants protection from his local station rather than noisy ones from a VHF station 50 or more miles away, but also for the radio station operator who wants to get into the market at a modest cost.

The maximum power proposed by the FCC for UHF, Mr. Davis said, inures average reception distances of 40 to 50 miles, not the five or six miles first announced by cautious engineers.

Broadcasters visiting WELI and seeing UHF reception up to 20 miles from a comparatively low-powered transmitter "went home relieved and much happier," he reported.

With UHF, Mr. Davis said, "Interference between stations will disappear ... no more 'venetian blinds' on the screen. Our observation has cleared up the mystery made interference disappears in UHF. The UHF signal is entirely free of auto ignition noise and picture breakup, diathermy lines, X-ray and other similar interferences."

WELI, he said, has secured a site and a tower and has a contingent order for the rest of the equipment it will need when it gets commission authorization to proceed with UHF.

First public demonstration of UHF reception in New York City was staged at the meeting by Allen B. DuMont Labs, with a new 17-inch table model DuMont VHF-UHF receiver bringing in programs telecast by the company's experimental UHF station there. DuMont also displayed a UHF converter, said to make the full UHF band receivable by any VHF set presently on the market, and a UHF diplexer for station use in combining audio and video signals for broadcast from a single transmitting antenna.

Tube Makes Debut

Meeting also marked the debut of the new General Electric 1-kw air-cooled UHF transmitting tube, companion piece to its 1-kw water-cooled UHF tube announced a year ago, and of the 5-kw UHF Klystron transmitting tube of Eitel-McCullough.

Latter is used in the new DuMont 5-kw UHF transmitter, announced later in the week as available for shipment early in 1963 at the same price as a standard 5-kw VHF transmitter: $69,450.

In announcing the new 5-kw UHF transmitter, Herbert E. Taylor, manager of the DuMont Transmitter Division, said that it has been designed around the new EIMAC tube. The transmitter is unique, he stated, in that the Klystron cavities are an integral part of the transmitter—entirely divorced from the tube. Eliminating the former disadvantages of the Klystron, the new external cavities permit simple operation and retain the Klystron advantages of long life and low cost, among others, he said.

Mr. Taylor stressed the simplicity of the 5-kw UHF transmitter, which he said has only three basic elements—a Klystron amplifier, a low power (50 w) modulated amplifier or "driver" and a combined visual and aural frequency control or "exciter." He compared the cost of this 5-kw transmitter, which he said can provide an effective range of 100,000 or greater, with "typical" 1-kw UHF transmitters using conventional tubes and priced at $50,000 to $65,000 although offering only half the coverage.

Power Increase

DuMont engineers also pointed out that if the UHF station owner wants to increase power some future date, with the DuMont transmitter it can be done by replacing the power amplifier, retaining the original driver and exciter to be used with the new higher power amplifier. He thus protects his original investment in the equipment.

In announcing its new air-cooled 1-kw UHF tube, GE's sales manager for industrial and transmitting tubes, John E. Nelson, revealed that GE also has a 5-kw water-cooled UHF tube under development as well as a 25-kw air-cooled VHF tetrode and a 150-w air-cooled VHF triode for a super high frequency tube and some tubes for military use. He pointed out that the new GE tubes are cases in ceramic and metal envelopes and predicted a trend toward wide use of ceramic tubes, asserting that "a limit has been reached in power and frequency where glass for tube envelope no longer adequate."

An experimental model of a 5-kw UHF triode power tube now under development by RCA was described in a paper presented by P. T. Smith of Taiwan Eitel-McCullough Research Center, who reported good results from laboratory tests at 576 mc, near the lower end of the UHF band, and at 864 mc, near the upper end. Dr. Smith also described advances in the technique of sealing metal tube parts to ceramic materials, substituted for glass as insulators.

Two symposiums on UHF receivers included nine papers on tuners, tubes, antennas and other receiving equipment and a roundtable discussion on relative aspects of the various methods of UHF tuning. A UHF amplifier tube for TV tuners was described at an electronic study panel on small high-frequency tubes.

UHF equipment displayed at the Monday open house meeting in addition to items previously mentioned, included: Amperex Electronic Corp.—UHF triode tubes for TV, DuMont—Universal Electronic Tube—all-band converter and helical transmitting antenna; General Radio Co.—Admitance meter and oscillator (Continued on page 28)
A SPECIAL AFTER-MIDNIGHT AUDIENCE

HOW TO program after-midnight hours profitably has always been a problem for radio stations. Most advertisers are inclined to believe that no one is awake at those times except lobster-trick workers, insomniacs and drunks.

Out in Phoenix, Ariz., a radio program these early mornings has been proving that the after-midnight hours can be put to good use. It's the Gear Jammers Jamboree on KOY Phoenix. Its special appeal is to truck drivers who are at work when other folks are sleeping.

The skeptical program director might well wonder how a show primarily directed at such a relatively small audience could possibly pull its own financial weight. Gear Jammers Jamboree would confound the skeptic. In some way it has been too successful as an advertising vehicle.

Last week the program's producers received a letter from Clyde Martin's auto and truck repair shop: "We really are sorry to write and ask you to cancel our contract...We have had so much business we are going to have to discontinue the ad until we are able to build a building and can use more mechanics. It was almost impossible to believe your Gear Jammers Jamboree could throw so much work to us boys at the shop."

Another advertiser on the program, the All Fuels service station, recently had this to say: "Truckers who have never before pulled into our station are doing so now...this new business has not been all truck business either. We had an appreciable number of motorists come in and comment on the program and say that the program brought them to us."

The Gear Jammers Jamboree is a one-man show. The man is Bob Capps, who plays records, gives periodic summaries of road conditions, supplies weather reports and conducts a general clearing house for information of use to truck drivers.

The program acts as a relay point for emergency calls to drivers who are on the road. Families or friends of drivers may call a special phone number in Phoenix maintained for just that purpose and Mr. Capps will put their message on the air. Additionally, the program producers have placed special bulletin boards in about 50 important truck stops within the listening area of the station, and urgent messages are posted on the boards after they have been announced on the air. Even if a driver happens to miss hearing the message, he will be apt to see it the next time he pulls in for fuel or food.

Although the program emphasizes information of particular interest to truck drivers, its reports on road conditions as well as weather have received commendation from other listeners—motorists who are aboard at those hours and people at home.

Sheriff's Praise

Sheriff L. C. Boles of Maricopa County recently wrote to the program: "While this program is designed to aid truckers and the trucking industry, it is also proving to be a splendid service to the general public..."

R. Wayne Morris, traffic engineer of the city of Phoenix, said: "I have analyzed thousands of accidents and found most accidents in Arizona are caused by two things—drink and fatigue. Due to our long distances between towns in Arizona, drivers get tired and sleepy, but now here (the Gear Jammers Jamboree) is something to keep our minds on driving during the long morning hours."

Gear Jammers Jamboree is produced by Voorhis-Morris Productions Inc., of Phoenix, whose principals are R. H. Voorhis, former general manager of KRUX Phoenix, and Charlie Morris. Both Voorhis and Morris are devoting their full time to the show, which they hope to expand into other markets. They feel it would go over as well in other communities where truckers and motorists drive at night.

And in Phoenix, it's doing phenomenally well. Recently the producers received a letter from Gladys Miller, who runs the Phoenix Truck Brokerage which handles truck loadings of all kinds.

Wrote Miss Miller: "It is amazing the results it (the program) has brought. I ask for Texas trucks; Bob gets me Texas trucks 'til I have to scream for stuff to put in them...I've had trucking companies call me from as far east as Tulsa to back-load their equipment. At least four different shippers here in Phoenix have heard, inquired, and given me business. So I can truthfully say I've had excellent returns on my investment. I signed up originally for two weeks. Now, two months later, I wouldn't think of canceling out."

Among members of the trucking industry in Arizona the KOY show is regarded as a public relations windfall.

An article in the Arizona Roadrunner, official publication of the Arizona Motor Transport Assn., praised the program for giving the trucking industry "its first—and very deserved—break in public relations with the average listener who daily enjoys the fruits of the industry's unflagging labors and devotion to duty, but knows so little of the fine story of the men-behind-the-wheel."

Page 28 • March 10, 1952
NBC last Thursday carried its talent tussle with CBS Radio and Television to the government allocations front—before the National Production Authority which doles out critical materials for station construction and alteration projects.

Joseph V. Heffernan, NBC financial vice president, told an NPA appeals board that NBC would suffer a loss of talent if it were forced out of competition with other TV networks in the Los Angeles area for lack of materials to build two studio projects at Burbank, Calif.

"If we lose talent because of the lack of studio to other networks, it could result in a swing from NBC, which has pioneered in network television," Mr. Heffernan declared.

The network executive told NPA that its failure to authorize commencement of construction and allot materials would mean "an unreasonable and third quarters would "put NBC back a year" and may mean scrapping of plans for Hollywood TV network formations for the coming fall season.

Public Interest Appeal

Mr. Heffernan appeared along with other NBC engineering and legal department officials to appeal NPA’s denial of the network’s application for materials during the quarter starting April 1. NBC proposes to build the studios, at an estimated cost of $2.7 million, on 30 acres of land at Burbank, Calif.

NBC based its appeal on the grounds that the grant would serve the public interest; that the denial is discriminatory in view of similar grants to CBS for two studio projects and to "an unreasonable and exceptional hardship" on NBC not imposed on other networks in the industry; and that Los Angeles has been designated a "critical" labor area beset with unemployment.

NBC’s presentation was highly flavored with comparisons pointing up the competitive rivalry with CBS and to a lesser degree, the other television networks. Running throughout were undertones of NBC’s bid to match CBS Television in the "squares" race for Hollywood network origination [B & T, Feb. 25].

Others in Attendance

Top government and industry executives attended. Also present were Frank M. (Scoop) Russell, NBC vice president in charge of Washington operations, and Lewis Allen, NARTB’s assistant administrator (who resigns March 31), as an observer.

NPA officials were Henry Heyman, general counsel’s office and Bernard Joseph, Electronics Division.

Talent Tug-Of-War

NBC Futs Before NPA

T. M. Boyd presided as chairman of the three-man appeals board.

Mr. Heffernan was accompanied by O. B. Hanson, NBC vice president in charge of engineering; Thomas E. Ervin, Legal Dept., and James V. M. Atkinson, a partner in the Washington law firm of Cahill, Gordon, Zachry & Reindel, which represents NBC.

Mr. Weiss delivered a compelling argument for the essentiality of radio-TV broadcast service to the nation and NBC. The former MBS-Don Lee board chairman was asked to comment as assistant administrator in charge of NBC’s Office of Civilian Requirements.

Audience Space Needed

Mr. Weiss pointed out that studios needed for TV broadcasting stations normally require seating space for audiences since talent is conduci ve to audience response.

This influence on talent is important not only to networks but also is a "persuasive" factor to advertising agencies which buy programs for their clients. He said the network’s impact losing talent is very measurable.

Commenting on NBC’s application, Mr. Weiss said that "in my judgment, considerations to this application have to be given outside of the area of ordinary concepts which motivate consideration of other manufacturing projects."

Mr. Heffernan noted that CBS Television presently has three TV studios in operation and received enough copper recently to construct another two; ABC television has five and NBC only two—thus placing NBC at a competitive disadvantage.

He made plain that he was not disparaging CBS’ reception of the recent grant, adding that "the need and importance of the medium we serve in is such that CBS should be given authorization."

But he compared materials requested by CBS with those by NBC, and said NBC has to "struggle" to secure equity for scaling down its estimates to conserve materials. NBC stated:

It is perfectly plain from the foregoing that the conservational critical materials has been the keystone of the NBC plan. It is equally plain that the CBS project has been permitted to continue on almost the same scale as if there had been no national emergency.

To allow CBS to continue on this basis and to deny NBC the right to build facilities carefully designed to meet the objectives of NAPA tends to frustrate the purposes of the NPA Program.

This penalizes NBC for having taken the time and patience to plan its project to conform with the NPA directives.

The fortuitous circumstances of an earlier start by CBS does not furnish sufficient reason for allowing its elaborate Television City to proceed while NBC is frozen out of starting two studios which have been stripped to essence the purpose of the NPA program.

If this earlier start is relied upon as the basis for approval of the CBS plan and denial of NBC’s, the result is a company which started to build before NBC’s materials had been released or even did heed the call to conserve materials. Unless this is adjudged to have a greater equity than one which did heed that call. We submit that, on balance, these equities are at least equal.

NBC’s Request

NBC requested 211 tons of steel, including 105 tons for studio; 19-979 pounds of copper with 9,900 pounds of aluminum, including 400 pounds for overhead; 3,630 pounds of bronze for the stars; 9,000 pounds of copper alloy, and it would save no materials by converting existing theatre facilities to TV.

Testifying to the NBC-CBS talent tussle, NBC stated:

This wide disparity in network studio equipment expenditure for NBC and CBS can almost extinguish competitive position. Plans are already made by sponsors and their advertising agencies for the 1952-1953 broadcast season. The best of commercial enterprises is for the next year with plans to be made final sometime between now and mid-summer. Therefore, the broadcast season begins in late September. One way or another, it has been, it is almost impossible to secure a program for the season program from the network originally projected.

A principal factor in the planning for network television program for the 1952-1953 season was whether it can be originated from Hollywood. Many of the stars of the entertainment industry who live in the Hollywood area insist upon program origination from there. Advertisers who de- sign to sponsor programs featuring those stars will do business with a network which can provide adequate Hollywood facilities. NBC has already announced that it will sponsor an outstanding program now for NBC, in which it is the one for the fall season. NBC’s consideration was the Hollywood studio facilities which NBC is not able to obtain additional facilities in Hollywood in the near future unless NBC has very strong evidence that NBC is likely in 1952 if it will be up against an extreme difficulty problem.

The denial of NBC’s application would result in a severe economic loss to NBC.

The immediate tangible loss arises from the fact that a million dollars is going to be spent in the construction of a new studio, and is going to be used for the network. It is expected that it will neither yield any return and which cannot be paid back if this project is not approved.

Even more significant however is the tangible but very formidable risk of losing critical materials, which will not be available immediately and, facilities situation is not corrected.

CBS not only has more studios in Hollywood, it is also in a better position to offer the talent and sponsors new and elaborate studio designs for television programs, with present capacity for ten programs. Because of this advantage it may be possible to persuade NBC to present a top-rated NBC program.

NABC MEET

TWO top government officials—FCC Chairman Paul A. Walker and NPA Administrator Henry H. Fowler—will be key speakers at the 30th annual NARTB convention March 30-April 2, to be held at the Conrad Hilton Hotel (formerly the Stevens), Chicago.

The new FCC chairman will address the April 2 Joint luncheon, with broadcast-television delegates and engineering delegates attending. He will speak on the April morning session on the topic, "What’s Ahead in Critical Materials?"

The two-day double-convention is broken into three major divisions—radio-TV meetings, engineering meetings and equipment-service exposition. The expositions will be held March 30, with convention business meetings starting Monday morning.

Convention arrangements are progressing to the point that D. Shouse, WLSW Cincin- nati, retiring NARTB board member and chairman of the convention committee. C. E. Arney Jr., NARTB secretary-treasurer, is handling business arrangements for the meeting. Robert K. Richards, public affairs director, is handling program arrangements. Arney and his assistant, Ella Nelson, are already at the Conrad Hilton setting up advance plans.

Chairman Walker will deliver the annual address to the convention on behalf of the FCC. Originally, ex-Chairman Wayne Hood had been booked but with his resignation in early March, the invitation was extended to Chairman Arney as his successor. Mr. Arney has been invited to address delegates during the convention.

Expect Top Figures

With the convention taking place in a Presidential campaign year, it is expected the two major parties will send top radio-TV executives. They are to take part in a Tuesday afternoon presentation.

NARTB is crowning a long list of events into the three meeting days. These include a joint NARTB-BMI board meeting Monday evening; Clear Channel Broadcast- ing Service meeting; Council on Radio Journalism; copyright committee; NARTB Television Code Review Board; BMI field men; BMH lunch for state association presidents; Radio Pioneers Dinner (Tuesday night); Engineering Confer- ence reception, Monday, 5:30 p.m.; Wednesday night’s annual in- ductee dinner.

Sunday events include the "VIP" dinner for broadcasters who toured Europe shortly after the war; informal morning meetings for key groups. MBS is not expected to hold its usual Sunday affiliates meeting but the network’s new affiliates’ committee will meet.

The Tentative Agenda Set

On March 30, at 10 a.m. in the lower lobby of the Conrad Hilton Hotel. Sunday also will be registration day, with delegates registering in the conference area.

The annual equipment show is arranged by Arthur C. Stringer, who has handled the event for more than a decade. New types of studio equipment, UHF transmitters and antennas and council on radio journalism will be among the other features.

(Continued on page 98)
**REJECT RATE CUT OFFER**

**Warms NARTSR**

RADIO stations were admonished by the National Assn. of Radio and Television Station Representatives last week to reject General Mills’ summertime announcement spot offer for [25, Feb. 25] or risk demands “for more and bigger cuts” in radio rates.

NARTSR Managing Director Murray Grabhorn said in a telegram that the General Mills “rate cut announcement deal”—a mass spot advertising plan offering stations one-half their one-time day-time rate for five announcements a day, for four of which would fall in Class A—was being “grabbed” by CBS Radio for its owned stations.

**Officials Queried**

Queries to officials of CBS Radio and of General Mills developed subsequently as to the exact status of the offer, however. A CBS Radio official said General Mills had been given a counter-offer in the form of CBS Radio’s own “summer saturation” plan available to all advertisers who want to use the owned stations. This involves the regular discounts on one-minute announcements, plus a special 16 2/3% discount for a minimum of 500 spots per station during the summer.

A General Mills executive, however, reported that he had not heard of this counter-offer and said contracts based on the GM offer were awaiting signature at CBS Radio. He declined to identify stations that have accepted the offer, but said the group, which he would disclose in a few weeks, included some ABC owned stations.

The General Mills plan is expected to be one of the subjects of the meeting of the all-radio Affiliates Committee in New York today (Monday) and Tuesday. Another is Procter & Gamble’s drive for lower rates on three of its nighttime strips on CBS Radio [25, Feb. 25], which is understood to be resisting the advertiser’s efforts and may be represented at the Affiliates Committee’s session. The Minneapolis plan of the dominant station of WTIC Hartford, also expects to appraise in some detail the present state of the radio industry, with special emphasis on research, and meeting plans for a full report on its activities to the NARTSB convention in Chicago March 31- April 2.

Mr. Grabhorn’s telegram on behalf of NARTSR urges stations to “uphold radio’s increasing value by maintaining their rate card rate in the face of the largest large scale attempt to break it down. CBS having led the network radio rate reduction parade, now for its O&O stations, grasps the General Mills, Wheaties, Knox Reeves rate announcement deal weekly.”

Mr. Grabhorn continued: “Fifty percent of the one time announcement rate day for a schedule requiring 80% of the sports in Class A time is another serious attack on radio’s rate structure. To accept is to beg for more and bigger cuts from other sources.”

“What happens to other advertisers guarantee under a specific clause in the standard 4-A advertising contract as low a rate as granted any other comfortable advertiser? To evade the spirit of such contracts through technical, or daytime or daytime announcements advertisers paying full card rates.”

“No competitive media could ever harm radio as much as certain elements of the radio industry, who should be regarded as leaders of sounder policy, have and are continuing to debase radio itself.”

**March 19-21 Sessions Omit Radio Rates**

**ANA MEET**

MAJOR advertisers will concentrate on television’s place in their media planning and buying as the National Association of Advertisers, to be held March 19-21 at The Homestead, Hot Springs, Va.

Whereas ANA focused a year ago a view of TV’s audience impact, the 1952 spring session will devote much time to broadcasting advertising.

A five-point program at the ANA meeting, one of a series of meet discussions, is based on the theme, “Television’s Place in Your Present and Future Plans.” Chairman is Leslie T. Harty, radio-TV director of Colgate-Palmolive-Peet Co. The program is the final feature of the three-day meeting.

Trends in radio and television audiences will be analyzed by C. G. Shaw, vice president of A. C. Nielsen Co., whose topic is “Plugging a Course Through the Audio-Video Smog.” An agency executive, whose name has not been announced, will show the effect of television on printed media.

**Kings United to Speak**

Going into TV’s success in selling goods as well as in keeping distribution channels aroused will be R. E. Kings, Anheuser-Busch director of advertising. Another topic will be, “Television, The Shape of Things to Come.” This discussion in which he gives advertisers an idea about TV’s future coverage and costs.

**Vic Borge**

Vic Borge, musician-comedian, will speak on the subject, “Sponsors Are A Necessary Evil.” His talk, while billed as amusing, is designed to show the problems performers have with sponsors.

A session on “Advertising and
BROADCASTING

POLITICAL CODE

LONG-AWAITED code governing conditions of sponsorship for radio-TV network coverage of the political conventions this summer was unveiled by the Democratic and Republican National Committees last week.

Terms under which both parties were announced in separate releases from committee headquarters. They conform substantially to those reported exclusively in detail earlier [B+T, Feb. 11].

The standards of practice cover sponsor approval, times for airing commercials, messages, technical standards for commercials, and disclaimers by each party as to endorsement of any advertised product.

The code was worked out by representatives of both committees and the radio-TV networks and accepted by ABC, CBS, DuMont, LBS, MBS and NBC.

Acceptance of networks' request for permission to sell broadcast coverage rights was hinged on the agreement that they would finance the construction and installation of control rooms in the International Amphitheatre and adjoining Exhibition Hall [B+T, March 5, Feb. 25].

At the outset, this point threatened to become an issue but was resolved when advertisers agreed to buy coverage over virtually all the networks. Cost will be deducted from advertisement rates, but coverage is sold and absorbed as public service expense in any cases where sponsorship is not set.

The networks requested permission for sponsored coverage on the basis of network's programming and engineering costs. None of the commercial revenue will be paid to the national committees, which were asked to consider this. The agreement on bearing of installation expense was pushed by the committees on grounds that networks are well situated with revenue to pay such costs.

The agreement was approved for the GOP committee by Chairman Guy Gabrelson; Rep. Clarence Thomas, chairman of its Radio-Press subcommittee; and McIntyre Faries, chairman of the TV-Motion Picture subcommittee. Approval for the Democratic Committee was given by Chairman Frank McKinney, on the basis of arrangements worked out by Charles Van Devanter, publicity chief, and Kenneth Fry, radio-TV director.

Text of the code:

The two major political parties have no objections to sponsorship of networked radio and television coverage of the 1952 political conventions, under the following conditions:

A. The typical disclaimer shall be approved by the political parties.

B. Commercial messages may be made only during recesses or during breaks of the actual convention proceedings.

C. Commercial messages must meet the highest standards of dignity, good taste and length specified by the conventions.

D. No commercial announcements may be made from the floor of the convention.

E. There shall be a disclaimer made at the beginning and end of each broadcast period. This disclaimer shall make perfectly clear two points: (1) that the network is sponsoring the network's coverage of the event; (2) that sponsorship by Company of the event does not imply in any manner an endorsement of the product by the political party. All commercial announcements made by the client are sponsored and delivered in such a way as to be clearly and completely separated from convention proceedings, issues and personalities.

N.B. The networks agreed to charge sponsors for special programming of any type.

ROBERT M. LAMBE (seated, 3d from l.), commercial manager, WTAG Norfolk, discusses with Norfolk advertising men the BAB radio study, "Count Your Customers." In the WTAG clients' lounge are (seated, l. to r) Waddy Ferguson and Gil Kennedy of Ferguson-Stanley Gross and Al Jacobson, all of agencies of some names. Standing (l. to r) are Ira Davidoff and Dan Goldman, Cavalier Adv.

WORK STOPPAGES

Protest WSBD Delays

PLANTS of the General Electric and Westinghouse companies, the nation's two largest electrical producers, in at least a dozen cities were affected Tuesday when thousands of demonstrators worked quit work early or caused temporary stoppages.

Protests were aimed at the Wage Stabilization Board delay in granting a 2 1/2% wage increase—based on productivity increases. Late Thursday, however, the board approved about a four-cents-per-hour hike covering some 220,000 workers of GE and Westinghouse as well as Sylvania Electric Products.

Walkouts and stoppages were organized separately by two rival unions, International Union of Electrical Workers (CIO) and United Electrical Workers (independent), which claim a collective jurisdiction over some 185,000 workers, it was reported.

NEW HAMPSHIRE primary elections Tuesday, the first measurable test of party strength for the major 1952 Presidential candidates, were slated for heavy reporting by radio and television—perhaps including TV for the first time—starting over the past weekend.

NBC sent a combined radio-TV group to the New England state for grass roots interviews of local candidates as well as film and picture of the first primary election. Its radio report from Concord, the state capital, was to be at 30 p.m. EST Sunday, with coverage to increase until election day when every regular schedule NBC newscast will feature a direct pickup from the state. Television films of vote preparations, balloting and final results will be featured on such shows as Today, Cameel News Caravan, Eleventh Hour News and Richard Harkness' Washington telecasts.

Two NBC reporters slated to give on-scene reports were George Hicke, Leon Pearson and W. W. Chapin, with Arthur Wakelee of the New York newsroom coordinating.

The network will attempt direct TV coverage via a specially installed microwave relay with self-powered antennas to be set up at Manchester and Nashua, N. H., and Arlington, Mass., to connect with the network through WBZ-TV Boston. Heavy snows and storms had hindered installations, but engineers were assigned to work until the last possible moment. If system is installed in time for live teletcasts, NBC will send two of its most powerful mobile units to originate the programs.

Mutual is dispatching a four-man team to the cities of Concord and Manchester: Hollis Seavey, Lester Smith, Everett Bickford. First MBS broadcast from the state is scheduled for 7 p.m. on election eve, to be followed at 10:30 p.m. by interviews with political leaders of the Granite State. Day-long coverage includes features on the state's first primaries during a special 4:45 p.m. program.

CBS Radio will have Grilling Bancroft and Bill Douglas in New Hampshire for on-spot reports, with Charles Ashley providing local angles to the network programs. Dallas Townsend will handle taped broadcasts and technical matters. They were scheduled to be heard in special preliminary reports at 5:30 p.m. Sunday and at 8 and 9 p.m. on Monday. On primary day, the team will again report on 8 programs throughout the day.

First CBS Radio broadcast pertaining to the vote was to be yesterday's People's Platform, when "Will New Hampshire Pick the GOP Candidate?" was slated for broadcast from WPEA, CBS affiliate in Manchester.

CBS-TV camera crews started last Wednesday accompanying all candidates or their spokesmen throughout state tours with their reports for network teletcasts from Friday through Tuesday. Initial returns and analyses of primary day were being scheduled by CBS-TV for a special program at 11:30 p.m. EST Tuesday, to be supervised, like all the network's TV coverage, by Sig Mickelson, CBS-TV director of news and public affairs.

All radio had no plans by week's end for sending special crews to the primary, but was arranging for broadcast of taped interviews made on the scene. The network television network planned films of the balloting, to be made by NBC's conf-PBS news teams, for transmission on regular news programs. Direct reports from New Hampshire are slatted for 7 and 10 p.m. Tuesday, ABC radio, and 7:30 p.m. Sunday and 12:30 a.m. Monday, for WMUR Manchester, ABC affiliate there. The network also started interviewing all programs Tuesday night for, special bulletins on the vote.

POLITICAL SALES

Myers Heads Unit

POLITICAL sales unit to handle pre-convention time sales for both radio and television to Presidential candidates and to be directed by Walter E. Myers, veteran of radio network sales department, was announced by NBC last week.

Network asserted that the unit was designed solely for the sale of time to candidates and is in no way connected with NBC radio and TV coverage of elections, to be sponsored by Philco Corp. Unit has been operating since first of last month, it was said, and will continue to function until the November elections.

Mr. Myers, who will be assisted by Craig Ramsey of TV network sales, joined NBC in 1935 after having been manager of WBZ Boston and has worked in sales capacity in every political convention since 1936.

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IRE Meet

(Continued from page 87)

for UHF impedance measurements; Kay Electric Co.—Mega sweep generator; Kingston Products Corp.—Compact UHF use; 

Ray·Mallory & Co.—Continuous tuner for VHF and UHF receivers; Polytechnic Research & Development Co.—Wideband VHF·UHF sweep generator (35-90 MHz) for laboratory use; RCA—Variety of typical UHF receiving antennas, including channel converter, UHF all-channel converter, UHF antenna lead-in wires, 60·6000·MHz wide·band transmitting tube; Standard Coll Products—62-channel tuner tunnel; Sylvania Electric Products—UHF tubes and germanium thyristors; TV·Link, San Francisco—wave converter; Workshop Associates—UHF slotted·transmitting antenna; Zenith Radio Corp.—all·channel tunnel tuner.

An NBC·RCA sound film, "Success Story," depicting the history of their experimental station K2XCA Bridgeport, was shown.

TV station construction and theatre conversion were discussed in six papers at a Tuesday afternoon symposium. New York·TV studios in New York were described by Newland F. Smith, engineer in charge of overall TV operations; J. G. Leitch, vice president and director of engineering for WCAU Philadelphia's AM, FM and TV operations, described the suburban video·radio building now under construction; and C. L. Eaton, technical supervisor of WFAA·TV Dallas, told of that station's plant and operations.

Horizontal Construction

All three TV studio buildings are of horizontal construction with provisions for delivery of scenery and props directly to the studios without size limitations imposed by elevators in vertical studio arrangements.

Mr. Dodd described elaborate precautions taken at WFAA·TV to insure film projection continuing despite all conceivable video breakdancing, explaining that when 90% to 95% of the programming on film such precautions do not seem extreme. He also reported an appreciable saving in manpower through standardization on a single size of slide for printed announcements.

Mr. Leitch said that the WCAU·TV control room equipment includes a 17·terminal to assist the director to compose and frame his pictures for home viewing.

The problem of theatre conversion, primarily one for the TV network, was described by A. A. Walsh, NBC audio·video engineer, who reported on the conversion of the Center Theatre, with a stage set more as a studio set. The public address system is employed to let actors on one side of the stage know what's going on on the other side. J. G. Leitch, chief engineer, who described re·making a motion picture house over for TV, and by Clure Owen, administrative assistant in ABC's radio and TV engineering department, who told the group of some of the problems involved in transforming the little theatre into a network TV studio.

An idea of some of the problems may be gleaned from this paragraph of Mr. Chamberlain's talk:

"When a decision has been reached that an idea or a studio is necessary for the operations, the construction and the engineering departments received the Manhattan area seeking facilities that will be satisfactory. When a potential location is chosen, lease negotiations are entered·upon and telephone companies are alerted. In the meantime, the engineering departments prepare plans covering all necessary building alterations.

"The plans must be filed with the City Building Dept. for approval before construction begins. Cost analyses are made and budget requests submitted. During this same period, preliminary negotiations are conducted with contractors, equipment manufacturers and the power and telephone companies so that all phases of the project can go forward with the receipt of all necessary permits and budget approvals. The engineering department work includes system design of the audio, intercom and video facilities.

"Lighting TV programs is much more difficult than lighting motion pictures, Emerson Fiorentino, light director of WJZ·TV New York, told a Tuesday morning symposium on audio and video problems of telecasting. In the movies, he said, close·ups are lighted one way, long shots another and usually lights are set for one camera at a time.

"In TV, camera changes are more frequent than light changes and the lights must usually be arranged so as to work satisfactorily for both programs. The cameras must always be arranged so as not to block any proposed camera moves, he said. The real tragedy of a TV light man, he noted, is that a good, clear, well·lighted picture leaves the control room and goes on the air it is at the mercy of the dial turner in the home who can ruin all best efforts by his lack and the brightness and contrast dials on his set. The movie lighter, on the other hand, knows when his work is done and can release the public sees it as he put it out.

"Also at this session, J. Ruston of DuMont reported on the results of an experimental investigation of the transient response of TV transmitter·receiver systems. J. G. Preston, ABC, described the advantages and drawbacks of measuring TV field intensities by helicopter.

J. J. Werner of Eitel McCullough discussed the new 5·kw UHF Klystron tube developed by his company. E. G. McCall and T. P. Tiatos of RCA described a 1·kw UHF TV transmitter.

Interest in color problems may be gauged by the fact that nine of the 14 papers presented at three technical sessions on television were devoted to some phase of color. Of the total of 26 papers presented, one each was prepared by W. H. Hannahs and Newman Stein of Sylvania Electric Products, described the combined use of etching and silk·screening to produce a completely "printed" TV receiver unit assembly by solder·dripping and interconnected with other stages without wire. The three·by·four·inch plates were said to be usable for most of the stages in present receivers, so this paper pointed the way to appreciable saving of critical materials.

Newest Electronic Miracle

Transistors, newest miracle of electronic science, got a double spot on the IRE convention agenda when the Monday afternoon symposium on transistor circuits did a standing·room·only business, with so many would·be attendees turned away that the session was repeated in a larger room on Thursday.

Based on a germanium crystal that can amplify any alternating current including radio waves, the transistor can perform many functions of the vacuum tube, but is infinitely smaller and requires no power for heating filaments and so uses much less current.

One of the first practical applications of transistors in an actual working machine outside the laboratories was reported by Capt. G. S. Epstein of the Army Signal Corps Engineering Labs. In a paper prepared by him together with J. A. Bush and B. S. Shellhorn.

He described and displayed a transistorized converter used with military radio·teletypewriter equipment. The new unit weighs only 10 pounds compared with about 100 pounds of ordinary equipment and uses only about 1% the current supplied by dry·cell batteries contrasted to the 175 needed by standard converters, supplied by heavy and expensive generators in mobile units.

Life of the type of transistor employed in the new converter is estimated at about seven years if it is used 24 hours a day, much longer than vacuum tube life, he said.

The transistors used in the Signal Corps converter were developed by Bell Telephone Labs. Being solid·state, they withstand vibration and shock better than vacuum tubes, Capt. Epstein stated.

Several types of circuits employing transistors were analyzed by R. F. Moore of RCA at the same session. He noted that such circuits must be carefully designed to avoid the characteristics of the transistor which are not "too uniform" as yet.

Shea Discusses Operation

Stabilization of operating points in transistor operation was discussed by R. F. Shea of General Electric Co., who concluded that the price of good stabilization in the relationship between collector current and desired operating point, and at zero emitter current is loss of power efficiency.

Two other GE engineers, V. P. Mathis and J. S. Schaffner, reported on transistor parameter measurement and transistor oscillators, respectively.

J. A. Morton, Bell Telephone Labs, discussed equivalent circuits for transistors and J. H. Felker, also of Bell Labs, presented a paper on transistor pulse circuits.

Danger signs for the new allocations in the UHF were voiced Wednesday by Kenneth Bullington of Bell Labs. In a paper on "Radio Transmission Beyond the Horizon in the 40-4000 mc Band," reporting on more than two years of tests by Bell Labs, Mr. Bullington said that UHF signals beyond the horizon were found to be "much more reliable" than the current theories of UHF propagation had led engineers to expect.

Oblique narrow beam reflections from NBC's experimental UHF TV station in Bridgeport on 555 mc were regularly received at Bar Harbor, Me. (Continued on page 31)

PICTURED HERE are five broadcast engineers who attended 10th technical television training program at RCA Victor plant, Camden, N. J. (4-T, March 3). L to r: Gerald J. Morey, WHLC New London, Conn.; Anthony Hogg, WHLN Bloomburg, Pa.; Leonard W. Haeseler, RCA Victor; Elwood Tite, WAZL Hazleton, Pa., and Theodore Kilmer, WTTM Trenton, N. J.
INTRICATE labor relations picture at Los Angeles stations KJJ-TV and KTTV (TV) cleared somewhat last week as agreements were reached in several jurisdictional disputes.

Interests of lighting employees at KJJ-TV are "more closely aligned" with those of program personnel than with technical-engineering employees at the station and should be included in a unit of the former as proposed by the International Alliance of Theatrical Stage Employees (AFL), concluded the National Labor Relations Board in a decision involving KJJ-AM-TV and three unions—IATSE, NABET and IBEW. The board ordered elections at the Don Lee radio and TV outlets.

NLRB Election

NLRB directed that engineers and technicians at Warner-owned KJJ-TV choose between the CIO's National Assn. of Broadcast Engineers & Technicians and the AFL's International Brotherhood of Electrical Workers, or neither. Balloting also will be held among lighting men, stage hands, makeup and scenic artists, prop men and others at KJJ-TV to select IATSE or NABET, or neither. Elections will be held within 30 days.

The decision represented a minor victory for IATSE which, along with Don Lee Broadcast Systems, favored inclusion of lighting men in a program unit. Both NABET and IBEW held they belong with technicians and engineering personnel. Lighting functions until recently were handled by the engineering department but transferred to programming for more effective operation.

In a similar case involving KTTV (TV), NLRB included lighting employees in the engineering unit on grounds that they worked as part of the engineering crew and under a technical director. Bargaining history also favored this decision, NLRB noted.

Also at KTTV, two unions scored victories as collective bargaining agencies in NLRB election for employees of KTTV.

IATSE won representation for workers in the program and production division by vote of 28 to 1, while NABET was defeated as bargaining representative for engineers, defeating IBEW by a vote of 40 to 34.

In the Don Lee case, the board overruled NABET's customary arguments for inclusion of lighting men with engineers. NABET has maintained that TV lighting is "inextricably part of the technical function best performed by employees with technical skills" and noted it has been performed in the past by technical help represented by NABET and that, even now, engineering employees participate in this operation.

MURRAY ARNOLD, WIP Philadelphia program director, is feted for 20-year service with the station at a dinner party given by WIP's president and general manager, Benedict Gimbel Jr. [BT, Feb. 18]. Executive of station's staff attended. They were (1 to 1) Reginaull Harris, chief engineer; Clyde Spizeman, local commercial manager; Rolf Brent, director of sales; Mr. Arnold; Jack Faber, Kitchen Kapers sales director; Mr. Gimbel; Varner Paulsen, assistant program director; Sam Serota, special events and educational director; Clifford Harris, technical supervisor, and Edward Wallis, sales promotion director.

CAPEHART PLAN

THE CAPEHART cost allowance formula for advertising and installment credit controls dominated the first round of Congressional hearings last week on legislation to extend the Defense Production Act.

The sessions got underway Tuesday, with top government agency heads testifying before stronger economic controls before the Senate Banking & Currency Committee. Sen. Burnet Maybank (D-S.C.) presided as chairman.

Flea for repeal of the Capehart amendment and for stronger credit controls was delivered by Defense Mobilizer Charles E. Wilson. William McChesney Martin Jr., chairman, Federal Reserve Board, also testified.

As backing horse for the administration, Mr. Wilson backed President Truman's demand for outright repeal of the formula permitting manufacturers to compute certain costs for advertising, selling, administration and research, and add them to the final selling price.

In a rather surprising move, Sen. Homer Capehart (R-Ind.), author of the controversial formula, indicated he may not fight against its repeal. The amendment, he reasoned, has served a salutary purpose by stabilizing prices. Moreover, he pointed out, the cutoff date for taking advantage of these benefits was July 26, 1951.

FRB Chairman Martin told the committee that, even if Congress should repeal the provision easing credit restrictions, he would not favor any measurable tightening of installment purchases. Under the present law, the board may not require more than 15% down payment and less than 18 months to pay, compared to 25% down payment and 15 months maturity before Congress eased regulations.

Chairman Maybank introduced legislation calling for a one-year extension of the act from July 1, instead of two years as favored by Mr. Truman. His suggested amendment also calls for price decontrol of certain "soft" goods and he urged the administration to devise a formula. Mr. Wilson said some decontrol is under study and felt it should be left up to OES. Radio-TV receivers are not within this category.

Mr. Wilson also told the group that:

1) The bulk of increases under the Capehart amendment are still forthcoming and will be "very costly" and urged Congress to "shut off further price hikes.

2) Weakening of present economic controls "will hurt the entire stabilization effort.

3) The threat of inflation still exists and "the threat of war is by no means ended."

The committee hopes to conclude hearings by March 21 and report a bill to the floor by March 31. Sessions last Tuesday and Thursday were based on Sen. Maybank's original bill (S 2645) to extend the controls act. A companion measure (HR 6546) pends before the House Banking & Currency Committee, with no action slated as yet.

NIT Cage Coverage

NATIONAL Invitation Tournament Basketball, being held for 13th annual time, March 8, 10, 11, 13 and 15, will be televised from Madison Square Garden by WPIX (TV) New York as part of its winter sports coverage. The Daily News station has arranged to feed pertinent coverage to WHIO (TV) Dayton and WDTV (TV) Pittsburgh, home cities of Dayton U. and Duquense, tournament participants, and other feedouts may include WHAS (TV) Louisville for the Louisville U. games. Tournament finals are March 15.

L.A. LABOR CASES

NLRB Issues Rulings

CHUNKY report of a House Select Committee, which investigated the educational and training programs administered under the GI Bill of Rights by the Veterans Administration, sharply raps VA policy on broadcast schools.

The report (HR 1736), which was being prepared for months [BT, Oct. 15, 1951], has been released.

A band of labor within the VA on definition of radio broadcasting training—whether "vocational" or "avocational"—is pointed out by the report. The examples used to back the VA's record allegedly "replete with administrative failures and malfunctioning."

Holding the committee's top attention was a reversal by the VA of its classification of broadcast schools. Where formally they were classified "vocational," an order of February, as "avocational" in nature, a veteran is prohibited from taking the course unless he submits complete justification that the courses will contribute to his vocational or occupational advancement.

CITY-TV GROUP

Set for NARTB Meet

PRESIDENT J. L. Van Volkenburg will head the CBS Television network at the 1952 convention of NARTB in Chicago at the end of this month, it was announced last week.

At one of the sessions in the Conrad Hilton Hotel, other network representatives will be Herbert C. Akerberg, vice president in charge of station relations; Merle S. Wilcox, city manager, in charge of stations and general services, and William B. Lodge, vice president in charge of engineering, who will be chairman of the convention's panel on engineering. Others are C. A. (Fritz) Snyder, national director of station relations, and Bob Wood and Bert Lowenhardt, relations department; Robert Jamieson, sales service manager, network sales; Thomas Dawson, general manager of sales; Craig Lawrence, general manager of WCBS-TV New York, and Wilbur Edwards, general manager of KNX (TV) Hollywood.

CBS-TV film sales will be represented by Fred J. Mahlstadt, director of operations; Walter Scanlon, head of exploitation and merchandising, and Charles Reeves, CBS representative. This unit will have a special room at the network hotel headquarters for a display of its films.
EXTENSION of the FM promotion campaign to all active FM areas of the nation looms as a result of three winter campaigns staged by NARTB, Radio-Television Mfrs. Assn., distributors and dealers.

Success of the drives in stimulating unit sales and the listening audience has brought requests from many parts of the country for similar promotions. Campaigns have been completed in Pennsylvania and Wisconsin and a third is under way in the District of Columbia.

Already 11 more areas have made bids for FM promotion, it is learned at NARTB last week as the association’s FM Committee reviewed progress of the winter’s developments. The committee met Wednesday under chairman, Ben Straw, WWDC-FM Washington, an NARTB board member for FM.

These requests will be discussed during the FM portion of the NARTB convention in Chicago March 31-April 2. A special FM meeting will be held Monday morning, the opening day (see convention story page 29). A proposed list of city and regional promotions will be submitted to the RTMA FM Committee, scheduled to meet in April.

Campaign Areas Listed

Among areas in which campaigns have been suggested are Upper New York State, New York City, Alabama, Illinois-Missouri-Iowa tri-state area, Pittsburgh, Chicago, and Northern Illinois, Philadelphia, San Antonio, Eastern Ohio-Western West Virginia, Boston, Massachusetts, and San Francisco.

Other areas to be considered are Columbus, Dayton, Detroit, Toledo and Richmond, Va.

May 1 was set by the NARTB committee as the tentative date for kickoff of the campaign in Upper New York State.

Attending the Wednesday meeting in Washington, besides Chairman Straw, were John H. Smith, Jr., NARTB FM director; Raymond G. Green, WFLN (FM) Philadelphia; Edward A. Wheeler, WNBZ-FM Chicago; Samuel, Ill.; Michael E. Hanna, WHCU-FM Ithaca, N. Y.; James D. Secrest, RTMA general manager-secretary; C. E. Arney Jr., NARTB secretary-treasurer.

The Washington Ad Club had a chance to know FM better at its Tuesday luncheon, devoted entirely to the D. C. promotion campaign. Speaker were Mr. Secrest and Harold E. Fellows, NARTB president.

Mr. Straw introduced the speaker. He recalled FM’s rugged postwar history and the development of a united station-manufacturer front after Mr. Fellows assumed the presidency last summer.

Mr. Secrest denied the oft-heard charge that manufacturers had formed a “dark conspiracy to throttle FM in its infancy,” explaining competition was so fierce that no two firms would ever agree to suppressing any product that could be sold.

He based postwar FM difficulties on the shift of the FM band to 88-108 mc; difficulty of manu-

facturing sets and the advent of television. He placed Washington FM penetration at 97% for AM, 80% for TV and 35% for FM, adding that sales of radio sets continue to exceed sales of TV receivers. Radio will always excel in certain types of programming, he predicted.

Mr. Fellows reminded that FM recouped little attention until the FCC granted a war and postwar boost that brought hundreds of station applications and along with them some subsequent disillusionment.

With over 8½ million set sales, he said, it has been established that radio and television can function side-by-side. Radio is holding and in some cases increasing its audience listenership as TV continues to grow, he said, with FM multiplying its audience as a medium communicating in AM coverage and creating specific markets.

New Frequency Test

USING a new technique developed by amateurs, it will be possible to state definitely, following a momentary test, whether two-way radio communications driven by any radio frequency to any location within several thousand miles will be strong, weak or impossible. The experimental device which confirmed this technique was conceived and made by Oswald G. Villard Jr., and Allen M. Peterson, Stanford, Calif., both amateur radio operators. Ameri- can Radio Relay League, West Hartford, Conn., said that this “scatter sounding” technique prove continually reliable, its use in both commercial and amateur radio will possibly revolutionize present day propagation methods.

Story of test appears in current issue of QST, unit ARRL, journal. Five frequencies are available for use with this link, selling at $1,500.

Application of printed circuit techniques to microwave transmission systems, effecting great reductions in size and weight and cost, was described in a paper by D. D. Greig and H. Engelmann of Federal Telecommunications Labs. One unit displayed by Mr. Greig which weighed only a fraction of an ounce and can be made for a few cents can replace, he said, a 15-pound piece of equipment costing $500 to $750. Usable in place of coaxial cable for studio-to-transmitter links and for microwave relays, the system described utilizes a single wire supported above a ground plane in place of the coaxial line or wave-

guide, the image of the wire in the ground plane giving the effect of a parallel wire system.
WHO ACCLAIMED NATION’S BEST
RADIO NEWS OPERATION IN 1951!

NATIONAL ASSOCIATION OF RADIO
NEWS DIRECTORS MAKE AWARD AT
ANNUAL CONVENTION IN CHICAGO

Shelley and Veteran Staff Praised

Des Moines, Iowa (Nov. 18)—This city’s famous 50,000-watt Station WHO, has been awarded one of the broadcasting industry’s most coveted prizes — the 1951 Distinguished Achievement Award for Radio News, sponsored by the National Association of Radio News Directors. The presentation was made on November 17 at the NARNP’s Annual Convention in Chicago.

In making the award, Baskett Mose, chairman of the judges’ committee, said “...we are happy to announce tonight that radio station WHO, Des Moines, Iowa, was selected as the outstanding radio news operation in the United States for 1951. ... The committee felt that special recognition should be given to News Director Jack Shelley and his very fine and veteran news staff”.

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

The WHO News Bureau has an impressive physical plant: seven leased-wire machines; a portable battery-operated tape recorder; a telephone recorder; three short-wave monitors for state and city police and fire department broadcasts; a number of subscription services; and a library which includes several specialized news encyclopedias.

The seven leased-wire machines include two Associated Press, two United Press and three International News Service machines. This is by far the greatest number of leased-wire machines servicing any radio station in this section of the country, and exceeds the leased-wire service available to many of the country’s leading daily newspapers. Only two of the seven machines are "radio" wires — the other five bring in detailed stories known as "press" wire service. Press wire service gives lengthy accounts and the three news services bring in three different versions of the big stories around the world. This necessitates constant boiling down, rewriting and sifting of details, playing up news of local interest — all tailored to fit a split-second time period.

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewrite and broadcasters, all of whom are born on the air. The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 85 years’ experience with WHO. Five of the News Bureau staff have been with WHO ten or more years.

In addition to the regular full-time staff, the WHO News Bureau maintains a staff of 75 correspondents — part-time reporters — throughout Iowa and in Southern Minnesota and Northern Missouri, heavy WHO listening areas.

TELEPHONE USED EXTENSIVELY

The WHO News Bureau uses the local and long-distance telephone extensively to supplement and verify the regular news services’ coverage. Staff members check directly with police officers and hospitals each morning to get accident reports and accident victims’ conditions which may have changed since the late night news reports. In many instances, the leased-wire services do not clear this type of information until too late for a 7:30 a.m. — or even an 8:45 a.m. — newscast. Telephone checks also minimize the possibility of loss of news when events take place in remote areas, distant from a news service reporter.

STAFF WORKS TWO-shifts

The WHO News Bureau maintains a morning and a night shift. There is a certain amount of specialization within each shift in that one man may be assigned Washington and foreign news, Iowa news, and a third miscellaneous human-interest stories. Whatever the assignment, the reporter stays on it for an indefinite period, building up a background for that specific job, and becoming a specialized reporter on that shift. Each shift writes its news differently for the men who will be airing it.

$100,000 ANNUAL BUDGET

To operate its award-winning News Bureau and to provide Iowa-Plus listeners with unexcelled news coverage, WHO spends more than $100,000 annually. This figure is believed to be one of the highest figures in the Nation.

PUBLIC SERVICE EXTRAS

In addition to its regular news services, the WHO News Bureau provides its listeners with a variety of public-service extras. These include free announcements regarding public and private meetings during periods of extreme weather conditions, up-to-date reports on road and weather conditions and emergency calls on newscasts to locate families or members of families who are traveling or are visiting away from home, etc. The News Bureau has also developed a system whereby a copy of each newscast mailed to an Iowa serviceman is sent to the next of kin. This service has required the cooperation of local postmasters and local postmen because of the lack of a street address or the name of the next of kin. Management at WHO considers the public-service aspect . . . the many extra "little things" that WHO does for its listening public . . . to be the difference between a routine news operation and one that is contributing to the welfare of the community. This — then — is the difference between a good news operation and the "Best Radio News Operation in the United States".

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO’s News Service is only one of many reasons why WHO is Iowa’s greatest advertising value. The 1951 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters.

+ WHO for Iowa Plus! +
DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives
APRIL 1 QUOTAS
Less Steel, More Copper

LOWER quotas of steel and aluminum and larger quota of copper to be allocated to radio-TV set manufacturers starting April 1 were announced by the National Production Authority last Wednesday.

The allotments are based on percentage rates announced by the agency last month. They provide for 30%, 55%, and 12.5% of base-period usage for copper brass, copper wire and copper foundry materials, respectively, plus 50% for both aluminum and carbon steel [Feb. 16].

The quotas reflect cutbacks in steel and aluminum for the second quarter. They apply to producers of household radio receivers, TV sets, commercial recording discs, phonograph equipment and automobile antennas.

At the same time NPA Administrator Henry B. Fowler told a news conference that additional residual supplies of copper and aluminum will be made available to radio-TV set manufacturers for critical applications. Similar provision was made for sheet steel. Manufacturers may take advantage of these materials under the removal of the restriction on steel that permitted its use only where no additional supplies of copper and aluminum were needed.

An aluminum shortage was seen as easing with announcement by Defense Production Administrator Manly Fieischmann that an agreement with Canada is under study. The pact would clear the way for an annual import of 300,000 tons over a five-year period.

Here is the breakdown on controlled materials for second-quarter radio-TV set allocations compared to January-March:

- Carbon steel—16,855 tons compared to 18,800 tons in first quarter: alloy steel—41 tons as against 34 tons; copper brass—12.6%, lead and zinc prices—49.1 pounds; copper wire—1,256,975 pounds; aluminum—17,327 pounds; foundry—10,000 pounds to 2,336; and coppers—309,289 pounds. Radio hardware (castings, knobs, etc.) remainder.

In the case of materials cutbacks, NPA pointed out, manufacturers of radio and television receivers and other consumer goods have shown an ability to maintain an output through conservation and substitution measures.

Langfitt Cited
KMA Shenandoah, Iowa’s farm service director, Merrill J. Langfitt, got a boost on the Senate floor last Monday. Sen. Andrew F. Schoeppeil (R-Ark.) cited Mr. Langfitt for sending an appeal to Gen. Lewis B. Hershey, director of Selective Service, on an acute shortage of farm labor—“we frequently assist in placing farm labor at our radio station, but there is none to place down.” The Senator said he hoped that Gen. Hershey “may see his way clear to permit a greater flexibility in regard to the deferment of farm laborers.”

CHUB MANAGEMENT
Sister, Brother Operating

Mrs. Hasell: WEALTH of many years of experience in Canadian radio is the proud claim of a sister-brother team now operating CHUB in Winnipeg, B.C.

Mr. Rudd: For seven years with CKNW New Westminster, and her brother, Charles J. Rudd, former partner-manager of CJAV Port Alberni, assumed management March 1.

Mr. Rudd is manager while his sister is in charge of national sales and public relations.

CHUB, 1 kw on 1870, has been operating since 1949. It is located on Vancouver Island, 9° hours by boat from the city of Vancouver on the mainland.

“Today, for the first time since we both began radio, we are realizing a dream of many years standing,” said Mrs. Hasell.

AUDIO & VIDEO NAMED
Agent for M. B. Paul Co. Sets

MRS. SHEILA Hasell, 76, of Winnipeg, has been appointed exclusive agent in the area east of the Mississippi for M. B. Paul Co., creator of one-piece translucent backdrops, Russell O. Hudson, Audio & Video vice president, has announced.

Backdrops are described as large “photo enlargements processed through a patented technique onto a sturdy, seamless material and suspended in wheel-mounted aluminum frames.” They are pigmented on the back surface so that when lighted from the front they seconds to one minute in white and with rear lighting they become full color “sets.” M. B. Paul backdrops have been used by leading motion picture companies for several years and are now offering the same service to television.

BROADCASTING • Telecasting

April 1 Quotas

ESSO Standard Oil Co. has celebrated its 13th anniversary on WSYR Syracuse. The company district manager, V. S. Norton II, announced the 13th year of service with a half hour news show from E. R. Vadeboncoeur (third from left), vice president-general manager of WSYR. Looking on are Floyd Otteway (second from left), staff announcer, and William Y. Rothum (r), program director. Company sponsors Your Eso Reporter over WSYR twice daily. Transcription was recording of “The Thirteen Years” a roundup of top news events broadcast by Eso-sponsored news programs since 1939.

MEASUREMENT of the car radio audience in Indianapolis and its presentation as a plus for advertisers has had “more effect than any other sales weapon” for WLW, 1 kw independent daytime there.

The car radio audience, “heretofore unknown and unmeasured,” is offered as a bonus to prospective buyers of WLW time, backed by a companion study which reveals accurate statistical data on the time Indiansapolis residents go to and return from work. Both surveys were conducted by the station staff under direction of General Manager Robert D. Enoch.

Bonus Audience

Advertisers, without additional cost, get the bonus audience traveling in cars, and, in the opinion of Mr. Enoch, “can now influence immediate sales and promotional effectiveness by setting radio schedules, timed to catch the automobile listening audience, while it is in motion, on its way to shop.”

The initial study of radio as a “driving force” points out that radio “too long has been considered and measured as an in-home occupation.”

Mr. Enoch and his staff, to get a sampling of radio listening in Indianapolis, correlated factual population statistics with specific tuning habits. In the county, for example, there are 501,777 residents in 118,235 homes, of which 97.5% are equipped with radio. More than 145,249 pleasure cars are registered for Marion County, where the city is located.

Putting researchers to work on a sampling of 1,400 cars in the county, it was found that 77.2% of the pleasure cars had radios.

Results were compiled from personal research conducted at a garage in downtown Indianapolis for six days, not including Sunday. Cars were checked easily, as keys were left in them, and percentage of tune-ins to each station were recorded by turning on the radio. The garage was chosen because it was new and therefore “less subject to driving and parking habits;” it was located near the downtown area, and the garage was patronized primarily by shoppers.

Of the 1,400 cars surveyed during the six-day period, 10.6% were in and not out of state; 22.8% did not have radio; 18.4% did not have radios tuned in; of 2.8% the radios were out of order, and 55.2% were tuned to Indianapolis stations.

The corollary study released by WLW, entitled “Operations Broadcaster,” traced the work and travel habits of most residents. It disclosed that 68% of the working people in the industrialized market reported to work by 8 a.m., awakening at 6:30 a.m. Of the 308,000 employed persons in the area, 87,400 use the Indianapolis Street Railway System transportation with the remainder, some 217,600 persons, driving. An average of at least 30 minutes on route to and from work each day was found.

DENVER Ad Club presented KOA that city with an “ad of the year” award for transit advertising promoting the Public Service Co. of Colorado musical show heard over the station.

AUTO LISTENING CHECKED BY WXLW
Indianapolis Independent Notes Plus Audience

DENVER Ad Club presented KOA that city with an “ad of the year” award for transit advertising promoting the Public Service Co. of Colorado musical show heard over the station.
Let's hear the eagle scream!

We like to talk to advertisers who squeeze every dollar till the eagle screams! Because on WITH every dollar you spend works hard to produce low cost results.

And you don’t need many dollars to do a BIG job! WITH’s rates are low—and WITH’s audience is big—big and responsive. A small appropriation goes a long way on WITH.

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.

Just ask your Forjoe man to give you the whole WITH story.
new high-efficiency UHF transmitting tube are among the equipment items.

In addressing the convention on behalf of NFA, Administrator Fowler addresses Allen Weis, who is resigning his post as assistant administrator in charge of the NFA Office of Civilian Requirements.

The convention business agenda opens Monday morning with simultaneous TV and FM meetings. TV meetings will elect an entirely new TV board of directors. A noon "Roaring Twenties Buffet" luncheon will be held in the exposition hall with a special entertainment program in the making. The afternoon includes a call to order by Chairman Shouse, remarks by President Harold E. Fellows and a full day of public of Broadcast Advertising Bureau programming.

Only NARTB members may attend convention meetings, aside from a mixer session which is open to all broadcasters. The exhibits and reception rooms of service and related firms are limited to NARTB Associate members. These restrictions were ordered by the NARTB board at its February meeting.

Tuesday includes the "Signs of the Times" meeting in the morning; luncheon address by President Fellows; afternoon series of workshop sessions on merchandising, policy and management.

Wednesday is television day, with TV operators staging a "Confession Session" for the benefit of broadcasters. Chairman Walker's luncheon talk will be followed by afternoon meetings on the TV code and the problem of radio-TV coverage by public hearing.

Friday will feature the noon-speech Wednesday night banquet. Carl Haverlin, BMI president, is chairman of the banquet entertainment.

The Monday morning FM meeting is open, voting trust certificates. Upon completion of the transaction, Mid-Continent will dispose of its present radio station, WTCN.

"Both WCCO and WTCN-TV are highly successful operations and outstanding in their service to listeners and viewers in the northwest. No changes are contemplated in the staffs who have contributed so largely to the success of these stations, and they will continue to be operated in accordance with their past policies." Fowler.

There was no official statement on the KQV stock purchase, though it was promptly confirmed by both CBS and stations officials.

"Both WJZ-TV and KTBC-TV operate on Channel 4 with effective radiated power of 17.9 kw visual and 0.3 kw aural. It is an affiliate of ABC-TV, CBS-TV, and DuMont TV, with hours of operation given as 6-1 a.m.

KQV's TV application, one of seven currently on file from Pittsburgh, is for Channel 8.

NARTB Meeting Agenda

March 31

9:30 a.m.-Television Business Session, including:
1. Election of Board Members
2. Report by Television Director
3. Discussion of Management problems (a panel).
9:30 a.m.-FM Business Session, including:
1. Report on FM Promotion
2. Plans for future
3. Report by FM Director.
12 noon-Roaring Twenties Buffet (Exhibition Hall).
12 noon-Call-to-Order (Grand Ballroom). James D. Shouse, WLTW Cincinnati, chairman, Convention Committee; President Harold E. Fellows, NARTB.
2 p.m.-Broadcast Advertising Bureau.

TUESDAY, APRIL 1

9:30 a.m.-General Session, "Signs of the Times."
9:45 a.m.-Address: What's Ahead in Business Committee
10:15 a.m.-Address: What's Ahead In Legislation
11:10 a.m.-Floor Discussion.
12 noon-Adjournment.
12 noon-Luncheon (Grand Ballroom).
1:30 p.m.-Address: Harold E. Fellows, President, NARTB.

Workshop Sessions
2:30-3:45 p.m.—To be announced
2:30 p.m.—Politics in '53
4:30-5:30 p.m.—Management—Is Yours Good?—To be announced.

WEDNESDAY, APRIL 2

9:30 a.m.-General Session (Grand Ballroom): "Confession Session." A panel of "veteran" broadcasters tell about operating problems—sales, promotion, rates, wages, programming, construction.
12 noon-Adjournment.
12:30 p.m.—Luncheon (Grand Ballroom).
1:30 p.m.—Special Feature: 1951-52 Voice of Democracy Window.
1:35 p.m.—Address by Hon. Paul A. Walker, Chairman, FCC.

Workshop Sessions
4:30-5:30 p.m.—Public Hearings—Are they open to the public through radio and television?
FROM TRUSCON

guyed or self-supporting... tapered or uniform in cross-section...
steel towers for every broadcasting purpose

Take advantage of the great fund of experience which Truscon has acquired in the steel tower field for every broadcasting purpose.

Truscon engineering has encountered and solved many types of problems in tower design and construction. Truscon manufacturing facilities are precise and efficient, assuring economical installation.

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

Truscon® Steel Company, 1074 Albert St.
Youngstown 1, Ohio
Subsidiary of Republic Steel Corp.
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?
EVE R DREAM OF SPENDING A MILLION DOLLARS?

Then consider this:

If you had started on January 1 in the year 1236—two hundred fifty-six years before Columbus discovered America—and spent ONE MILLION DOLLARS EVERY DAY throughout that year...

...and if you had continued to spend ONE MILLION DOLLARS EVERY DAY of every year in the 716 years that have elapsed since that time...

...it would still take you until May 8, 1953, to spend as much money as the U. S. Government has collected in taxes since World War II ended.

That's what the 262 billion tax dollars—which your Federal Government has collected and spent in the period from August, 1945, to January, 1952—amounts to.

That's why $1.00 out of every $5.00 you've earned in the last 63½ years has gone for Federal taxes.*

That's why $1.00 out of every $4.00 you'll earn this year is earmarked for Federal taxes.*

*This is in addition to the State, County and Local taxes you pay—including your State gasoline tax.

UNION OIL COMPANY OF CALIFORNIA
Manufacturers of Royal Triton, the amazing purple motor oil
KEFAUVER'S POLICIES ON RADIO-TELEVISION

- Equal access with the press
- Maximum flow of news from government
- Regulation by Jeffersonian principles

By DAVE BERLYN

SEN. ESTES KEFAUVER believes the flow of government information to the public should be screened by an independently created board which would include representatives of the radio-TV industry and the press.

The Senator thus openly challenged President Truman's security order on information, in an exclusive report to Broadcasting 

Whistle-Stop Campaign in Your Own Parlor?

SEPT. KEFAUVER (*) as he conducted crime inquiry in New York into gambling operations. Frank Costello (1) refused to have his face televised.

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sent information from the Federal Communications Commission (FCC) to the press. Sen. Kefauver believes the agency could be concerned only if certain information of its proceedings is judged of interest to the enemy. The board in turn would be responsible for its clearance or its being withheld from news media and to the public.

In other words, the actual decision on whether non-military information should be withheld from the American public would be made by an impartial agency and not by the bureaus, department, or commission itself, the Senator explained.

The latter statement clashes against President Truman's directive which in effect would leave the broadcast media and the press with no avenue of appeal or a means by which they could evaluate censorship action by government bureaus or bureaucrats.

He's Hop to Broadcasting

Estes Kefauver, the junior Senator from Tennessee, who has spent less than four years in the upper chamber and whose cooskin is in the Presidential ring largely because its wearer chaired the Senate Crime Committee uncovering corruption in low and high places, is highly conscious of the broadcast media.

There can be little doubt that he is aware that television is effective not only in bringing to light the rotten apple in a bushel but also in enhancing the popularity of aspiring Presidential candidates.

The Senator, like Sen. Robert A. Taft (R-Ohio), contender for the GOP nomination whose views on radio and television were outlined previously in this publication [B.*, Feb. 4], has not been active in the Senate on matters of federal regulation of the broadcast industry. He resorts to his personal convictions to explain how he stands on this subject. His comment:

"The function of Government, according to our American philosophy as first stated by Jefferson, is first to prevent people from injuring one another and secondly to insure a certain degree of equality of opportunity in enjoying the basic rights granted to the people of the nation by the Constitution among them, of course, freedom of speech and freedom of the press.

The regulation of the TV and radio industry should be based on these two considerations, and the additional factor that a uniformity of technical standards is clearly in the public interest.

Sen. Kefauver, who headed the crime committee from May 3, 1950 to the summer of 1951, trod an unusually enlightened path when confronted with critics—both witnesses themselves and members of the legal profession—who blamed TV primarily and radio, incidentally, for violating the rights of those who testified.

The Senator then defended the media as channels of news dissemination for the public. Of this stand taken in his early experience with the media, the Senator says: "It is unchanged. I still think TV is entitled to the same treatment accorded other means of communication."

Last August, as a result of the Big TV Debate in Congress and in lawyers' circles, Sen. Kefauver joined in the introduction of a resolution in the Senate to give Congress a "Code of Conduct" for its committees. Perhaps it has taken on additional significance in view of the ban on broadcast media in House committees by Speaker Sam Rayburn (D-Tex.).

Sen. Kefauver, who identifies himself as chief sponsor of that (Continued on page 85)
want
to meet
more
national
advertisers?

...at the time they are considering your market and how best to cover it?

All year 'round thousands of national advertisers consult CONSUMER MARKETS. Here is a busy traffic point where you can "meet more national advertisers." Here your Service-Ad can interpret the facts about your market; tell how your station serves your trading area.

Look at it this way—nobody, except perhaps an occasional college professor, ever opens a copy of CONSUMER MARKETS just for the sake of assembling statistics. Nearly everybody who uses CM is interested in markets for a specific product; and has an interest in how best to cover each market.

Your Service-Ad next to the data on your market encounters: Sales Managers working up market plans; Advertising Managers originating or revising campaigns; Account Executives drafting proposals or defending those they have already made; Research Directors making comparative market studies; Media men planning and preparing lists.

More than 450 separate media placed Service-Ads in the 1951-52 edition of CM to help their prospects make better use of the market facts it contains.

A Service-Ad like this takes advantage of an important fact—CONSUMER MARKETS is used continuously by men seeking market information...and always with the underlying purpose of finding the best way to reach the right people in the markets they select.

how national advertisers use CM

Assistant Research Director, Large Advertising Agency: "I would say that the principal use we make of CONSUMER MARKETS is in connection with our test market work, of which we do a good deal. An important stage in these tests is the determination of typical towns in which the tests will be conducted, and also to define the areas that we would want to use or would consider using from a research point of view."

Account Executive, Large Advertising Agency: "CONSUMER MARKETS is a terrific book. I was in the Media Department before I became an account executive, and I used it constantly. It combines all the information about a market, in capsule form, that I would normally have to go to several sources for. It is a wonderful handbook to have around."

Media Buyer, Medium-to-Large Advertising Agency: "I have found the maps in CONSUMER MARKETS extremely useful; it is the only source I know of where the maps are set up in so helpful a form."

Market Research Analyst, Medium-Sized Advertising Agency: "Our clients expect us to spend their money where it does the most good, so we concentrate the advertising in those regions which have a good potential. We use CONSUMER MARKETS for the breakdown of markets for the retail sales potentials, and if the client asks us to justify our selection of regions, we refer him to the statistical information that CM gives us."
Leap Year Test

NORTH DAKOTA Broadcasting Co. celebrated Leap Year Day Feb. 29 by turning over staff and management positions on KSBJ Jamestown and KCJB Minot to women. As distaff became staff, the CBS affiliates reported their guster as a test of women's oft-repeated claim: "Anything he can do, I can do better."

'MRS. AMERICA'

Local Franchises Are Open

AVAILABILITY of local franchises for radio-TV promotion of the 14th annual "Mrs. America" contest to be held at Asbury Park, N.J., Sept. 7, 1952, has been announced by Bert Nevins, managing director of Mrs. America Inc., New York.

Franchises carry sponsor tie-ins and promotion matter for local publicity over a 13 or 22-week campaign prior to the national competition. If sold to local or national sponsor, franchise fee is one-quarter the station's time rate. If the station uses package as a sustainer, it may receive franchise for $100 covering cost of scripts and other material.

Stations desiring to apply for an exclusive franchise should contact Mrs. America Inc., 162 W. 42d St., New York. If a station takes package as sustainer and later sells to a sponsor, it will be billed for franchise according to rate charged the sponsor. Usual 10-day option will not be given this year, Mr. Nevins said.

Short Cut To Finding New Radio Advertisers?

Yes, if your sales staff is given a little assistance.

You and 2,407 other AM stations and 635 FM stations know that a whale of a lot of money comes to your cash register from so-called "Small Folk" and regional advertisers. What you may not know is that the one, two, or five men who make the final decision to continue their present schedules with you, or who may be debating whether to use your station now or later, are readers of Printers' Ink. They are part of our 23,475 paid subscribers. They read Printers' Ink every week, they file it, they use it to check their own ideas before they decide about any schedule or selection of media.

Recently one of our friends asked us for a breakdown of the "big ones," those who spend tens of thousands or millions on radio. Here is what we discovered. About 20% advertisers account for 40% of the dollars spent in the national field. And another 2,000 account for 56% of the total dollars spent.

Now in this latter group are hundreds of prospects for your station—regular readers and subscribers of Printers' Ink. Your own representatives can easily handle the 200 group, but some times the small fellows and regional advertisers have to figure things out by themselves.

And that's where Printers' Ink provides a short cut to getting your story to them right in their own office or home. (Naturally we go Bob Kenyon to those 200, too.)

Like you, we know the value of continuity. So, this recommendation is offered. Take a good look at your promotion budget. Then set aside a modest appropriation for Printers' Ink, 1/6 of a page each week or a full page if you like.

Tell our 23,475 subscribers what's going on in YOUR MARKET. Give them the highlights of some successful local or regional campaign that has run, or is now in its 5th or 10th year. Point out to our readers the reason why you believe that your station can and will deliver two definite things: (A) the holding of their present customers, and (B) the opportunity to extend their distribution in YOUR MARKET. Pin it right down to your own operation.

If put to a vote, we believe your salesmen will O.K. this suggestion. How can we help you? Wire, write or phone and one of our staff will be ready to go to work with you.

ROBERT E. KENYON, JR. ADVERTISING DIRECTOR

On the dotted line...

JACK GIBBS, northern Ohio sls. prom. mgr., Westinghouse, signs 13-week pact for 10 half-hours weekly on WSRS Cleveland. Reflecting pleasure are (l to r) Sally Price, WSRS acct. exec.; Jack Kelly, WSRS sls. mgr. and Leonard Axelband, pres., Axelband & Brown & Gardner Adv., Cleveland.

MARK BELTAIRE (at mike), airs news over WXZD Detroit from Detroit Free Press city room. Watching are (l to r) Harry Betteridge, pres., Betteridge & Co., agency; John Shikony, pres., Detroit-Plymouth Dealers Assn. of Metropolitan Detroit, news cast sponsor; Hal Neal, WXZD asst. radio sls. mgr. Program began Feb. 11.

ROBERT O. THOMAS, W. A. Sheaffer Pen Co. public relations dir., signs 52-week pact for newscasts over KXGI Fort Madison, Iowa, Greg Rouleau, KXGI gen. mgr., is witness.


C. D. LEON (seated), pres., Leon Drive-In Theatres, Texas chain, signs for half-hour show three weekly over KRLD Dallas. Standing (l to r) are Harold Goodman, theatres' adv.-public relation dir. and program m. c.; W. A. Roberts, KRLD asst. gen. mgr.; G. S. Hill, theatres' gen. mgr.; Gerald Cullinan, Moneey-Cullinan agency, and Tom Gibson, KRLD sls. rep.

MARVIN LOHMAN (c), Arizona mgr. for Arden Farms, signs 52-week pact with KOOL Phoenix for Mon.-Fri. 25-minute show. KOOL executives present are Charles Garland (l), gen. mgr., and George Agnew, com'11 m. Show, Arden-Airs, features concert music.
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NOT MUCH TIME LEFT

...what they’ll do in the future.

You present: But—just don’t wait until it’s too late!

...you preferred, but—just don’t wait until it’s too late!

TRENDS IN the broadcast over the past three years.

TRENDS IN the broadcast over the past three years.

TELECASTING • BROADCASTING

If you are the owner of an agency or station

...whether you’re an advertiser, agency man, or station operator.

FACTS THAT ARE VITAL TO YOU, TOO

...can help make their task far easier because of the essence.

A PICTURE ISSUE OF BROADCASTING • TELECASTING

...to think through during the year ahead. The review

AT JUST ONE PERSON...
REPORT TO CAB
Allard Reviews Progress

PUBLIC relations, civil defense, copyright and future plans features the annual report of J. T. Allard, general manager of the Canadian Assn. of Broadcasters to the membership. The report was released to CAB members prior to annual CAB meeting to be held at the Royal York Hotel, Toronto, March 24-27.

In discussing the case for private broadcasting, Mr. Allard stated privately owned broadcasting and advertising will always be open to attack, particularly by uninformed groups or groups with certain specific purposes in mind. He reviewed the work of the CAB in the past year in answering such attacks.

A large number of booklets and pamphlets were distributed by the CAB to daily and weekly newspapers, public and university libraries, professional people and club leaders throughout Canada, as well as members of provincial and federal parliaments, municipal bodies, farm and labor groups, he said.

Freedom of Speech

Mr. Allard reported that "a discussion on the basic issues of freedom of speech with the Dept. of External Affairs in Ottawa produced widespread comment in Canadian, U. S. and overseas publications. This single point did more to dramatize the need for basic guarantees of freedom of speech to Canadian broadcasting than any other single incident in Canadian history.

"Broadcasting is now dealing with the real and fundamental issue that broadcasting is publication. Some publications are produced by a mechanical press; broadcasting is an electronic press. The same guarantee of liberty and freedom of speech must apply in all cases. Broadcasting must have liberty to operate with equitable tenure under and within the framework of the law of the land, just as all forms of publication do."

Mr. Allard reviewed CAB finances and reported that membership at Dec. 31, 1951, numbered 102 members and 28 associated members. Since then membership has been increased by five new associate members. Membership is now 75% of all Canadian independent broadcasting stations.

He reported in detail on the CAB presentation to the Parliamentary Radio Committee and the Canadian Copyright Appeal Board. The latter report is still to be handed down. He gave a list of a large number of Canadian association meetings at which the CAB had representatives or gave presentations.

In connection with civil defense he reported every effort has been made by the CAB to have the Canadian government announce a clear-cut policy for handling broadcasts in the event of hostilities or other emergency.

He reported that CAB's radio bureau at Ottawa "is the best and most effective public service and public relations device ever conceived by privately owned broadcasting anywhere. Enthusiasm for it among members of Parliament is constantly increasing and public acceptance is growing. During the year a new recording technique was devised which has enabled us to reduce costs and improve quality. During 1952 a new inter-session technique will be experimented with."

Mr. Allard reported on the CAB's cooperation with Broadcast Music Inc. plan to encourage interest in books and reading, particularly among teen-agers. He also explained CAB's scholarships to the Ryerson Institute of Technology at Toronto and the Canadian Radio Awards Committee.

In connection with unattended transmitter operation, he announced a meeting with the Dept. of Transport at Ottawa on March 28 at which CAB will present its views. George Chandler, CJOR Vancouver, chairman of the CAB technical committee, will represent the association.

Future projects announced include plans for appointments of a standard accounting committee, a procedures manual committee, committees to work on personnel selection and standard forms. CAB financial report showed revenues almost equal to expenditures despite unexpected outlays on copyright and Parliamentary Radio Committee hearings.

CAB to Consider Reports

SPARKED by a resolution at the recent annual meeting of the British Columbia Assn. of Broadcasters, the subject of national program ratings is expected to be a major topic at closed business sessions of the forthcoming 28th annual meeting of the Canadian Assn. of Broadcasters at Toronto, March 24-27.

The BCAB resolution asked the various rating services to show the broadcasters their background material which has resulted in such varied rating reports in the Vancouver area. It is understood that Penn, McLeod & Assoc., Toronto, already has offered to make available its work sheets and other data.

Meanwhile, a committee has been named to judge the entries for the John J. Gillin Jr. Memorial Award to be presented to the Canadian station which has done the best public service job in 1951. Presentation is to be made at the annual dinner March 26 at the Royal York Hotel. Members of the committee, all from Ottawa, are Jean Richard, member of Canadian Parliamentary Radio Committee and Liberal Member of Parliament for Ottawa East; Gordon Gowling Ottawa lawyer, and Mrs. Bernard Alexander, president of Ottawa Women's Canadian Club.

Lt. Col. John Y. Erickson
Divisional Commander
The Salvation Army

"Thank Heaven for people like KLZ!"

Lt. Col. John Y. Erickson of Denver's Salvation Army says, "Thank Heaven for people like KLZ. The weekly KLZ Salvation Army broadcasts are a blessing in helping carry out our work."

KLZ contributes time every Sunday for the Salvation Army programs. In addition, all faiths participate in the station's full hour Sunday morning church hour series. By withholding such times from sale, KLZ insures complete religious public service programming for its listeners.
Monday, M

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A STATEMENT IN BLACK AND WHITE
May 5, 1952, Lang-Worth will begin servicing additional station affiliates with one solid hour of programming -- Show Tunes and Pop Concert music 5 days a week, every week in the year -- in addition to the regularly scheduled, outstanding, specially-slanted production shows. This is just one of the many reasons why Lang-Worth is by its subscribers as the most progressive PROGRAM service in the radio world.

LANG-WORTH feature programs, inc.

113 West 57th Street, New York 19, N. Y.

Canadian Sales Representative

S. W. CALDWELL, LTD., 150 Simcoe Street, Toronto

March 10, 1952 • Page 49
Let Voters Decide

MORE AND MORE it becomes apparent that the rational legislators who oppose the broadcasting of legislative hearings are not really objecting to radio and television at all. What they are objecting to—and with cause—is the behavior of their colleagues. They object to the Roman circus-Spanish Inquisition incidents that have occasionally arisen in committee hearings. They do not wish either to see an increase in such incidents or enlarge the audiences that can witness them. In their view, broadcasting will do both.

While we certainly cannot quarrel with their admirable purpose of eliminating, or, to be more realistic, of eliminating acts of intemperate legislators, we must say that the way the anti-broadcasting members of Cong are going about it guarantees no immediate achievement. Indeed, their choice of method may only delay indefinitely either the correction of Congressmen's bad conduct or the admission of two qualified media of information into places where they have every fundamental right to go.

In shutting off radio and television, those who seek the needed procedural reforms in House and Senate hearings are arbitrarily eliminating two of the most useful tools they could have for their work. Television particularly could create a public reaction against demagogy in Congress, especially if it were employed frequently enough so that the novelty factor, which obtained during the Korean telecasts, wore off and the audience became more sophisticated.

The reforms which some legislators are trying to achieve within the Congress would then be taken care of automatically at the polls. Much of the misbehavior would be corrected by an elimination of those who misbehaved. In the process, the composition of Congress would be improved and the public additionally enlightened.

Cigarette Taste

THOUGH it now may be only a ripple, there is reason to believe that a sizable wave of protest against cigarette advertising on the air is being formed. Unfortunately, it must be admitted, there is justification for some objection to excesses in cigarette advertising on televison. The matter of its greater impact is one that television must consider in deciding which advertising messages it will accept and which it will reject. A printed advertisement in which an actress' testimonial appears in static type certainly does not carry the conviction that it is present when the actress appears in full animation on the television screen and says what she is quoted as saying in the printed ad. What she says must be judged more critically by the telecaster than by the publisher.

It would seem that telecasters would be well advised to make a very thorough inspection of the cigarette commercials they are carrying, with a view to toning down those which, seen somewhat out of hand, before the public indignation reaches unmanageable proportions.

If opposition to cigarette advertising is allowed to develop significantly, it could easily spread to other kinds of advertising as well.

Biting the Hand

ANOTHER P. I. offer came to our attention the other day. This one was sure fire, according to the agency that was soliciting stations to carry it, because the product sold for less by mail order than it did in retail stores.

The agency thought broadcasters would grab at that angle. Think of the enormous power of a commercial that would say: "The same product will cost you more at your corner store than it will if we send you our money."

In its solicitation letter, the agency swore that a couple of hundred stations were taking the business. If that is so, a couple of hundred stations are pretty short-sighted indeed.

In 1951 the revenue from local advertisers (most of them retailers of one kind or another) was $227.4 million, the revenue from national spot (which is probably the category in which P. I. stations report that sort of thing) was $184.2 million, the revenue from network business was $116.6 million.

P. I. volume is impossible to measure, but we doubt that it amounts to very much, especially when in charge of ABC's over $227.4 million that legitimate local advertisers paid to radio for time last year.

Wonder how the retail advertiser feels about a radio station in his town that is hawking by mail the same product he has on his shelves, and hawking it at a lower price?

Tower Sites

A PROBLEM that is bound to crop up in many communities when the television freeze is thawed and new stations granted is that concerning the placement of antenna towers, particularly the high ones that the FCC will authorize for some VHF and many UHF installations.

As every broadcaster knows, airplane pilots look upon antenna towers as flies look upon a spider web. The Civil Aeronautics Authority must approve the height and location of every new tower higher than 500 feet.

It is likely that in some communities destined to receive new or expanded television service the sites that would be best for TV transmission would be existing air traffic lanes. In those situations broadcasters will have to try to encourage a rearrangement of airplane traffic.

Bringing up this matter now because the charting of an air traffic system around a city cannot be done overnight. It is not a moment too soon for broadcasters to begin working on the matter.

How can that be done?

The obvious plan is for all TV applicants in any community to work together on the problem, even though they may be in competition with one another for facilities.

A cooperating group of broadcasters could work with local air control authorities, representatives of the CAA and military aviation. The reconciling of antenna sites and air traffic patterns could be well on its way before the FCC hearing of competitive station applications were held.

The out-of-pocket expense involved in such negotiations would be negligible, since station applicants must have engineering data to present with their petitions to the FCC.

The virtue of clearing up the tower question with air authorities in advance of what in many instances promises to be protracted FCC procedures is that it will hasten the day new stations go on the air. To wait is only to delay further the spread of television throughout the country.

our respects to:

JAMES HOWARD CONNOLLY

IN JIM CONNOLLY, brand-new vice president in charge of its San Francisco division, ABC possesses an executive who, aside from business acumen, can offer something unusual in titular appointments. Mr. Connolly is an Indian admiral.

As an honorary chief of the Kiowa Tribe in Oklahoma, he is entitled to sign his letters with the name Goom-Tau-Ta-Ke-Ah, though he rarely does.

It is no slur on his collective faculties that he felt it advisable to consult his records before repeating the name. Indeed, at the tribal ceremonies in which he acquired it, the daughter of the full-fledged chief, who did the honoree herself was compelled to consult her father before venturing to say it out loud. It means "He Who Gives Word From Air" and was conferred in March 1960 on the recommendation of a group of Oklahoma ABC affiliates for his contributions to the advancement of commercial radio in the U.S.

Mr. Connolly came by his commission as an admiral—in the Great Navy of the State of Nebraska—in much the same way, through the thoughtfulness of Nebraska affiliates. His commission, signed by the state's governor, shares wall space in his New York offices with a radio map and a certificate of more serious professional significance—that of a member of the national panel of arbitrators of the American Arbitration Assn.

Unlike its titles of admiral and chief, Mr. Connolly's ABC jobs have imposed a number of demanding responsibilities.

As vice president in charge of owned radio stations, the post he is now leaving after serving in it since its creation in February 1961, he has been in charge of ABC's five owned-and-operated radio stations and also Spot Sales, Cooperative Program Sales and local and spot sales service. Now he is moving into the San Francisco vice presidency, succeeding Gayle Grubb, who resigned to join Fort Industry Co. [B&T, March 3].

Jim Connolly comes to this job through the ranks, having served ABC since July 1, 1941, in a series of progressively responsible positions—most of them considerably more mobile than his new one or the one he is leaving. Working in the station relations department from that date until his duties were expanded by appointment as owned radio stations vice president of the full-fledged chief, who did the ho...
30 Years of Leadership

1922

WGY’s Pearl Anniversary

1952

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)

- Over 1/3 greater than the combined audience of the area’s next ten top-rated stations.

- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.

- THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.

WGY

50,000 Watts

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES
LUELLN L. STEARNS, CBS Television Spot Sales, named eastern division sales manager for TV in NBC National Spot Sales Dept., effective March 15.

RICHARD A. O'LEARY, special sales representative, KTTV (TV) Hollywood, elevated to account executive.

WILLIAM R. KELLEY, WCAE Pittsburgh, joins sales staff of WDTV (TV) that city.

EDWARD C. OBRIST, New York radio consultant, named manager of station operations, WNHS-TV New Haven, Conn.

RUTH DORR, KOKE Landers, Wyo., to KVWO Cheyenne as commercial manager.

EARL L. HOYLES, general manager of WWGP Sanford, N. C., to WNAV-AM-FM Annapolis, Md., in same capacity.

ROGER HAGADONE, named station manager at KEYF Pocatello, Idaho, replacing CLAYTON HALE, who has retired due to ill health.

EVERETT-MCKINNEY Inc., N. Y., appointed station representative for WEOK Poughkeepsie, N. Y.

JAMES F. HOFFMAN, advertising staff, Los Angeles Mirror, to KNXT (TV) Hollywood as national advertising representative in L. A.

GEORGE TALLON, General Outdoor Adv., Minneapolis, to sales staff of WTCA-M-AM-TV that city.

WILLIAM G. RAMEAU Co. appointed station representative for KWHN Fort Smith, Ark.

ROBERT D. WOOD, account executive, KTTV (TV) Hollywood, to KNXT (TV) in similar capacity.

JOSEPH P. HENRY, radio-TV timebuyer, MacManus, John & Adams, Detroit, named ABC Radio Spot Sales representative in that city.

AL LARSON, sales staff of WOW-AM-TV Omaha, Neb., appointed regional sales manager for TV sales.

LEON GORE, WGAL-TV Lancaster, Pa., to sales staff of WOAI-TV San Antonio, Tex.

ROBERT J. CONWAY, sales representative, WBEN Buffalo, appointed assistant radio sales manager.

HERBERT RESNICK, commercial manager of KBUR Burlington, Iowa, joins WBEN's radio sales staff.

FRANK H. ELPHICKE, manager of CKWX Vancouver, elected vice president and general manager of Western Broadcasting Co. Ltd., station licensee.

H. R. REPRESENTATIVES Inc., station representative firm, moves to larger quarters in Chrysler Bldg., 405 Lexington Ave., N. Y.

HAMILTON YOUNG, NBC operations analyst, named network's budget director to succeed acting budget director LESLIE VAUGHN.

ROBERT MEEKER, Assc., New York, named sales representative for KBIG Avalon, Calif.

RICHARD O'CONNELL, Everett-Mckinney, N. Y., to KCOR San Antonio, Tex., as assistant commercial manager and public relations director.

WILLIAM K. McDaniel, assistant television sales manager, ABC Western Division, named ABC radio network sales manager for division.

JOHN MOWBRAY, account executive, KJBS San Francisco, joins Jim Diamond Adv., that city, as vice president.

Mr. O'Connell NATA LIE S. MACD ONALD, Dan River Mills Inc., N. Y., to WTOP-AM-FM-TV Washington as director of sales promotion under GEORGE HARTFORD, vice president in charge of sales.

WYLIE ADAMS, ABC-TV New York, to CBS-TV that city as account executive.

PERSONALS . . .

WILLIAM V. ALFORD, commercial sales manager, WSYR-AM-TV Syracuse, vacationing for two weeks in Bermuda. . . NAYLOR ROGERS, executive vice president, Keystone Broadcasting System, Chicago, vacationing for month in California. . . DON SCHARDT, WSYR Syracuse salesman, father of twins, David and Anne, Feb. 27. . . LAWRENCE W. LOWMAN, CBS vice president and general executive, named radio-TV chairman by New York City Cancer Committee for April fund raising drive.

KEN KILMER, general manager, KBOE Oskaloosa, Iowa, served as m.c. for three-day observance to mark naming of Oskaloosa as “America’s Freedom City” by Freedom Foundation of America.

OFFERS SAFETY DISCS

 Commentators Featured

TEN radio and television news commentators will discuss the importance of individual cooperation with the National Safety Council's accident prevention activities in a new transcribed radio series, The Fight for Life. They include Douglas Edwards, Cedric Foster, Pauline Frederick, Taylor Grant, Gabriel Heater, Bill Henry, George Hicks, Don Hollenbeck, Lowell Thomas and Clifton Utley.

Services of each were contributed by the network or sponsor for which they work. Series was arranged by Dan Thompson, radio director of the council, in cooperation with John W. Pacey, ABC public affairs director; William A. Whitehouse, ABC manager of special events for radio; E. A. Chester, CBS director of news and public affairs; Ted Bell, Procter & Gamble; J. Carlisle MacDonald, U. S. Steel Co.; William P. Finnehriber, Mutual vice president, and Milton Burgh, MBS news director.

Free copies of the recording, with 90 seconds of commentary by each person, will be released to any station for use as public interest sustaining spots, Mr. Thompson said. Inquiries should be directed to Paul Jones, director of public information, at council headquarters, 425 N. Michigan Ave., Chicago.
Our Respects to (Continued from page 50)

radio network. Conservative estimates indicate that Mr. Connolly had a large hand in adding 75 affiliates to the network in a single two-year period.

A native of Baltimore, James Howard Connolly was born Jan. 4, 1906, the son of James Patrick and Miriam R. Connolly. He attended Baltimore schools and McDohnell Military School, a nearby preparatory institution. By that time he had picked out his career and he moved on to the U. of Pennsylvania to study advertising and merchandising.

This two-year course behind him, he joined the N. W. Ayer & Son agency in Philadelphia in 1926. Serving officially as an assistant space buyer, he added radio to his duties about 1928, working on the New Haven Watch Co. and National Carbon Co. accounts, among others. In November 1935, Ayer dispatched him to its New York office, where he was engaged 100% in timebuying. He left Ayer on April 1, 1936—10 years to the day after joining the company in Philadelphia.

Next stop was the Brantham Co., basically a newspaper representative, for which he opened and directed its New York radio representation office when the company entered that field. He remained with Brantham, where he was elevated to a vice presidency in 1945, until his move to ABC in mid-1944.

In the network's station relations department he worked out of New York for approximately two years, then was sent to Chicago in 1946 to open a station relations office there. He returned to New York and resumed operations from the station relations headquarters base at the end of that year.

In January 1951, Mr. Connolly was elected station relations vice president and a month later, when ABC reorganized itself into separate radio and TV functions, was named vice president in charge of owned radio stations.

His San Francisco assignment, announced last week, becomes effective March 15.

As might be expected of a man who has spent much time in station relations, Mr. Connolly is an affable extrovert. Having associated closely with radio for most of his business career, he has full confidence in it and its future. He discounts the notion that television is a bugaboo for radio.

In his view, television has had a chance to show what it may reasonably be expected to "do" to the aural medium, while radio has shown that it can adapt itself to meet the competition and, in fact, is currently experiencing a strong come-back.

Mr. Connolly married Florence Edgar of Philadelphia on June 15, 1936. They have two children—Carol Ann, 13, and Sandra Marie, 8—and, until his new appointment, lived in Bayside Hills, L. I.

He is a member of the Roman Catholic Church but describes himself as "not a joiner" socially. He likes outdoor sports, especially baseball, and, although he classifies his golf game as "mediocre," toys with the hope of attaining a respectable handicap in the immediately foreseeable future.

He also is a reasonably truthful fisherman, attributable perhaps to the fact that his daughters are his favorite fishing companions.

Southwest IRE Meet
Speakers Are Announced

ATTENDANCE of 1,000 is expected for the Fourth Southwestern Institute of Radio Engineers Conference and Radio Engineers Show, scheduled for Houston, May 16-17, G. K. Miller of Schlumberger Inc., conference chairman, announced last week.


National Advertisers

When Shopping for BIG RETURNS in the Home, have a "MARKET BASKET" is CHNS. . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York
They also know about our new 5000-WATT TRANSMITTER

HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

RCA INSTITUTES
181 Are Graduated

RCA INSTITUTES Inc., one of the oldest radio technical training schools in the U. S., graduated 181 students Feb. 20 at commencement exercises in New York.

Four students were presented special awards by Maj. Gen. George L. Van Deusen, U.S.A. (ret.), president of RCA Institutes, for outstanding achievement in their respective courses: Lynn I. Decker, Tabor, Iowa, advanced technology; Raymond Mills, Brooklyn, radio and television broadcasting; Walter Viveiros, Ozone Park, L. I., radio and television servicing; and Johannes P. Richter, Flushing, L. I., radio and television servicing, evening class. Fourteen other graduates were announced as having attained honor grades.

New alumni of RCA Institutes included residents of 12 states, students from France, Italy and Puer-to Rico, and, in the radio and television broadcasting course, one woman. About 60% of the class were veterans of World War II.

NLRB Elections

ELECTIONS to determine whether the International Brotherhood of Electrical Workers (AF) shall represent engineers and techni-cians at WJFS Evansville, Ind., and WBSR Pensacola, Fla., have been directed by the National Labor Relations Board.

Program highlight of WGY Schenectady's Anniversary Week [8-T, Feb. 18] was 40-minute documentary covering main events in station's 30-year history. This was followed by a panel discussion including eight men who have been with WGY since its beginning. Nine panel members were [1 to r] Kolin Hoyer, first announcer, only partly visible; A. O. Cogeshall, music supervisor; William Fay, vice president of Stromberg Carlson and manager of WHAM Rochester; Chester H. Long, vice president of General Electric Co.; Howard Tupper, staff announcer and moderator; Dr. W. R. G. Baker, vice president and general manager of GE's Electronics Div.; Willard J. Purcell, WGY managing engineer; William T. Meenan, newsroom supervisor, and C. D. Wagoner, GE news bureau, partly shown.

Radio Reaches People...

WSIX DELIVERS

The * NASHVILLE MARKET

* 53 BMB Counties In Middle Tennessee and Southern Kentucky are covered by WSIX AlONE. Sell this BILLION $$$ market...

WSIX—Celebrating a Quarter Century of Service!

Better Buy

GEO. P. HOLLINGBERG CO.
ABC affiliate. 5000 watts, 980 kc & WSIX FM, 10,000 kw. 97.5 mc.

March 10, 1952 • Page 53
Temper, Temper!

... Easy little Bismarc—just tie a string around that sore finger and remember next time that KFYR, in agriculturally wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

**Temper, Temper!**

**Mrs. Caruso**

Sales, that city, as assistant contract manager.

SANDRA SPENCE, timekeeper on NCTV-Pantomime Quiz, assigned role in Universal-International film, M & P Kettle Go to Walli.

STEVE WOOLERY, KWWQ and AP radio announcer, serving on active duty with Navy for two weeks as communications officer.

CARL CARUSO, MBS announcer on Gabby Hayes Show and Your Home Beautiful, elected chairman of radio-TV committee of Long Island Parent-Teachers Assn., promoted to better understanding of radio-TV and schools.

**Jack T. Steck**


BOB SEITZER, publicity director, KMTV (TV) Omaha, Neb., to WOW-TV that city as promotion manager.

NOMI ALEX, appointed traffic-contingency assignee at KQWQ San Diego, Calif., replacing NANCY READ who resigns to be married.

HARRY MITCHIEL, disc jockey, named local radio announcer-producer. He is replaced by JIM O'LEARY on all night disc show.

PAT WILKINS, announcer, KCOO Coos Bay, Ore., to KKL Portland in same capacity.


JOE ADAMS, Negro disc mc., KOWL Santa Monica, has switched from Color magazine and begins fifth year with station this month.

DON L. PIERCE, program director, WBBQ Washington, D.C., will speak on "The Library and Radio in the Changing Community" at March 22 meeting of Librarians and Trustees, Chapel Hill, N. C.

**Proetz Award**

PLANS for the 1952 Erma Proetz Award competition, designed to honor women's outstanding creative work in radio, TV and other phases of advertising, were announced Feb. 28 by the Women's Advertising Club of St. Louis, contest sponsor for the eighth year. Three $100 cash prizes and honorable mentions will be awarded on the basis of work from March 1, 1951, to March 1, 1952. Competition is open to all women in the U. S. Canada, Cuba or Mexico and entries must be postmarked not later than April 10. Awards will be presented at dinner meeting to be held in conjunction with the St. Louis Exhibit of Advertising, Hotel Statler, St. Louis, May 12-14. Entry blanks may be obtained from Mrs. Blossom Streetier, chairman, St. Louis Women's Advertising Club, 706 Chestnut St., St. Louis 1.
**SCOTUS Hears Arguments**

The constitutional issues involved in the establishment of transitcasting and that freedom of speech has adverse implications — freedom from forced listening.

Comments from the justices were revealing of personal attitudes toward transit radio, but, in opinion observers, not of their legal leanings.

Justice Frankfurter’s comments were most barbed. On learning that a “scientific” sample of 2,500 riders were more than one million fares per day was polled, he exclaimed: “Scientific” — that’s the most injured of all words in the English language.

When Mr. Pierson explained that broadcasters must be fair and impartial in their news broadcasts, Mr. Frankfurter taunted: “You say these broadcasters are pure, epicurean purveyors of news? That’s rather a romantic view, isn’t it, Mr. Pierson?”

Argument in the case was that most of their forced listening is to the Transit Radio. This is what the Constitution is all about.

**Strictly Business** (Continued from page 18)

Television competition is potentially stronger than the radio-newspaper contest was, he sees a “very good” future for AM.

With respect to TV, he says, “lifting the freeze in itself doesn’t mean an awful lot. The question is when will TV get going full swing throughout the country?”

He has noticed a definite resurgence of interest in radio among national advertisers all over the country and identifies it as the return of the pendulum. January sales for Raymer, he reports, have been the greatest in the history of the company.

Describing himself as clumsy at sports, he was even more astonished than his friends were, Mr. Brokaw says, to foster a son who was named by The New York Times last year to an all-city football team. His son, Robert, is now following the father more closely, however, as a freshman at Cornell. Mr. Brokaw’s daughter, Cynthia, a graduate last year of Radcliffe, is proving her relationship by looking toward a career as a magazine writer.

Mr. Brokaw himself boasts a 1,000 batting average editorially. He wrote and sold one article dealing with the radio industry for Forum magazine after an initial feature had blasted AM. And this only three months after he entered the business.

Mr. Brokaw, the former Janet Eensign of Harrisburg, Pa., evidently bears the evolutions in listening silence from the family’s Manhattan home.

---

**Addict Tells Story**

**PERSONAL history of a 46-year-old drug addict who got his first shot of heroin when he was 17 years old was started on WCBS New York by Bill Leonard on his This Is New York program, WCBS New York, 9-9:30 a.m., Monday through Saturday. After hearing a discussion of narcotics on the program a few weeks ago, the addict — called “Robert Adams” for broadcasting purposes — called Mr. Leonard to volunteer the radio-telling of his own case history.

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**PETERSON NOMINATION**

Submitted for NLRB

Nomination of Ivar H. Peterson, former NAB employee—employer relations specialist, to be a member of the National Labor Relations Board was submitted to the Senate by President Truman last Tuesday.

Mr. Peterson, administrative aide to Sen. Wayne Morse (R-Ore.) since 1948 and former NLRB general counsel, would succeed James J. Reynolds, resigned, for the unexpired term ending Aug. 26, 1956. The President’s action confirmed reports that Mr. Peterson was under consideration for the vacancy [B&T, Jan. 1].

---

**Stop Us If You’ve Heard This One Before**

It’s about the Traveling Salesman who put up for the night at... You’ve heard that one? Well, here’s one that bears repeating! In Greater Miami (Dade County), WIOD has an enviable record of more than a quarter of a century of community service and first-rate performance. And, as salesmen... we’re tops with the local boys — the boys who can see the results day by day! For the details and the job we can do for you, too... just call our Rep — The Boiling Company.
POLITICAL TIME

OREGON State Broadcasters Assn. resolved to request Capitol Hill hearings on the broadcaster-political candidate relationship at its annual meeting in Eugene, Ore., weekend of March 1. In election of officers, H. J. Chandler, KFLW Klamath Falls, was named president.

Stressing the importance of clarifying legislation on political broadcasts, the Oregon broadcasters declared the Senate Section 316 of the 1934 FCC Act leaves all of us in a dilemma regarding libel laws in reference to politics and political campaigns."

The meeting, looking toward upcoming national elections, voted to request the U. S. Senate and the House of Representatives to hold hearings on legislation pertaining to the relationship between political candidates and broadcasters.

In another action, OSBA unanimously called for changes in the Communications Act. The group urged the Senate to approve the McFarland Bill, which, they said, would expedite FCC hearings and procedure.

Other officers elected were S. W. McCreedy, KUGN Eugene, vice-president; Joe Schertler, KEX Portland (re-elected) secretary-treasurer. Named to board were Dick Brown, KPOJ Portland, and

Tom Becker, KNPT Newport, for two-year terms, and Gordon Capps, KSPV Ontario, and Chet Wheeler, kWII Albany, for one-year terms.

Ted Cooke, KOIN Portland, retiring president, automatically becomes a board member for a year.

A proposal was made that OSBA establish a full-time House office on the U. of Oregon campus in Eugene and to employ an executive secretary who also would teach radio courses there.

The OSBA proposal will be made to the university and will be subject to approval of the university and the State Board of Higher Education. The first meeting toward that end will be the first time that such a cooperative arrangement has been made between a broadcasting association and a state university, OSBA reported.

Close cooperation with Oregon State College will continue, the meeting voted, particularly in the engineering and extension fields, and with KOAC Corvallis, the state college station.

Concerning specific problems, the OSBA voted against any immediate requests for educational licensing, which prohibits any radio advertising of liquor before 8 p.m.

ENGINEER ‘PIRATING’
OSS Plans Investigation

REPORTS of job-hopping and training among engineering firms have prompted the Office of Salary Stabilization to launch a nationwide inquiry into their hiring practices. The investigation was announced by Joseph D. Cooper, executive director of the office. All industrial employers of engineers are affected, with more relevance to manufacturers than broadcasters.

Companies are being asked to furnish hiring rates from 1950 to 1952, number of engineers employed and salary increments granted, as well as other data. Findings will be used as a basis for regulatory and enforcement action.

"We are aware that the shortages of engineers has plagued industry for months but piracy (one employer luring away engineers from another), which ignores stabilization ceilings and normal practices, is not the answer," Mr. Cooper asserted.

Defense Shows
PLANS for salute during the sesquicentennial of the U. S. Military Academy at West Point, N. Y., have been announced by Charles Down, chief of the Radio-TV Branch, Office of Public Information, Dept. of Defense. Two special programs—ABC’s "Time for Defense" and DuMont TV Network’s "Pentagon to Washington"—will be aired before a cadet audience in the next three months. Former program will be tape recorded and broadcast to all Army stations in the country the following evening while plans for the latter telecast are being mapped for sometime in May.

10 years with the same sponsor—that’s the anniversary chalked up by Mr. Knell (a), news and special events director of WBT Charlotte, N. C. To celebrate occasion, John Paul Lucas Jr., public relations director of Duke Power Co., which sponsors News Digest Tuesday and Thursday, pays Newcastle Knell a special visit. Mr. Lucas commended Mr. Knell for "excellence in newscasting, in public service, and in citizenship."

PHILA. FORUM
Networks, Stations Cover

NETWORKS and local standard and FM stations joined forces last week to cover the Philadelphia Bulletin’s sixth annual forum which included addresses and panel discussions by civic leaders.

Portions of the two-day sessions, which opened Monday at the Academy of Music, Philadelphia, were carried by over 20 area AM stations in Philadelphia, Camden, Harrisburg, Atlantic City, Wilkes-Barre, Vineland, Morrisville, Chester, Coatesville and Norristown. They devoted 33 1/2 hours of broadcast time to the forum. Additionally, 17 FM outlets carried portions. Network broadcast time by CBS, NBC and MBS amounted to 2 hours, 45 minutes, with approximately 400 other stations taking the programs coast to coast. Entire proceedings were recorded by the Voice of America, according to Foy D. Kohler, assistant administrator of the State Dept.’s International Broadcasting Service.

‘OLLIE’ TO SPEAK
Is IERT Banquet Feature

OLIVER J. DRAGON, star of Burr Tillstrom’s Kukla, Fran and Ollie on NBC-TV, will be the banquet speaker April 19 at the 22d annual Institute for Education by Radio Televisiion in Columbus, Ohio. Dr. J. Keith Tyler of Ohio State U., institute director, said Mr. Dragon will discuss "The Cultural and Educational Possibilities of Television" at the Deshler-Wallick Hotel.

The institute, scheduled from April 17-20 (B-T, Feb. 25), will have more than 400 interested and won’t be study sessions, Dr. Tyler said.

Television, for the second year, will be emphasized on all levels—school, college and adult—and a seminar on education through commercial TV stations will be directed by Arnold L. Wilkes, WBAL-TV Baltimore.

Edward Stashower, WNYC New York television-Discussion supervisor, will lead discussion on simple TV techniques for educators, while James Ber mann, WCCO Minneapolis and president of National Assn. of Radio News Directors, will lead a panel on news in radio and TV.

Three special-interest sessions new this year are one on broadcasting to foreign countries, which will be led by Gerald Kean, acting director for United Nations Radio; and two on broadcasting in public relations, with the college level group head by Lynn Poole, public relations director, Johns Hopkins U., and the public school section supervised by Allen H. Wetter, associate superintendent of Philadelphia public schools.

Allen Miller, manager of KWSC Pullman, Wash., will discuss how to build and hold audiences. Charles R. Sterritt, chief of the audio-visual division of the American National Red Cross, will direct group discussion on broadcasting by national organizations.

Gordon Hawkins, program and education director for Westinghouse Radio Stations Inc., will outline education through use of commercial radio stations.

The BIGGEST rural and small town AUDIENCE in Mid-America

"almost unbelievable"

4011 cards and letters from 2 announcements on Sunday P. M.

Here’s what the man said

"In seven years in this business, I’ve never seen such a tremendous response from radio. We received over 4,000 written replies from 75 towns from two announcements. It’s almost unbelievable."

GRAND RAPIDS STADIUM Signed,
Jack Stover, Mgr.

Listeners, and lots of them make this station the best buy in Western Michigan.

WGRD "The People’s Station"
Grand Rapids, Mich.
BAB BUDGET

Expansion Is Assured

BROADCAST Advertising Bureau already has commitments from stations and networks assuring it an estimated budget of more than $430,000 for fiscal 1952-53 and expects to surpass the half-million mark by April 1 when the current BAB-NARTB dues relationship is terminated.

This was revealed last week by BAB President William B. Ryan, who predicted that "radio will be promoted as an advertising medium more aggressively in 1952 than ever before in its history." The $430,000 figure, he said, compares with less than $345,000 allocated to BAB for the year which ends April 1.

The report said 386 stations already have signed up for 1952-53. Counting the radio networks and considering the higher dues which stations pay directly to BAB, it was noted, BAB is guaranteed more revenue in 1952-53 than it received in 1951-52.

Mr. Ryan said 56 stations signed new contracts during February and that "by April 1 we expect at least 200 additional stations to sign, which will give us a budget of over $600,000."

BAB, which functioned as an NARTB department for some eight years, was set up as an independent corporation in April 1951. During the past year, its basic financial support has been derived from NARTB members who allocated 30% of their NARTB dues to the bureau's operation.

Under this financial arrangement, which terminates April 1, BAB currently has approximately 802 members which also are NARTB members. In addition, ABC, CBS, Mutual, and NBC are active BAB members and 126 non-NARTB members are BAB members, BAB reported.

Of the 60 stations which signed new contracts in February, it was noted, 51 are currently combination BAB-NARTB members, while nine are not members of NARTB. These nine were identified as KJNO Alturas, Cal.; KSST Sulphur Springs, Tex.; KTFI Twin Falls, Idaho; KVWO Cheyenne; WFRX West Frankfort, Ill.; WGGH Marion, Ill.; KUGO Bay City, Mich.; WIND Chicago, and WLAU Laurel, Miss.

Officials said BAB would give "a full-dress review" of its activities and plans for the annual BAB meeting in Chicago on the afternoon of March 31, launching the annual NARTB convention.

 allied arts

E. CAHILL, president of RCA Service Co., Camden, N.J., elected alumni member of Milwaukee School of Engineering.

JOSEPH MARESCA, manager of sales order department, INSULINE Corp., America, Long Island City, N. Y., appointed assistant to BERNARD L. CARH, general sales manager.

J. DONALD JOHNSON, advertising and promotion manager for hearing aids produced by Zenith Radio Corp., Chicago, named advertising manager of company's hearing aid division.

WILLIAM KELLEY, general sales manager, Motorola Inc., Chicago, and E. A. HOLSTEN, company's merchandising manager, named vice president in charge of sales and general merchandising manager respectively.

Mr. Wallace

FRANCES A. O'DRISCOLL named to sales staff of Procter Syndications International Inc., N.Y. (TV film productions), covering East Coast.

Equipment...

MAGNECORDER Inc., Chicago, announces production of extension arms to adapt standard Magnecorder for use with 10-inch reels making possible complete record playback, high speed forward, rewind and stop. Company also announces production of continuous tape player which plays two hours of recorded tape at 7½ inches per second from one side of standard ¾-inch recording tape, then automatically reverses and plays other track.

Mr. Wallace

Harold Montgomery

ROBERT MONTGOMERY, NBC-TV executive producer, director and commentator, has been awarded a citation by the Order of D.Molay, international youth organization sponsored by the Masons.
IT WAS 30 years ago that the nation's foremost automobile pioneer paid homage to the South's radio pioneer and, with an eye on the now familiar slogan, "Welcome South, Brother," inspected the facilities of the then-100-w voice from the old Atlanta Journal building.

The automobile pioneer was Henry Ford. The station was WSB. The day: March 16, 1922.

In commemoration of its 30th anniversary, the Atlanta Newspapers Inc.'s "Voice of the South" this week is holding a week-long celebration which started yesterday (Sunday) and culminates next Sunday with official observances.

Anniversary Week will be marked by many salutes from NBC network programs, according to J. Leonard Reinsch, managing director of the Cox radio and TV properties, which include WSB-AM-FM-TV.

Many 'Firsts'

The celebration is laid against a backdrop of many "Firsts" in both the national and southern radio picture. A number of special features are planned, including congratulatory messages from WSB alumni, contests, exhibits and WSB's own dramatized version of its history.


Local program features include a special contest offering radios as prizes for best entries on the theme, "What I Want From Radio." Another will offer strings of pearls based on the 30th anniversary being traditionally that of pearls.

Series of station breaks, prepared by Program Director Elmo Ellis, will point up that "It's Happy Birthday Week at the Voice of the South... Celebrating its 30th year of service... Your grandparents, your parents, you and your children—four generations have enjoyed WSB-radio... Thanks to your loyal listening the Voice of the South is this week celebrating its 30th anniversary."

A traveling exhibit will tour the city, displaying a contrast of early and modern engineering equipment. In addition, a dramatized history of the station will be aired, and the Atlanta Journal-Constitution will carry a special anniversary article in its Sunday magazine section.

Among the "firsts" claimed by WSB are these: First on-the-spot broadcast of a news event, a hotel fire; filming of one of the first movies depicting a radio concert in progress; first station in the South to offer regular daily farm news broadcasts and market and weather information; first radio wedding on the air; first outlet to present an unedited, complete church service. Taking stock of the past 30 years, John M. Outler Jr., WSB general manager, promised to "give the best radio programming service that we are capable of delivering and expressed confidence "that the future will reward us all with even greater treasures from the magical voice of radio."

Program Director Ellis added similar sentiments, and came up with a new slogan: "WSB—America's Radio-Active Station."

NARBA CHANGES
Are Reported to FCC

MEXICO, Cuba and the Dominican Republic have reported changes in station facilities and list new outlets soon to go on the air. The notification is under terms of the 1941 North American Regional Broadcasting Agreement.

The changes and additions (with probable commencement dates in parentheses) are:

MEXICO

XEFO Chihuahua, Chihuahua, new Class III station, 500 w, day-time (April 1).
XEGI Gomez Palacio, Durango, new Class II station, 700 kc, 1 kw, daytime (June 30).
XEAV Guadalajara, Jalisco, new Class II station, 840 kc, 1 kw, daytime (April 1).
XEGIN Oaxaca, Oaxaca, new Class IV station, 1600 kc, 500 w, night (June 30).
XEDQ Queretaro, Queretaro, 1570 kc, change to Class II station, 770 kc, 1 kw, daytime (April 1).
XEPQ Puebla, Veracruz, 1480 kc, change in call letters from XEFO (now in operation).

CUBA

CMAL Pinar del Rio, Pinar del Rio, new Class IV station, 1300 kc, 250 w, full-time (June 30).
CMAL Havana, full-time (June 30).
CMAL Las Villas, Class IV station, 1580 kc, 500 w, full-time, moved from Havana, Las Villas (now in operation).

DOMINICAN REPUBLIC

H14G Santiago de los Caballos, Class III station, 1330 kc, 500 w, full-time, moved from Pedro de Mora and changed call from H13I (now in operation).
H14G San Francisco de Macoris, Class III-IV station, 1200 kc, 1 kw, full-time, moved from La Romana (now in operation).
in this issue:

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Post-Thaw Application Procedure Planned
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NTSC Will Not Seek Color Approval
Page 62

Latest Set Count By Markets
Page 66

in our 7th year

1 Station—1 Channel—1 Dial Setting—and ONE BIG AUDIENCE that's held captive with the best in all network entertainment. It's yours on Northwestern Ohio's Pioneer TV station—WSPD-TV, Toledo. Speedy, the Pioneer offers you the best possible time buy—an 89% saturation at an amazingly low rate. In 1951 "SPEEDY" carried 8 of the TOP TEN shows, 10 of the Nation's Radio-TV Editors' favorites—and between every show was a SELLING Commercial. Here's the answer to results—direct your impact to a captive audience. Inquire, compare, analyze—then buy your results on Northwestern Ohio's Pioneer Station—WSPD-TV, Toledo.

WSPD TV

represented nationally by KATZ
FEDERAL'S TRIANGULAR LOOP TV ANTENNA 
FTL-23A

High band VHF antennas from 2 to 16 bays with power gains as high as 17

This outstanding VHF high band, high gain antenna combines high electrical efficiency with unusual mechanical features.

Supplied in any even number of bays, the FTL-23A power gain varies from 2.0 for a two bay antenna to 17 for a 16 bay antenna. A unique arrangement of three folded dipoles symmetrically arranged around a supporting structure results in high electrical efficiency and mechanical superiority.

A single transmission line is used to feed the combined aural and visual signals from the diplexer to a distributor which in turn feeds each loop with equal lengths of solid dielectric cable.

- Low cost
- High power gain
- Low standing wave ratio
- Can handle over 200 KW. ERP
- Single transmission line feed

Federal Telecommunication Laboratories, Inc.

an associate of the International Telephone and Telegraph Corp. 
500 Washington Ave., Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. Offices in 108 cities
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
TV'S RISING INCOME

TURNING POINT in the broadcasting industry occurred in 1951, when networks took in more money, made more profits from TV than from AM.

According to preliminary 1951 financial data submitted to the FCC, by all TV stations and networks, network revenue from all sources totaled $192.2 million, minus $119.8 million, income $72.4 million before Federal taxes.

Preliminary AM network figures show $100.4 million in revenues, $89.0 million in expenses, $10.4 million in income—also before Federal taxes.

Total revenues of all TV stations and networks amounted to $229.5 million in 1951, the FCC reported last week. This was more than double 1950 revenues, $105.9 million; seven times 1949 gross, $34.3 million. In 1948 the TV industry took in $8.7 million; in 1947 $1.9 million and in 1946 $500,000.

Income hit $43.6 million in 1951, the FCC announced. This compared with loss of $6.2 million in 1950, and $25.3 million in 1949.

Only 13 TV stations reported losses in 1951, the FCC report indicated. Seven of the 13 reported losses of $200,000 or less, while two reported losses in excess of $500,000. Eight of the 13 losing stations were located in either New York or Los Angeles, both seven-station markets.

Of the 96 stations in operation for the full years 1950 and 1951, 90 reported improved financial positions in 1951 compared with 1950, four reported heavier losses, two reported decreased losses.

Only one station in the 40 located in single-station markets reported a loss in 1951, the FCC data showed.

Network TV income of $12.4 million in 1951 compared to losses in all previous years; $10 million in 1950, $12.1 million in 1949, $14.9 million in 1948.

Networks’ AM income of $10.4 million (Continued on page 79).

Further Reflected in FCC Report

TABLE 3

TV Stations Classified by Income Groupings1

<table>
<thead>
<tr>
<th>1950-1951</th>
<th>1950</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income (Before Federal Income Tax) of:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,500,000 and over</td>
<td>5</td>
<td>1</td>
</tr>
<tr>
<td>$1,000,000-1,500,000</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>$600,000-1,000,000</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>$400,000-600,000</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>$200,000-400,000</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>$100,000-200,000</td>
<td>17</td>
<td>12</td>
</tr>
<tr>
<td>Less than $100,000</td>
<td>12</td>
<td>23</td>
</tr>
<tr>
<td>Total Stations</td>
<td>93</td>
<td>53</td>
</tr>
<tr>
<td>Median Income</td>
<td>$350,000</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

1 Includes network owned and operated stations. Data not available for one station in 1950 and two stations in 1951.

POST-THAW PROCEDURE

ADHERENTS of the frequency-by-frequency method of processing TV applications after the freeze is thawed appear to have won out at the Commission's first consideration of the problem of procedures last week.

The FCC has hired to work out details of the frequency-by-frequency method for further submission to the Commission. Basic premise for choosing same system used in AM application process is legal, it was learned. Also weighing heavily in favor of processing applications solely on the basis of the channel they apply for is the acknowledged fact that it will mean more uncontested grants—particularly in UHF. And the Commission is strongly behind all methods to get UHF going quick.

Although the Federal Communications Bar Assn. recommended one consolidated hearing in all cities where the number of applicants exceed the available channels [B*T, Feb. 26, 1951], a number of attorneys and station operators have protested the "one pot" idea [B*T, Feb. 11, Jan. 28, Dec. 31, 1951]. Staff, meanwhile, is continuing writing up its final report. Submission to Commission for official, final votes may be looked for this week, it was reported.

Since there are understood to be no conflicts threatening the final approval of the report, it might be expected to be issued in a fortnight.

Before April 1

This would bring it out before April 1.

Some reports that the Commission was reconsidering its attitude toward amalgamation of radio interests for TV [B*T, Feb. 4] have been rumored. Confirmation of these reports could not be obtained.

General attitude at both staff and Commission level was that of sympathy for the idea—as a boon to money-short prospective applicants and also as a means of reducing the number of contested applications. But concern with the problem of duply following the grant of TV to such a merged company was still uppermost.

FCC Plans

Situation worrying FCC is that TV owners would also, individually perhaps, own at least two AM stations in same market. That is prohibited by FCC's duply rules.

Commission's only official work on subject was in a letter some time ago to two applicants which asked Commission's attitude. FCC reply said idea raised problems,” but did not elucidate what they are.

Officially, the Commission has not taken up the subject, might not until case is officially presented to it by such an applicant or a call for declaratory ruling is made.

Pea was made for permission to file a late comment by WJR Detroit, last week. Goodwin Station said it had found site which would place Channel 6 173 miles from Columbus.

Objections were immediately filed by WTVN (TV) Columbus and WJIM-TV Lansing. Both claimed it was too late for WJR to file comments and that the Detroit station's petition was not adequately supported.
NATIONAL Television System Committee has no immediate plans for asking the FCC to authorize commercial operation of the NTSC proposed system of compatible color television.

Four NTSC members, reporting to the Institute of Radio Engineers on the committee's progress toward its goal of settling standards for a color telecasting system that will advance the use of color without loss of the present audience of some 16 million home equipped with monochrome TV receivers, agreed that no request for acceptance of their proposed standards will be made until the completion of exhaustive field test now in progress.

Present outlook is that the tests will wind up "by late summer or early fall," V. E. Baker, General Electric Co. vice president and NTSC chairman, said. Until that time, he explained, the committee will not attempt to set up a case for presentation to the Federal Communications Commission, the industry and the public.

"Then," he declared, "we will be dealing with proven facts and not speculation."

The NTSC progress reports were made Tuesday evening at a special symposium on television "completed," as the chairman expressed it, and the audience included representatives of the FCC, the Federal Communications Commission, the industry and the public.

The new system is "the tangible proof of the feasibility of color television," said Dr. Baker, "and the public's acceptance of it will depend on the performance of the system."

The committee's views on the NTSC system are being accepted by many industry leaders, among them the American Radio Manufacturers Association. The ARMA president, Dr. S. R. Watts, said, "We believe that the NTSC system is the answer to the problem of color television."

The NTSC system is being studied by many government agencies, among them the Federal Communications Commission, the Electronics Research Laboratory and the National Science Foundation.

Under the NTSC system, a color receiver would have a built-in decoder that would automatically switch the receiver to the correct color signal. The receiver would also be capable of receiving both monochrome and color signals.

The NTSC system is being designed to be compatible with existing black-and-white television systems.

The NTSC system is designed to be compatible with existing black-and-white television systems. The NTSC signal has, therefore, been made compatible.
PARAMOUNT

SIZE of profits made by WBKB Chicago and KTLA Los Angeles were put into the public record last week.

WBKB, owned by United Paramount Theatres’ subsidiaries, Balaban & Katz, made $552,621.71 on $1,738,025.05 revenues (after discounts) in 1950, and $1,227,100.90 on $2,253,271.27 revenues in 1951. Balaban & Katz poured in $1,172,801.28 into the station, it was also revealed.

KTLA, owned by Paramount Pictures Corp., suffered a loss of $373,534.74 in 1950, but made a profit of $122,389.45 in 1951.

All figures are before federal taxes.

Financial data for both stations were put into record as the Paramount hearing continued through its sixth week.

Appearing for Balaban & Katz were Elmer C. Upton, secretary-treasurer; Arthur A. Goldberg, vice president and general counsel and David B. Wallerstein, vice president.

Scheduled to appear are John Balaban, president of B&K, and John H. Mitchell, general manager of WBKB.

At issue in this part of the hearings is the license renewal of WBKB and its transfer to United Paramount Theatres Inc.—the theatre holding company formed

LOWE'S, MGM SIGN

Take WOR-TV Program

SPONSORSHIP of a continuous television program by a leading theatre circuit and a major motion picture producer, reportedly for the first time, was finalized last week when Lowe's Theatres and MGM Pictures signed for Happy Felton's Knot-Hole Gang on WOR-TV New York.

Featuring sandlot baseball players in addition to Mr. Felton, the half-hour program will originate from Ebbets Field, Brooklyn, and will precede every Brooklyn Dodgers home game carried on WOR-TV. Paced with the 77-game home season of the Dodgers, which opens April 18, the Knot-Hole Gang is scheduled for one p.m. before-afternoon games, 8 p.m. preceding night play, and at 1:30 p.m. Sundays. The show will be the special promotion before the season opens through a TV newsreel now being shot at Vero Beach, Fla.

Lowe's Theatres, a spokesman said, will use the WOR-TV program to promote its shows and film houses, aiming messages at children via the Knot-Hole Gang tie-in. Seasonal hours will stage movie meetings for children Saturday mornings, with Mr. Felton and big league ball players featured, and the theatre circuit hopes to intensify community and school and sportsmanship promotion through such community groups as Police Athletic League, Boy Scouts and sandlot organizations.

SPECTATORS of FCC Paramount hearing, now in its seventh week in Washington, were (l to r): Robert H. Hinckley, Washington vice president, ABC, and Leonard H. Goldenson, president, United Paramount Theatres Inc. One issue of hearing is whether FCC should approve merger of ABC with UPT.

* * *

when Paramount Pictures Inc. was forced to divest itself of theatre ownership.

KTLA figures were submitted by Klaus Landsberg, vice president and general manager of the Hollywood station. He was the last witness for Paramount Pictures Corp.

At issue is the grant of a licence to KTLA, as well as transfer of control to new Paramount Pictures Corp.

In a list of tangible property values of WBKB and WBKI (FM), owned by Balaban & Katz, it was shown that original cost was $817, 215.56, depreciated cost $432,137.21, replacement value $985,196.95.

Balaban & Katz was involved in 70 of the anti-trust suits filed against Paramount Pictures, Mr. Goldberg testified. He also said that B&K had 10 anti-trust suits filed against it since Dec. 27, 1937. Before 1944, B&K was involved in 12 anti-trust cases, two of them part of Paramount Pictures litigation, he declared. After 1944, B&K was involved in 56 such cases, he said.

It was in the cross-examination of Mr. Landsberg by FCC counsel Frederick W. Ford that the hearings finally began to take on the character of a comparative broadcast hearing.

Some of the highlights of Mr. Landsberg’s answers were as follows:

1. KTLA has a fund of $427,791.66 set up for a two-year period to pay for film rentals. Station uses 20-40 features a week, recently bought a block of 460.

2. Connection with Paramount Pictures is ownership only. Paramount has not released any of its features for station use, nor does the station use any Paramount talent, technicians of facilities——although it is located on the Paramount lot in Hollywood. Station has no tie-in with International Telemeter Corp. or Chromatic Television Laboratories Inc., both of which are half-owned by Paramount Pictures Corp.

3. Composite week showed following percentages: Religion, 0.5%; education and agriculture, none. Religion actually should be 1.8%, but composite week prevented listing of more than 0.3%. Station has standing offer of 30 minutes weekly to Los Angeles Board of Education, not taken up because board “doesn’t seem to know what to do with it.” No great demand for agriculture programs, and station furnishes citrus crop reports, weather warnings, etc., in news programs or as part of other programs.

Cities Recent Action

Recent FCC action placing 26 TV stations on temporary license due to lack of religious and/or educational programs (B&T, March 3, Feb. 4) was referred to by Mr. Ford.

4. Picture of KTLA’s commercial practices were shown by listing of the number of commercial minutes per hour programs during the composite week. There were 78 quarter hours with no commercials, 83 with one, 31 with two, 25 with three, 15 with four,

and 11 with five or more. Fair relation of sustaining to commercial time in the 6-11 p.m. period would be approximately 90% commercial, Mr. Landsberg said.

Meanwhile, briefs objecting to DuMont’s participation in the ABC-DuMont merger were filed by United, which was tied into the case were filed by ABC, CBS, and UPT. Essence of their argument was that the merger issues have nothing to do with DuMont, that the Commission actuated two cases—one regarding Paramount Pictures’ control of DuMont and the other the merger—and that it was only later that it merged the cases in the interests of economy.

PATHE TV CORP.

Sets $614 Millions Budget

FORMATION of Pathé TV Corp., with a budget of $6,250,000 for television production, was announced in New York Wednesday by Pathe Industries, Inc.

The subsidiary will finance and distribute syndicated film programs for television to be made by various established producers with the budget allowing for expenditures in excess of $3 million per year for the first two years of operation. Operations will be maintained at Eagle Lion Studios on the West Coast, a Pathe Industries property, and at the Pathés Labs, in New York.

The new unit will be headed by Bruce Eells, former Vogue & Rubenstein executive and head of his own transcription firm for the past five years. Besides Mr. Eells, board members will include William C. MacMillan Jr., Pathe Industries president; Henry Briggs, a distributor for Warner Brothers; Elmer Upton, vice president, Washington Goddard, also of the Allegheny Corp.; and James Wolcott, vice president and director of Pathe Labs.

The new company was incorporated in Delaware last month, according to a report, which said the Pathe Corp. name would be retained although there is another, unrelated organization by that name also located in New York.

**Theatre TV Costs**

THEATRE TV cost Balaban & Katz $60,644 in losses, it was revealed by David B. Wallerstein, vice president of the theatre company in testimony last week in the FCC Paramount hearing.

Company spent $128,696.63 equipping five of its theatres with theatre TV installations—all of them in Pacific systems except for one Paramount intermediate system.

Almost 60 different programs have been shown since the summer of 1949, mainly baseball and football. Few brought in any profit, the details revealed.

Equipment in State-Lake Theatre in downtown Chicago has depreciation value of $15,000 yearly; those in other four theatres, $5,000.

In addition to the State-Lake, theatre TV apparatus is installed in Tivoli, Uptown, Marbro and Paramount theatres (latter is in Hammond, Ind.).
HOOPERADE

"HOOPERADE of TV Stars" was announced last week by C. E. Hooper Inc. as a new monthly feature which will consider major network TV programs in the six primary television markets. "Hooperade" will consider 16 programs per city, but a sample of the service, based on January and distributed last week, indicated that ratings are to be given for over 50 different network and local programs. The first of these shows was Philadelphia, Boston, and Detroit. The feature will be issued on the 10th of the month on which the surveys were made, that for which the survey was made, it was explained, since measurement of some programs will still be in progress during the fourth week of the subject month.

TV CODE BEGINS

Dual Spot Opposed

The FIRST week of television's life under the new NARTS TV Code brought no surprises, unless it was the absence of excluding programs.

Main incident was proposal by National Assn. of Radio & Television Station Representatives that NARTS outlaw dual or multiple-sponsored TV station announcements which the committee views as insti-
tute over-commercialism and bad taste.

The number of TV Code station subscribers rose from 82 at the pre-
vious 10th to 96 at the present 10th [March 6], 85 as of Thursday night. New subscribers are WHAM-TV Rochester; WJIM-TV Lansing, Mich., and KLAC-TV Los Angeles. The four TV stations are.

Murray Grabhorn, managing direc-
tor of NARTS, in a letter to Robert D. Swezey, WDSU-TV New
Orleans, chairman of the committee which drafted the TV code, points out that advertisers have recently offered stations "announcements of one minute or less on a dual-
sponsored program, for products with related appeal.

"The acceptance of dual or multiple sponsored announcements, in our opin-
ion, would be detrimental to the best interest of television," Mr. Grabhorn
states.

"We think it can be considered in bad taste because it would be an attempt to encourage intolerance on the part of the TV viewer for these short com-
merials, which mean so much to the over-commercialism in the opera-
tion of TV stations. We also believe that it would be bad for television because it is bound to dilute the effectiveness of the announcements. It means two or more sponsors and therefore give slim wills of development of product which the medium does not need.

"Clauses in the NARTS TV code governing the introduction to the
viewer the opinion this particular phase of over-
commercialism have been carried out for the guidance of all TV stations under the code.

NARTS feels oppositely regarding the acceptance of TV commercials by Mr. Grabhorn notes.

Latest Units present the viewer with paid-for entertainment," he states, "and since the public can criticize it, our sentiment should be in favor of all commer-
cials, full cross-commercial and altern-
sponsoring, in order to assist the consumer in the conscious purchase of products by assuring them of the value of the program to the viewer.

Letter concludes with NARTS's suggestion that program managers "consider the dual sponsorship of TV announce-
ments of one minute or less" be incorporated into the code.

STANFORD MEET

NARTS Code Is Criticized

NARTS TV Code was criticized as "ridiculous" at the Western Radio and TV Conference at Stanford U., Feb. 28-March 1.

Exchange of opinion took place between Fran Orme, editor, TV News mag, Hollywood trade publication, who condemned the code, and Judge Justin Miller, NARTS board chairman, who defended it.

Criticism by Mr. Orme coincided with the official starting date of the code, March 1.

Mr. Orme said he considered the code to be an ineffectual means of controlling TV that was self-entertainment which is "teaching our youngsters that the forces of law and order are weak and inad-

One of Mr. Orme's main points was that the NARTS allows sub-
scribers 52 weeks to adjust pro-
gramming to meet code standards. "It is impossible for him to see the whole thing will be forgotten." Meanwhile, he added, the stations will be permitted to flash the "good behavior" seal.

He attacked the review board as a "censorship jury . . . composed of entirely of men who are directly concerned financially with the TV stations," in serving the TV code with that of the entertainment industry, he pointed out that films are censored by a board composed of men not em-
ployed by the film industry.

Miller's Answer

In his rebuttal, Judge Miller commented, "Editors are remark-
ably good at writing indictments which have no positive suggestions. All of these points have been de-
veloped, I think, to the best advantage. I assure you, the code is a perfectly sincere document."

Among others who participated in the three-day conference were William Holleben, producer-director, KGO-TV San Francisco; James Day, Radio Free Asia; William Laidlaw, WBOC, Wash.; Lewis HHI, KPFA (FM) Berkeley, Calif.; Kenneth Dragoon, KALW (FM) San Francisco; Floyd Farr, general manager, KEEN San Jose, Calif., and William B. Smallin, KIEM Eureka, Calif.

JOINS PES 1 STAFF

ADDITON of John Owen as spe-
cial project writer to the promotion department of Edward Petry & Co., station representative, was announced in New York last week. He reports to Robert L. Hutton Jr., vice-president. Mr. Owen for five years has been with Whitney Pub-
lications Inc., most recently as sales promotion manager.

BROADCASTING  •  Telecasting
**F&P CHANGES**

Griffin Heads All TV

APPOINTMENT of Partner and Vice President Lloyd Griffin to take charge of all television activities of Free & Peters Inc., station representation firm, was announced Thursday by President H. Preston Peters, coincident with the resignation of I. E. (Chick) Showerman as national TV sales manager.

The appointment was effective immediately.

Mr. Griffin, with Free & Peters since 1945, originally served in the firm's Chicago office, where he became manager of all midwest operations. During the past year he has directed sales and promotion activities from the New York office and also has played a major part in development of the TV department, it was pointed out.

In addition to being a partner and vice president, he is a director of the company. Before joining Free & Peters, he served with the Office of War Information in India for two years and for several years was radio director of Knox Reeves Adv.

Mr. Showerman, who resigned effective March 1 and has not announced his future plans, had been with Free & Peters since December 1950. Prior to that time he was with NBC for some 22 years, rising to the vice presidency for the central division in 1947.

He joined NBC as a salesman in Chicago in 1928 and served successively as salesman, central division sales manager, eastern sales manager, general manager of the central division and central division vice president. He currently is president of Radio Executives Club of New York.

**NEW KORDA FILMS**

Gunther Airs on WMAQ (TV)

SERIES of 18 new Alexander Korda feature films was launched by WMAQ (TV) Baltimore March 1 on its Saturday evening Gunther Premium Playhouse. It marks the first showing of these English motion pictures in the Baltimore area, station reports.

Thirteen of the films originally were released in 1939 and 1941. Among those being shown are "Bonnie Prince Charlie," "The Wooden Horse," "Flesh and Blood," "Seven Days to Noon" and "The Hunchback." Program is telecast 10:30-12 midnight, Saturday. Agency for Gunther Brewing Co., which has sponsored series for several months, is the Biow Co.

**BROADCASTING • Telecasting**

Mr. Griffin Mr. Showerman

**TV INTERFERENCE**

Discussed by Calif. Group

INTERFERENCE problems relating to TV receiver reception were threshed out by the Northern California Television Interference Committee at its first meeting held under the auspices of FCC in San Francisco Feb. 29. Local representatives of 30 TV manufacturers and a promised industry cooperation.

Meeting was called to set up a liaison among TV manufacturers, amateur radio operators and FCC who suggested it could be remedied by manufacturers by installing a filter. "Unless something is done to control it, everyone will suffer—broadcasters, ham operators and utilities alike," Mr. Clark said.

**RCA UHF PACKAGE**

Offered to Permittees

IN A MOVE to assist broadcasters to get on the air with UHF television programs soon after the FCC grants construction permits for UHF channels, RCA Engineering Products Department has announced availability of all fundamental equipment needed by UHF broadcasting stations.

The same package with VHF transmitter, transmission line and antenna will be available for use by new VHF broadcasters when the present freeze is lifted by FCC.

"Basic Buy" package will include the following station facilities: (1) transmitter and antenna; (2) monitoring equipment; (3) film and slide equipment; (4) monoscope camera for reproducing a test pattern of known quality; (5) a control console that will enable one man to run the station during many "on-air" periods.

Catalogue sheets entitled "Television Basic Buy Equipment Layout" can be obtained by addressing the Broadcast Equipment Section, RCA, Camden, N.J.

**VHF-UHF TUNER**

Needs No Adjustments

STANDARD Coil Products Co. announced last week a new television tuner applicable to both UHF and VHF, which it says will cover all 82 prospective TV channels without need of adjustment by repairmen.

The single, compact unit will be supplied with all channels "preset" at the factory, so that dealers or servicemen will not be required to make the station adjustments necessary for other tuners, company officials said.

Selecting dial of "The New Standard Tuner" consists of three superimposed knobs. To get the station desired, the viewer turns one knob for the tens digit, another for the units digit and a third knob for fine tuning, the manufacturer of the selected station appearing in the dial window.

Described as the first tuner capable of receiving both VHF and UHF without repairman's adjustments, the new instrument incorporates the "spot" or "detent" principle as well as the "fine-focusing" principle incorporated in its predecessor, the company's Standard VHF Tuner.

Frequency stability and selectivity in the new tuner also are comparable to the old, according to Standard Coil President John H. Swanson, who said that public favor of the older device prompted company engineers to follow a similar design. The noise factor, he added, has been reduced to the point where the new tuner, in conjunction with a proper receiving antenna, gives a UHF service area comparable to that of present VHF stations.

CBS Television Network on March 9 changed title of The Big Question to Where Do You Stand? Show originates in Washington.

**DuMONT CANCELS**

Five Network Shows Dropped

CANCELLATION of three sustaining and two commercial shows on the DuMont Television Network has been announced by James L. Cadiggins, director of programming and public relations, who said that re-scheduling, intended to strengthen the entire programming set-up, was still incomplete.

Commercial cancellations are: Flying Tigers (12:30-1 p.m. Sundays) to have been replaced by Kid- die Kollege yesterday (Sunday) under sponsorship of Dr. A. Pomer Shoes.

Elvis Salutes the Stars cancelled as of June 1 by Sydco Products Inc. No replacement yet set.

Sustaining programs cancelled are: Famous Jury Trials, slated to conclude with its 9:30 p.m. telecast Wednesday. No replacement announced.

Stage Entertainment (7:-7:30 p.m., Sundays), discontinued March 2 and to be replaced Sunday by George-town Playhouse's "Basic Buffet," which is delayed.

Another factor in the DuMont schedule was shifting Author Meets the Critics to 10:30-11 p.m. Thursday, with its former time slot, 10:10-11 p.m. the same day, to be occupied by Charlie Wild, Detective under sponsorship of Wine Corp. of America starting March 18.

**NTSC System**

(Continued from page 68)

...casting; it must be technically sound; it must be economically sound and able to grow under the American system of broadcasting.

Programmer, Mr. Smith said, is the first consideration, as without good programs to watch the public will not buy receivers. But without some incentive the broadcaster will not be spurred to provide such a program service.

Therefore, he concluded, compatibility is essential as it provides a service without impairing reception by the present families with monochrome sets.

This condition, he noted, will encourage sponsors to present their programs in color for the new color audience without fear of losing their present monochrome viewers. In this desire of the sponsors for color will encourage more colorcasting by TV stations and that in turn will stimulate the sale of color receivers, he pointed out.

All speakers emphasized that although the work so far indicates that the NTSC theories are sound, no commercial make to demand their official adoption as the basis for a national color TV service until they have been established beyond question by exhaustive field tests.

NBC radio-TV Dragnet was honored by International Assn. of Chiefs of Police in two-page resolution describing merits of programs.

March 10, 1952 • Page 65
FEELING of isolation and the consequent need for social stimulation motivates the "middle majority" housewife to watch daytime television. This was concluded last week by Dr. Burleigh B. Gardner, executive director of Social Research Inc., Chicago, in the company's fourth report on TV.

Titled "Daytime TV—the Acid Test of Social Research," the study defines the "appealing to and holding" this middle majority group. Most of the group, however, watch daytime television regularly because of improved programming, the survey shows.

The housewife in this group watches one or two shows daily, having made room in her schedule to watch shows which a year ago she was too busy to view.

These women, however, do not view all shows equally: "They cluster around a few programs." Most "attractive" are the Kate Smith Show, the Bert Parks Show and the Francios Pope cooking school, the last telecast locally in Chicago.

The "isolated" housewife from the middle majority wants identification with the program personality and "visual" isolation from the isolation of working with no one around to appreciate her, Dr. Gardner concludes. The sponsor, therefore, needs a program which offers something besides informative material.

Shows with the most personality and dramatic appeal get the greatest middle majority attention because housewives in this group "have a firm sense of duty and cannot allow themselves the easy indulgence of seeing all daytime TV shows.

Her attitude toward commercials, however, is the same at 11 a.m. as at 11 p.m. "It often has a sort of watchful - waiting quality; she doesn't want to miss anything that is really good, but at the same time she expects to be largely bored," the report said.

Should Be Sincere

Commercials, to appeal to the middle majority housewife, should be sincere, eliminate much familiarity or repetition "which is apt to kill interest," have a lively, colorful and attractive rhythm to hold attention while she is working and have commercial elements which are not only informative but add to the woman's knowledge, skill or judgment.

A "valuable" TV device is an integrated commercial, but the middle majority housewife may overlook it entirely if it is too subtle. The upper middle class wife, in contrast, "may admit that subtlety and accept the recommendations."

She also differs in her daily schedule, which includes bridge and avocational clubs, community activities and visiting, the survey noted.

68% Have Television
In Pittsburgh

GUIDE-POST Research survey of 2,900 representative Pittsburgh area families reveals that 68% of the homes have television sets. The survey was made during the first two weeks of February.

C. F. Ackelson, survey director, estimated there now are 288,000 TV-equipped homes in Allegheny County, with upwards of 100,000 telephones in surrounding counties. Only two-tenths of a percent of the homes have more than one video set, it was reported.

Master Antenna System
Readied on Long Island

WORK on master television antenna system to service receivers in 528 dwellings of Mitchell Manor housing development, Hempstead, L. I., is nearly completed, Bell Television Inc., New York, electrical engineering and installation company, announced last week.

Purpose of project, developed after more than a year and a half of study, is to eliminate or minimize antennas on roofs of houses. They will be serviced instead by a master antenna set up in a "remote location." More than four miles of (Continued on page 78)

Weekly Television Summary—March 10, 1952—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<th>Outlets On Air</th>
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Total Markets on Air 64* Estimated Sets in use 16,184,846

* Includes XELE-TV Metamora, Mexico
PROP. COPS TOP SWAP

GRISMER'S SWAP SHOP
With Swapper Ted Ryan, 2 Eyeful
on Switchboard, Weekly Guest
Star from Dayton Dog Pound
Producer: V. P. Jim Bridges of
Clfey's Guenther, Brown &
Berne, Inc.
Writer: Addison Libb
30 Mins.: Tues., 6:30 P.M.
GRISMER TIRE CO.
WHIO-TV, Dayton, Ohio

Story here is terrific sponsor sales
success. Format of show spots emcees
Ted Ryan referees swap propositions from studio audience and
switchboard. Anything not blue goes.
In show's history, one participant
David Harum'd live monkey for
Chevy complete with radio and
heater. Champ trader, in 6-week
blitz, parlayed 5 bucks worth of second-hand photo enlarger into rodeo-trained palomino gelding. Another
came up owner of $16,000 vintage
maxwell (listening, Jack?). Added
gimmick is weekly guest spot of lost
dog from local pound. Terrific audi-
nenue pull, with Dayton canine delin-
quency now virtually nil.

TOP SWAP OF ALL was topped
by sponsor—Chas. L. Marshall, Pro-
prietor ("Prop," for short). For

small show tab, he has picked up
following—doubling of dollar vol-
ume in 2 years—new building with
triple former capacity—franchises
for full lines of nationally-advertised
home appliances and auto accesso-
ries. Biz still building with no other
promotion.

Show has in time bucked 2 net-
work shows and kept stride. Video-
dex records 75% sponsor identifica-
tion. Show, starting as 15-min. stint,
was expanded to 30 min. during sec-
ond yr.; now booked indefinitely.
Sponsor happy with biz—station
happy with audience loyalty—whole
contour population happy with en-
tertainment. Even the dogs, yet!

With apologies to you-know-who, but with
no apologies for a great (typical) sales
success story. We got listener ratings, too
—Pulse gives us 7 out of top 10 weekly
shows in Jan. For full details, see Nat'l.
Rep. George P. Hollingbery Co. now.
WOR-tv channel 9 New York TELEVISION
has moved to its new home

SQUARE

It's New York's first building erected especially for television. WOR-tv designed and built it to give advertisers the best tv facilities available in any city in any country in the world.

Channel 9's spacious new home is at 67th Street and Broadway in New York — the world's richest market!

This, Gentlemen, is our home . . .
Television Square is a sleek, modern, 2-story structure whose 49,000 square feet dominate an entire city block.

WOR-TV's three main studios stretch over 14,000 square feet of expertly engineered floor area.

At any moment, as many as five cameras may be used in each of these spacious, air-conditioned studios. Microphone outlets, to pick up the audio, have been ingeniously placed. Into each studio is unleashed 200,000 watts of electric power—enough to light more than 200 average homes at a time.

Studios climb to a height of 35 feet. The maze of counterweighted light battens may be raised or lowered quickly to give sets perfect lighting. Scenery may be "flown" easily from set to set. Each studio is equipped with full kitchen facilities...gas, electricity, hot and cold running water.

A 6,000 square feet prop area runs completely through the building. Trucks can drive from the street through the prop area into any studio! It's easy to drive new automobiles (or refrigerators or pianos) into any studio and use them for live commercials.

Television Square's film vaults—storing 3,000,000 feet of film—8 cutting rooms and 4 examining rooms are the most complete of any station in America...for the editing, cutting, previewing and handling of film with projection facilities for 16 mm, 35 mm, transparent slides, opaque cards, York, news tape.
Adjoining each studio is a cluster of rooms . . . rehearsal hall virtually another studio, compact and fully equipped control room efficient nerve center facing studio through a large picture window . . . client's booth comfortable room where guest may observe every phase of tv programming . . . announcer's booth. Four star dressing rooms are just a few steps away from the studios. Across the hall — more well-mirrored, well-lighted dressing rooms . . . PLUS, near by, the most modern make-up room in television!
**FILM RIGHTS SUIT**

United Artists will appeal the Feb. 29 decision of U. S. Referee-in-Bankruptcy Benno M. Brink which granted TV distribution rights of four feature movies back to James and George Nasser, producers.

In returning TV rights to the brothers, Mr. Brink held that according to the contract between United Artists and the Nassers, when TV becomes a commercial factor it was an obligation on the part of UA to distribute the movies to the new medium.

He held that UA had no intention of doing so until other major distributors did, adding that "television as a commercial practice does not begin when other majors enter the field." He further stated that UA had forfeited its rights in the contract by not distributing the pictures to television.

The Nasser brothers had filed a test suit in Los Angeles Federal Court last December asking return of the films for the purpose of releasing them to TV [B*T, Jan. 7]. UA releases them theatrically.

Appeal to the Federal Court in Los Angeles is expected to be filed within the next two weeks by Herschel B. Green, UA attorney, after findings in the case have been entered by Mr. Brink.

Charles Weintraub, president of Quality Films, as a qualified expert said he would pay the Nasses $200,000 within 30 days for TV rights to the four movies for seven years. In addition, an agreement would be worked out whereby they would receive additional money on a sliding scale based over a certain amount, he said.

Tom Corradine, film director-buyer for KTTV (TV) Hollywood, who buys about 400 movies a year for that station, estimated a top motion picture could easily earn $50,000 in TV on national distribution.

AFM entered a show-cause petition seeking to restrain the Nassers from releasing films to TV until they signed the union's 5% recording fund contract established for motion pictures to television. Hearing was scheduled last Friday [B*T, March 5].

**TV's Rising Income**

(Continued from page 61)

million compared to $18.7 million in 1950.

Overall network income from both AM and TV operations totaled $22.8 million in 1951, compared with $8.5 million in 1950.

Excluding the 15 network O & O stations, remaining 93 TV stations reported total revenues of $107.3 million, compared with previous year's $50.4 million. Station income was reported at $31.2 million compared to $800,000 in 1950.

PRELIMINARY estimates on AM and FM operations are being procured by FFC economists and are expected to be reported April 1, 1952.

**MOVIE RIGHTS**

Republic Files Appeal

Anticipated appeal by Republic Pictures of a court ruling which permitted release of Roy Rogers' old movies to TV was filed last week in the U. S. Ninth District Court of Appeals, Los Angeles [B*T, Feb. 4, Oct. 29, 1951].

Republic contended that Federal Judge Pierson M. Hall, who earlier ruled in favor of the singing cowboy star, had erred in his interpretation of Republic's contract with Mr. Rogers. The judge ruled the studio could not sell or lease the old films to TV.

The appeal charged there was not sufficient evidence and disputed Judge Hall's ruling that Mr. Rogers' commercial tie-up clause gives him control of TV rights to his films produced by Republic.

The movie firm will be in federal court Tuesday to fight a similar permanent injunction suit by Gene Autry, cowboy star, filed last year [B*T, Oct. 29, 1951]. Mr. Autry charges unfair competition and seeks to prevent Republic from releasing about 65 of his old movies to television.

**FILM STUDIO PLANNED**

Brooklyn Property Acquired

Purchase of the former Brooklyn clubhouse of the Benevolent and Paternal Order of Elks, 144 Oxford St., by Chase Construction Corp., general contracting firm headed by Sidney Petner, conversion into television and film production studios, was announced last week by Dwight-Helmaley Inc., New York brokerage house which sold the property for A. B. Schneider.

Plans for altering the building into seven studios have been filed by architect Samuel L. Malbin with construction operations to be undertaken by the Chase Corp. under Mr. Petner's direction. Negotiations are pending for leasing the studios to a major television network, a Dwight-Helmaley spokesman stated.
Telesstatus
(Continued from page 66)
coaxial cable placed underground will connect individual receivers with the master antenna.
System was developed by Bell Television in cooperation with U. S. Air Force engineers and is said to be suitable for large building projects of two or three-story apartments or housing developments which are spread over large areas. Bell utilizes products of various manufacturers.
Under the new installation system, the television set owner will pay an initial fee of $75 for connection, plus a maintenance charge of $2 per month.

Snader Announces
Sound Purification
SIMPLIFICATION of sound recording process involving sound purification in reduction from 35mm to 16mm has resulted from experiments conducted for Snader Telescriptions Corp., Beverly Hills, by Vic Krupa, vice president and technical director of Peerless Film Processing Corp., Hollywood, and Sound Services, that city.
The experiment, using a pre-amplifier booster, linked a 16mm sound track through a large speaker. Then a 35mm print and a 16mm print of the same subject were run off with the sound track, it was explained.
Participants, unable to tell any difference, disproved to their own satisfaction the argument that 16mm, which is 2½ times smaller than 35mm, does not reproduce sound as faithfully, according to Louis Snader, president.
Snader and Peerless will continue to record on magnetic tape from Minnesota Mining and Milling and will transfer to a 35mm sound negative, which gives steadiness of double perfection with no roller abrasions, and then transfer directly to 16mm release prints.
Besides giving better quality, this will eliminate necessity of re-recording on all Snader TV films, it was said.

Advertest Gives Data
On Early Evening TV
A REPORT on "early evening tele-viewing," based on 757 personal interviews in TV homes throughout the New York reception area, has been released by Advertest Research as part of its continuing study of "Television Audience of Today."
Summary of some major findings, as reported for Advertest, revealed that between 5 p.m. and 8 p.m., (1) Set usage is 65% greater among families with children than it is among childless households. (2) Nearly 75% of all children in video homes watch television in that three-hour period, compared to 32% of women and 29% of men. (3) Viewing reaches its peak around 7:45 p.m. or 8 p.m. (4) Average TV set usage between 5 p.m. and 8 p.m. is 1.84 hours, compared to 0.45 hours for radio usage.
Interviews were conducted during the period Feb. 4-14, covering Monday through Friday programs on the seven New York TV stations.

KNXT (TV) Revises
Times Rate Periods
REVISION of time classifications applicable to its rate card No. 1, effective Feb. 10, have been announced by KNXT (TV) Los Angeles. Rates remain the same, however, according to James T. Aubrey Jr., sales manager of the CBS owned outlet.
Under revised station time list, Class A is Sunday through Saturday, 6:30 p.m. to 10:30 p.m.; Class B—Monday through Friday, 5 p.m. to 6:30 p.m. and Saturday and Sunday, 3 p.m. to 6:30 p.m., and Sunday through Saturday, 10:30 to 11 p.m. and Class C, all other times.
For announcements, Class A is Sunday through Saturday, 6:29 p.m. to 10:29 p.m.; Class B—Monday through Friday, 4:39 p.m. to 6:29 p.m.; Saturday and Sunday, 2:29 p.m. to 6:29 p.m. and Sunday through Saturday, 10:29 p.m. to 11 p.m. and Class C, all other times.

New Rate Card
Issued by WDTV (TV)
WDTV (TV) Pittsburgh last week released Rate Card No. 7, to become effective April 1. New rates for Class A time will be $1,000 per hour; $600 per half hour, and $150 per minute spot. Rates for Class B periods of the same length will be $750, $450 and $125 and for Class C $650, $350 and $100.

Godfrey: 'Lucy' Lead
Feb. Nielsen Ratings
ARTHUR GODFREY'S Talent Scouts and the show, I Love Lucy, starring Lucille Ball and Desi Arnaz, share top honors in Nielsen national ratings for the top 10 TV shows during the two weeks ending Feb. 9. Complete ratings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
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<tbody>
<tr>
<td>1</td>
<td>Love Lucy (CBS)</td>
<td>8,481</td>
</tr>
<tr>
<td>2</td>
<td>Texaco Star Theatre (NBC)</td>
<td>8,283</td>
</tr>
<tr>
<td>3</td>
<td>CBS owned</td>
<td>7,760</td>
</tr>
<tr>
<td>4</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>7,477</td>
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<tr>
<td>5</td>
<td>Fireside Theatre (NBC)</td>
<td>7,199</td>
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<tr>
<td>6</td>
<td>Your Show of Shows</td>
<td>7,129</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>7,063</td>
</tr>
<tr>
<td>8</td>
<td>Tom-Gillette Roster Co.</td>
<td>7,489</td>
</tr>
<tr>
<td>9</td>
<td>Your Best Life (NBC)</td>
<td>7,120</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>6,680</td>
</tr>
</tbody>
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WSAZ-TV
HUNTINGTON, WEST VIRGINIA
For more information call ... THE KATZ AGENCY, INC.

C lasses
A
B
C
Rates
Class A
Sunday through Saturday, 6:30 p.m. to 10:30 p.m.;
Monday through Friday, 5 p.m. to 6:30 p.m.
Class B
Sunday through Saturday, 3 p.m. to 6:30 p.m.
Class C
Sunday through Saturday, 10:30 p.m. to 11 p.m.
NBC Research Department

Take a good look at this area
This is the coverage area of WSAZ-TV
It is in an area of 2,000,000 persons*
Here is a market larger than
DENVER

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
NBC Research Department

Copyright 1952 by A. C. Nielsen Co.
Any salesman is a friend of ours.

We’re particularly drawn to those who go directly to the home to sell, because that’s the kind of thing we do.

But you don’t see so many of them at people’s front doors as you used to. In fact they’ve even had the door slammed in their faces by law in some 400 localities.

We hate to think we helped to make things tougher for them. But while they were standing outside punching away at the doorbell, we were already in the living room, selling on the television screen.

Today, we make as many as four million home demonstrations an hour in sixty-two major markets. We call by invitation as often as five times a week. And the lady of the house gives us her attention...not for just a hurried moment or two, but for two full selling hours each day.

We would be happy to demonstrate how effectively we can sell your products via Daytime Television. But better hurry. There aren’t too many hours left in the day.
TV FILM LABOR

ALLIANCE of Television Film Producers, beset by labor disputes and strike threats for many months, has agreed to open discussions this week with Screen Writers Guild on wages and working conditions for writers on TV films.

Similar talks by ATFP are scheduled to start today (Monday) against ATFP member companies, was called off last Tuesday.

The threatened SWG strike action, scheduled to start today, against ATFP member companies, was called off last Tuesday.

SWG, SAG Talks Are Scheduled

following meetings between Gordon Stulberg, guild counsel, and Maurice Unger, ATFP president. This followed an exchange of telegrams between Mary McCall Jr., SWG president, and Mr. Unger. The telegrams apparently cleared up "misunderstandings" which had precipitated the strike vote.

ATFP maintained that confusion over the extent of SWG's authority to bargain for writers in TV film had prompted it to hold off on negotiations. The guild agreed to bring proper certification at the first meeting scheduled "between March 10 and March 15."

Meanwhile, negotiations between the International Alliance of Theatrical Stage Employees and ATFP was progressing in an effort to reach final agreement before the March 10 deadline set by IATSE.

ATFP's recommendation is for a four-year contract, starting with a 10% wage increase for the first year. The second year, to begin Oct. 25, 1952, will automatically increase another 5% over base pay with the third and fourth years to remain at that figure.

Also offered by ATFP was a 4½ vacation pay with a suggestion that the crafts establish rates for producers who guarantee term employment, either 50 out of 88 weeks, 40 out of 45 weeks, 26 out of 30 weeks or 12 out of 17 weeks.

SAG negotiations with ATFP will be focused on SAG's principle that when actors sell their services for video films, it is for one time showing only in each viewing area. For each additional showing they must get additional compensation, it is understood.

With Republic Pictures having started production on its first TV film series, Commando Cody—Sky Marshal of the Universe, the Asn. of Motion Picture Producers has asked SAG to open discussions on a minimum basic pay agreement covering actors in films for TV for major companies or their subsidiaries.

Discussions Deferred

Under terms of an negotiated agreement between SAG and AMPP covering actors in theatrical movies, discussions on those appearing in TV films made by majors or their subsidiaries were deferred temporarily.

In addition to Republic Pictures, which has Hollywood Television Service Inc. as a subsidiary, also scheduled to go into immediate TV film production are Universal-International, through United World Films: Columbia Pictures, and Screen Gems Inc.

SAG, upon working out a TV contract with AMPP, will hold discussions with the Society of Independent Motion Picture Producers and the Independent Motion Pictures Asn. for theatrical films.

With emphasis on television release of pictures made originally for theatres, AMPF last week began negotiations for a new basic agreement for member independent producers with the American Federation of Musicians.

SAG's agreement with AMPP covering theatrical films became effective Feb. 25 and is retroactive to January 1. Its provisions run to June 1, 1958, according to an announcement by SAG Executive Secretary John Dales Jr. and AMPF wage ruling reversed.

APPEALS division of the Wage Stabilization Board in Chicago has reversed a WSB decision involving contractual negotiations agreed upon by the International Brotherhood of Electrical Workers, Local 1220, and WBKB (TV) Chicago. Terms of the contract had been approved in the main by WSB, but the board then refused to grant the reduction of the escalator clause from four to three years and payment of top scale fees to supervisors immediately instead of over a period. Contract was negotiated by Elmer Upton, treasurer of Balaban and Katz, which owns the station, and Walter Thompson, Local 1220 president.

IBEW Elected

ENGINEERS and technicians of Station TVN TV San Francisco chose the International Brotherhood of Electrical Workers to represent them in an election held Feb. 25 under the supervision of the National Labor Relations Board. Vote was 16 to 6. IBEW has represented the technicians since before the station took the air in November 1949.

Vice President Charles Boren. The past calls for pay boosts ranging from 8% to 40%.

SAG retains the right to cancel its contract if any movie studio sells theatrical films made after Aug. 1, 1958, to television without first negotiating additional pay for talent.

Both groups have the right to re-open the contract on wage rates and working conditions on June 1, 1954, and June 1, 1956. All salary increases are subject to Wage Stabilization Board approval.

New contract calls for:

Day player minimum up from $55 to $60, weekly free lance from $195 to $200; stunt man daily minimum from $50 to $60 with some $300 weekly minimum; multiple picture players from $175 to $200 weekly.

Singers were boosted from $30 to $40 daily; choral vocalist $45 for four-hour session; singers going to play backup from $35 to $45.

Airplane pilots were increased from $90 to $100 a day at studio and $120 daily on location; term contract for only minimum was raised from $65 to $75 a week.

Separate bargaining is to be held for separate contract for actors for contracts made especially for television.

How an ace TV writer turned a real murder into a TV show... and became Suspect No. 1

SPIN THE GLASS WEB

A Sealed* Novel of Suspense by MAX EHRLICH

James Nelson, NBC-TV, says, "I had to break the seal" on page 163 to get the solution of this suspenseful story. "It has a relentless pull."*

"Your money refunded if you can stop reading at page 163."

$2.50 at all bookstores

Harper & Brothers N. Y. 16
NEW CROSBY UNIT
Earmarks $4 Millions for Film
WITH $4 million earmarked for production of TV film programs, Lancer Productions has been organized as a subsidiary of Bing Crosby Enterprises.

Group plans to produce four separate series consisting of total of 208 half hour TV film programs, with two scheduled to start immediately.

BCE will handle financing, distribution and make available its production facilities at RKO-Pathé Studios in Culver City, Calif., where the new unit will be headquartered.

Heading Lancer Productions are Basil Grillo, executive vice-president in charge of production for BCE; Bernard Girard, BCE producer-director of the Rebound series for Packard Motor Co. and Dick Dorso, producer of the Perry Mason series.

Carrying Lancer label, each of the four series will have a complete year's run of weekly subjects, it was stated. Regular term contracts are to be given actor and writer talent. This is to assure availability to the same actors and a continuous flow of material for the four series.

Now being prepared for filming are Those Were The Days, story line format with a small town locale, and Trauma, a psychological suspense series. Two additional series, Corny Johnson, comedy-drama stories of a Broadway character, and an untitled dramatic anthology, are scheduled to go into production within 60 to 90 days.

FILES PLAGIARISM SUIT
Actor Names Star, NBC, C-P-P

PLAGIARISM suit for $50,000 has been filed in Los Angeles Superior Court against Donald O'Connor, film and TV star, Colgate-Palm-

itive-Perf Inc. and NBC by Edgar Medley, vaudeville actor.

Suit charges that the exploding phonograph dance routine performed Feb. 3 by Mr. O'Connor on NBC-TV Colgate Comedy Hour has been Mr. Medley's vaudeville act for 30 years.

Mr. Medley, prior to telecast, refused request for permission to use the act, according to his attorneys.

Football Hearing
GOVERNMENT's anti-trust suit against the National Professional Football League for blacking out telecasts of local games will be heard in April [B-T, March 3].

This was announced in Philadelphia by a spokesman for the Anti-trust Division of the Justice Dept. after Federal Judge Grim served notice that if the case isn't heard in April or May he won't be able to hear it for a year, because of a crowded docket.

WMAR (TV) REMOTE
Special Salute to Goss

BAILEY GOSS, WMAR (TV) Baltimore sportscaster, was absent from his post for a couple of weeks, recuperating from an operation. The public missed him. Because Mr. Goss couldn't come to the TV cameras, WMAR (TV) took the cameras to his home.

Mr. Goss lives in a Baltimore suburb, located in a valley, and the mechanical difficulties taxed the ingenuity of technicians. But, reported WMAR (TV), it was well worth the effort. Televiewers and visitors to the Goss home enjoyed a heart-warming experience. Mrs. Goss and the Goss children, Rochelle and Roger, were on hand, proud of the public tribute being paid to Mr. Goss.

While the Feb. 23 afternoon telecast was preponderantly sentimental, it had its humorous mo-

WGN-TV
CHANNEL 9 - CHICAGO

The Chicago Tribune Television Station

AMONG well-wishers who crowded onto backyard lawn of the Goss home were (l to r) Earl Gammons (light hat), vice president of CBS Washington; J. L. Van Volkenburg, president, CBS Television Network; E. K. Jett, vice president and director of TV at WMAR (TV), and Mr. Goss (with microphone).

"This Bailey Goss can't last forever, you know. Now, I might be available if you're in the market..."
film report

TWO NEW companies which will specialize in television film production and distribution have been formed in New York within the past fortnight.

Robert Laurence Productions Inc., which will concentrate on television film production, will be located at 418 West 54th St. George Justin has been appointed production manager-director and Louis Muccillo will be studio manager for output of package shows and spot commercials.

Formation of Joseph S. Salzburg Motion Picture Editing Service to serve producers and distributors of films for television was announced by Mr. Salzburg. The address is 33 West 60th St. Mr. Salzburg resigned his position as production manager of Motion Pictures for Television to form the new organization. He previously had been associated with Associated Artists Productions and United Films.

The Committee for Free Asia has begun distribution of a new color-documentary film to television stations and networks throughout the United States.

Titled Truth Shall Make Men Free, the film aims to outline the social and economic problems of Asia. The film was produced by Alfred T. Palmer Studios, San Francisco, and is the first motion picture produced for the Committee. It is 18 minutes long.

Educational films are now being offered to television outlets by Film Publishers Inc., distributor of motion pictures to the educational field.

First release is the United Specialist production Out of the Heart. It depicts what a boy can learn when given the responsibility of owning a 600-acre farm. A Silver is president of the company, located at 25 Broad St., New York.

Negotiations for the sale of Big Town films were completed by Lever Bros., Raphauff & Ryan, Gross-Kramer and U.S. Television Programs.

Lever Bros., which sponsored programs live for two years, converts CBS-TV film to feature April 9 when Jack Granville and Phil Krasne, owners of the production firm bearing their names, will film the series. Lever will continue Big Town, meanwhile, on the network.

Terms of the agreement, reported by Willard Tuttle, vice president in charge of radio and television for Raphauff & Ryan, New York, provide that United Television Programs sell the series on a first-run basis in 29 cities not used by Lever. If local sponsors wish, the show can be carried in these markets on the same day and date as the network program. Also, the title Big Town can be used.

Second runs will be available in all markets next October, UTP President Gerald King said.

Soles . . .


Western Adventure Productions Inc., Charlotte, N. C., has completed a pilot film of Sabu in "Law of the Jungle." It is being presented by William Morris Agency for network sponsorship. The Sabu series will be jungle adventure stories designed for 30-minute programs.

Western Adventure is currently offering its television film series, Tales of Famous Outlaws, in various markets.

Howco Productions, affiliated with Western Adventure, has finished a feature picture in color for Lippert Pictures release. It's called Outlaw Women and stars Marie Windsor, Richard Rober, Carla Balenda, Allan Naxon and Jackie Coogan. Producer was Ron Ormond, and film was shot on KTTV (TV) Los Angeles stages.

Mr. Ormond, executive producer for Howco Productions, has moved his Hollywood office to 5746 Sunset Blvd., in the KTTV Studio Bldg.


Pockriss Syndications International Inc., New York, now has ready for release American Sport Show, a 15-minute television color-film series, Paul White PSI president, announced last week. Thirteen films have been completed.

The series—which stars Richard Arlen, Hollywood film actor, as narrator—will be the biggest "gamut" of favorite American sports.

Frank Wisbar Productions, Hollywood, plans to release Fireside Theatre half-hour television series, for third run showings. New title is Crest Theatre.


Procter & Gamble Co., Cincinnati, studio to produce film as a promotion for WCUA-TV Philadelphia for 13 weeks. The half-hour films are produced by Adrian Weiss Productions, Los Angeles, and distributed by Louis Weiss & Co., also Los Angeles.

John Sutherland Productions, Los Angeles, starring features for United Carbon Co., New York, and one-half hour color film for Kaiser Aluminum & Chemical Co., San Francisco. Both films will be for TV release and are concerned with industrial public relations.

Company is now doing final editing on 12-minute animated color film, What Makes Us Tick, for New York Stock Exchange.

Initial sale of Televideo Theatre, half-hour television films produced by Screen Televideo Productions, Beverly Hills, to Sicks' Seattle Brewhing & Malting Co., Seattle (Rainier Beer), concluded by Stuart Reynolds Productions, Beverly Hills. Series, identical with Electric Theatre, sponsored by electric companies in 35 national markets, is sold in markets where electric companies do not have members. Contract is for 52 weeks on KING-TV Seattle. Agency is Miller & Co., also Seattle.


FIRST-PAGE color spread in a national magazine promoting its TV film series, Double Play With Durocher, was the best sparkling campaign reaped by United Television Programs last week when Collier's magazine featured a color portrait of the Leo Durocher family on its March 8 cover.

Magazine followed up the cover shot with further illustrations inside: the issue plus a feature article: "Laraine Taught the Nice Guys Finish First by Collye Smalls, much to the pleasure of UTP officials who knew nothing of the magazine's plans until the issue appeared on newstands.

By the end of last week, they were trying to arrange for 5,000 copies of the Collier's cover to be mailed to stations and agencies, but were impeded in their work by the calls and letters pouring into UTP offices seeking information on the TV show.

Screen Televideo, half-hour TV film series, with first program scheduled for March 14 release, had a boom week last week: Clark Super Gas, through the Arthur Meyer Agency, Chicago, purchased the Durocher-Day program for showing on WTCN-TV Minneapolis, KSD-TV St. Louis, and WTMJ-TV Milwaukee, Aaron Beckwith, UTP sales director, said Wednesday.

The Red Top Brewing Co. of Cincinnati also purchased the program for showing on three Colorado stations: WLWP Cincinnati, WLWD Dayton, and WLWC Columbus.

Sales were also announced for Buffalo, Schenectady and Kalamazoo.

The film program, which has a $75-$775 price range, features the manager of the New York Giants and his actress wife, Laraine Day, in an informal interview format, centered upon sports personalities. Available to national, regional, and local sponsors, 26 programs of Double Play With Durocher are available to complete this spring, with some films shot in Phoenix, Ariz., spring training headquarters for the Giants. The Durochers are both under contract to United Television Programs for 104 films.

General Tire & Rubber Co., Akron, Ohio, The agency is D'Arcy Adv.
Co., New York. Jules Bricken will produce and Fred Sears to direct.

Kling Studios, Chicago, preparing film for Doremey, of Henry, Admiral Corp. dramatic series for Marshall Field & Co.'s Place of Chicago show and features for Mitchell Air Conditioners.
full text as a service to subscribers

FCC TELEVISION ALLOCATIONS REPORT

Following custom, we will publish the full text of the Final Television Allocations Report of the FCC as a service to subscribers.

This report, slated for release next month, will be a supplement to the regular Monday issue of BROADCASTING " TELECASTING. By arrangement with the FCC, it will be in your hands coincident with its release. The FCC hasn't the funds to print this 600-odd page report (probably equivalent to 200 of our type pages) or even to mimeograph it in sufficient quantities to meet the demand.

As a subscriber, you will receive as many of these supplements as your office has subscriptions to BROADCASTING " TELECASTING without additional charge. Extra copies will be available at $3.00 each. There will be an over-run to accommodate subscriber needs.

By reserving your additional copies today, your report will be mailed instantly upon the FCC release.

reserve your extra copies now at $3.00 each
BAILEY NAMED
To FCD A Post

J. N. (Bill) BAILEY, former executive director of FM Assn. and before that an associate editor of BROADCASTING, has been named public affairs officer of Region 2, Federal Civil Defense Admin., headquartered at Richmond, Va. [CLOSED CIRCUIT, Feb. 18].

Mr. Bailey, a graduate of the PCDA Staff College at Olney, Md., Mr. Bailey reported to Rich- mond last week. He will serve as consultant to civil defense public affairs officers in Region 2 (Pa., Del., Md., Va., W. Va., N. C., D. C.). During World War II he was chief of the news section, Radio Branch, Bureau of Public Relations, War Dept, under Col. E. M. Kirby.

Mr. Bailey has operated a consulting business in Washington since 1949. Before the war he was a newspaperman and entered radio in the mid-'30s at WLW Cincinnati.

WEEK-KTOK SWAP
FCC Orders Hearing

OVERLAP and question of "trafficking in licenses" were two of the issues in FCC's action last week setting for hearing the exchange of WEEK Peoria, Ill., for KTOK Oklahoma City, owned by Sen. Robert S. Kerr (D-Okl.).-Dean McGee Interests and O. L. Taylor, suspending the swap [B&T, Dec. 31, 1951].

In setting the transfers for hearing, the FCC drew the issues as (1) overlap between KTOK and KRMG Tulsa, (2) trafficking in licenses as respects WEEK, and (3) public interest, convenience and necessity involved in the requested transfers.

Oklahoma City and Tulsa are 98 air miles apart. KTO K operates on 1000 kc with 5 kw day and 1 kw night, while KTOK directional, holds CP for 5 kw fulltime with directional antenna at night. KRMG operates on 140 kc with 50 kw day, 25 kw night, directional. IF WEEK-KTOK swap approved, the Senor Kerr -Dean McGee principals would own both stations.

Upon FCC approval of the WEEK-KTOK swap, Mr. Taylor intends to sell the Peoria station (on 1350 kc with 1 kw) to Fred L. Vance and family for $225,000. Mr. Vance is a native of Peoria, and is manager of the Dallas office of the O. L. Taylor Co., station representative.

Part of the agreement pledges the Kerr-McGee group to maintain 30% interest in a separate corporation which has applied for TV in Peoria. Same pledge binds Mr. Taylor to 15% interest in the TV applicant. Mr. Vance, as owner of the WP, would maintain a 55% interest.

Transfer of KTOK to the Kerr-McGee interest and subsequent sale of WEEK would reduce Mr. Taylor's holdings to KANS, an affiliate at Wichita and KRGX Weslaco, Tex.

Objection to the proposed transfer was submitted to the FCC last week by Carmen C. Harris, Oklahoma City attorney. He cited the overlap situation, called attention also to Sen. Kerr's 45% ownership of the Enid (Okla.) Events.

THE VOICE OF THE TURTLE

"Peachy Music for Peachy People" rings the bell and touches the hearts of Johnstowners to the tune of over $5000 in the "Turtles" 100 hour marathon for the March of Dimes.

P.S. He does a big job for participating sponsors, too!

3:45-5:45 P.M.

1st AND ONLY AFTERTON PERSONALITY
WEED & CO., Representative

MARKET IN WESTERN PENNSYLVANIA
BROADCASTING • Telecasting
ITALO A. MARTINO
Was WDRC Chief Engineer

ITALO A. MARTINO, vice president-chief engineer of WDRC Hartford and one of Connecticut's earliest engineers, died March 2 at his home in Woodbridge, Conn., after a brief illness.

Mr. Martino had been with WDRC since 1923, a year after the station was founded by Franklin M. Doolittle, president of WFB. Martino worked for many years with Maj. Edwin H. Armstrong in the development of FM. Facilities of WDRC were used in many FM experiments.

Well known throughout the industry, Mr. Martino was consulted by engineers from all parts of the country and served on numerous industry boards and commissions.

Mr. Martino is survived by his wife, two sons and a daughter.

Funeral services were held Wednesday at the Church of the Assumption in Woodbridge.

LBS SUITS

WOPA Discussion March 11

BREACH of contract charges brought against Liberty Broadcasting System by WOPA Oak Park, Ill., will be discussed again tomorrow (Tuesday) in the offices of Master in Chancery David Silbert [B&T, March 3]. He continued the hearing from a similar session last Thursday afternoon.

There were no developments during the week on the Liberty suit for $12 million damages against 13 major league baseball teams, in which it charges conspiracy and preferential anti-trust charges.

Liberty, in another move to bolster its heavy sports programming, asked a week hired Chuck Comiskey, widely known former vice president of the Chicago White Sox, as vice president in charge of sports. He begins work today at Dallas headquarters.

RADIO IMPACT

SERIES of studies designed to show radio's impact on the nation and its effectiveness as an advertising, entertainment and educational medium will be undertaken by NARTB under the direction of Richard H. Allerton, in charge of the association's research department.

Plans of this sort have been considered at the association for several years but they have never gone beyond the discussion stage. First action was taken last Monday at a meeting of the NARTB AM Committee, headed by Glenn Shaw, KLX Oakland.

The meeting was first impetus during the 1950 NARTB district meeting when William B. Ryan was general manager. Mr. Ryan is now president of Broadcast Advertising Bureau. Many NARTB district meetings endorsed the idea in 1950 but it ran into opposition and finally indifference.

In the last year, BAD and the all-industry Affiliates Committee have made studies of radio's effectiveness and have rounded up considerable material. NARTB isn't definite yet on the exact type of job to be done by Mr. Allerton but he is already working with the committee at its next meeting in May.

The committee's meeting last week reviewed the ban on broadcasting of public hearings, especially in light of Speaker Sam Rayburn's anti-radio ruling a fortnight ago. A touchy subject, stabilization of rate structures, was discussed at length. Committee members agreed there is a lot of rate-cutting going on in the industry but didn't come up with any definite way of combating the trend. Other topics included the proposed campaign to get out the vote; state laws relieving broadcasters of liability for statements by candidates in political broadcasts; station relationships within the community.

Attending the meeting, in addition to Chairman Shaw, were William C. Grove, KPBC Cheyenne, Wy., NARTB board member; Lee Little, KMUC Tucson, Ariz.; John F. Patt, WGAR Cleveland; G. Richard Shafto, WIS Columbia, S.C.; F. C. Sovell, WLAC Nashville; Simon R. Goldman, WJTN James-town, N. Y. Absent were John Esau, KTUL Tulsa, and Harry W. Linder, KWLM Willmar, Minn.

Representing NARTB were Arnold E. Fellows, president; C. E. Arney, Jr., secretary-treasurer; William T. Stubblefield, station relations director; Robert K. Richards, director of public affairs, and Mr. Allerton.

Comr. Robt. Bartley
(Continued from page 26)

NARTB's Allerton Plans Studies

RADIATION therapy for the treatment of cancer is an accepted practice, and with the development of FM and television, the health profession is beginning to recognize radio's potential in the public health field.

Although the FCC has not yet set aside any space for the public health profession, it has received several letters from individuals who want such a service.

WKBW Engineers

WKBW Buffalo, N. Y., has been directed by the National Labor Relations Board to bargain collectively with the National Assn. of Broadcast Engineers & Technicians (CIO). The union claims exclusive representation of all radio engineers and technicians at the ABC affiliate. Decision was signed by board members John M. Houston, Abe Murdock and Paul L. Styles, and effectuates a settlement stipulation agreed upon by WKBW, the union and NLRB general counsel.

KENNETH H. BAKER, president, Standard Audit & Measurement Services, examines mailbags containing ballots for first nationwide station audience measurement since 1949 [B&T, Feb. 25].

AMONG THE MANY THINGS
ABOUT BUSINESS AND SALES AND RADIO IN GREEN BAY
McGILLVRA
(N. Y. and Chi.) WANTS TO TELL YOU
"Per capita spendable income is way above the national, regional and state averages"
and YOU CAN COVER THIS GREEN BAY MARKET

WJZ on All Night

WJZ New York, key station of ABC network, was scheduled to start all-night broadcasting Saturday with an incepcion of three-hour, late-night session of popular music from 3:45 a.m. seven times weekly.Previously silent between 4:45-5:45 a.m., the station announced 24-hour broadcasting plans after FCC requested 50 kw outlets to stay on air as part of civilian defense sky-wave monitoring [B&T, Feb. 25].

New program is to be called The Birdland Show for sponsorship by Birdland Restaurant, New York night spot.

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IRE AWARDS

SIX AWARDS for outstanding contributions to radio engineering progress during the past year were awarded Wednesday at the annual banquet of the Institute of Radio Engineers. IRE also presented 45 fellow awards. The banquet was held in conjunction with a convention of the IRE at New York’s Waldorf-Astoria Hotel (see main IRE meeting story, this issue).

William Shockley of Bell Telephone Labs was awarded the Morris Liebherr Memorial Prize for his contributions to the creation and development of the transistor. He is responsible for the invention of the transistor. He was presented with a check for $10,000.

The E. W. Chamberlain Award, presented to the winner of the IRE television contest, was awarded to William J. Zwoykin Television Prize Award for important contributions to electronic television for his outstanding contributions to the theory, the understanding and the practice of color television.

Fellow awards went to the following:


On All Accounts

(Continued from page 19)

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(Continued from page 19)

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MUSIC with accent on the classics is being aired in late hours by WDAS Philadelphia in cooperation with WTNF TV. All Night Music Festival, broadcast 1-6 a.m., daily, is divided into segments covering almost every field of fine music. Muntz TV was the first sponsor to buy time on the show which features Brad Thomas and Gilbert Morris as commentators.

ILLUSTRATED FORECASTS POPULAR demand has brought back Louis Allen, Navy Dept. meteorologist, to WTOP-TV Washing- ton after several months absence. Even prediction of rain, listeners feel, doesn't seem so bad when Mr. Allen appears for five minute daily forecast with his "Woodie" drawings, stick figure sketches illustrating weather for the following day.

NETWORK PROMOTION NEW "Mr. Plus" promotion folder was issued last week by MBS to agencies, stations and timebuyers. Copy, featuring network's cartoon mascot as a cavalry general on horseback, tells 'how to get there fastest with the mostest!' via the MBS route.

FOR EARLY BIRDS EARLY-MORNING Sunday listenership warrants a 6 a.m. sign-on for WLS Chicago, the station reported last week. A special offer on Stars on Parade, aired from 6:00 - 6:45 a.m. Sunday, was broadcast on two successive weeks. More than 1,200 persons wrote in for "enough Georgia cotton seeds for a border along your walk or other spot you want to pretty up."

VERSATILE LADIES ADVERTISERS on KDKA Pittsburgh are being reminded via folder promotion of the bonus afforded them by two of the station's leading personalities. Janet Ross, director of daily Shopping Circle, and Evelyn Gardner of Home Forum are featuring food and fashion columns for more than 60 newspapers. Promotion points out the journalistic venture greatly enhances the value for advertisers using these two programs.

DETERMINATION PLUS WHERE there's a will there's a way was aptly demonstrated by news staff of WGAR Cleveland during a recent murder trial in the city. Night news editor, Jack Dooley, barred from the courtroom with tape recorder, induced defense and prosecuting attorneys to repeat final statements to the jury for radio listeners. Arrangements also were made for the judge to tape record sentence to send Charles Ross to the electric chair for the murder of a Cleveland policeman.

TRAINING BROADCASTS SNEAK preview of how things are going with eight major teams now in training in Clearwater, Fla., will be available to fans over WIP Philadelphia. Jim Leaming, sports director, is at training camps to tape record interviews with players for 18 days. Personalized spots recording for a number of players are being aired by the station to promote the special sports feature sponsored by local Household Finance Corp. LISTENING IN WDOR Sturgeon Bay, Wis., is attempting to solve listeners' problems of any dimension. Party Line, aired daily for 15 minutes, sometime extends to a half hour because of the phone calls received. Announcer takes calls, relates the caller's request be it an announcement of a civic function or news of something to sell.

CELEBRITIES' FAVORITES SERIES of celebrity disc jockey shows was begun last week on WGMS Washington with Clifton Fadiman playing his favorites in classical music. Famous personalities from many fields including politics, theatre, sports and Hollywood will try their hand at a new occupation on the shows scheduled for half hour presentation each Saturday at 3 p.m.

BOXING BOUTS STUDIO staged amateur boxing bouts will be telecast by KNXT (TV) Hollywood every Thursday. Each bout will be added to weekly symphony telecasts at the station. Landscape and city scenes filmed to match the mood of the music are used to replace shots of the orchestra.

BROCHURE OFFERED BROCHURE prepared by The Katz Agency outlining various advertising promotion and merchandising services available to WWL New Orleans advertisers is being offered upon request to the station's promotion and merchandising department.

AD RATE PROMOTION ONE thousand rural homes can be reached by advertisers using WDGY Minneapolis for as little as 83¢ according to promotion piece released by the station. Station, covering eight areas, compares prices with four competitive stations in the coverage area, and concludes dollar-wise that WDGY is the advertiser's best buy.

TELEPHONE VOTES SPECIAL telephone Presidential poll was inaugurated last week by KOWH Omaha. Ten special telephone lines were installed and over 100 operators were assigned to handle "votes" phoned in by listeners. Results were broadcast every hour.

MUSIC is something to see as well as hear at WFTN-TV Minneapolis-St. Paul. Moving still pictures that interpret music to the eye in the same way the orchestra does to the ear have been added to weekly symphony telecasts at the station. Landscape and city scenes filmed to match the mood of the music are used to replace shots of the orchestra.

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and that Congress should do about
then so far as broadcasting or
telecasting are concerned is con-
tained in the American Bar Assn.'s
report. Since its release a fort-
night ago, it has been given wide
circulation. A copy is to be sent to
each legislator on Capitol Hill.

The ABA house of delegates, the pol-
icy-making body of the law
organization, adopted the report and
recommended resolutions prepared
by a committee for the board of
governors.

ABA condemned "the practice of telecasting the testimony of
witnesses when called before investigating committees of
Congress and recommends that appropriate action be taken to
restrict or prevent it."

Would Amend Canons

Also attacked was the "practice of telecasting or broadcasting judi-
cicial proceedings," coupled with a
suggestion that the canons of judi-
cicial ethics should be so amended.

In its report, ABA's committee "notes with approval the pending
efforts in Congress to frame a code of procedure for congressional in-
vestigating committees which will obviate some past criticisms."

Pointed out in the report was "some feeling of embarrassment"
by witnesses who approach the stand in either the congressional or court proceeding. "Their psy-
ological discomfort is inevitably increased," the report found, when
they are made aware that "they are at one and the same time ap-
ppearing before what might be described by an audience numbering
millions. . . ."

"Granted that it [television camera] greatly enhances the interest in con-
temporary events, it can also circulate with great speed baseless accusations which may be
imputable to the irreparable injury of the person attacked," the report con-
tinued.

However, ABA also felt that TV has been defended before commit-
tees as "making the accused a
true citizen and for more efficient servants," and a vehicle by
which "the public conscience may be
raised."

These ends "are undoubtedly laudable," the association noted.
"When they can be pursued with-
out impinging on the rights of innocent citizens, no one could ob-
ject."

Brief excerpts from the report, follow:

On constitutional committees—[We are not prepared to say tele-visioning or broadcasting of an unwilling witness of an infraction of pri-
vacy as to be unlawful; yet even when the consent of the witness is involved there would seem to be an element of unfairness in putting upon him the burden of consent or protest. His very unwillingness to consent might be treated in certain quarters as an un-
usually sympathetic. These unfavorable aspects become all the
more clear when television or broadcasting is concentrated on only several or witnesses and intended or intended to represent the proceedings as a whole.

On court proceedings—To the accused a trial is not an ordeal in itself to which he is commanded by society to submit. There is no necessity for imposing the additional hardship of knowing that the accused, at a time of great emo-
tional stress, must submit to a tele-
cast. There is no need that his humilia-
tion be intensified by his permis-
son to a photographic portrayal for publicized.

The requirement of a public trial in criminal prosecutions for the
accused. It is intended to insure that the trial is fairly open and not unjustly condoned. This requirement of a public trial is established and has been in force for a long time and the public trials would not be less public in the con-
temporary sense today than was the case. Moreover, witnesses were never granted admission to the trial.

Other developments during the week were:

A coupon printed by the Detroit News (WWJ-AM-FM-TV) for readers to fill out and send to their Congressmen urging that the public "has a right to see and hear on television the public hearings" of the Un-American Activities Committee. Additional hearings in Detroit are scheduled by the commit-
tee today (Monday). Newspaper declared in its front-page editorial March 2 that "the television hearing is no more than a dichro-
tion of the public's business to the
public at large" and that effect of the ban "was to deprive the
general public of full access to the
proceeding."

Rep. George Meader (R-Mich.), who introduced a resolution to permit committees to allow radio and TV at hearings, urged the House Rules Committee to begin

"immediate consideration" of H Res 640. He said the ban had
"aroused the press and citizens of
Michigan." He was joined by Rep.
Paul W. Shafer (R-Mich.) in stress-
ing rules be clarified.

Last radio coverage of a House committee investigation was the
King subcommittee probe of tax
scandals in San Francisco, it was reported. ABC's KGO there placed
five microphones in the hearing
room and recorded the entire pro-
ceeding. A four-hour uninterrupted broadcast was programmed on the
station Feb. 18.

Handling arrangements were Vic
Reed, KGO news and special events department. Richard Parks, in
charge of engineering, Radio City, directed recording facilities. Equipment was manned by engineer George Shoemaker and
newscaster-producer Sherman Bazell.

WTTN Files Protest

An individual station protest against the ban was sent Rep. Glenn
Davis (R-Fla.) by WTTN Water-
town, Wis., 250 w on 1580 kc. Let-
ter urged Congressman Davis to
work for the ban's lift, as it "is un
wise to embarrass him and sup-
pression of news."

Witnesses and their counsel for and against telecasting congres-
sional investigatory committees are scheduled to appear on ABC's On
Trial series tomorrow (Tues-
day) and March 18. They are slated
to include Rep. Jacob K. Javits
(R-N. Y.), author of a resolution (H Res 68) favoring congressional TV, and his counsel, James M. Lan-
dis, former Dean of the Harvard
Law School, on tomorrow's broad-
cast. Opposing counsel will be
attorney Ferdinand Pevera, formerly of the New York Supreme Court. Next week's witness against video hear-
ings will be Sen. John C. Stennis
(D-Miss.), a member of the Armed Services Committee, with the same
lawyers maintaining their same stands.

CONCERT conducted by Leopold Stokowski and presenting first per-
formances of works by two American composers has been resched 
uled from Columbia University Festi-
val of Contemporary Music, to be held in New York Sat-
urday and Sunday, April 26-27, and broadcast by CBS Radio.

ATHEIST SCOTT

A PROFESSIONAL atheist asked the
FCC last week to penalize the
American Broadcasting Co. by
closing down temporarily its owned
and operated stations.

Robert Harold Scott, who pre-
cipitated the so-called "Scott De-
cision" by the FCC in 1946, a formal complaint last week alleged that
ABC had refused him time to
answer what he termed anti-
atheistic propaganda in a play called "Bless Me Father" presented
over KGO San Francisco and the ABC
network in November 1951.

The play, he said, depicted the
principal character, an avowed
atheist, in a "most unfavorable light and was an "outright attack upon atheism as a point of view and upon atheists as a class."

ABC refused him time to answer the alleged controversial issue, he said, on the grounds that the play
was entertainment only.

In his petition, Mr. Scott also
asked the FCC to force ABC to
give him equivalent time to answer what he considers the pro-God message of the play.

The FCC Scott Decision in 1946 held that station licensees must see that all sides of controversial ques-
tions are given a fair hearing on the
air—regardless as they may be to themselves or their listeners.

However, the Commission said, not every controversy is of general in-
terest and stations must exercise their judgment as to what is of sufficient interest to warrant giving both sides time on the air [BT, July 22, 1946].

CBS Employees to Vote

WITH UNION demands for three
weeks wage raise pay for those
employed five years or more and
double pay on holidays granted, CBS Hollywood's final offer of a
15% wage increase will be accepted by the Office Employees Interna-
tional Union (AFL) tomor-
row night (March 11). OEU is de-
imanding substantial wage in-
crease for its 2,100 office workers in
21 classifications.
Kefauver's Policies

(Continued from page 44)

measure, points to the section which reads:

"Subject to physical limitation of the hearing room and with consideration for the physical comfort to the witness, equal accessibility for coverage of the hearings shall be provided to the various means of communication, including newspapers, magazines, radio, newsreel and television. It shall be the responsibility of the Committee Chairman to see that the various communication devices do not unduly distract or frighten the witness and interfere with his presentation."

The history of the TV-aspect of the Senate Crime Committee hearings is lengthy. First sign of objection from witnesses came on Feb. 21, 1951, when James J. Carroll, the St. Louis "betting commissioner," refused to appear before the TV camera. As early as that date, Sen. Kefauver said "Television is a well recognized medium of public information like radio and newspapers. ... There is no showing here that it will do any damage to your health. You just don't like, apparently, to have your picture seen while you are testifying."

Later, when the question came up again in Washington, the committee which had a division among its members on it, decided that witnesses who objected to telecasts would be respected. Thus, in varied forms, such as the telecasts in New York of Frank Costello's hands only and not his face, the committee attempted to resolve the issue without interfering with the rights of media in bringing the proceedings to the public.

Since that time, Sen. Kefauver has repeatedly taken the stand that television as a "great means of public communication" should have the "same rights granted to movie cameras and the ladies and gentlemen of the press or other means of communication" as long as the lights "are not obstructive, the heat ... not obnoxious ... the physical condition of the witness is not going to be injured."

It was Sen. Kefauver's committee that made it plain that TV could still function even though Kleig lights were eliminated from hearings, since the lights were for the use of newsreel cameras, not TV, which can operate without them.

Sen. Kefauver is noted as an independent, aggressive campaigner. His great feat in the political arena was the defeat of the Crump machine in Tennessee. To break the back of the organization aligned against him, the Senator stumped every back hamlet of the state, a procedure which he is applying nationally in his big gamble for the greatest chip of them all.

TV as a Casey Stengel entity in Tennessee when Sen. Kefauver defeated the state machine in a head-on, drag-out fight in 1948. Then, he was Rep. Estes Kefauver, who had served a decade in the House.

But radio was an instrument which Sen. Kefauver used with imagination and typical understanding of how it can shore up a candidate's campaign.

Radio Rote Termed 'Key'

He used state-wide radio at times, bolstered with repeated use of individual stations in strategically placed political markets. Sen. Kefauver's organization notes: "Radio was involved in what many politicians consider today to have been the key maneuver of his campaign."

Actually the maneuver was simple, although it took a little daring, for it was a matter of reaching the average Tennessee man who has dared the wrath of the Democratic Party by challenging the President's choice to head the ticket, should he choose to do so before this summer.

Sen. Kefauver, when in the House, had compiled a record that had some shaky parts to it—or so it seemed to his opposition. To countermand this, the Senator opened up state-wide by radio in a talk, entitled, "Mistakes I Have Made," noting those sins with which his opposition wanted to make whoopee.

The radio campaign, according to the Senator's associates, took the wind from the enemy's sails, "for the simple reason that when opponents mentioned them subsequent radio listeners remembered that 'EK' had himself told about them."

The Senator believes there can never be an adequate substitute for actual face-to-face meetings of candidates and voters. And, he says, "because television comes closest to approximate the personal appearance, it is very effective and... for that reason cannot help becoming a most important factor in any political campaign."

Noting also that radio exerts a "tremendous influence on political campaigns," for indeed both media "provide a more intimate degree of communication," Sen. Kefauver, who after all has reason to presume, concludes:

"This is the first Presidential election in which TV will have a really national audience and therefore a really national effect. Every candidate, including myself, is conscious of this and it will be interesting to see just what the result will be."

CELANESE SHOW

Rice Rejoins Playrights

ASSERTING he had been "completely satisfied" that blacklists are not used in casting performers on Celanese Theatre, Elmer Rice has announced that he has rejoined Television Playwrights Co., drama-tists' group formed to provide plays for the television series.

The Pulitzer Prize winner had withdrawn from the group last November, charging he had not been consulted as his contract required about casting his Broadway play, "Counselor-at-Law," when it was produced on Celanese Theatre at that time. He further charged that blacklists were used in casting actors in the series and that performers he suggested for the lead role—played originally by Paul Muni—were rejected on political grounds.

Democrat Kefauver

Candidate Kefauver was elected to the Senate Nov. 2, 1948, following a 10-year service in the House. He was chairman of the Senate Crime Investigating Committee from May 3, 1950 to the summer of 1951. Radio and television covered extensively its hearings held throughout the country. Sen. Kefauver was born in Chattanooga, Tenn., received his A.B. degree at the U. of Tennessee, his law degree at Yale U. He practiced law in Chattanooga and was a member of the law firm, Kefauver, Dugger & Miller. He served as a commissioner of finance and taxation for the state for four months in 1939 before coming to Congress.

VOA 'COURIER'

Truman Dedicates Ship

PRESIDENT Truman was chief speaker Tuesday at ceremonies dedicating America's first seagoing radio arm and commemorating the 10th anniversary of the Voice of America.

Ceremonies were held at Municipal Pier 4 in southwest Washington, D. C., with Cabinet officers, military and other government authorities and members of Congress inspecting facilities. The event, originally scheduled for Feb. 24, was postponed when the broadcast-equipped Coast Guard vessel, the Courier, was detained in New Jersey [B * T, Feb. 25, 18].

Among those dignitaries present were FCC Chairman Paul A. Walk-er and Sens. Kari Mundt (R-S. D.) and Theodore Green (D-R. I.).

The Chief Executive spoke on importance of the mobile radio station relay in the current U. S. "Campaign of Truth." His address was broadcast by the Voice of America. Secretary of State Dean Acheson also spoke briefly.

Dr. Wilson Compton, new chief of the International Information Administration under which VOA now operates, also attended. Public inspected ship Wednesday.

Over 100 invitations were sent out to government and Congressional dignitaries. The President's message was covered by 37 VOA transmitters in 45 languages to Europe, Latin America and the Far East. Ceremonies got under way at 10:30 a.m.

The Courier will leave New York for a shakedown cruise in the Caribbean before beginning operation.
February 29 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 6

KPIX (TV) San Francisco—CP to change ERP from 22.9 kw to 15.4 kw, to 5 3-kw audio, 2.5 kw audio, change trans. location from Mark Hopkins Hotel to Min. Calif. (site of KGO-TV), change trans., ant., etc.

License for CP

WMPA Abbeville, Miss.—License for CP which authorized changes in FM station.

WPEN-FM Philadelphia—License for CP which authorized changes in FM station.

Modifications of CP

WGBF Evansville, Ind.—Mod. CP, as mod., which authorized power increase, change in DA-N, etc., for extension of completion date.

WWDO Hollywood, Fla.—Mod. CP, which authorized new AM station, for approval, main studio, trans., and ant. locations.

KODE Pegasus Falls, Minn.—Mod. CP, as mod., which authorized frequency changes, power increase, new trans., for extension of completion date.

WHEN (TV) Staten, N. Y.—Mod. CP as mod., which authorized new TV station, to change ERP from 15 kw, 7.5 kw audio, to 17 kw audio, 0.5 kw audio, change trans. location, change ant. etc. Ant. height above average terrain 292 ft.

Amend Applications


Marine Corps Citation

WNJ Jacksonville, N. C., has been awarded a Marine Corps Certificate of Appreciation for consistently giving first priority to the interest of Camp Lejeune, N. C., in scheduling its broadcasts, since it went on the air more than six years ago. Lester L. Gould, president, One-Row-Broadcasting Co., licensee of WNJ, accepted award in behalf of station staff.

FCC actions

FEBRUARY 29 THROUGH MARCH 6

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STC-sync. amp.-sync. amplifier

STA-special temporary authorization

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 4 Decisions . . .

GOVERNMENT

March 4 Applications . . .

ACCEPTED FOR FILING

AM—1010 kc

KPOO San Francisco—Mod. CP, as mod., which authorized new AM station, to increase D power from 1 kw to 10 kw, install D trans., and studio locations from San Francisco to Richmond, Calif., install D, etc.

AM—1150 kc

KSVJ Ranger, Calif.—CP to change frequency from 1150 kc to 1160 kc, change hours from D to un., install DA-N, etc., for extension of completion date. License for CP

WTOC-FM Savannah, Ga.—License for CP, which authorized new FM station.

Modifications of CP

WWAV-AM-FM Lebanon, W. Va.—Mod. CP, as mod., which authorized new AM station, to extend completion date.

WWVA-FM Wheeling, W. Va.—Mod. CP, as mod., which authorized new FM station.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Lincoln 5-2705

TOwERS

AM * FM TV * SERIES COMPLETE INSTALLATIONS

TOwER S ALEs & ERECTING Co.

6300 N. E. Columbus Blvd.

Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 3502

P. O. Box 7037

Kansas City, Mo.

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS

STATION PLANNING AND OVER-GUIDANCE

P. O. BOX 948

SACRAMENTO, CALIF.
**CONSULTING RADIO & TELEVISION ENGINEERS**

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANISKY &amp; BAILEY</td>
<td>Executive Offices National Press Building</td>
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<tr>
<td></td>
<td>Offices and Laboratories 1339 Wss Ave., N. W. Washington, D. C. ADeMs 2414</td>
<td></td>
<td>Member AFCCE</td>
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<tr>
<td>JAMES C. MCNARY</td>
<td>Consulting Engineer National Press Bldg., Wash. 4, D. C. Telephone District 1205</td>
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<td>Member AFCCE</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
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<td>MUNSEY BLDG.  REPUBLIC 2347 WASHINGTON 4, D. C.</td>
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<td>Member AFCCE</td>
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<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS</td>
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<td>BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
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<td>Member AFCCE</td>
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<tr>
<td>WILLIAM L. FOSS</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W. Republic 3883 WASHINGTON, D. C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>1311 G St., N. W.</td>
<td>EX. 8073 Washington, D. C.</td>
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<tr>
<td>ROBERT L. HAMMETT</td>
<td>CONSULTING RADI ENGINEER</td>
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<td></td>
<td>230 BANKERS INVESTMENT BLDG.</td>
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<td>SAN FRANCISCO, 2, CALIFORNIA SUTTER 1-7545</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
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<tr>
<td></td>
<td>815 E. 83rd St. Hildend 7010 KANSAS CITY, MISSOURI</td>
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</tbody>
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**Broadcasting & Telecasting**

- for CP, as mod., which authorized new AM station. Mountain Home Bscg. Co., Mountain Home, Ark.—RETURNED application for CP for new AM station on 1480 kc, 250 w, unli.

- APPLICATION DISMISSED WEZR Gadsden, Ala.—DISMISSED application for CP to change hours from D to unli. with 1 kw ls, 106 w-n.

- March 5 Decisions...

---

**George C. Davis**

501-514 Munsey Bldg.—Sterling 0111 Washington 4, D. C. Member AFCCE

**Gautney & Ray**

CONSULTING RADIO ENGINEERS 1053 Wenner Bldg. Washington 4, D. C. National 7757

**Weldon & Carr**

WASHINGTON, D. C. 1405 Connecticut Ave. Dallas, Texas Seattle, Wash. 4212 S. Buckner Blvd. 4742 W. Ruffner Member AFCCE

**A. Earl Cullum, Jr.**

CONSULTING RADIO ENGINEERS HIGHLAND PARK VILLAGE DALLAS 5, TEXAS JUSTIN 6108

**Robert M. Silliman**

1011 New Hampshire Ave., N. W. Republic 6646 Washington 7, D. C.

**William E. Benne, Jr.**

Consulting Radio Engineer 3726 Kenawha St., N.W., Wash., D. C. Phone Oldtown 8071 Box 2468 Birmingham, Ala. Phone 6-2924

---

**Commercial Radio Equip. Co.**

Everett L. Dillard, Gen. Mgr. INTERNATIONAL BLDG. DI. 1319 WASHINGTON, D. C. P.O. BOX 7037 JACKSON 5302 KANSAS CITY, MO.

---

**Craven, Lohnes & Culver**

MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C. Member AFCCE * E. C. PAGE CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C. Member AFCCE *

---

**McIntosh & Inglis**

1216 WYATT BLDG. WASHINGTON, D. C. Metropolitan 4477 Member AFCCE *

---

**Russell P. May**

1422 F St., N. W. Kellogg Bldg. Washington, D. C. Republic 3984 Member AFCCE *

---

**Millard M. Garrison**

1519 Connecticut Avenue WASHINGTON 6, D. C. MICHIGAN 2261 Member AFCCE *

---

**John Creutz**

319 BOND BLDG. REPUBLIC 2151 WASHINGTON, D. C. Member AFCCE *

---

**GUY C. HUTCHESON**

P. O. Box 32 AR 4-8721 1100 W. ABRAM ARINGTON, TEXAS

---

**GEORGE P. ADAIR**

Consulting Radio Engineers Quarter Century Professional Experience Radio-Television- Electronics-Communications 1810 M St., N. W., Wash. 6, D. C. Executive 1230—Executive 5521 (Nightolidays, Lockwood 1319) Member AFCCE *

---

**KEAR & KENNEDY**

1302 18TH ST., N. W. HUDSON 9000 WASHINGTON 6, D. C. Member AFCCE *

---

**Walter F. KEAN**

AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING 1 Riverside Road—Riverside 7-1515 Riverside, Ill. (A Chicago suburb)

---

**Grant R. Wrathall**

Agats, California Appointments arranged for San Francisco Seattle Salt Lake City Los Angeles Portland Phoenix Box 250 APTOS—3352 Member AFCCE *
HELP WANTED

Castings

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situated WANTED 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display $15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

مية | مهاجر

[Image Description: The page contains numerous job listings under various classifications, such as "Help Wanted." Each listing includes details like position, requirements, and contact information.]

HELP WANTED (Cont'd)

WANTED: Complete staff for new 500 watt station. Box 101, Minneapolis, Wis.

Help Wanted (Cont'd)

WANTED: Experienced announcer by Rocky Mountain area. Network station. Send for full particulars and salary requirement first letter. Box 300M, BROADCASTING • TELECASTING

Immediate opportunity for first engineer. ABC non-commercial affiliate in Illinois, 40-hour, 5-day week with salary advances every six months, by contract. Send back and front information first letter. Box 31T, BROADCASTING • TELECASTING

LICENSED ENGINEERS—With and without experience. See Lobell Associates ad page 90.

WANTED, operator with first class license, experience unnecessary. KALT, Butte, Montana. Salary depends upon qualifications. Contact Ed Cooney.

Help Wanted (Cont'd)

Immediate opening for three engineers. First class license required. Send box 450M, BROADCASTING • TELECASTING

First phone engineer, central Pennsylvania network station. Guaranteed salary, plus good commission for remotes and, if earned, on air announcing. Fine opportunity for permanent position with long established station. Send all details plus salary expectation immediately. Box 425M, BROADCASTING • TELECASTING

Licensed engineers—With and without experience. See Lobell Associates ad page 90.

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Technique

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First phone engineer, central Pennsylvania network station. Guaranteed salary, plus good commission for remotes and, if earned, on air announcing. Fine opportunity for permanent position with long established station. Send all details plus salary expectation immediately. Box 425M, BROADCASTING • TELECASTING

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LICENSED ENGINEERS—With and without experience. See Lobell Associates ad page 90.

WANTED, operator with first class license, experience unnecessary. KALT, Butte, Montana. Salary depends upon qualifications. Contact Ed Cooney.
Salesmen
Announcer-salman, four years experience. Details by return mail. Box 463M, BROADCASTING • TELECASTING.

Announcers
Sportscaster, play-by-play. All sports all phases air work, national and special events. Married, family, experienced. Recent experience with ABC in New York City. Box 468M, BROADCASTING • TELECASTING.

Baseball wanted. Sports station only. No experience necessary. All phases. Box 55M, BROADCASTING • TELECASTING.

Announcer, experienced in all staff work on indies and net stations. Looking for opening with a permanent base with northeastern station. Veteran, 25, car, presently employed in southeast. Disc available. Not a Roarer. Box 504M, BROADCASTING • TELECASTING.

Announcer. Concentrated and varied experience. Excellent technique. Competent all phases. Offers? Box 520M, BROADCASTING • TELECASTING.

Announcer, proved success, 5 years experience, news, sports, salesmen and program manager. Box 57M, BROADCASTING • TELECASTING.

Announcer, experienced 4 years same station, available immediately, soon preferred. Box 453M, BROADCASTING • TELECASTING.

Announcer, one year experience, good job background. Box 483M, BROADCASTING • TELECASTING.

Attention eastern stations. Announcer with three years experience in news-casts, sports and disc-jockey programs. I may be the one you are looking for. Box 441M, BROADCASTING • TELECASTING.
Wanted to Buy

Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit, Flasher and photoelectric control. Box 442M, BROADCASTING • TELECASTING.

Wanted: 5 KW AM transmitter. Also: 1 kw and 10 kw shortwave transmitters. Description price please. Box 442M, BROADCASTING • TELECASTING.

B&G turntable model 70-C or 70-D. Price state price and type pickup and filter. Box 442M, BROADCASTING • TELECASTING.

Wanted, complete 1 kw equipment. Need everything from mikes to tower. What have you? Address Box 468M, BROADCASTING • TELECASTING.

Wanted—Approximately 700 feet 1½" transmission line. Various conditions. Products type 505 preferred. State age, condition and price. Glen Klein, KAWS, Austin, Minnesota.

Progar amplifier (Langelin), state price, condition and number months used. Address Box 471M, BROADCASTING • TELECASTING.

Miscellaneous

5000 watt station taking on mail order business and contracts. All interested parties and agencies please send copy 429M, BROADCASTING • TELECASTING. All inquiries answered.

Help Wanted

Announcers

NBC AFFILIATE

Has an opening for an exceptional personality announcer for radio and, eventually, TV. We want a morning man who is an intelligent, likable person of varied contacts and sound judgement. The announcer for this position is a man with creative ability who can entertain, handle commercial copy deftly, and present newscasts with authority. This is an important position that pays well to start and will pay more when increases are merited. Send background, references, photo, and disc or tape recording to VERNON A. NOLTE, MGR.

WHIZ ZANESVILLE, OHIO

Situations Wanted Managerial

SALES PROMOTION MANAGER...widely recognized for his particularly successful grass roots approach to national and local sales problems...wishes to contact radio station owner, agency head, or national advertiser. Interested in position of station manager, merchandising man, radio station sales manager, or any assignment requiring sales increases in limited time or on equally limited budget. Write Box 427M, BROADCASTING • TELECASTING.

WE HATE TO LOSE HIM...but this young man has decided to return to radio after nearly a year as AE in our advertising agency in the Deep South. He is 15-appealing, personable and resourceful. He really doesn’t need my recommendation as he is thoroughly entrenched, with the necessary know-how to work a prolific number of valuable gross and has proved himself in radio sales and management positions. He is located in the South or Southwest preferred. He’s interested in a job as manager or sales manager—sales if the situation presents a real opportunity to develop a personal relationship. It would be necessary.

He will be retained by his present employer and will be released confidentially as soon as he resumes his position with us. Write Box 427M, BROADCASTING • TELECASTING.

Situations Wanted (Cont’d)

Television Managerial

SALESMAN—SALES EXECUTIVE

Headed for Southern California. Well known sales producer director of radio-TV ad agency in eastern and located in the South. Has an interest in joining either the management side of a large or an independent operation. Must be interested in being involved in handling a major account or two. Address Box 429M, BROADCASTING • TELECASTING.

WANTED—Engineers

Announcements

SITUATIONS WANTED

SALESMAN—SALES EXECUTIVE

FOR SOUTHERN CALIFORNIA. Well known sales producer director of radio and TV agency in eastern and located in the South. Has interest in joining either the management side of a large or an independent operation. Must be interested in being involved in handling a major account or two. Address Box 429M, BROADCASTING • TELECASTING.

THREE NEW TV STATIONS

Apr 1 and 2 kw AM transmitters. Antenna equipment, and full service from mikes to tower. What have you? Address Box 468M, BROADCASTING • TELECASTING.

WANTED:

Disc increases are likeable personality announcer to work with him on the lifting syndication broadcasting and motion pictures. Have been announcer-public speaker, writer-director, producer-account man. Now employed—available by arrangement. Details on request—Minimum $150,000.

Write Box 470M, BROADCASTING • TELECASTING.

ANNUAL REPORT

Sterngold-Carlson Issues

NET EARNINGS for all divisions, including broadcasting (WHAM-AM-TV Rochester), of Sterngold-Carlson Co. were reported by President R.C. Tait last week as totaling $885,777 for 1951.

Broadcasting, sound equipment and telephone divisions of the company, founded in 1924, had the best year in their history, he added. "The television market is somewhat improved at present," Mr. Tait said, "and the lifting of freeze on new stations—both VHF and UHF—plus the political conventions this summer and national elections next fall, should stimulate demand for television receivers.

Defense contracts continue to get under way in all Sterngold-Carlson divisions, it was added, and will account for an estimated 40% of 1962 billings, to be increased to 60% the following year. Defense and civilian production "should make total sales volume in 1962 the largest in the company's history," Mr. Tait predicted.

Toscanini Series

ARTURO TOSCANINI will return to the NBC Symphony Orchestra for a final series of four concerts for the 1951-52 season, it has been announced, with the first program aired Saturday, March 8 (NBC radio, 6:30-7:30 p.m. EST). These concerts will close the 15th success-
Docket Actions...

INITIAL DECISIONS

WHO-Gadsden, Ala., and City Bestg. Corp., Nashua, N. H., FCC granted examiner J. D. Bond issued initial decision on application of WHO-Gadsden for re-positioning and setting City Bestg. 1340 kw, 250 w, full service, 13,500,000 listeners.


OPINION AND ORDER

KURV Edinburg, Tex.—Upon request of Commission, FCC reconsidered proceeding in which further evidence be received with regard to rate of return and engagement in advertising amendment filed to avoid interference to KLQK, Edinburg, Texas. Order March 5.

Non-Docket Actions...

TRANSFER GRANTS

WGCE Chicago—Granted assignment of interest to sponsors: partnership to new sponsorship which will include present partners plus Martin D. Castro, Mary J. Emmer, Patricia D. Fern and Helen M. Kennedy; through gift of 7.5% interest now held by their partners. Presented new partners H. R. Hinzman, present partners. No monetary consideration. Granted March 5.

Jacksonville, Fla.—Granted consent to转让 of license of WJAX to licensee control to licensee corporate body. Increase of 1.5% interest of James R. Stockton to 75% and interest of Robert M. Stockton (instead of 33% and 10% interest held previously) to 33% (respectively, before transfer). Granted March 5.

KLX-AM-FM Oakland, Calif.—Granting of transfer of control from Tribune Broadcasting Co. to Joseph R. Knowland, J. C. Knowland, Robert J. Knowland as voting trustees, acting as trustees, and for purposes of ownership or control; no monetary consideration. Granted March 5.

WGCL Centerville, Miss.—Granting assignment of interest of surplus WGST to WGST, a corporation of western Bestg. Co. of Mississippi to Southern Bestg. Co. No new corporation proposed of Alvin Saks, David Thornhill, Carl Treppendahl, Apex, and J. W. Lott, 80%-plus granted March 5.

WJMO Milwaukee, Wis.—Granting of assignment of license of St. Croix Broadcasting Co. by J. F. Casey, J. F. Casey, a corporation, with William F. Kuethe, an individual, to new principal partners, to hold same percentage of stock as they now hold percentage of interest. No monetary consideration. Granted March 5.

f FCC Actions

(Continued from page 87)

March 5 Applications... ACCEPTED FOR FILING

WRBC-TV Birmingham — CP to change from Ch. 4 (68-72 mc) to Ch. 6 (68-86 mc), increase ERP from 12.5 kw to 61.1 kw, 6.1 kw aur., to 28.8 kw, 14 kw aur., antenna height above average terrain 908 ft. (Also see Actions of the FCC, page 86.)

Following stations request renewal of license:


Allocation Supplement

Broadcasting • Telecasting

The FCC will publish in complete text the final TELEVISION ALLOCATIONS REPORT. Subscribers will receive a complete copy of the report. Extra copies will be available, as soon as the supply lasts, at $3 each.

box score

SUMMARY THROUGH MARCH 6

New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
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<tbody>
<tr>
<td>534</td>
<td>640</td>
<td>168</td>
</tr>
</tbody>
</table>

WABG Greenwood, Miss.—Assignment of license of Community Service Bestg. Co., Inc., Birmingham, Ala., to WABG Greenwood, Miss. No new corporation, no new principals in WABG; no new monetary considerations.


WMFS Chattanooga, Tenn.—Assignment of license of WMFS to WMFS Bestg. Co., Inc., Birmingham, Ala., to WMFS Chattanooga, Tenn. No new corporation, no new principals in WMFS; no new monetary considerations.

WPBS-Poughkeepsie, N. Y.—Assignment of license of WPBS to WPBS Bestg. Co., Inc., Syracuse, N. Y., to WPBS-Poughkeepsie, N. Y. No new corporation, no new principals in WPBS; no new monetary considerations.


WPBS-Poughkeepsie, N. Y.—Assignment of license of WPBS to WPBS Bestg. Co., Inc., Syracuse, N. Y., to WPBS-Poughkeepsie, N. Y. No new corporation, no new principals in WPBS; no new monetary considerations.

 пока не найдено
Talent Tug-O-War
(Continued from page 29)

Television programs to CBS. The result of such a switch might completely reverse the competitive situation and cause a cause to NBC to lose its current position of leadership.

NBC does not ask that NPA grant to it all the critical materials it has asked for in the past. NBC asks that NPA allow it to build just enough facilities to keep it from being exposed to competitive attacks based upon NBC's present inability to deliver adequate Hollywood origination. A denial of this limited request would work an unfair hardship on NBC and in view of all the material allowed by his appeal to CBS, would be manifestly unjust.

Speaking for NPA, Mr. Heyman cited essentiality as a criterion, and noted that policy has been to withhold grants for projects not under way. The materials shortage may ease for industrial construction later this year, he added.

NBC was rejected, Mr. Heyman said, because it had not begun construction prior to Aug. 3, 1951, may get allotments for the third and fourth quarters. The test of essentiality will still govern, however, he said.

"NBC will have to compete with new, vital projects as chemical plants and the textile industry," Mr. Heyman explained. He added that the network could obtain imported foreign steel provided it did not use more than self-authored amounts for copper and aluminum—90,000 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum.

Chairman Boyd promised the board will give "careful review" to the appeal and issue a decision as soon as practicable. Normally appeal decisions are issued within 30 days.

NBC was the first network to appeal a NPA decision involving construction. It previously was successful in receiving exemptions and grants for other projects in New York and Chicago, but was unsuccessful in receipts for experimental work in other areas [B&T, Dec. 24, Sept. 24, 1951].

The picture for radio-TV broadcasters—NBC and others—continued to brighten last week.

Exceptional Opportunity for Traveling Time-Space Buyer
and Media Contact Man

We must know the "ins and outs" of radio and television buying if we are to get a station right on the ground, be able to separate "the good buys" and "the bad." A "A to Z" factors that determine the amount of the various "ins and outs" of radio and television buying require knowledge of the following.

"A to Z" of factors that determine... 

AUDIENCE BREAKDOWN
AMA Hears Seiler

AUDIENCE composition and cumulative data, especially for progressive results in their spot announcement campaigns, are the subjects of greatest interest among advertisers, James W. Seiler, president of the American Research Bureau, said Saturday.

Speaking on audience research to the radio-TV luncheon group of the American Marketing Assn., Mr. Seiler outlined the needs for audience measurement and the methods and their effectiveness for collecting data. Asserting that research conducted while a program is in progress is the most satisfactory, he considered telephone surveys as excellent, but limited in non-metropolitan areas by the number of homes not equipped with telephone.

Meters, while being more precise, are expensive to install, result in a fixed sample unless moved to other sets for every study, and do not indicate audience composition, he said.

Diaries, kept by individual audience members, have proved most effective for advertising studies conducted by his organization, he reported, and have an added advantage of indicating, not what is broadcast, but only what the audience member has observed. Comment.

A number of applications are on file with NPA's Industrial Expansion Division for projects already under way. They will continue to receive materials to finish the work. Later, NPA may further ease restrictions to permit commencement of construction [B&T, March 3].

Among these applications are DuMont Labs, WCAU Inc. (WCAU AM-FM-TV Philadelphia), and ABC San Francisco.

DuMont Labs was rejected for a $1,760,000 TV studio project at its general office in New York in the fourth quarter, but was granted materials for this quarter. WCAU Inc. is better than 60% along on its new building "to better serve the Philadelphia area" with a project estimated at $2,740,000.

LOCATION is Lower Marion Township, construction began Oct. 26.

ABC San Francisco got second-quarter materials Feb. 7 after being denied in January-March 1952 for radio-TV studios.

Another case of fire involving KTHS Hot Springs, Ark., which proposes to move its transmitter and studio to Little Rock. Engineers change from 1 kw night and 10 kw day to 50 kw day and night, and needs steel and other materials. It was indicated that KTHS would grant KTHS' application because of an ease in material supply and because the request does not involve a new station as such. John D. Ewing is president of KTHS as well.

KWKH Shreveport, La.

PRATT REPORT
Is Given to Truman

PROGRESS report on U. S. "frequency management" policy was submitted last Monday to President Truman by Haraden Pratt, his telecommunications advisor.

Mr. Pratt called on Mr. Truman in a White House visit to report on developments in the field of international, and U. S. domestic spectrum problems since he was appointed to office about six months ago.

The telecommunications advisor apprised the Chief Executive of the creation of a Technical Policy Steering Committee, and the proposed policy governing utilization of frequency rights among government agencies and domestic users as drafted by the committee's executive unit.

Work on the International Telecommunications Union Atlantic City agreement relating to fixed services and frequency coordination for international broadcasting and round of discussions on domestic spectrum problems involving the FCC and the interdepartment Radio Advisory Committee also were reported on by the President's telecommunications advisor [CLOSED CIRCUIT, March 3].

WCBS BILLING UP
26% Above February '51
BILLINGS for WCBS New York in December were 26% over those of a comparable period in 1951. Carl Ward, general manager of the key station for the CBS Radio network, announced last week.

More sponsors are using the station break commercial announce- ment today than a year ago, he said, and the sale of afternoon station breaks has gained impetus. He declared that "radio commercial volume appears to be on a very definite upswing."

Another factor in the higher billings is the new Joan Edwards Show, which, its premiere on March 3 was 50% sold out in participations, he noted.

PHIL RIZZUTO PROGRAM
Radio City Productions Offers
STARRING the New York Yankees' shortstop, Phil Rizzuto's "Sports Coaches" Converges last week as a new transmitted radio show, produced and distributed by Radio City Productions, New York.

The 15-minute feature, prepared for daytime broadcast, had been sold in 20 major markets and, in another 40 smaller cities by the end of last week, it was reported.

Keyed to the opening of the 1952 baseball season, premier release date of Sports Coaches is scheduled for April 13-19. First 26-week cycle carries the program through the date of the World Series, it was pointed out.

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BROADCASTING * Telecasting
MAYFLOWER EDIT

ACLU Would Reinstate

REINSTATEMENT of the Mayflower decision prohibiting stations from editorializing was urged last week by the American Civil Liberties Union, in a letter to the FCC, said attempts by stations to editorialize had proved confusing and unworkable.

The Mayflower decision, handed down in 1949, prohibited editorializing by radio stations. Mayflower Broadcasting Co. was applying for the same facilities used by WAAB in Boston, which had been cited by the FCC for partisanship. After weeks of testimony, the FCC renewed WAAB’s license (denying the Mayflower application), but warned that stations could not take sides on any question and had to insure unbiased news reporting [B&T, Jan. 20, 1951].

In 1949 the prohibition was overturned, but the FCC emphasized it was sanctioning editorializing only when it was “fair” and that the stations must seek out and encourage the rebuttal of persons or groups holding views different from their own [B&T, June 6, 1949]. At that time the ACLU opposed abandonment of the policy.

The reason for ACLU’s latest complaint was the FCC’s censure of WLIB New York last year for taking an editorial stand in favor of racial integration at practices legislation without also airing opposing views [B&T, March 6, Jan. 30, 1951].

The ACLU’s letter to the FCC reiterates its 1949 arguments.

Intent Not Enough

Patrick Murphy Malin, executive secretary of ACLU, wrote that in abrogating the Mayflower decision, the FCC was “motivated by the feeling that open partisan statements are healthier in a free society than the editorializing of covert propagandists.” He said the ACLU was sympathetic to the Commission’s purpose, but added:

“We submit that good intent does not automatically make for sound practice. There has been no rush on the part of the stations to exercise this new freedom. And in the case of WLIB the rule has been so confusing as to impair the effect of editorialization.

“But over and above these considerations, the Commission’s policy has the ultimate result of discouraging all types of opinion on radio stations. This is due to the fact that…most stations will lean over backwards to eliminate all types of editorial comment and, thus, avoid any question being raised.”

Mr. Malin continued:

To what lengths must a station go in order to “seek out and encourage” the broadcasting of opposing viewpoints? Standards are there by which to determine whether a station has systematically sought out, sided and encouraged the expression of opposition views before it may be allowed to editorialize? What area must be covered—how many organizations and spokesmen covered, how much money must be spent, how many employees assigned to the task?

We believe that, from the point of view of the FCC, enforcement of the new rule is practically impossible. The Commission’s investigatory staff would be pressed into far more demanding tasks than the present. To determine whether every station taking an editorial position has fulfilled its affirmative duty, it would have to assign the proper standards to each station. It would have to set up standards such that every permissible contingency could be covered, yet so broad that these standards would not have to be revised to fit each case. In short, a consistent cohesive policy might be well-nigh impossible of achievement.

WJLD VERSUS WILD

ACLU Denies Protest

WILD and WJLD are not so much alike that stations using those call letters are likely to be confused, according to the FCC.

Last week the Commission denied a petition from WJLD Bessner, Ala., which asked to have the call letter WILD assigned to WTNB Birmingham, Ala. [B&T, Feb. 11, Jan. 28].

WILD was afraid that the two stations—both in the same market—might be confused. Bessner is 12 miles from Birmingham.

But in its letter to WJLD, the FCC wrote:

“There is no sufficient likelihood of confusion arising from the use of the call letters WJLD Bessner and WILD Birmingham to warrant departure from the Commission’s practice of permitting licensees to use the call of their choice if it is available and in good taste.”

INFO. BUDGETS

Rep. Hebert Attacks

Rep. F. Edward Hebert (D-La.), chairman of a House subcommittee investigating waste in the Pentagon, last Thursday turned his guns on public information specialists of the Defense Dept. and in the three military services.

He charged that the Pentagon spends over $1 million annually putting out “propaganda” through “press agents, ghost writers and praise-makers.”

Simultaneously he disclosed a list of salaries for officers and civilians assigned to press relations as submissions by the Defense Dept.

“A hurried examination of the list indicates that in excess of $1 million is being spent by the Pentagon for the spreading of its propaganda by habitual distortionists…” Rep. Hebert said.

Topping the civilian salary list were Clayton Fritchey, public information director for the Dept. of Defense, while Maj. Gen. Floyd L. Parks, Army Dept. press chief, topped a military listing.

CHAMBER MEETING

Legislation Reviewed

COMMITTEE on Advertising for the U.S. Chamber of Commerce gave close attention to television when it met in New York last Wednesday. Harold E. Fellows, NARTB president, gave an off-the-record report on radio-television legislation pending in Washington and its potential effects on the American businessman.

Although details of his talk were not released, it was understood that Mr. Fellows explained the formation and backing of legislation as the Benton Bill and urged that businessmen let their opinions be known in Washington while legislation is pending and before it is enacted.

The Chamber of Commerce had previously branded as unfair the case-Johnson Bill proposing to prohibit the advertising of distilled spirits over radio and TV [B&T, Feb. 11] as the first step toward further restrictive legislation covering the entire advertising industry, a move explained briefly at the Wednesday meeting by Paul H. Good, secretary of the Committee on Advertising.

To open ‘Magic Key’.

Committee also heard progress report and promotion plans for “The Magic Key,” 20-minute color film on advertising, and at the suggestion of Roger W. Cilpp, general manager of WFIL Philadelphia, will offer it to all television stations throughout the country. The film was shown recently on WMCT (TV) Memphis, thereby doubling the estimated audience of 150,000 persons who had seen the film at meetings of advertising committees, trade associations and public relations groups, according to the request of Chamber staff member, who made the report.

Other business during the day-long meeting included a talk by Otto Kupper, Kupper Co., on criticisms of advertising, reconsideration of the committee’s formal statement of advertising policy and a report on the Advisory Committee to the Dept. of Defense.

GATES QUINCY, ILLINOIS

Your ONE SOURCE for Supply for ALL Broadcasting Equipment NEEDS

THese OFFICES TO SERVE YOU

QUINCY, ILL. TEL. 8202
HOUSTON, TEXAS TEL. ATWOOD 8536
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MONTREAL, QUE. TEL. ATLANTIC 9441
NEW YORK CITY TEL. MURRAY HILL 9-0200

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DuMONT MAY PARTICIPATE IN ALL PHASES OF HEARING

DuMONT MAY participate in all phases of the Paramount hearing, FCC Hearing Examiner Leo Resnick ruled Friday. Mr. Resnick ruled over other parties—ABC, CBS and United Press TV—the FCC—argued that DuMONT had no interest in merger of ABC and UPT and therefore should not be permitted to cross-examine, etc. (see earlier story on page 35).

Hearing on Friday saw beginning of testimony of John Balaban, president of Balaban & Katz theatre chain. Completed were the testimony of David Wallerstein, vice president of B&K, and of John H. Mitchell, general manager of WBBK (TV) Chicago. Mr. Balaban was recounting his early Chicago years when hearings were adjourned. In the course of Mr. Mitchell's examination, he revealed that WBBK used 26 feature pictures per week.

WEMP AMENDMENT OPPOSED

OPPOSITION to permitting WEMP Milwaukee to amend its TV application [BPT, March 3] was filed with FCC Friday by WFOX same city. Heart-owned WFOX claimed that WEMP amendment is new application and should not be accepted since FCC rules forbid acceptance of new applications filed after 20 days before start of hearings. Milwaukee TV hearings began July 1946, WFOX pointed out. In defending WEMP amendment, WFOX claimed amendment involves “new parties, new financing, new programming, new staffing and a completely new engineering proposal.” It pointed to 43% ownership of WEMP by Mid Continent Radio-Television Inc. (WTCN-AM-FM-TV Minneapolis-St. Paul) to bolster its contention that WEMP was new corporation. WTVN purchase of 40% interest in WEMP took place last year.

WEATHER SNAGS PLANS

ABANDONMENT of NBC plans for live telecasts of New Hampshire primaries announced in New York Friday. Decision reached after two-hour technical conference at NBC's facilities, WBB-TV Boston, which had been scheduled to feed NBC-TV remote pickups to network (see story page 31). Filmed coverage—provided by 16 men and two camera crews—will be flown to New York hourly, while radio reports originate from vote scene. Plans to build three-step microwave facilities for direct TV cancelled by New England weather and additional six-inch snowfall.

CAMPAIGN COVERAGE

MORE than $300,000 worth of NBC air time will be devoted to advertising network's political coverage in intensive promotion campaign scheduled to have started Sunday and to last through election eve, according to Friday announcement by Jacob A. Evans, NBC radio advertising and promotion department manager. Keyed to slogan, “Follow the Campaign of the Next President on NBC,” promotion will use station breaks, signoffs, regularly scheduled newscasts, recorded announcements by top NBC newsmen, advertising, for first time director of NBC radio news, Henry Cassidy — local station announcements, slogan posters, station and newspaper advertisements.

HYDE VICE CHAIRMAN

FCC COMR. Rosel H. Hyde was elected FCC Vice Chairman Thursday at first meeting following seating of new Comr. Robert T. Bartley. He succeeds to position vacated by Chairman Paul A. Walker, who was Vice Chairman from 1945 until his elevation to Chairmanship two weeks ago. Mr. Hyde was appointed in 1946 to fill unexpired term of late William H. Wills. Before that he was general counsel of the FCC. He is a Republican.

WIKK SALE APPLICATION FILED

APPLICATION for approval of sale of WIKK Erie, Pa., from Keith Kiggins and Donald Reynolds to Edward Lamb's Dispatch Inc. (WICU-Erie Dispatch) for $100,000 [AT DEADLINE, Feb. 11] was filed with FCC last week.

Application showed WIKK current assets as $40,561.47, liabilities $18,578.90. Dispatch Inc. showed current assets as $376,074.78, liabilities of $400,204.83.

Approval would give Mr. Lamb the following radio-TV properties in addition to WIKK and WICU (TV): WTOD and WTRT (FM) Toledo, WTWN (TV) Columbus, WHOO-AM-FM Orlando, Fla. Mr. Kiggins is residing in California for reasons of health. Mr. Reynolds owns a number of newspapers in the Southwest and also KSFA-AM-FM Fort Smith, Ark.; KRRS Springfield, Ark.; KHBG Okmulgee, Okla.; KAKE Wichita, Kans., KWRN Reno, Nev.

THREE TV SERIES

THREE MAJOR TV series are planned in contract, announced Friday, between NBC and Dougfair Corp., with Douglas Fairbanks Jr., head of Dougfair, to supervise production of all and appear as host and occasional performer in one. Series are International Theatre, in which Mr. Fairbanks will appear and for which he will recruit dramatic talent in Europe after March 15; Foreign Legion, adventure drama set in North Africa, and The Silent Men, based on Mr. Fairbanks' NBC radio show.

RCA DIVIDEND

DIVIDEND of 87 1/2 cents per share on outstanding RCA $3.50 cumulative first preferred stock, payable April 1 to holders of record at close of business March 17, announced by Brig. Gen. David Sarnoff, RCA board chairman, following board meeting Friday. Dividend is for period Jan. 1 to March 31.

DURANTE WINNER

ANNUAL Page One Awards of New York Newspaper Guild announced Friday with Jimmy Durante named radio-TV winner for his numerous and pace-setting video appearances.

C. L. DOTY, former manager of ABC's WJZ-AM-FM-TV New York, to radio sales staff of Edward Petry & Co., N. Y., station representative firm. Mr. Doty joined ABC in 1942 as member of newly-formed spot sales division. After three years naval service in World War II, he returned as assistant sales manager and later station manager of WJZ-AM-FM-TV.

PAUL A. HILTON, controller and assistant general manager of Crosley Distributing Corp. of New York, appointed controller of Audio & Video Products Corp., that city, where he will coordinate activities of the parent company and its three subsidiaries: Audio-Video Recording Co., A-V Tape Libraries, and Magna-Crest Corp.

HERBERT BLOOMBERG, DuMont Transmitter Div. central district sales manager, named to assume control of Chicago central area covering 15 midwestern states.

JEAN RICHTER, William H. Weintraub Co., N. Y., promoted to assistant producer in radio-TV department.

COL. EDWARD F. BROWN and GLENN GUNDERELL, assistant to the president, and director of advertising and sales promotion, respectively, of National Dairy Products Corp., N.Y., named vice presidents. Both will retain their current positions.

PROSPECTIVE APPLICANTS MAKE TV PLANS

TV PLANS for three prospective applicants were announced last week.

In Colorado, KVOR Colorado Springs, and KGHF Pueblo, formed new corporation to build 200-kw station atop 9,000-ft. Cheyenne Mt. In Iowa, KVF D Fort Dodge and local businessmen formed Northwest Television Co. with $100,000 capitalization to file application for TV in that city. The new company is headed by Edward Breen, president of KVF D. In Washington, D. C., independent WGMS, specializing in "good music," announced it had hired an engineer to prepare application for one of two extra UHF channels proposed for the city.

Colorado company was formed by James D. Russell, president and general manager of KVOR; Gifford Phillips, president of KGHF; Robert Ellis, general manager, KGHF; Betty Z. Russell, Colorado Springs; H. G. Harron, Colorado Springs businessmen and Harry C. Schnible, Denver businessman. Main studios of TV station would be at Broadmoor Hotel, Colorado Springs, with a second studio in Pueblo.

GIRL SCOUT ANNIVERSARY

SOME 100 radio and TV programs have indicated intentions of observing 40th anniversary of Girl Scouts of America this week. Among major opening broadcasts slated was dramatization of life of Juliette Gordon Low, GSA founder, on NBC's Hallmark Hall of Fame yesterday (Sunday).
"IN THE HEART OF AMERICA . . .

It's The

KMBC

KFRM

Team and It's

Wholehearted"

7½ MILLION "HANDS HIGH" . . .

Measurement, in equestrian vernacular, is expressed in "hands." By these standards the KMBC-KFRM Team is well on its way to 7½ million "hands high." Why 7½ million? Because that is the number of hands on the 3¾ million people living within the half millivolt contour of The Team — and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes "CBS for the Heart of America" and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring "hands" also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
There's more than one reason why national advertisers consistently renew their Keystone time. They know of Keystone's more than 500 affiliates dotting the nation and that all or only the number they need may be purchased in a package—with one time saving order.

However, they also realize that the prosperous people living in Keystone's rich Hometown and Rural America are beyond effective television and they listen more often and longer to their local level KBS radio station than they do to the distant metropolitan stations.* Investigate the sales potential of Keystone's Market—and the ability of Keystone to produce it!

*BMB REPORT

KEYSTONE BROADCASTING SYSTEM, INC.
The Voice of Hometown and Rural America... NEW YORK: 580 FIFTH AVENUE  CHICAGO: 111 W. WASHINGTON