what happens when WOR-tv comes into New York homes?

It's amazing the way WOR-tv puts products into the hands of consumers... for example —

**Beverages** WOR-tv made Hoffman beverages the Number 1 soft drink among families viewing its high-rated "Merry Mailman."

**Automobile Seat Covers** In just one week, WOR-tv sold more Rayco covers than a New York network channel did in eleven weeks!

**Toys** WOR-tv completely "cleaned" New York's 200 Woolworth stores out of Zoomeray toys.

or drugs... toiletries... cigarettes... candy. WOR-tv sells more for less money than any other television station in New York.

WOR-tv
channel 9
For more than 20 years, Midwest farmers have followed the leading markets over WLS each noontime.

Entitled "Today's Farm Markets," this fast, comprehensive 11:40-11:55 a.m. report provides the most complete and up-to-the-minute information on the air... or otherwise available... regarding the live stock, the grain, poultry, butter and egg, fruit and vegetable and other markets upon which Midwest farmers depend for the ready sale of their products.

There is no more certain or effective way to bring your products and their advantages to the attention of this vast listening audience... at a time when they have things to sell and money to spend.

Better write us today... or see your John Blair man... for possible availabilities on this and other result-getting WLS programs.

Watch for News About "OPERATION GROCER 1952"
1st place, 2nd place, 3rd place

IN DETROIT’S TREMENDOUS OUT-OF-HOME LISTENING MARKET FOR

80%

of the ¼ hours 6:00 A.M. TO 12 MIDNIGHT
MONDAY THRU FRIDAY
(Out-of-Home PULSE for January, 1952)

IT’S

WKMH

5000 WATTS DAYS
1000 WATTS NIGHTS

Call your HEADLEY-REED Representative
To serve well its many thousands of viewers, WGAL-TV's cameras reflect every facet of their daily lives. Throughout the year, on its weekly "Television Farmer," these important activities - animal raising, judging and trading - among others are shown. Programs are developed in cooperation with 19 County 4H Clubs, Pennsylvania State Fair Show, Lancaster Livestock Exchange and Union Stockyards.

**Beef is big Business!**

One of the most picturesque and important business and agricultural activities in the entire East is located in Lancaster - the Union Stockyards, "The Largest Stockyards in the East." A grand total of 471,848 head of all classes of livestock were handled there during the past year. This is an increase of 4.8% over the preceding year - highly significant because business at most of the public stockyards elsewhere in the country showed a decrease during 1951. Beef is big business in Lancaster, Pennsylvania - highly significant because the growth and increasing prosperity of this activity characterize the many other big industries located in this area. The broad mid-Pennsylvania section covered by WGAL-TV is outstanding in the nation for its stability, growth and prosperity.

**WGAL-TV**

LANCASTER PENNSYLVANIA

A Steinman Station

Clair R. McCollough, President

---

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**FLANAGAN TO RETURN TO NARTSR POST**

THOMAS F. FLANAGAN on April 1 will return to National Assn. of Radio & Television Station Representatives, again taking up post of managing director which he resigned two years ago because of ill health. In announcing Mr. Flanagan's resumption of NARTSR duties, Joseph J. Weed, president of association, said that he has now completely recovered.

First managing director of NARTSR, Mr. Flanagan came to that post from chairmanship of Associated Tobacco Mfrs., which he assumed in 1943 when he was president of Penn Tobacco Co., large user of spot radio for its Kentucky Club tobacco. Mr. Flanagan left Penn in 1945 when it was sold to Bloch Bros. Tobacco Co.

During his term with NARTSR, Mr. Flanagan directed compilation and distribution of *Spot Radio Estimator*. New edition of this rapid reference book is now in preparation, Mr. Weed said. Also under Mr. Flanagan's management, NARTSR began its clinics on spot radio and spot television.

Upcoming on NARTSR agenda is launching of new presentation on spot broadcasting which Mr. Flanagan will shortly present to advertising press, preceding showings to advertiser and agency groups. This presentation was prepared under direction of Murray Grabhorn, who became managing director of NARTSR last summer after leaving ABC and remained with association until March 15 when he resigned to join Edward Petry & Co. [BTN, March 3].

**JOHNSON ASKS SENATE GROUP TO GIVE FCC FUNDS FOR TV**

THERE is TV emergency in nation that must be resolved when once freeze is lifted, Sen. Ed C. Johnson, chairman, Senate Interstate & Foreign Commerce Committee, said in effect Friday when making his plea before Senate Ap.

(Continued on page 94)

**BUSINESS BRIEFLY**

**PAINT CAMPAIGN** • Sapolin Paints Inc., N. Y. (Fashion Color Odorless paints), launching radio and TV spot campaign beginning on New York metropolitan stations latter part of April, for 13-week spring advertising program. Twenty-second film spots will be used on two major TV network outlets, with radio spots on two independent AM stations. Expansion is indicated, probably on national scale, depending on success of local campaign. Since Sapolin advertising is largely seasonal, another 13-week campaign is contemplated for fall. Agency: Hicks & Greist, N. Y.

**PARKER NAMES CHARTOC** • Parker Pharmaceutical Corp., Chicago, has named Shepard Chartoc Agency same city, to handle advertising for its Nicotin smoking deterrent, Foot Aids and line of ethical products. Nicotin is spent in test campaign and regular schedules in numerous markets, starting with 16 stations. Five other stations expected to be added every two weeks.

**WALGREEN BUYS BASEBALL** • Walgreen Co. of Chicago has signed for periods preceding and following all Chicago White Sox and Cubs home games on WGN-TV during 1952 season. Agency: Schwincker & Scott, Chicago.

**SPOT CAMPAIGN** • New York State Dept. of Commerce considering annual TV spot announcement campaign in New York, New England and adjacent areas starting about April 1 for 13 weeks to promote vacation guide to N. Y. Station list will total 25 to 25. Agency: BBDO, N. Y.

**SUMMER CAMPAIGN** • Eskimo Pie, through Buchanan & Co., N. Y., considering radio availabilities for annual spring and summer.

(Continued on page 91)

James McConnell Resigning from NBC

FURTHER EXECUTIVE realignment at NBC indicated Friday with disclosure that James V. McConnell, director of National Spot Sales, is resigning effective March 31 after 21 years with network.

He did not announce future plans, but it was understood he will join sales representation firm in high-level capacity. Nor was there any indication as to who would be designated to succeed him.

Meanwhile reports—untraceable, and many of them conflicting—circulated almost madly, speculating on possible resulting changes in upper echelons as high, in some cases, as presidencies of RCA and NBC. In more definite category was report that Administrative Vice President Victor T. Norton would shortly, perhaps this week, announce long-suspected resignation.

Executive-level changes already in progress at NBC included generally acknowledged but not officially announced plans for Harry Banister, WWJ Detroit, who joins network April 14, to move into top spot in station relations department and for Carleton D. Smith, now station relations vice president, to move into responsible executive post in owned and operated Stations Dept. under Vice President James M. Gaines [BTN, March 17].

Mr. McConnell joined NBC in early 1931 as network salesman after several years with General Outdoor Adv., Campbell-Ewald Co., BBDO, Hays MacFarland Agency and Hearst "quality group" magazines. He was named eastern zone manager of NBC's local service bureau in 1932, and when bureau was discontinued in 1934 he was appointed assistant sales manager, eastern district. Three months later he was named executive assistant to vice president in charge of sales, and in July 1939 became manager of then new National Spot and Local Sales Division. Under various titles he has been in charge of National Spot Sales since that time.

for more AT DEADLINE turn page

March 24, 1952 • Page 5
NBC GETS TEN-YEAR RIGHTS TO 'LIFE OF RILEY' SHOW

TEN-YEAR lease covering all rights for Life of Riley program reported by NBC authorities Friday. Lease was negotiated with Irving Brecher.

Network plans to use property as comedy show vehicle for William Bendix on television and possibly a radio show version will be live, except when Mr. Bendix's motion picture assignments in Hollywood require use of film and then laugs to be dubbed in to heighten comedy format. It is estimated that about 60% of TV programs will originate live.

Mr. Brecher, who was writer-producer-director of Universal-International's Life of Riley, 1949 film which preceded broadcast versions, has in effect bowed out of production work on his property by granting ten-year lease. Only movie rights outstanding are those for original production and it was understood that NBC will have complete authority over title and character rights. Deal was handled for Mr. Brecher through William Morris Agency, with Tom MacAvity, director of talent and program procurement, representing NBC.

Mr. Bendix appeared as Riley on NBC radio for several years, Procter & Gamble sponsorship, and a TV version, starring Jackie Gleason, was tried unsuccessfully.

STANDARD TURNS DOWN MERGER PROPOSALS

STANDARD AUDIT & Measurement Services Inc. has rejected proposals of A. C. Nielsen Co. for merger of the two research organizations. Standard announced late Friday. Proposals, Standard said, stemmed from fear that industry confusion would result if Nielsen made one coverage study for NBC while Standard made another for its subscribers (which include CBS Radio).

Kenneth Baker, Standard president, commented that after years of effort the broadcasting industry "arrived at some agreement on a uniform method of measuring coverage" and developed with the aid of broadcasting's customers and approved and widely used by them." Standard's offer to "continue these earlier industry efforts to produce a uniform measurement... has received wide and varied support from independent stations and from stations affiliated with each of the networks... We have a clear directive to go forward with our earlier plans." He said merger talks had "not interfered in any way" with Standard's survey, results of which are slated for publication this fall.

TWO NEW SPONSORS

Two new participating sponsors for NBC radio "Mighty Man" programs announced Friday by Co-op Programs Manager L.M. Stimmel. International Shoe Co. (Poll Parrot Trim Tred Shoes) sponsoring third quarter-hour of Howdy Doody (Sat., 8:30-9:30 a.m.), on 67 stations starting next Saturday. Through Henry, Hurst & McDonald, Chicago. Fred Fear & Co. (Chick, Chick and Presto Egg colorings) buying two one-minute announcements on Howdy Doody on 19 stations for March 29 and April 5, and three one-minute spots on Karen's Show (Mon. through Fri., 12:15-12:45 p.m.) on 19 other stations for April 6, April 7, 9, and 11. Fred Fear Agency: Hilton & Riggio, N. Y.

In this issue-

National advertisers are clamoring for better media research. Plans for new examinations of radio, television and other media by the revised Advertising Research Foundation dominate the annual ANA convention. Page 55.

The materials scarcity is easing, if slightly, since the big one不存在. It looks now as though broadcasters who get TV stations after the freeze is thawed won't have any serious trouble finding the materials to build them. Page 57.

CBS net income in 1951 was $6.3 million, a 50% gain over income in 1950. Acquisition of Hytron manufacturing facilities accounts for much of the increase. Page 66.

If ABC is to give CBS and NBC a competitive run for their money, it must have bigger capital. And the only way it can get it is through the merger with United Paramount Theatres which the FCC must approve. That's the essence of ABC President Kintner's testimony. Page 61.

House votes $2 million cut in FCC's budget request, but Sen. Ed Johnson hopes to lose Senate support to restore the appropriation. For TV station applicants, the drastic budget cut could mean delays in doing out new stations. Page 59.

"Side" meetings could steal some of the show from the NABT convention. Here's a report of the non-NARTB assemblies to be held in connection with the main event. Page 22.

VHF antenna height will be limited to 1,000 feet in the northeastern states. Commission adoption of that provision was the break in what was becoming a log jam. But all is not peaceful in the FCC. Commissioner Jones has already begun to write his dissent to the TV allocations, it's said. Page 68.

One of the purposes of the government anti-trust suit against the International Boxing Clubs (or "Octopus Inc.") as the celebrated sports writer, Red Smith, calls it) is to restore free competition in broadcasting of top bouts. Page 61.

Don Nathanson, ad manager of Toni Co., urges television to quit following radio discount structures that favor big budget advertisers to the detriment of those with less to spend. Page 64.

A Republican Senator tees off on Wayne Coy (a Democrat) for quitting the FCC to take a $50,000 a year job with Time Inc. Page 54.

Upcoming

Mar. 24: Chesapeake Chapter, AAAA, Four Points Hotel, Baltimore.
Mar. 24-27: Canadian chapter of Broadcasters annual meeting, Royal York Hotel, Toronto.
Mar. 25: Senate Interstate & Foreign Commerce Committee, executive session, to consider S 2444, a bill to bar liquor advertising on TV in Washington.
Mar. 30-April 2: NABT 30th annual convention, Conrad Hilton Hotel, Chicago.

(Broadcasting telecasting)

Closed Circuit (Continued from page 5)

on 1300 kc, 1 kw. Purchasers are J. (Douglas Gay Jr. and H. Guthrie Bell, busine manager, respectively of WLE PRichard Jr., former New Deal official, became involved in Kentucky election situation several years ago. Blackburn-Hamilton handling transaction.

QUESTION is raised over legality of Voice of America ship Courier, commissioned with fanfare by President Truman and State Dept. March 4. Would operation of vessel violate Atlantic City Telecommunications Treaty which specifies international wavelengths? Department authorities say it wouldn't, that project was legally cleared. It's learned that neither FCC nor congressional committees were consulted on policy question.

VIC RATNER, who has resigned as public relations vice president of Macy's, may become identified once again with CBS, but as free lancer. On two occasions with CBS in charge of advertising and sales promotion, Mr. Ratner has hung out his consultancy shingle and has discussed with President Frank Stanton possibility of special assignments on client basis. He has several other accounts lined up, it's understood. (See story page 29.

VOLUNTARY worker and consultant to Republican National Committee on radio-TV matters is Frank E. Mullen, former executive vice president of NBC, now residing in Los Angeles where he has business interests and is engaged in radio-TV consultancy.

ELLIOTT ROOSEVELT, second son of F. D. R., may find his radio-TV haven in Cuba, according to press reports. Close friend of Col. Ful gencio Batista, who took over government in coup that follwed a failed plot, he's there now presumably negotiating for acquisition of Union Radio, operating second largest network on island. His backing may be Batista himself, reputedly very wealthy, and Broz Dahl berg, Celotex tycoon. Elliott also has announced plans to seek TV in Miami and other places.

AFFILIATES Committee session on Monday, March 31, at NABT convention in Chicago to determine future course will, among other things, consider a new project, to stem tide of network adjustments. At meeting of committee in New York on March 10-11, it's learned, Albert E. Sindlinger, Radox developer, made presentation for overall project.

ENGLISH influence due to hit NBC programming in near future. Charles (Bud) Barry network program vice president, is negotiating with manager of Paladin in London and Harry Alan Towers for radio show featuring popular comic strip characters. Barry will take off bookings on any TV program in Miami where was understood to be sympathetic but some what less than a complete affirmative to such amalgamations.

for more AT DEADLINE see page 94

BROADCASTING Telecasting
WINS FRIENDS AND INFLUENCES PEOPLE
BY THE THOUSANDS

These are the most valuable kinds of friends... the long-time friends gathered during a quarter century. WHP gives these folks the local programming that gets to the heart of the community. And that sterling CBS stuff.

Result? When Mr. 580 talks, people listen—by more thousands now than ever before since WHP has 5000 busy watts on 580. Hooper says so... more listeners who listen more.

These citizens are solid and solvent. Harrisburg leads all major Pennsylvania markets in income per family ($6,135), income per capita ($1,916) and Quality of Market Index (148).

The home towners tote up 7 out of a possible 9 "Superior Points" in Sales Management's recent city rankings study. They're second in the nation in drug sales, sixth in general merchandise and fourth in retail sales.

Want the thriftiest buy in South Central Pennsylvania? Want York and Lancaster and Lebanon, too? Bolling knows Mr. 580 intimately. So can you.

COVERS PENNSYLVANIA'S TOP-QUALITY MARKET

HARRISBURG, PA.

KEY STATION OF THE KEYSTONE STATE

BROADCASTING • Telemarking

March 24, 1952 • Page 7
Here’s PROOF of pulling power:

WIBC - promoted corn picking contest pulls 35,000!

Here's part of the crowd that turned out for the Indiana Mechanical Corn Picking Contest which WIBC conducted at Rushville on October 13th . . . 35,000 people, representing all of Indiana's 92 counties and every adjoining state!

Representatives of every major farm equipment manufacturer were there, too. Said one: "We talked to more prospects in one day than we usually do during a ten-day fair. Sold more merchandise, too!"

Here again is proof that Indiana's first and only 50 KW radio station enjoys top place in the affections of the 1,077,356 radio families in its 0.5 MV contour area, a loyalty won through intelligent programming and a friendly interest in farm affairs.

That's why one minute announcement at 6 A.M. (Nov. 13, 1951) drew 915 pieces of mail for one advertiser. That's why WIBC can help you, too. See your John Blair man immediately!

JOHN BLAIR & CO.
National Representatives

WIBC, Inc. • 30 West Washington Street • Indianapolis 6, Indiana
thanks to the partnership between The Meat Packing Industry and the Medical Profession

Meat animals are the source of many important medical products—including all those on the list at the right. Every day physicians rely on these products to help save lives, battle disease, relieve pain and restore health for millions of people. Perhaps you, or some member of your family have been helped by one of these vital products—or will be sometime in the future.

To help make them available to your doctor, the meat packing industry has elaborate facilities for saving medically important by-products. To make a single ounce of insulin, for example, pancreas glands from 7,500 pigs or 1,500 cattle must be saved and properly processed.

This list (and it is only a partial one) shows that many great discoveries have come, already, from the research partnership between the meat industry and modern medicine. The search goes on for even greater things.

Insulin — only substance known to medical science which can control diabetes.
ACTH — treatment of arthritis, severe asthma, and many other conditions.
Cortisone — treatment of rheumatic fever, arthritis, various allergies, inflammatory eye diseases, etc.
Epinephrine — treatment of many allergic conditions such as asthma, low blood pressure, certain heart affections.
Liver Extract — treatment of pernicious anemia.
Fibrin Foam — controls bleeding during surgical operations.
Gastric Mucin — treatment of many stomach affictions, notably peptic ulcer.
Thyroid Extract — treatment of depressed functioning of the thyroid gland (myxedema and cretinism).
Cholesterol — starting material for the preparation of many hormones.
Posterior Pituitary Extract — increases blood pressure during certain conditions of shock.
Bile Salts — treatment of gall bladder disturbances and abnormalities in fat digestion.
Rennet — aids in milk digestion.
Sutures — widely used in surgery because they possess great strength; need not be removed since they are absorbed by the body.
Estrogenic Hormones — treatment of conditions arising out of the menopause.
Progestrone — treatment of threatened and habitual abortion, and in severe dysmenorrhea.
Dehydrocholic Acid — treatment of certain gall bladder disorders and abnormalities of bile flow.
Parathyroid Extract — treatment of tetany (severe involuntary muscle contraction) which follows removal of these glands.
Benzoinated Lard — widely used as a medicinal ointment base.
Diastase — aids in promoting starch digestion.
Lipase — aids in promoting fat digestion.
Trypsin — aids in promoting protein digestion.
Bone Marrow Concentrates — treatment of various blood disorders.
Suprarenal Cortex Extract — used in the treatment of Addison’s Disease.

In your Doctor’s hands —
JOHN D. UPTON, vice president in charge of New York service, N. W. Ayer & Son, and JAMES M. WALLACE, vice president in charge of creative production board, headquartered in Phila., elected to agency's board of directors.

AUGUST A. NELSON appointed senior executive in charge of American Assn. of Adv. Agencies membership, ethics and council and chapter activities with headquarters in N. Y.

ALAN L. GRAHAM, L. W. Ramsey Co., Chicago, to Fuller & Smith & Ross, same city, as associate account executive.

ROBERT SMITH, Prentice-Hall, N. Y., to writing staff, Morey, Humn & Johnstone, that city.

JOHN WIELAND, manager of advertising and sales promotion for Standard Oil Co. of Ohio, to Leo Burnett Co., Chicago, as vice president supervising Pure Oil account.

LEICESTER H. SHERRILL, vice president, BBDO, N. Y., to Ted Bates & Co., that city, as executive on Standard Brands account.

HAVING chalked up some 30-odd years in and out of the broadcasting business, John Andrew Potter, West Coast radio-television director of Calkins & Holden, Carlock, McClinton & Smith, Los Angeles, believes that "radio, undergoing a great change, is more alive than ever."

Although he does not clarify what that "great change" might be, Mr. Potter feels both radio and TV provide the greatest direct selling opportunity there is because they get into the home to demonstrate and "plug" merchandise sold.

Mr. Potter also believes the day of high budgeted radio shows is over.

"Sponsors who a couple years ago spent $15,000 to $25,000 per week for talent on their network now demand low-cost packages that can deliver a good mass audience," he notes.

Those sponsors are either adding the saved money to their expensive TV programming or are spreading it between the two mediums, he declares.

Mr. Potter points to the daily ABC radio Jack Bench Show, sponsored by agency client Prudential Insurance Co., as a medium-priced package with a large mass audience and very low cost-per-1,000 listeners. The multi-weekly ABC John Conte Show for Stokely-Van Camp is another example, he says.

Mr. Potter considers himself a pioneer's pioneer in radio. He was a ham operator in 1920. The following year however, when only 15 years old, he had his own commercial station, WBAB Syracuse, under Dept. of Commerce sanction.

He sold time to local merchants and instead of cash, he got paid in tools, groceries, merchandise or anything else he thought the Potter family might use.

For programming he put local ministers on the air, rounded up dance bands, played records, built his own dramatic and variety shows with amateur talent, read daily newspapers and broadcast the first symphony in that city.

Young Mr. Potter operated WBAB for two years, then gave it "for free" to a high school pal when the Potters moved to California in 1923.

A native of North Adams, Mass., he received early education in Syr- cuse and later attended the U. of California at Berkeley, majoring in electrical engineering and business administration.

Working his way through college (Continued on page 83)
GARRIT A. LYDECKER, vice president, Biow Co., N. Y., to Hewitt, Ogilvy, Benson & Mather, that city, in same capacity.

ROBERT L. LAHUE joins W. S. Roberts Inc. Phila., as director of production and media.

KENNETH L. BROWN appointed copy chief in advertising department of Wyeth Inc., Phila.


STANLEY RESOR, president of J. Walter Thompson Co., N. Y., elected director of Scott Paper Co., Chester, Pa.

ROY A. MEREDITH, MacManus, John & Adams Inc., N. Y., named director of radio and television department. H. G. FOWNES Jr. promoted to post of director of radio and television production, with headquarters in N. Y.

WILLIAM ESTY & Co., N. Y., has reopened Hollywood office to service its television shows, with ARNOLD WESTER, formerly with Metro-Goldwyn-Mayer Studios, in charge.


Mr. Meredith


RAYMOND C. KARSTED, director of media and market research with Glenn, Jordan, Stoetzl Inc., Chicago, to Henri, Hurst & McDonald that city. ERIC AIELLO joins latter agency's radio-TV department as writer-producer.

E. M. HALVORSEN, advertising and marketing instructor U. of Nebraska, and ROBERT DENIS, assistant advertising manager, Montgomery, Ward & Co., Denver, form Halvorsen-Denis Adv., 1335 Pearl St., Boulder, Col.

RICARD VON KLEIST, United Press correspondent, Lynchburg, Va., to Hixson & Jorgensen, L. A., as editor of Richfield Eagle, Richfield Oil Co. employee magazine.

HAL DAVIS, vice president in charge of promotion and publicity, Kenyon & Eckhardt, N. Y., and DONALD C. MILLER, vice president in charge of agency's Detroit office, elected members of board of directors.

ROBERT B. OWENS Jr., Young & Rubicam, N. Y., to Lennen & Mitchell, that city, as vice president-account executive.


JERRY SMITH, account executive, West-Marquis Inc., Long Beach, Calif., transferred to Los Angeles office.

MORT SIMON appointed general counsel for League of Advertising Agencies, group of 40 agencies in New York.

ED TRAHAN returns to Clark & Richard, Detroit, as director of TV and public relations after one year absence.

EDWARD E. GARON Jr., sales promotion manager with Montgomery, Ward & Co., to Aubrey, Finley, Marley & Hodgson, Chicago. Other additions to agency staff include WILLIAM WALLACE, JEAN MOORE and GEORGE RESEK.

RAYMOND A. SHOLL & Co., Phila., moves to larger quarters in Land Title Bldg. Phone is Rittenhouse 2-6693.


BROADCASTING  •  Telecasting

That's RADIO'S Record on this Booklet Offer!

The facts of this case history are so astounding that they'll speak for themselves in the simplest telling:

The Lincoln Rochester Trust Company, each weekday at 7:30 in the morning, presents a chatty, homespun commentary by Al Sisson. On February 4, 5 and 6 Al devoted approximately 2½ minutes of his program to offering a free booklet entitled, "1003 Household Hints." Listeners could get it only by calling in person at any one of the bank's offices.

The bank had a supply of 25,000 booklets. After the third broadcast, 24,000 people had called for their copies and all further mention of the offer had to be cancelled!

Simple proof, isn't it, that RADIO's ability to reach people and sell people remains unchallenged? Of course, it must be added that the station was WHAM—which has more listeners—99.3% of the time—in 16 Western New York counties, than any other radio station.

WHAM  

The Stromberg-Carlson Station  
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

March 24, 1952  •  Page 11
“KLZ has done wonders in health education.”

Dr. Florence Sabin, vice-chairman, Board of Health and Hospitals, Denver, says “KLZ has done wonders in health education.”

Nationally-known Dr. Sabin—named “Woman of the Year for Science” in 1951 by the Associated Press and winner of the 1951 Lasker Award—is one of many noted Colorado leaders who have praised KLZ’s approach to community problems through painstaking public service programming.

KLZ has done wonders in health education.

**Spot**

**Network**

**Agency Appointments**

**KLZ**

5000 WATTS—560 KC
CBS RADIO

5000 WATTS—560 KC
CBS RADIO

REPRESENTED NATIONALLY BY THE KATZ AGENCY

Page 12 • March 24, 1952
The new Collins 21E 5 kw broadcast transmitter is the completing unit to the great new line of advanced design Collins broadcast transmitters. Smart, modern styling is combined with up-to-the-minute engineering in the handsome, thoroughly dependable 21E.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier driver stages through use of the recently developed high gain, long lived tetrodes. Employment of these efficient tubes also permits the use of low drain, low cost, receiver type tubes in the amplifier stages. Frequency control is by means of the new plug-in, super stability, low temperature coefficient crystals, which eliminate the need for crystal ovens.

Peak limiting automatically clips audio peaks at approximately 1 db above 100% modulation.

For 10 kw operation, the 5 kw 21E may be transformed into a 10 kw 21M. Any specified carrier frequency from 540 to 1600 kc is available.
EDITOR:
I read with great interest the editorial [March 17] on irresponsible promotions.

Long ago a journalism professor of mine... stressed strongly to us the necessity of intestinal fortitude and integrity on the part of a [publication] in keeping advertising and editorial activities unrelated. You have them. Wherever the station mentioned is located, the public and the broadcasters there will undoubtedly treat the situation to the long-haul benefit of the listener and the sponsor who make all of our businesses possible... Paul R. Fry
President
KBOO Omaha,
KOLN Lincoln, Neb.

Giving and Receiving
EDITOR:
I was quite interested to read the "Feature of the Week" story in your issue of March 10 relative to the "noncommercial contracts" and invoices made out by WCTC New Brunswick, N. J., and sent with a "paid-up" statement to their many public service clients. This implies the idea of a great obligation due to the station on the part of each public service broadcaster. While I appreciate the many dollars worth of time "given" by radio and television stations for such public service programs, I want to point out some pertinent facts which many station managers apparently overlook... Unfortunately, some stations feel they have done their "PCC duty" if they "give" a certain amount of public service time; but I believe they have a further obligation to the public and themselves to see that such time is fully utilized in the best interests of the public. Another unfortunate angle is the "what the hell" attitude of some station personnel with reference to a public service "free" program...

This letter is definitely not written in any belligerent or argumentative mood, but rather in a spirit of enlightenment... and merely to point out to stations... that they are also receiving something of inestimable value in return...

W. Howard Lenhart
Council of Churches
of Alleghany County
Pittsburgh

Just What He Needed
EDITOR:
Many thanks for the reprints of "How Industry Makes Friends by Radio" from B&T Feb. 25 issue.
This is the idea we have been looking for, not knowing just what to do...
Carl Kolata
Vice President
WTNN Watertown, Wis.

Back Copy
EDITOR:
We would like your permission to reproduce the article by Harold Fellows that appeared in the Nov. 12, 1961, issue of your publication that dwelled upon the subject of what would happen "if all advertising in the United States was stopped at 10 o'clock this morning."
Powell Adams
Sales Promotion
Skelly Oil Co.
Kansas City, Mo.

Delicate Balance
EDITOR:
... I believe most normal humans are a bit sensitive about having their careers exposed to print. But your publication has handled this so well that it satisfies my sense of pride doing more than endangering my sense of modesty...
Norman H. Strouse
Vice President
J. Walter Thompson Co.
Detroit

[EDITOR'S NOTE: Mr. Strouse refers to an "On All Accounts" predic about him in the Feb. 28 issue.]

Echoes of Hadacol
EDITOR:
Since the famous Hadacol contests through which scores of stations gave Hadacol thousands of dollars worth of time for the chance of winning a prize, the practice has grown rapidly of baiting stations into giving a lot of publicity in prize contests. It's unfair to competitive advertising paying regular card rate, for it's really a terrible rate cut.

We think all stations should refrain from giving extra publicity for the chance of winning a prize.
B. J. Parrish
General Manager
KOTN Pine Bluff, Ark.

Distance Record?
EDITOR:
The 10 w student FM radio station at Kansas State College, Manhattan, Kan., has just set a record with probably the longest remote (Continued on page 16)}
Selling time in today's highly competitive market is a man-size job. It takes men who know. Men with contacts. Men with experience . . . with background . . . with ability to present a sales story, not only persistently but effectively!

This is an excellent definition of the men who make up H-R Representatives! The owner-partners are widely experienced in every phase of advertising, station ownership, management and sales. The men associated with this organization are mature sales-seasoned veterans in this field. Thus H-R is in the enviable position of being able to "send out a man to do a man's work" . . . to give each station on their list the finest representation available.
Now!
More Than
One Million
Radio Families*
in the
WMC
market area

*Estimate based on 1949 BMB Survey projected through 1951.

Today in the Memphis and Mid-South market area there are one million radio families. This does not include the tremendous bonus of automobile radios, all adding up to make WMC and WMCF the greatest medium of advertising ever made available to sell the Mid-South market.

Look at these Facts:

- 406,034 persons now live in urban Memphis
- Memphis 2nd largest city in area of over 31 million people
- Memphis market a two billion dollar buying potential

Since 1923 Memphis' leading radio station has been

WMC 5000 WATTS • 790 KC

MEMPHIS National Representatives, The Graham Company
WMCF 260 KW Simultaneously Duplicating AM Schedule
WMCT First TV Station in Memphis and the Mid-South

Celebrating this year its 25th Anniversary of Affiliation with . . . NBC

Owned and Operated by The Commercial Appeal

Open Mike
(Continued from page 14)

Don't Sting the Public
EDITOR:

Have . . . read your [editorial] 'Cardboard Christmas' in the Jan. 28 issue of Broadcasting • Telecasting and feel prompted to reply. As continuity chief of KGLC Miami, Okla., this past summer, I had opportunity of coming in contact with much the same 'deal' as mentioned. Previous to the receipt of goods offered, the commercials were delivered and 'sold' by our announcers, in the firm belief that the articles mentioned were well worth the "reasonable price" asked.

But when said articles arrived, anyone could see they were worth but a few pennies, not dollars. You should have heard the announcers when they viewed the articles they had been so faithfully and glowingly praising . . . and selling . . .

Our public has become so thoroughly disillusioned with such commercials they are adverse to further "taking a chance." True, there will always be what is commonly termed the sucker, who will throw good money after bad for anything that comes along; but, for the most part, the radio (and TV) audience wants—and will buy—only that which has been proven to be even one half as good as the commercial states . . .

Anne Young
Beverly Hills, Calif.

FORMAL portrait of FCC as now constituted under the chairmanship of Paul A. Walker, and including new Comr. Robert T. Bartley. Seated (l to r): Comr. Rosel H. Hyde (I-da.); Chairman Walker (D-Okla.); Comr. Edward M. Webster (Ind.-D. C.) Standing (l to r): Comrs. George E. Sterling (R-Me.); Robert F. Jones (R-Ohio); Frieda B. Hennock (D-N. Y.); Bartley (D-Tex.).

hookup ever arranged for such a small station. Enthusiastic fans contributed funds to underwrite costs for a 1,300 mile remote broadcast of the basketball game between Kansas State College and the U. of California at Berkeley. This may be the long distance record for a broadcast originated by an FM station.

KSDK (FM) is student operated throughout and is a noncommercial radio station for practical training in all phases of broadcasting. Unlike most licensed educational stations, the programming, which is created entirely by students who are aiming toward commercial radio program and production careers, is designed to entertain its listeners according to their tastes rather than to educate the public . . .

Kenneth E. Thomas
Station Manager
KSDK (FM) Kansas State College
Manhattan, Kan.

**

Program Idea

EDITOR:

Recent history has shown what a real boon a "Malik" or "Kefauver" program is to a department of television always in need of better material.

The public also greatly benefits by such programs. First, it is spared the lesser quality programs which the Malik or Kefauver program displaces. Second, such programs provide vital information in detail and in human appeal not before known. Hence the public is in a better position to reach correct conclusions on important problems. Why not televise the labor-management-government negotiations in the steel industry? Here is a chance to broadcast what we all hope is a good example of democracy at work on a problem where the stake of all the people is far larger than the interests of the immediate participants.

Furthermore the actors are said to be good; the script promises excellent humor and repartee; there should be moments of unrehearsed, spontaneous action.

John F. Clagett
Clagett & Schilz, Atty's
Washington, D. C.

**

Don't Sting the Public
PRESTO

. ANOTHER POPULATION SHIFT!

New problems in community relations can arise overnight.

Radio has the flexibility to meet them.

Today you see acres of farmland. Tomorrow, on the same site, an organized community of hundreds of families!

In these days of fantastic speed in housing developments, the company that wants good community relations must think fast. Plan fast. Act fast. These new residents are potential customers, employees, suppliers. The sooner you can make a favorable impression, the better.

Radio gets your story into their homes more quickly, and more economically, than any other medium. In many new communities, radio is the only medium that reaches anything like a real majority of the homes.

In six of the nation's leading industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon... Westinghouse stations offer unique skill in handling community relations problems. They will be glad to show you how the personal touch of radio has helped other companies make friends with their neighbors. Perhaps your problems will respond to similar treatment.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KOKA - WOWO - KEK - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Ludlam's Lodge

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

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

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

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

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

Senora de Perrin (seated, center) gives opening instructions to XEMX staff. Others at all-woman station are not identified.

PHIL SPITALNY has his all-girl orchestra and there are women softball teams but Mexico City now has an all-woman radio station. XEMX Fuego de la Reforma, known as "Radio Femenina," debuted March 14 during official ceremonies presided over by Agustin Garcia Lopez, minister of communications.

The new station is managed by Senora Cuca Escobar de Perrin, one of Mexico's notables in the world of radio, theatre and film. XEMX is owned by Luis Martinez Vertiz, owner of XEPH, also Mexico, and former manager of a large department store. It was Mr. Vertiz who, with Dr. Fernando Gonzalez Oviedo, conceived the novel idea. They immediately approached Senora de Perrin.

Here was a plan not only to sell products over the radio but also to educate and interest Mexican women. Senora de Perrin agreed. Rates for programs and spots were set at a low level—15 minutes of air time at 7 p.m. is only 45 pesos, exclusive of talent and production. Commercials are informal and written to appeal to women.

Station's staff comprises 35 girls, including 10 announcers, 10 operators and three sales women who sell time to French, English and Mexican clients.

Among its executives are Muriel Reger, formerly with NBC New York and U. S. stations, who is music director, and women prominent in Mexican cultural circles. Senora de Perrin herself presents programs relating to household and social service activities, plus a new type of "soap opera."

strictly business

LOYD CHARLES NELSON found an easy conversion from radio and agency work to television and films because "AM and TV follow the same pattern except in production."

Mr. Nelson is television director, with a staff of 20, at Vogue-Wright Studios, Chicago, which produces and films television commercials and shows. He also supervises TV work in the New York and Hollywood branches.

Two years ago he started packaging video shows and currently is setting up a national sales organization. Two major weekly quarter-hours are Dr. Fixum and Visiting Nurse, the latter filmed so it can be telecast 5, 10 or 15 minutes. Spot clients include Studebaker, Kaiser.

(Continued on page 70)
To sell
Tooth paste
to inland
Californians
(AND WESTERN NEVADANS)

... Be on the Beeline

Tooth paste or tires, the way to sell in inland California and western Nevada is ... on the BEELINE! It's the five-station radio combination that gives you

THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

Ask Raymer for the full story on this 3-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK Sacramento (ABC)
50,000 watts 1530 kc.

KOH Reno (NBC)
5000 watts, day; 1000 watts, night 620 kc.

KERN Bakersfield (CBS)
1000 watts 1410 kc.

KWG Stockton (ABC)
230 watts 1230 kc.

KMJ Fresno (NBC)
5000 watts 580 kc.

A million people listen to the Beeline every day
The one and only...

Type TT-10AL/AH...and an
will deliver 100 kw (ERP)
This remarkable new 10-kw TV transmitter, and an RCA high-gain antenna (type TF-12AM), will provide up to 100 kilowatts of effective radiated power. More than twice the power of any commercial TV transmitter operating today—and at substantially lower cost per radiated kilowatt than other transmitter-antenna combinations!

Using an improved type of air-cooled tetrode in the final power amplifier stages, this transmitter removes all former restrictions on interior cooling and floor-space requirements. No water supplies to bother about. No problem setting up the transmitter in tight quarters (it takes approximately half the floor area of previous 5-kilowatt models and weighs substantially less).

The new RCA 10-kw transmitter is available in two types Type TT-10AL covers channels 2 to 6. Type TT-10AH covers channels 7 to 13.

For complete information on this new 10-kw...call in your RCA Broadcast Specialist. He can show you what you'll need to get "on the air"—with the power you want—at lowest possible cost. Phone him. Or write Dept. 22CD, RCA Engineering Products, Camden, New Jersey.

FOR ANY TV POWER UP TO 200 KW—GO RCA!

The Key to High Power and Low Cost

Improved RCA Air-Cooled tetrode—used in the aural and visual finals. Proved for long life, easy to handle.
Any misers in the house?

We mean time buyers who guard every dollar of their clients' advertising money. Time buyers who make every dollar do double duty when they buy radio. In Baltimore, the station for them is WITH!

The reason why is simple: WITH's rates are LOW . . . and WITH's audience is BIG. You get more buying listeners-per-dollar than from any other TV or radio station in Baltimore.

And here's proof: WITH regularly carries the advertising of twice as many local merchants as any other station in town. For just one good reason: WITH produces low-cost results! Get the whole WITH story from your Forjoe man today!

WITH
IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
ANA'S GOAL: BETTER FACTS ON ALL MEDIA

Television Is Big
But Radio's Bigger

LARGE sections of the weekly radio-TV audience—from 45% to 65% in many instances—can be reached only by radio, C. G. Shaw, vice president of A. C. Nielsen Co., told the Assn. of National Advertisers at its spring meeting in Hot Springs, Va., held last week.

From a cost per 1,000 homes reached, Mr. Shaw said, TV costs average roughly 50% higher than radio generally because of TV's higher production costs and the medium's present stage of development. These figures are based on about two dozen half-hour evening programs for radio and TV.

"Perhaps of greater significance is the fact that the range from lowest to highest cost," Mr. Shaw declared, "was about 4 to 1 for radio and TV. This variation among individual programs far exceeded differences between media, showing that opportunities for the alert advertiser exist in either field." He explained these comparisons are not designed to be used as a measure of the relative effectiveness of the media as sales vehicles for particular products.

Reminding that only 4% of U. S. homes are without a radio, he said 38% of radio homes are also TV homes. The picture shows a range from 84% in metropolitan areas down to 11% in small towns and rural sections.

Using 1946-47 as a base period, he said that radio listening in metropolitan areas is down 7% in the morning, 30% in the afternoon and 54% in the evening. In medium cities, he said, morning radio listening is up 8%, afternoon down 19% and evening down 25%. In small-town and rural sections, on the other hand, morning listening is up 6%, afternoon down 10%, and evening listening is down 4%.

241 Million a Month

Total "home hours" of radio plus television per day were estimated at 241 million in December, 1961, Mr. Shaw said, with radio accounting for almost two-thirds of the total. The combined total represented an increase of about 31% over the 1946-48 "pre-TV" average, he added, ascribing the growth to more usage per home as well as to the greater number of homes. He noted that while radio represented two-thirds of the combined total for the entire day, its importance ranged from 96% in early morning hours to a little less than half during late evening hours, in terms of number of homes using each medium (radio and TV) per minute.

Listening in radio-only homes during the day continued at or near previous levels, according to Mr. Shaw, with usage higher in non-TV areas. Traditionally, daytime listening has been higher in smaller cities and towns, he reminded. In TV homes, he continued, daytime radio usage approximates that for radio-only homes during the morning but presents a sharp contrast during the afternoon hours as TV set usage increases. He emphasized that the marked step-up for TV at 4 p.m. is accompanied by only a minor drop in radio listening.

"In contrast with the daytime showings," Mr. Shaw said, listening (Continued on page 36)

A year ago the ANA was busy "proving" that radio values had gone to pot. Now the national advertisers have begun to wonder whether they are getting their money's worth in any medium. They hope to get the answers from the revived Advertising Research Foundation which has $125,000 to spend on putting radio, TV, magazines and other media under the microscope.

Radio Is No Longer Only Sitting Duck

MAJOR national advertisers, demanding to know how they can get the most for their media dollars, last week reviewed an all-advertising research project in which radio and television would be pitted on their merits against competitors.

Meeting at Hot Springs, a. several hundred members of the Assn. of National Advertisers focused attention on plans to evaluate media, especially in the light of television's obvious impact. These advertisers, representing three-fourths of the total national ad budget, showed a reawakened interest in radio. This was in contrast to the 1951 ANA spring meeting when radio was tagged as a declining medium, especially in television markets.

No Rate Cut Talk

There was no talk of radio-rate-cutting at the Hot Springs meeting. The lamented ANA study of 1950-51, in which data were whirled up as a means of whittling down radio rates, weren't even topics of corridor conversations among delegates at last week's sessions.

On the other hand the national advertisers are now concerned over the high cost of television, including talent. This is reminiscent of a trend in the '30s and '40s, when they continually complained about radio's rising costs.

A look into the future of radio and television was a feature of the convention's closing session Friday afternoon, with Harold E. Fellows, president of NARTB, offering a series of predictions.

First step to find out what media can do for those who spend their dollars will be revival of the Advertising Research Foundation. This industrywide operation, which has never managed to live up to all the hopes of its advertiser-media-agency backers, has been re-financed and is ready to go into action when the formal go-ahead signal is given, according to ANA and agency officials.

Two key advertising officials laid (Continued on page 99)

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BOOST AM RATES
KOA, WORL, WKBV Revise

A BOOST of approximately 12 1/4% in the local and national spot rates of NBC's KOA Denver was announced last week--first revision of its program rates since January 1944--while even larger percentage increases were announced by at least two other stations.

KOA's boost, effective April 1, applies to both program time periods and announcements, but not station breaks. The new rate card, No. 14, shows gross hourly time costs in Class A segments increasing from $320 to $560, with comparable boosts for other time classifications, while the cost of one-minute announcements goes from $48 to $54 gross in Class A time and rises proportionately in other periods.

Orders accepted prior to April 1 will be protected at current rates for 12 months, while orders received on and after April 1 will be protected for six months.

Station-break rates are unchanged, based on $48 net in Class A time. Nor are the station's network rates--$288 per hour for Class A time--affected by the changes.

Officials also said no changes are contemplated in the rates of other NBC-owned stations.

Cites Listener Increase

James V. McConnell, director of NBC Spot Sales, who announced the KOA boost, said, "Since the effective rate of KOA's current program rates (Jan. 1, 1944), radio families in KOA's primary Colorado-Wyoming area have increased 39%. Since the effective date of KOA's current announcement rates (Jan. 1, 1948), radio families in the same area have increased 50%.

Elsewhere, WORL Boston released its rate card No. 2, also effective April 1, which provides for "a general increase in the rate of approximately 15%." Spokesmen for the Boston independent noted that this is its first rate rise since the station resumed broadcasting in October 1950 under its present ownership of Pilgrim Broadcasting Co. The one-hour one-time rate remains $120.00.

Day Named V. P.

ROBERT W. DAY, radio and TV director for Albert Frank-Guenther Law, New York, has been elected a vice president. He has been with the agency for the past year. Prior to that, he was radio director of John Hancock Mutual Life Insurance Co., Boston, and radio TV director of Lynn Baker Inc. and H. B. Humphrey, both New York.

TELEPHONE 'BEEP'
Recordings Can Be Edited

WOULD elimination of the "bEEP" signal from tape-recorded telephone interviews used by broadcasters violate any FCC rules or conflict with tariffs filed by the telephone companies?

In an effort to deal with this anomaly, three reporters of NBC's Three-Star Extra took the matter up with former FCC Chairman Wayne Coy and then Acting Chairman A. Walker last fall.

The decision: There is nothing in either rules or tariffs to forbid such a procedure if, after recording of the conversation has been completed, the tape is edited to eliminate the signal.

This opinion was contained in FCC Chairman Walker's answer to the question put by newsman Ray Henle. As a result, March 19 for the first time, Three-Star Extra carried an "unbeeped" tape telephone interview between newsman Ned Brooks and Bradshaw Minster, a reporter of the Eisenhower Minnesota write-in campaign.

Hearings Planned

Last December, Mr. Coy advised Mr. Henle that exhaustive hearings were held on this question and FCC regulations then specified that the "beep" be required in phone conversations of the process revealed that only purpose of the signal is to acknowledge that the conversation is being recorded.

Mr. Henle also noted that "beeped" copies of telephone recordings it would, of course, be quite impossible to present them on the radio as anything but telephone recordings and they would be identified as such verbally.

Only occasional use of such recordings is planned on the news program, Mr. Henle added.

JAMES KOVACH TO WQXR
Is Named Station Manager

JAMES E. KOVACH, NBC executive for five years, has been appointed to the new position of station manager for WQXR and WQXR-FM, Manhattan outlets of 'The New York Times,' Elliott M. Schwartz, vice president and general manager, announced Wednesday.

Mr. Kovach has been manager of television production operations for NBC and formerly was in charge of NBC radio network program operations. After a vacation, he will report to WQXR April 16, where he will be in general charge of operations, working directly with Mr. Sanger.

WISCONSIN MEET

WISCONSIN BROADCASTERS Assn. will meet in Milwaukee at the Plankinton Hotel May 5-6 for a BMI clinic the first day and a closed business session the next.
Unfinished Business: Rates

THOUGH a full agenda of speeches and workshop sessions on subjects of almost every conceivable interest to broadcasters has been arranged for the 1952 NARTB convention, it is not unreasonable to predict that one subject will dominate the assembly this year. It will be the same subject that overshadowed all others last year at the same location: radio rates.

On the eve of the 1951 convention, CBS announced a 10% reduction in radio network rates. It was that announcement that evoked the formation of the Affiliates Committee, spontaneously created during that convention to try to fend off a general collapse of network rates.

A year has passed, and, although all network rates have settled to the equivalent ratios that prevailed before the CBS cut, a general collapse has certainly been prevented. In no small way the avoidance of disastrous declines has been due to the Affiliates Committee.

The Committee has influenced the course of radio simply by lending the prestige of its membership, which includes some of the real business statesmen of broadcasting, to the advocacy of measures supporting radio and opposing those that would undermine it.

It has undertaken no elaborate or expensive projects of its own. Its influence has been exercised through the subtler means of expressing opinions that are representative of this extraordinary coalition of broadcasters who in many cases are in competition with one another but who on the larger issues are able to present a united front of principle.

At Chicago on March 31 the 354 paid-up members of the Affiliates Committee will decide whether the organization should continue to exist and, if so, to elect officers. They will meet at a time that is no less critical than April 1951. Advertiser pressure for further rate reductions has, if anything, increased. In some network quarters it is felt that it is only a matter of time until the networks must yield again.

It is to be hoped that the members will vote to perpetuate the Committee and, having disposed of that necessary preliminary, re-elect as chairman the broadcaster whom they chose by acclamation a year ago.

Paul W. Morency of WTIC Hartford, was drafted at the Committee's remarkable first meeting in 1951. Though it is reported that he would like to step down in order to spend more time running his station, he could hardly turn aside another draft in 1952.

He is a leader who has always heeded a call to duty. Another call should be made March 31.
CBS in 1951 earned a consolidated net income of $3,000,000, or $3.10 a share on the average of 2,051,491 shares outstanding during the year. Samuel R. Dean, treasurer, reported last week in a financial statement to the company’s stockholders, distributed as follows, of the company’s annual report:

The increase of some 50% over the $2,349,639 net for 1950 ($2.35 per share on 1,717,352 shares) stems in part from the CBS acquisition on June 15, 1951, of Hytron, Inc., and in part from special credits of $7,115,155 ($711,515 per share) for the disposition of Hytron’s interests in the Hytron subsidiary, Air King Products Co. (now CBS-Columbia), radio and TV sets, may well be classed as “the most significant” year in CBS history, William S. Paley, chairman, and Frank Stanton, president, stated in their joint message to stockholders. They pointed out, “the business of CBS has been confined almost entirely to broadcasting, in radio since 1927 and in television since 1931, and since 1938 to the manufacture of phonograph records and transcription.” Decision to expand it to the set and tube manufacturing field stemmed from the development of the science of electronics and the rapid growth of television, they stated.

Plagiarism Suit
Maxson Judell Names ABC

Plagiarism suit for $600,000 was filed March 19 against ABC by Maxson Judell, writer, in Los Angeles court.

Complaint charges ABC started a radio program called Fun Factory in January 1946 while fully cognizant of Mr. Judell’s literary rights to the idea expressed in a syndicated column in 1923, in movie shorts in 1924, and in a book published in 1927.

Radio-TV format was presented to the network as early as 1936, according to Mr. Judell.

RCA Salaries

BRIG. GEN. DAVID SARNOFF, salary of $200,000 in 1951; Niles Trammell, NBC board chairman, $100,000 plus incentive compensation of $25,000, and Frank M. Folsom, RCA president, a salary of $165,000, according to a tabulation of payments made last year by RCA to its directors included in a proxy statement sent to stockholders.

The statement notes that four directors are to be elected at the annual RCA shareholders meeting to be held May 6 in the RCA Bldg., New York.

Official nominees, present directors whose terms expire this year, are Edison F. Folsom, chairman, and general manager, RCA Victor Div.; John T. Cahill, senior member, Cahill, Gordon & Rein-del, legal firm retained by RCA; Gano Dunn, president, J. G. White Engineering Corp.; Edward F. McGrady, consultant to RCA after having been vice president from 1938 to 1961.

Wages Listed

Mr. Buck last year received from RCA $73,750 in salary and $56,600 in incentive compensation. Mr. Cahill received fees of $3,550 for services as director of RCA, NBC and RCA Communications and his law firm was paid $375,000 for legal services.

Dunn, for his services as consulting engineer and as a director of RCA, NBC, RCA Communications and RCA Institutes, was paid $29,100. Mr. McGrady received $22,400 and as consultant, director of RCA, NBC and RCA Communications and as RCA vice president.

The list also shows that John H. Hammond Jr. was paid $500 for the last year as an RCA director and his companies, Hammond Research Corp. and Radio Engineering Co., were paid $56,000 for research and consulting services. George L. Harrison got $2,200 for serving as a director of RCA, NBC and RCA Communications.

Mrs. Douglas Horton received $600 for serving as a director of RCA and NBC. Harry C. Ingles received reports, “an increase of 226.4% over 1950 and the fastest rate of growth in billings of all the networks.”

The report does not include any comparable figure for CBS Radio, but Publishers Information Bureau sets that network’s gross time sales for 1951 at $63,784,773 ($1,647,318). Report points out the rapidity of the reduction in time costs to advertisers of about 10% which was made last July, “the CBS Radio Network was first in advertising revenue, increasing slightly both gross and net network from 15% in 1950 to 27% in 1951. According to published figures, CBS Radio also increased its share of all network business to the highest in history—39% of the total.”

Sarnoff Gets $200,000, Folsom $165,000

Here is signing of contract between William J. McNally (L), chairman of the board, Mid-Continent Radio Tele-vision Inc., and Joseph H. Reom, CBS executive vice president, whereby Mid-Continent acquires 53% interest in WCCO Minneapolis-St. Paul, CBS owned radio outlet, and CBS acquires 47% interest in WTCN-TV same city, subject to FCC approval [B&T, March 10].

Ratner Resigns
Leaves Macy’s PR Post

RESIGNATION of Victor M. Ratner as vice president in charge of sales promotion and public relations for Macy’s, New York department store, was announced last week by President I. Strauss, president of R. H. Macy & Co., parent organization to be effective April 1. He will be succeeded by H. Charles Bartlett, named in charge of sales promotion of Macy’s, San Francisco, since December 1945.

Mr. Ratner joined Macy’s in October 1945, having previously served as vice president in charge of advertising and promotion for CBS. He will return to the broadcast industry opening his own office for public relations and production activities at 515 Madison Ave., also effective April 1. Among his accounts is an assignment on television programming for the William Morris Agency. He also has been retained by Charles Elinfeld of 20th Century Fox, and by the Council of Motion Picture Organizations to develop an institutional campaign for the motion picture industry.

Collins Net Up

COLLINS RADIO Co., Cedar Rapids, Iowa, last week reported earnings of $947,026 or $5.56 a common share for the six months ended January 31, compared with $312,161 or 38 cents a share for the same period a year ago. Sales rose to $2,483,165, almost double the time those in the first half of last year when sales totaled $5,853,143.
CONSTRUCTION BAN

IRON CURTAIN around new radio-TV station construction was partly lifted by the government last week and industry glimpsed for the first time in months a return to normality because of easing of materials.

There were developments which pointed the way to perhaps unlimited building and other projects beginning July 1. More importantly, they revealed to materially reduce fears that lifting of FCC's TV freeze would find a raw materials problem in 1953.

Highlights in the materials picture stemmed from actions taken by the Defense Production Administration and National Production Authority which:

- Indicated that all industrial (radio-TV) construction will be authorized sometime after July 1, with assurance of materials by fail to complete any projects sought by broadcasters.

- Announced a new list of grants to broadcasters for materials during the second quarter (April-June) and revealed that all applications currently on file will be approved for allotment in the third and subsequent quarters.

- Hinted that certain vital materials (steel and aluminum) may be decontrolled by year's end and that broadcasters dealt with about minor installations or alterations may be permitted to self-authorize larger quotas of metals.

Definite Action

Talk of easing restrictions has been rampant for the past month, but not until last week did DPA-NPA take concrete action to formalize it [BT* March 3]. First tipoff on TV station picture came last Monday at a news conference held by DPA Administrator Manly Fleischmann and NPA Administrator Henry Fowler.

In response to a question, Mr. Fleischmann said the new construction policy is "an indication that more materials will be available in the third and fourth quarters" for television stations.

At the same time, Mr. Fowler indicated that a decision would be forthcoming shortly on NPA's color TV equipment manufacture ban (see story page 63).

Mr. Fleischmann diluted this optimism when he said: "A possible nationwide steel strike could paralyze American industry and play havoc with NPA materials limitations.

"There will be more materials, particularly structural steel, available in the third and fourth quarters," Mr. Fleischmann said. He urged that "individuals and companies interested in the construction of projects will now begin active planning work on such projects and file CMP [Controlled Materials Plan] applications for materials for the third and fourth quarters."

Mr. Fleischmann added that a "substantial number of new starts will be announced for the third quarter" along with materials. In cases where materials aren't readily available, he explained, "permits to commence construction will be granted anyway."

In the latter instance, he said, "preference will be given to projects in particular areas which have been especially hard hit by the lack of defense construction and the curtailment of ordinary peace time construction."

These are so-called "hardship" areas [BT* March 17].

Filing Procedure

Broadcasters may file on the conventional Form CMP 4 C, obtaining applications from the regional or local Dept. of Commerce or NPA Washington headquarters. They will be routed to NPA's Industrial Expansion Division in the Construction Controls Bureau.

The picture will be carried by NPA to the nation's radio-TV broadcasters at the 80th annual

Lifting for Radio-TV

Golf Tournament

ADVANCE entry for the annual NARTB convention golf tournament for the Broadcasting * Telecasting trophies may be made at any of the magazine's bureaus. The tournament will be held Sunday, March 30, at Butler Hill course in outlying Chicago. Buses will leave the south entrance of the Conrad Hilton Hotel at 9 a.m. Trophies will be given for first, second and third on the blind bogey handicap formula, and for low gross. Nineteenth-hole party will wind up the tournament.

NARTB convention (see story page 25). J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, NPA Electronics Division, will explain different regulations. He will stress the need of scheduling of orders and will show broadcasters how to take advantage of selfauthorization orders—25 tons of steel, 2,000 pounds of copper and (Continued on page 80)

Less Than 1% Below Dec.

SLACKENING in the decline of radio network time sales volume is shown by the Publishers Information Bureau figures for January 1953, with gross time sales of four radio networks—ABC, CBS, MBS and NBC—aggregating $14,477,889, less than 1% below the December 1951 total of $14,819,068.

Compared to January 1951, when the combined radio network gross came to $16,606,712, this January's total represents a decrease of 12.5%. But the picture reflects the 10% cuts in gross rates effected by NBC and CBS last summer rather than a decrease in the use of network radio by national advertisers.

Aside from the generally decreased dollar figures, the radio network picture this January differed little from that of the same month of 1952 in network accounts (Table I) for the two Januarys include the same nine advertisers, with Philip Morris Co. replacing Gillette Safety Razor Co. for the last year.

Nineteen of the 24 advertisers listed in Table II as top buyers of network radio time in January in their respective categories are the same advertisers who topped their classes in January 1951. The rank order of the categories, according to the expenditure of each for network time, is unchanged from the opening month of 1951 to that of 1952 for the fifth class. Of the second five groups, four are the same for both years, although the rank order varies.

NATIONAL RATING BOARD

Table I

<table>
<thead>
<tr>
<th>Network Time Advertising for January 1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proctor &amp; Gamble</td>
<td>$1,469,359</td>
</tr>
<tr>
<td>Sterling Drug</td>
<td>685,733</td>
</tr>
<tr>
<td>Lever Bros.</td>
<td>637,802</td>
</tr>
<tr>
<td>Miles Labs</td>
<td>620,546</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>612,111</td>
</tr>
<tr>
<td>IBM &amp; TR &amp; IBM</td>
<td>589,600</td>
</tr>
<tr>
<td>General Mills</td>
<td>503,759</td>
</tr>
<tr>
<td>American Home Products Co.</td>
<td>405,798</td>
</tr>
<tr>
<td>Philip Morris Co.</td>
<td>341,415</td>
</tr>
<tr>
<td>Colgate-Palmolive-Peet</td>
<td>341,415</td>
</tr>
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</table>

Table II

<table>
<thead>
<tr>
<th>Radio Network Advertisers by Product Groups for January 1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$51,997</td>
</tr>
<tr>
<td>Apparel &amp; Footwear</td>
<td>22,445</td>
</tr>
<tr>
<td>Automotive, Automotive Access &amp; Equip.</td>
<td>46,408</td>
</tr>
<tr>
<td>Building Materials, Equip.</td>
<td>198,675</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>27,406</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>72,476</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>198,675</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; OIl Fuel</td>
<td>72,476</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>27,406</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>72,476</td>
</tr>
<tr>
<td>Insurance</td>
<td>72,476</td>
</tr>
</tbody>
</table>

Table III

<table>
<thead>
<tr>
<th>Radio Network Billings Classified by Product Groups January 1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Footwear</td>
<td>$41,980</td>
</tr>
<tr>
<td>Automotive, Automotive Access &amp; Equip.</td>
<td>130,120</td>
</tr>
<tr>
<td>Building Materials, Equip.</td>
<td>207,685</td>
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<tr>
<td>Consumer Services</td>
<td>245,635</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>119,528</td>
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<tr>
<td>Food &amp; Food Products</td>
<td>354,339</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Oil Fuel</td>
<td>531,233</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>399,263</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>216,403</td>
</tr>
<tr>
<td>Insurance</td>
<td>345,748</td>
</tr>
</tbody>
</table>

Less Than 1% Below Dec.

WGBS Raises Riordan

APPOINTMENT OF Francis J. Riordan as sales manager of WGBS Miami was announced last week by Managing Director W. G. Babcock. A member of the Fort Industry Co. sales staff for the past six years, he succeeds Mr. Babcock in the sales managership.

Mr. Riordan entered radio as an employee-trainee at the NBC central division in Chicago, while he was attending school. After wartime service in the army, he moved to WGBS in 1945 as sales promotion manager, transferring to the sales department a year later.

BROADCASTING • Telecasting

March 24, 1952 • Page 72
HEARING RIGHTS

Rep. Celler Wants Rules

HOUSE Judiciary Committee Chairman Emanuel Celler (D-N.Y.) last week called the telecasting of congressional hearings "an invasion of individual rights." He spoke before the Federal Bar Assn. in Washington, D.C.

Rep. Celler also urged that definite rules be set up in governing congressional hearing procedure. He thus aligned himself with Sens. Harry Cain (D-Wash.), Estes Kefauver (D-Tenn.) and Margaret Chase Smith (R-Me.) who have been leaders in the Senate for the establishment of committee procedures.

He pointed out that fear, not caution, often dictates legislation. The bar group "must recognize the crucial nature of this problem," he said. "... Unless we address ourselves to the examination of this corruption of our civil liberties, we shall witness the tragic demoralization of the process of law," Rep. Celler declared.

But, he continued, "unfortunately, some congressional hearings have succumbed to the level of hippodrome performances in a circus atmosphere. Congressional hearings are not for the entertainment of the television public.

Rep. Celler is sponsor of a House resolution that would set up a committee to study ways in re-aligning congressional hearing procedures.

The same Agriculture Committee, after a wrangle over permitting United Press Movietone News cameras to take newswave pictures for TV use last Wednesday, put off a decision on policy. After Senators failed to make up their minds whether it should be allowed by the committee, this decided that they would leave it up to each witness.

Hearing concerned a request by witness Latham White, former regional director of Dallas Production and Marketing Administration office, who requested the newsreel shots not be made because he was a little nervous and was "not used to this kind of procedure." He was fired from his job when shortages were discovered in some 20 privately-owned warehouses in the Southwest.

But another Senate hearing, that of the District Crime Subcommittee, studying narcotics traffic in Washington, D.C., will require the posting of both radio and TV. It is scheduled to be continued this week, with radio and TV present.

William Hancock Payne

WILLIAM HANCOCK PAYNE, 69, president of Hancock Payne Associates, Philadelphia, died March 18 at his home in Plymouth, Pa. Mr. Payne was with the old Philadelphia Press and Evening Telegraph for a year before he launched his present business for himself 55 years ago. He is survived by his wife, Martha; three sons and three daughters.

TOP OFFICERS, post and present, of West Virginia Broadcasters Assn., pause for cameraman at March 15 annual meeting at Bluefield (see story page 42). L to r: Incoming president, Jack Gelder, who is vice president-general manager of WCHS Charleston; re-elected secretary-treasurer, Alice Shein, co-owner and general manager of WBTH Williamson; past president, Joe L. Smith Jr., president of WJLS Beckley.

HOUSE FCC BILL

May Not Get Vote For Two Weeks

IT MAY BE another two weeks before the House-version of the Senate-passed McFarland bill (S 688) goes to the floor of the lower chamber ready for a vote.

This was revealed to Broadcasting & Teletcasting last week. The bill would overhaul the Communications Act of 1934 and write into law guideposts for FCC to streamline its procedures.

At least one amendment may be offered on the floor, it was indicated last week. Rep. Alvin E. O'Konski (R-Wis.) announced he will offer an amendment to the bill that would provide for the charging of fees for AM-TV station licenses (see story page 29).

Although the bill has been reported technically (which means cleared for House action), the new House bill has not yet made its debut.

The House Interstate & Foreign Commerce Committee which reported the bill a fortnight ago, on May 13, has not written it into legislative form.

Revisions in Bill

Chief changes in the bill can be narrowed down to three—there may be possibly more, although until the new legislation is actually printed there is no assurance.

These are: (1) Retention of the so-called "double jeopardy" anti-trust section of the existing Act; (2) a new provision that would give FCC cease-and-desist, suspension and fine levying powers, and (3) a provision on barring any FCC rule or regulation discriminating against newspaper applicants (see editorial, page 50).

Delay in committee on the final writing of the bill and report has come about by interposing of other legislative problems, particularly the "fair trade" bill.

It was understood that another amendment possibly could come up that would apply (a) to the filing of additional applications which would conflict with or

COVERAGE BAN

WHIL Denied Recordings

GRASS-ROOTS protest against House Speaker Sam Rayburn's (D-Tex.) ban on radio-TV in committee hearings [B&T, March 5 & 6] continues while a station in New England, where the "town hall" developed as a community institution, found the door closed at local government meetings.

Tie-in of the ban on coverage by radio recording of city council and aldermen meetings in Medford, Mass., by WRMI and Somerville, all in Mass., was the coincidence with Speaker Rayburn's ban, according to WHIL Medford, the testing station. Both fell within a week of each other, the Rayburn ban on Feb. 25, the local ban on March 3.

After voting to permit radio recordings, the Everett Board of Aldermen reversed itself and voted 4-3 against taping and re-broadcast of its meetings. Since then, according to WHIL, protest has not been registered by the public, the press and by some of the city officials themselves.

Mercer, WKBY, WKLX, and WLX, all in Lacroose, Wis., sent a blistering attack on the House ban to their representative in Congress, Rep. Gardner Withrow (R-Wis.).

In a letter signed jointly by WKBY Manager Howard Dahl, WKTY Manager Merl Bratton, and WKLX Manager Milo Knutson, the station owners said: "If it should be determined that House rules can be interpreted to uphold the Rayburn ban on broad- casts of committee hearings, we urge you to do everything within your power to see that the rules are amended to give broadcasters the right to make such broadcasts and report as they must.

"As broadcasters," the stations declared, "we feel that the micro- phone is as essential a tool for our newsmen as the pencil is for the reporter." And, "we do not want the camera for the photographer."

'MAN OF THE WEEK'

CBS-TV Includes Local Level

CBS-TV's Man of the Week, which presents a nationally prominent man giving his views on a current topic, starting next month, also will honor a man whose contribution to service has been on a local level.

Each CBS-TV station presenting the Sunday program will pick its own local "man of the week" in consultation with their selection, to be made for April 6 broadcast by WHAS-TV Louisville. Committee to choose the Louisville man will include WHAS-TV General Sales Manager Mike Terner, WHAS-TV Director of WHAS and WHAS-TV; John Day, managing editor of the Louisville Courier Journal; Norman Isaacs, managing editor of the Louisville Times, and Victor A. Sholis, vice president and director of WHAS Inc.

Page 28 • March 24, 1952
Budget Gets Squeeze in House

Not Good, FCC Says

WORSE than it appears at first glance. That is the dispirited attitude of FCC officials questioned about the effect of the House Appropriations Committee's recommendation of $5,108,460 for the fiscal year ending June 30, 1953.

TV is going to have a long wait before the bright, 1,000-TV station future can be translated into reality, they say.

Only hope they have is that the Senate will up the ante substan-
tially. Under House plans, the Senate can reduce the gap by as much as $2 million by cutting out extra funding for TV and monitoring expansions. It would just take care of the $500,000 extra the Commission needs to meet the pay raises voted by Congress last year.

Here is how Commission people figure the House appropriation:

(1) The $5,108,460 passed by the House compares with $8,075,000 requested by the President—$3,966,540 reduction. It is also a reduction of $500,000 from present operating levels, because with last year's pay raises the Commission's current budget (making no allow-
ances for expansion of TV and monitoring services) is $6,500,000.

(2) In the House report, the Appropriations Committee said it had added $51,810 "for new positions in connection with TV monitoring and license processing," and $125,000 for the acquisition of new monitoring equipment. Therefore, the House appropriation should realistically be considered something less than $5 million for TV operations, plus $176,810 ($51,810 plus $125,000) for the purposes specified.

Battle for more funds to operate FCC, also announced he would offer an amendment to the McFarrand bill (S 688) when it gets to the House floor. The amendment would require station operators to pay a "license fee," in order to make FCC somewhat self-sustaining. The House refused to accede to Rep. O'Konski's move to amend the funds bill and restore the $1,966,540 cut by the House Appropriations Committee after run-
ing-fire directed against the FCC, led by Rep. Eugene Cox (D-Ga.). Rep. Cox, a consistent critic of the Commission, again spoke the FCC. He demanded its abolish-
ment and the creation of a new agency.

Charges FCC 'Not Worthy' The Commission, according to Rep. Cox, is "not worthy of public confidence." There are many changes that should be made both in its personnel and in its functions, he said. As he put it to Broad-
casting • Telecasting later, "there is an aggregation of pinkos down there." Cox said the "only two men there for whom I have a high re-
gard are [Comm. Robert F.] Jones and [Commr. Robert T.] Bartley." These were substantially the same charges the Georgian made last year when FCC ran auffle of an axe-wielding House [B&T, May 14, 1951]. He was supported by fel-
good Georgian Sidney Camp (D), who pelted FCC for slow handling of a complaint—"I was indignant," he said.

Total funds voted by the House to operate FCC in fiscal 1953 were $5,108,460, $1,966,540 less than the requested $8,075,000 sought in President Truman's budget.

Rep. O'Konski's speech on the floor of the House was edged to the lifting of the TV freeze and Johnson's stand that more funds are needed in order to hire additional hearing examiners and other personnel to process an expected flood of applications. Sen. Johnson had disclosed his plan to battle for additional funds as early as last January [B&T, Jan. 28].

The Wisconsin legislator, speaking for the delay in the freeze lift, noted: "I know that if the amount cut by the Appropriations Committee from budget estimates remains as is, television is not go-
ing to move for at least five years more to come." That committee, while it designated certain funds to be spent for TV processing, liberally chopped the entire budget request.

Rep. O'Konski noted the "Commission cannot possibly do the job that it has to do with the appropriation that this committee has al-
lowed them." FCC is a year behind in its work because of the TV load, he said.

Rep. O'Konski, who is owner of WLIN Merrill, Wis., also revived the question of payment by the broadcaster for his station license.

"In all the years I have lived I have gotten only one thing in my life for free, and that is a license to operate a radio station . . . as profitable a business as the radio and television business, it is in-
credible that they get their licenses free," the Congressman said.

"Let us give the FCC the money they need to let this industry expand and grow. But at the same time let us take the radio and tele-
vision industry foot the bill. That they do foot the bill I will propose an amendment when legislation reaches the floor to amend the Fed-
eral Communications Act of 1934 (McFarland Bill) very shortly," he said.

Rep. O'Konski later told Broad-
casting • Telecasting he felt "positive" that the Senate would give FCC more funds, and although the House defeated his drive to get the original cut restored, he still planned to ask for a license fee law.

During testimony before the House Appropriations Subcommit-
tee Feb. 13, Wayne Coy, then FCC Commissioner, believed the charging of fees for services is not "feasible."

Reasons, he gave, were (1) there would be no net gain to the Treas-
ury for the amount could be de-
ducted from income taxes of sta-
tions as an operating expense, and (2) some broadcasters may feel that since they may have to become licensees they feel they would be relieved from the necessity of performing in the public interest [B&T, March 10].

As the House last Thursday voted to make FCC's "tight budget" even tighter, a new FCC-congres-
sional appeal for increased appropri-
ations failed. A $5,108,460 figure was translated to be made the following day before a Senate Appropriations subcommittee.

These were the developments:

• An unbounded, unspeaking House beat down a move by Rep. Alvin E. O'Konski (R-Wis.) to re-
tore to FCC's budget request a nearly $2 million lost by the Appropriations Committee's [B&T, March 17].

• Sen. Ed. C. Johnson (D-
Co.), chairman of the influential Senate Interstate & Foreign Com-
merce Committee, was planning to testify last Friday afternoon in support of FCC's increased budget.

• Chairman Paul A. Walter, accompanied by FCC aides, was also scheduled to testify.

• Rep. O'Konski, in a speech on the floor of the House Wednesday and Thursday in his losing
Construction Ban
(Continued from page 87)
1,000 pounds of aluminum—wherever possible.
Mr. Joseph sees no problem in 1952-53 as FCC grants new TV stations. Even with perhaps 60, 78 or 80 new FRT stations next year, there will be sufficient material to accommodate needs for steel towers, transmitters and other equipment. UHF poses no greater a problem, Mr. Joseph feels, though the question of transmitter design may pose some obstacles. Manufacturers should reach their set output goal in '52 without difficulty.

Among broadcasters receiving second-quarter approvals for projects were ABC San Francisco; Allen B. DuMont Labs, New York; CBS Los Angeles; WTMJ-TV Milwaukee and WDAF-AM-TV Kansas City.

Materials were allotted to ABC for radio-TV studios and offices estimated at $600,000. The network received 28 tons of steel and 5,000 pounds of copper—70% of its requests—was again last December.

DuMont got 10,000 pounds of copper for a TV studio at WABD (TV New York). This $1,750,000 project is 23% completed.

CBS application was for television—presumably its $5,250,000 Gilmore Stadium TV studios project which was launched in December 1950. CBS received 95,000 pounds of copper for second, third and fourth quarters. Project is 2% finished.

Project Values and Grants
The Kansas City Broadcasters' Club for WDAF and WDAF-TV facilities valued at $700,000 was 8,315 pounds of copper wire. Project, started in April 1949, is 72% completed.

WDAF Milwaukee project was not identified, but is believed to be for its outdoor studios [Feb. 25]. Project value was given as $600,000, with starting date of January 1951. Station drew 179 tons of steel.

In addition to these, numerous electronic manufacturers were granted authorizations for varying projects, among them General Electric Co., Hoffman Radio Corp., RCA Victor, Raytheon Mfg. Co., Westinghouse, Philco Corp. and Sylvania Electric Products.

A substantial number of industrial projects were denied, NPA said, for lack of materials. Allotments will be made in third quarter, however, to enable any broadcaster to complete construction. They need not refile, it was understood.

As for materials, some forms of steel may be decontrolled by fall or winter. Copper will replace steel as the limiting factor in construction. It will become more plentiful, but nickel and cobalt will remain scarce.

THREE Cleveland stations, WTAM, WEWS and W6KJ-N, a 45 rpm system of recorded music last week as standard equipment. Operations began simultaneously March 17.

FREQUENCY TABLE
For Below 25 mc Issued

| TABLES of allocations below 25 mc was issued by the FCC last week to complete revision of 1938 Cairo allocations began in 1944. It also implements the 1947 Atlantic City allocations, in accordance with the 1951 Extraordinary Administrative Radio Conference in Geneva.

The new table of allocations will be added to Part II of FCC's Rules (allocations below 25 mc are already listed). Included in the services authorized in various bands of the spectrum below 25 mc are AM broadcasting and broadcast remote pickup.

Assignments in the bands from 14 kc to 1605 kc will go into force during 1962. Assignments from 1605 kc to 25,000 kc went into force Jan. 1 of this year. No official dates have been set for assignments between 2000 kc and 25,000 kc. In the 2000-4000 kc area, Region II (North America, Latin America and Caribbean Islands) assignments are specified but official effective dates have not been decided.

AM band encompasses 535 kc to 1605 kc. Remote audio pickup bands are: 1605-1750 kc; 2107-2170 kc; 2314-2405 kc; 2563-2880 kc; 3155-3400 kc.

DEFA MATION SUIT
Dickerson Names NBC, Others

NBC's radio commentator, Robert Montgomery, and New Jersey affiliate, WTMJ Trenton, last week were faced with a $1 million defamation suit filed by John J. Dickerson, chairman of the New Jersey Republican State Committee.

Mr. Dickerson charged that Mr. Montgomery used "false, malicious and defamatory" statements in transcribing him in five broadcasts, each of which he asks $200,000 damages.

The broadcasts involved in Mr. Dickerson's suit include: a recent grand jury investigation of grousing and official corruption in Bergen County, N. J.; Mr. Dickerson is mayor of Palisades Park and a member of the Bergen County board of freeholders.

"Ford of TV"

EMERSON Radio and Phonograph effort to capture the medium price market was indicated last week when Bert Jamin A. A. Brams, president, said that production will be increased "tremendously" and that prices would be reduced. Other manufacturers had announced reductions in price earlier in the week (see page 77). Company plans to feature a 17-inch mahogany veneer table model at e1175.00 or $179.50. Mr. Abrams described the new policy as an attempt to become the "Ford" of the phonograph industry. Firm has been a leader in the sale of low-priced radio receivers.

GLENN SNYDER (1), WLS general manager, discusses "Operation Concert" efforts with Hon. John Namara, president of the 615-stores National Tea Co. (r), and J. D. Hill of WLS sales-merchandising department.

WDSY SALE
$425,000 Is Price

PURCHASE of the 50 kw WDSY Minneapolis-St. Paul for $425,000 from Stuart Investment Co. by four Minneapolis-St. Paul business men was announced last week with filing of application for transfer with the FCC.

Four stockholders of the 30-year-old Class II station (on 1130 kc with 25 kw) are Clarence T. Haman, former general manager of WLOL Minneapolis-St. Paul; H. J. Lang, owner of an electronic welding firm in the area and also of an auto supply business in San Diego, Calif.; George E. Lau, owner of area coffee shop chain; Clarence W. Levy, furniture retailer. Each will own 25% of Twin Cities Broadcasting Co., licensee of WDSY.

New owners already own a $300,-000 note of the station, which they bought from Stuart Investment Co. for $250,000 (of which $100,000 was cash, $50,000 by note). They are paying $175,000 for 100% of the stock of Twin Cities.

WDSY, which operates with a nine-element array at night, lost $90,000 in 1951. Stuart Investment Co. will continue to own KFOR Lincoln and KOIL Omaha, Neb.

N.Y. PLACES BAN
On Certain Hearings

SURPRISE action by New York State Legislature Thursday was the passage of an amendment to civil rights laws, prohibiting the telecasting, broadcasting or taking of motion pictures at state hearings where witnesses testify under subpoena or other compulsory processes.

Specifically, the bill covered sessions conducted "by a court, commission, committee, administrative agency or other tribunal in the state," which left question open as to whether it would cover federal proceedings conducted in New York.

Intended to protect witnesses' rights, the bill—introduced by Sen. Nelson A. Heineman of Bronx—was reportedly backed by the New York Bar Assn. which passed a similar resolution on federal hearings a few weeks ago.

WLS FOOD PLAN
All-Year Promotion Set

FOOD STORE promotion, which has been carried on at WLS Chicago on Feature Foods for 17 years, becomes a year-round merchandising activity April 3 following a successful all-summer season last year.

For a minimum of $3,600, an advertiser of a food product distributed in group stores such as the nation-wide A & P, Kroger, National Tea and National, will get six one-minute announcements weekly for 13 weeks, as well as station and store promotion.

The grocery group, which also includes regional affiliates with Grocerland Stores, Central Stores and IGA, will highlight in local promotions the station-advertised products it stocks normally with banners, shelf cards, floor and window displays and newspaper advertising, all calling attention to the radio sales event.

WLS will stage a saturation campaign using 31 mentions weekly for the sales event and the featured product, using Feature Foods (six-a-week, 1:30-2 p.m., the National Tea (Monday, 9:00 p.m.-12 midnight) and a new show, Your Grocer and You (Thursday, 7-7:30 p.m.).

Using a different group of stores weekly, the station expects to tie in its activities with more than 4,000 stores in the 13-week campaign period. Thirteen groups of stores were lined-up for the promotion plan before the kick-off.

COMPONENTS MEET
Set for D. C. May 5-7

ELECTRONIC components and transistors will top reports to be delivered during a forthcoming conference under the joint sponsorship of Radio-Television Mfrs. Assn., Radio and Television Engineers and the American Institute of Electrical Engineers. Session will be held in Washington, May 5-7 with the Dept. of Defense and National Bureau of Standards participating.

Under the general theme, "Symposium on Progress in Quality Electronic Components," reports will be given on reliability of Soviet components and their development in Great Britain. W. R. Sittner, Bell Telephone Labs., will discuss status of the transistor at Bell Labs. Other topics include transistorized power amplifier and military availability of transistors. Over two-score technical papers will be presented.

Chairman of symposium committee is J. G. Reid, National Bureau of Standards. Program was arranged under direction of A. F. Murray, electronic consultant to the Department of Commerce's Research and Development Board. Three-day meeting will be held in Dept. of Interior Auditorium.
How Much Is Your Station Worth?

The Answer—A Blackburn-Hamilton Company appraisal will analyze and interpret the nine key factors listed in the adjoining column. These findings, made as a result of an in-the-field investigation and hundreds of actual sales will be judged and translated into an appraised price—the price at which your station could be sold at today’s market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

The Nine Key Appraisal Factors
1—Earnings
2—Investment
3—Technical
4—Market
5—Competition
6—Programming
7—Management
8—TV Factor
9—Potential

The information furnished us is held in strict confidence. It is compared with many other similar properties that we have appraised in connection with sales, financing or other personal matters.

Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB Convention - Chicago
March 30—April 2—Conrad Hilton Hotel
Suite 1200-01-01A

Our Washington, Chicago and San Francisco offices will each be represented at the 1952 Convention. Whether your interest is TV financing, an appraisal, buying or selling, be sure and contact us for a confidential discussion. Indications are that this convention will be the largest and busiest to date so why not set up a definite advance appointment.

- Negotiations  
- Appraisals  
- Financing

BLACKBURN-HAMILTON COMPANY
Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672
figures on stations' earnings and costs will be offered. Panel was announced earlier. This is slated for 4:30 p.m.

Another session will be devoted to audience promotion with Glenn C. Shaw, KLX Oakland, Calif., as keynoter. On the panel besides Mr. Shaw are John Estau, KTUL Tulsa, Okla.; Jack Knabb, Jack Knabb Adv. Co.; Worth Kramer, WJR Detroit; and Richard Allerton, NARTB research director, as staff representative. Value of merchandising departments in enhancing radio's worth to the advertiser will be recounted, with case histories of three cities—Tulsa, Rochester and Detroit.

Because of the shift of TV management to Wednesday morning, “the confession session” will be moved to 10:30. In addition to Harry Bannister, formerly WWJ-TV Detroit and now NBC-TV, who presides as chairman and seven panel members previously announced, three others have been added. They are Walter Compton, WTG (TV) Washington; Ted Cott, WNET (TV) New York, and Klaus Landsberg, WTLA (TV) Los Angeles.

PCC Chairman Paul A. Walker will speak at the Wednesday luncheon with Dwight Clark Jr., Voice of Democracy contest winner, as guest. He represents KCOL Ft. Collins, Co.

Workshop sessions will round out the Wednesday afternoon meetings and official convention business. TV code will be discussed at 2:30 by the NARTB TV Code Review Board, with Mr. Brown, NARTB TV chief, and Mr. Swezey, chairman of the code-writing committee.

A session on “Public Hearings—Are They Open to the Public Through Radio and Television?” will be held at 4 p.m. Judge Miller will preside. James M. Landis, an attorney, will uphold the affirmative. No speaker for the negative has been set.

The no-speech banquet will be graced with a slate of notable celebrities, with arrangements handled by Carl Haverlin, BMI president. Scheduled are comedian Lou Holtz, singer Patti Page, Kay Thompson, and the Williams Brothers, the White Guards male chorus, the Merriel Abbott Dancers and Lew Diamond and his orchestra. Banquet starts at 7 p.m. in the Grand Ballroom.

There were few if any changes in the engineering slate from those previously announced (March 17). Most notable involves a substitution for Frank Marx, ABC engineering director, at the Tuesday morning session. A. James Ebel, engineering chief, WMBD Peoria, Ill., will replace him. Panel will discuss transmitters, consoles and other topics.

J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, Electronics Division, National Production Authority, will explain materials regulations. Plans are underway to set up a desk in Exhibition Hall to answer broadcasters’ questions.

Your merchandising works for us... 

FULL TIME

“When representatives of our major suppliers visit Birmingham,” writes Ben Ash of A. & A. Ash, Inc., jewelers for almost 50 years, “we invite them to appear on our radio programs. Then we call WSGN. We can forget it, because we know the interviews will be interesting and that they’ll be handled without a slip-up.”

Ash sponsors “Time for Music” four nights a week. That’s two hours on the air, but Ash, with WSGN cooperation, makes it work a full week. Continual merchandising of famous lines with a famous store pays off for both.

For follow through with merchandising details, for solid coverage of the merchandising Birmingham, use WSGN. For full details, contact Bill Rand, Manager, General Sales, WSGN, Birmingham. (Tel. 4-3934).
THE GATES DYNAMOTE
Here is the latest model GATES DYNAMOTE — as new as next fall's election!

YOU'RE THERE WITH THE

Some Outstanding DYNAMOTE Features
- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant — automatic — changeover to batteries if line fails
- High gain — low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with batteries installed
- One-piece construction

Whether baseball or politics, symphony or jazz — you can be sure of clean, crisp quality when Dynamoting your "out of studio" shows.

The GATES DYNAMOTE, originated about two decades ago at the advent of the Dynamic microphone, is each year brought up to date as the latest major league standings. — Your 1952 Dynamote is the engineers' choice, the producers' choice and the people's choice — compulsory, of course, because GATES DYNAMOTES are used wherever there is broadcasting.

Heavy political and sports coverage will create unusual demands on remote facilities. Recognizing this, production on the GATES DYNAMOTE has been increased. Orders are being handled same day as received in most cases.

GATES
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

March 24, 1952 • Page 33
SEN. HERMAN WELKER (R-Ia.) asserted on the Senate floor Monday that former FCC Chairman Wayne Coy "can be accused—and justly so, I think—of being re- ligious. [Mr. Coy] has made a great deal of television, but because of his former connection with the FCC and its activities.

Mr. Welker's attack was leveled at an amiable man whose resignation and subsequent employment by Time Inc. as a radio-TV consultant with a $25,000 annual retainer, plus other remuneration, would earn him $50,000 total (B+* March 3, Feb. 25).

The Senator also cited the alleged acquisition by Mr. Coy of half ownership in KOB-AM-TV Albuquerque, N.M., with Time Inc. (B+* March 10, 3).

When apprised of Sen. Welker's remarks, Mr. Coy said in part that "I am not a television consultant in the usual sense of the word... I am making use of the fact that the Senate heretofore..."

Mr. Coy denied that he had been active in getting the Commission to approve Time's application to operate a [TV] station in New Mexico—as intimated by the Senator—for the simple reason that "such an application has not been filed yet. Any man who sought to know the truth could have found that out by a simple query."

Mr. Coy resigned from the Commission Feb. 21 in order, he said, to permit him to become a "free agent" in negotiating his return to private industry. Later, it was announced that Mr. Coy is to become president and operating head of the Albuquerque properties upon FCC approval of sale to Time Inc. He is also to become consultant and possibly to participate in any other station properties acquired by the corporation.

Sen. Welker, as acting Republican leader in the Senate the day of his speech, combined a revived complaint of "job-jumping." KOB's TV operation and reported plans by Time Inc. to buy into additional TV properties.

In effect, the Senator asked his colleagues to keep an eye on Mr. Coy's further activities in his association with KOB.

So-called "job-jumping" has been Capitol Hill debate-fodder in the past. As long as two years ago, Sen. Hugh Butler (R-Neb.) authored an article in American Magazine which hit at this practice—that of government officials who resign their positions in order to receive employment by groups doing business with the government agency or agencies the former employees served in official capacity.

Sen. Welker noted the article and also legislation which was introduced by Senate Judiciary Committee Chairman Pat. McGarran (D-Ne.) that would bar such practice.

**Job Jumping' Provision**

The Senate-passed McFarland bill ($685) which is pending House action (see page 28) also contains a provision (Sec. 4, subsec. (a)) on the subject of "job-jumping."

It reads that any Commissioner, "serving...after one year from the date of enactment...in the Commission in a professional capacity any person, including all persons under common control, subject to the provisions of this Act, except that this restriction shall not apply to any Commission who has served the full term for which he was appointed."

Obviously, this can not affect Mr. Coy now nor could it in the future.

As expressed by the Senator the "salient" points, he said, were:

"Time" magazine now intends to go into the television and radio field, and Mr. Coy, who resigned from the FCC on Feb. 21, within 24 hours of that time received his appointment from "Time" magazine, at a retainer...of $25,000 a year.

It seems that in this case we have a man who is very well acquainted with the present members of the Commission. He worked with them for some four or five years, and he knows them well.

After he [Coy] stated that he was resigning to get his private practice, where did that $.25,000 come from? How is he supposed to help buy television station KOB? If he had no funds, what consideration did he offer that he now is a commissioner of this television station? Can- tainly if this activity does not deserve censure, what does. I think Mr. Coy and "Time" may be the exception to the rule.

In citing the background of Mr. Coy's resignation and subsequent employment, Sen. Welker read portions of the news story printed in the Feb. 25 issue of BROADCASTING TELECASTING and a March 12 broadcast by Ray Henle of NBC's Three-Star Extra. Mr. Henle asserted that Time planned to buy into "no less than 16 important radio and television outlets in various cities across the country." That Mr. Coy was in charge and that "it eventually may mean a brand-new television network."

[EDITOR'S NOTE: FCC regulations pre- clude ownership of more than one television station in any city or area.] The Senator felt that "Time's" plans for some future network may or may not be in the public interest at all.

Sen. Welker, however, reported that KOB, a television station, received a new authorization to operate because "it is my understand- ing that Station KOB was heretofore licensed, but of course the new purchasers had to get a new authorization."

The Senator's assertion was that the authorization was made im- mediately after it was announced that Mr. Coy had joined Time and also that KOB-AM-TV had been sold to Time Inc. and Mr. Coy.

[EDITOR'S NOTE: This was not the case, however. The authorization, which Sen. Welker spoke of as for KOB-AM-TV, was in fact for KOB. In the MARCH 19 issue of BROADCASTING TELECASTING was a story to KOB of an application for an additional television station to operate KOB on 770 kc with 25 kw—night, 25 kw—day, for six months beginning March 1. KOB has been granted such extensions for years since the station was involved in a court case regarding its frequency.]

**WIBW Scholarships**

TWO $250 scholarships to Kansas State College were made last week to two of the top 4-H members in Kansas by WIBW Topkea, according to Ben Ludy, general manager. Citing "outstanding achievements and for general 4-H work, the awards were made to Lyman Metzler, Jr., service director, WIBW, and tape recordings of the presentation played on his Saturday evening show, The Dynamic Topkean. The winners were Betty Lou Smith, McPherson County, and James McCord, of Roseville.
WOPA VS. LBS
May Be Settled Soon
DAMAGE suit against Liberty Broadcasting System by WOPA
Oak Park, Ill., is expected to be settled within a week after con-
tinuous hearings before Master in Chancery David Silbert.

Because of the expense of an injunctor bond, attorney for WOPA
dropped its pleading for a tempo-

ary injunction against fulfill-
ment of Liberty's contract with
WCFL Chicago and asked that the
case be decided on its merits. Sta-

tion, located in a Chicago suburb,
charges breach of its affiliation con-
test with aetter signed an affilia-
tion with WCFL.

Both stations cover some of the
same area.

The decision will be made by a
federal district court judge after
the recommendation of the chan-
cery. Decision could call for dis-
missal of the action, a permanent
injunction or damages, or a com-
bination of both, all favorable to
WOPA except dismissal. WOPA
is understood to favor one pos-
sible solution which would provide
that both stations carry Liberty
programming as official affiliates.

Meanwhile, action on the damage
suit brought by Liberty against
13 major league baseball teams for
$12 million was at a standstill in
Chicago last week as answers were
ready to be received by defendants
after a delay in delivery of sum-
monses and copies of the complaint.
Liberty charges conspiracy in re-
straint of trade and claims loss on
conciliation of its Game of the Day
series.

Elliot's Resolution
ANOTHER demand for a select
House committee to investigate
"offensive and undesirable radio
and TV programs" and books has
been made in the House. This
time, it was H Res 551, offered by
Rep. Carl Elliott (D-Ark.). It was
referred to the House Rules Com-
mittee. Others were by Reps.
Edward H. Rees (R-Kans.), and E. C.
Gathings (D-Ark.) [B*T, March 9,
Feb. 11].

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Gathings (D-Ark.) [B*T, March 9,
Feb. 11].

ECC EMPLOYEES
To Get Service Pins
SERVICE seniority with the FCC
and its predecessor agencies—Dept.
of Commerce and Federal Radio
Commission—for more than 500
FCC employees will be recognized
April 8 at ceremonies in Washing-
ton with the presentation of ser-
vice pins [B*T, March 17]. Among
the 500 are 15 employees with 30
years of service, 110 with 20 years,
393 with 10 years.

Senior FCC employees with 30
years service are Chief Accountant
William J. Norfleet and Adminis-
trative Service Chief Paul H.
Shey.

Among those celebrating 20
years of service are Comrs. Rosel
H. Hyde and George E. Sterling,
Field Engineering Chief George S.
Turner, Field Engineering Asst.
Chief Frank Katakiv, Safety &
Special Radio Services Chief
Edwin L. White, Safety & Special
Radio Services Asst. Chief Lester
W. Spillane, Asst. Chief Engineer
John A. Willoughby, Asst. Secre-
tary William P. Massing, Examiner
Panney N. Litvin, Broadcast
License Chief Clara M. Jelb.

Among those in the 10-year class
are Chairman Paul A. Walker,
Comr. Edward M. Webster, Gen-
eral Counsel Benedict P. Cotton,
Broadcast Bureau Chief Curtis B.
Plummer, Secretary Thomas J.
Slowie, Aural Broadcast Chief
James E. Barr, TV Broadcast
Chief Cyril M. Brown, Broadcast
Bureau Asst. Chief Joseph N.
Kittner, Frequency Allocation &
Treaty Chief Albert L. McIntosh,
Asst. Chief Accountant Hugo
Royer, Examiners James D. Cun-
ingham, Hugh B. Hutchinson, Leo
Resnick, Elizabeth S. Smith, Basil
P. Cooper.

PEOPLE CHOOSE' SERIES
World to Release April 27
WORLD Broadcasting System,
New York, producer of transcribed
library programs and features, an-
ounced production last week of a
12-week pre-political convention
series, The People Choose, recreating
highlights of past political conven-
tions and campaigns.

Series will be released as part of
World's regular service to its 800
affiliated stations April 27, and will
be previewed at the NARTB con-
vention in Chicago. Material for
each half-hour program will in-
clude researched scripts, music
keyed to the documentary dramas,
and records of a specially written
song, "If You Believe in Demo-

cracy." Each program will follow
a political event of the past, setting
the time and scene, describing pre-
convention maneuvering, jockeying
for nominations, and ultimate pres-
idential campaigns.

SALES BOOKLETS
Are Announced by BAB
FIRST in a new series of presenta-
tions designed to show how radio
sponsorship will boost grosses for
certain industries was mailed to
Broadcast Advertising Bureau
members Wednesday. The 16-page
brochure is titled "Selling the New
Paint Market With Radio."

Twelve of the industry presenta-
tions are planned to be released an-
nually by BAB, it was indicated,
with the second presentation, di-
rected to tire manufacturers and
dealers, to focus on the tire-re-
placement market and its expan-
sion by radio advertising. Further
16-page booklets for making sales
to automobile manufacturers and
dealers, airlines and brewers are
scheduled to be in the hands of sta-
tions, network and national spot
representatives by summer, spokes-
men for the radio-promotion organi-
sation said.

from the nation's top radio and television buying markets

AVERY-KNODEL
INCORPORATED
serves its stations, agencies and advertisers
NEW YORK
ATLANTA
LOS ANGELES
SAN FRANCISCO
DALLAS
CHICAGO
ing in radio-only homes in the TV area nighttime was about the same during early evening hours and somewhat higher during the late hours—again reflecting differences in the urban-rural characteristics of these marketing areas. "In TV homes, there is a very high degree of interest in television throughout the entire evening and at peak points between 8 and 10 p.m. The extent to which TV usage holds up during the 'late' hours is noteworthy."

Mr. Shaw showed how coverage of radio commercials varies between TV and non-TV areas according to such factors as program preferences and network strength. TV competition gets stronger in mid and late-afternoon hours, giving radio considerably higher coverage in non-TV areas.

At night, he said, radio ratings are higher in radio-only homes, whether in a TV or non-TV area; extremely low in TV homes; some programs in radio-only homes are strongest in the TV area (Lux Radio Theatre, Walter Winchell) while others do best in non-TV areas (People Are Funny, Suspense).

Total TV usage is generally higher in multi-station than single-station TV markets, he said, though the differences are minor.

Figures Compared

Mr. Shaw said that during January, 1952, the average daytime network radio program reached 2,033,000 homes per broadcast; the corresponding figure for TV was 1,198,000 homes. Nighttime, the average network radio program reached 3,210,000 homes per broadcast in comparison with 2,844,000 for TV.

Among the top 20 programs, he found a range from 7,019,000 homes per broadcast (Amos 'n' Andy) down to 418,000 (Bob Hope) for radio and from 7,745,000 (Red Skelton) to 4,790,000 (Big Town) for TV.

‘Capitol Cloakroom’

REPEAT performance on Capitol Cloakroom by Sen. Ed C. Johnson (D-Col.) March 28 will mark the program’s fifth year on CBS Radio. The show is aired Friday, 10:05-10:30 p.m. EST, originating from WTOP Washington. Sen. Johnson, who was the informal public af- fairs program's first guest five years ago, will be interviewed by CBS Radio correspondents Griffing Banerof, Bill Shadel and Bill Downs. In its five years, the pro- gram has interviewed 111 Sena- tors, 37 House members, 10 Cabi- net members and 48 other government officials. Program is pro- duced by Lewis Shollenberger, and supervised by Stuart Novins.

**WHLI is Tops!**

Latest Share of Audience*

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<th>Morning</th>
<th>Afternoon</th>
<th>Entire Survey</th>
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<td>29.9</td>
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<td>All others combined</td>
<td>10.6</td>
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**ONE STATION, WHLI, DOMINATES THE MAJOR LONG ISLAND MARKET**

"CONLAN STUDY OF LISTENING HABITS:

Daytime, February 1952

Hempstead, Long Island, N. Y.

*CONLAN STUDY OF LISTENING HABITS:*

Daytime, February 1952

Hempstead, Long Island, N. Y.

**WSB Issues New Ruling**

ADJUSTMENTS in compensation paid out to so-called "casual" musicians—those not regularly em- ployed by radio-TV stations and other groups—may be made without prior approval, the Wage Stab- ilization Board ruled last Wednesday.

Broadcast industry authorities felt the new ruling, Resolution 89, would have no appreciable effect on network-W networks and stations. As one authority put it, "it would only formalize what has been done administratively . . . before."

Three-year radio-TV contracts covering musicians were signed with the American Federation of Musicians and President James C. Petrillo in March, 1951. Only pos- sible effect—and one which the union unofficially claimed as a small victory—is that it advances the lot of other than staff players.

WSB adopted Resolution 89 in recognition "of the varied and unusual circumstances pertaining to the employment of casual professional musicians" which render wage regulations impractical for them. "Casual" is defined as "ir- regular engagement."

In adjusting wages and salaries of casuals, the employer and union "are expected to conform to the national wage stabilization policies and regulations," the board said. WSB reserves the right to review all adjustments.

Staff musicians are defined as: Professional musicians who, on a permanent and continuing basis, are direct employees of establishments such as radio broadcasting stations, televi- sion studios, motion picture com- panies, theatres, movie houses, hotels, night clubs and other establishments including regularly established bands and orchestras employing professional musicians.

The wages and salaries of this staff group are subject, however, to wage board policies and regulations. No petitions for staff mus- cians will be considered "on the basis of any claim of inequity with the wage rates of employees as may be adjusted" under Resolution 88, the board said.

**SSB ADVISORY GROUP**

Further Studies Over-Scale Pay

INDUSTRY members representing networks, agencies and talent man- agers met in New York Tuesday with Salary Stabilization Board members to hold further discussion on control of over-scale salary increases.

Session—second to date by the enlarged committee—was identified as an "exploratory . . . discursive constella- tion of various prob- lems involved. Although nothing concrete has been recommended, it is hoped that committee attitude might be formulated in writing after another meeting, to serve as advice to SSB for any ruling it might make. Date of the next ses- sion was left open.
ABUNDANT COAL HEADS FOR PEAK PRODUCTION IN NEXT CENTURY.

The authors of a new book, "Energy Sources—the Wealth of the World," point out that "Coal is by far the most abundant fossil fuel. The magnitude of coal reserves is, therefore, of the greatest importance.... Of the total world reserves, 52 percent is bituminous, 40 percent is subbituminous and lignite, and 7 percent is anthracite.... Assumptions that seem reasonable at this time indicate that the peak (of production) for all coal may be reached by the middle of the next century or almost certainly not later than the middle of the century after that."

BRITISH TEAM STUDIES AMERICAN METHODS OF COAL UTILIZATION.

A thirteen-man team from Great Britain recently arrived in this country to study American methods of using coal in steam plants. They hope to improve the efficiency of coal utilization in Britain to help conserve their inadequate coal supply. Here in America tremendous advances have been made in getting more work out of each ton of coal. At the time of World War I it took an average of 4 lbs. of coal to produce a kilowatt-hour of electricity. Today with modern combustion equipment, more efficient boilers, and better-prepared coal, the average is 1.14 lbs. of coal per K.W.H. and some electric-generating plants of newest design are able to do the job with as little as ½ of a lb. of coal.

COAL PROVES MAIN FUEL SOURCE FOR ELECTRIC UTILITIES.

A top public utility executive has pointed out that his industry's coal requirements grew from 40 million tons in 1931 to nearly 105 million tons in 1951—about one-fifth of the national output. He then estimated that the nation's electric power requirements by 1954 will increase this figure to 130 million tons. And so it goes: more and more reliance on coal, our most plentiful fuel.

COAL'S VALUE AS RAW MATERIAL INCREASING.

Indicative of coal's increasing importance as a source of chemicals and the raw materials of chemistry is the development program of one of the nation's largest coal producers. This company is spending over one million dollars on research and the construction of a pilot plant to experiment with coal conversion. These experiments are designed to yield the maximum salvage of special tars from which valuable chemicals are obtained, as well as a base for synthetic fuels. The plant, as presently designed, will also produce a coal char which will be a very useful solid fuel.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.
IN LOUISVILLE to inspect facilities of WHAS there is this group of representatives from Henry L. Christol Co., new station representative of WHAS (radio). Visitors are welcomed by Neil Cline (seated, r), WHAS sales director. Standing (l to r): A. J. Young Jr., Irvin Gross, Alan H. Schroeder and Douglas Ballin. Christol's James L. Thompson is seated with Mr. Cline.

UNION BATTLE
NABUG Drops NABET

DISSENSE within ranks of National Assn. of Broadcast Unions and Guilds became separation last week with a Wednesday announcement that NABUG's New York council had voted unanimously to drop from membership one of its early members, National Assn. of Broadcast Engineers and Technicians.

Council Chairman Oliver Nicol said the conflict was the result of "raiding" by NABET, which was charged with infringements in the past two years on TV and radio writers, directors and scenic designers, among others. NABET action, it was said, was contrary to a policy adopted by other NABUG members, called the "little NABUG formula": To operate under trusteeship in new areas with temporary representation, until industry trends become stabilized and jurisdiction could be resolved.

Old strife was revived last fall when NABUG sought membership from various engineers throughout the country and NABUG meetings were held as early as last October to resolve the conflict amicably. NABUG council privately implied last December, however, that if NABUG-NABET discussions could not settle the difficulties, the latter union would be dropped.

Resolution was passed unanimously by unit vote as well as by the council, composed of representatives for American Federation of Radio Artists, Television Authority, Radio and Television Directors Guild, Assn. of Theatrical Press Agents and Managers, and Local 928 of United Scene Artists of America (all AFL); Authors League of America (independent), and Radio Writers Guild (an AIA member). Representatives of International Alliance of Theatrical Stage Employees and NABET were not present.

NABUG was organized nearly five years ago for solution of problems common to guilds and unions associated with the radio-TV industry.

George Mahr, national representative of NABET, Friday morning denied the raiding charges lowered against his group by NABUG. "We regret the move they feel necessary, we have no raiding with which we've been charged," he said. "Groups are free to disaffiliate or affiliate as they see fit, and that's the way we operate."
Don Lee's Radio audiences are climbing

12-month average - 1949 vs. 1951*
Daytime audience 8.9% higher
Evening audience 11.2% higher

...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, full network average audience, Monday thru Friday.
DON LEE, THE BIGGEST NETWORK ON THE PACIFIC COAST, GIVES THE MOST COMPLETE, CONSISTENT LOCAL COVERAGE AT THE LOWEST COST PER SALES IMPRESSION OF ANY OTHER SALES MEDIUM

Don Lee and only Don Lee can sell your customers locally in 45 important Pacific Coast markets from their own local network station in their own local market. You can buy Don Lee according to your distribution pattern in 45 markets. There's no waste. That's real flexibility and real value and it's a Don Lee exclusive.

Don Lee consistently carries more Pacific Coast regional business (with more regionally sponsored shows consistently in the top rated 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium — DON LEE.

Represented Nationally by John Blair & Company

The Nation's Greatest
Regional Network

1313 North Vine Street
Hollywood 28, California
RELIGION on the local airwaves, long a somewhat shabby and hard-to-sell item, has acquired the accouterments of maturity and the professionalism of a commercial venture at WGN Chicago.

There Unshackled is molded subtly without the too-frequent admixture of fanatic evangelism and frantic fund appeal.

Its appeals are an understanding of fundamental human behavior, the simple dramas of everyday living and a search for reason in what seems to many an unreasonable world.

Named by an imaginative (and anonymous) ad man, Unshackled is aired each Saturday at 7:30 p.m. by the 60-kw clear channel station, a prime time for any religious program. It is written, produced, researched and directed by an energetic woman whose secret of successful radio selling is a personal conviction that the "product" is the best.

That product is the philosophy that "Christ is the answer to all problems," a logical conclusion following the writer's assumption that "the inventor knows best how his machine functions."

The lady with such conviction is Eugenia Price, who entered the competitive field of commercial radio writing 12 years ago and sold her first script, In Care of Apple Horn on WBC. Three years ago, the successful daytime serial writer, of Joyce Jordan and others gave up $35,000 yearly.

At that time, her minimum price for a simple half-hour drama, minus such time and energy-consuming items as research, production and casting, was $250. Today, she shepherds Unshackled through every phase for $100 weekly—$25 more than she was paid the first year.

The sponsor is Chicago's oldest Skid Row project, the Pacific Garden Mission, second largest in the country.

"New York, and the Bowery Mission got there first," she noted.

Unshackled went on the air Sept. 30, 1950, initially at 11 p.m. on Saturday. Last fall it moved to 7 o'clock, following the popular Mutual network show, Twenty Questions. They have almost identical ratings, with Unshackled getting an estimated 300,000 listeners weekly.

It has reached heights of glory which even surprise the mission's optimistic administrators, among whom is Superintendent Harry Saurinier. He handles all activities for the three-building organization, a purely local and non-profit operation located on 3rd St. in the slum area just south of the Loop.

The program, designed to spread the Christian gospel to the widest possible audience, seeks to restore faith in recalcitrants and bring into the fold persons needing help. Unshackled continues as a self-supporting vehicle, with any surplus money contributions going to other radio broadcasts.

The success has transcended the local scene, extending into national and international realms. This spring, Pacific Garden Mission plans to buy time on six other 50 kw stations, starting with WWVA Wheeling, W. Va. One Chicago constituent has guaranteed one-third of the costs on that station, about $15,000 yearly. Time is always purchased at card rates.

Broadcast expenses this year are expected to total about $225,000 of which $50,000 is for the WGN show. Another $280 weekly will be spent on Voice of America re-plays of the program to Iron Curtain areas and to members of the armed forces overseas.

Miss Price, since her personal and professional change-over, believes religion "is either awfully simple or simply awful."

Methods of making it "awfully simple" on the program include purchase of weekday time, use of a drama-documentary technique, professional productions with competent performers (she does all the casting) and payment of union scale wages.

She uses music and sound effects whenever necessary, and omits an open or middle "commercial," using only a short pitch at the end of the program after the story conclusion.

Miss Price is convinced this last move is wise, although "I'm sure we lose half the audience. The closing message, in a subdued manner, seeks funds for continuation of the series. Occasionally, for a special mission project, a mention will be made.

Two weeks ago the mission medical and dental clinic, staffed by volunteer professionals ran out of drugs. A one-time mention brought in more than $1,000 in one mail. In a 30-second spot, the mission offered its book, Doorway to Heaven, for $2 shortly before Christmas. It sold out—1,000 copies in one week.

Plot and story themes are taken from mission files on degenerates, alcoholics, neurotics, prostitutes and criminals, although sensational elements are deleted. The script concentrates on the more normal individual suffering from frustration or loneliness, with whom members of the audience can readily identify themselves.

The Pacific Garden syndicated show will span the country from coast to coast with broadcasts of Unshackled. There will be no local cut-ins for a similar organization in those markets because the mission believes it can help many people in many places, despite its purely Chicago character.

MISSIONARIES all over the world have used tapes of the show and Protestant ministers in this country broadcast them in sermons and at church social meetings. A prison official in St. Joseph, Mich., reported numerous conversions each week, as a result of the prisoners' request that Unshackled be substituted for regular Sunday church services.

Minus heavy moralizing, the show has "the most basically sound approach to psychology and its therapy that I have ever heard on the air," in the opinion of a Chicago university professor of psychology. Understanding, rather than preaching, is the objective.

The 76-year-old mission, established by an eastern socialist couple who attended its meetings nightly for 30 years, is subsidized by Protestant churches and by individuals. Progressive in its concepts as well as in its teaching and guidance methods, the mission governing board is delighted with results of its use of radio. It may cancel its black-and-white "trade" advertising nationally and also is considering extensive preparation of television films. Its agency, the John M. Camp Co., has specialized for the past few years in religious TV presentations.

Miss Price (at head of table), writer-producer-director of Unshackled, works for one-seventh the sum she made in commercial radio in handling broadcasts for Pacific Garden Mission on WGN. Here she confers in detail before a show with program talent, each of whom is a professional, paid AFRA scale.

UNDERSTANDING, rather than preaching, is the objective of local religious show of WGN Chicago. Miss Price gave up $35,000 a year as a successful radio writer three years ago to devote her talents to Unshackled for $75 per week. "Commercials" are kept subtle and in good taste. A psychology professor from a Chicago university termed the program, "The most basically sound approach to psychology and its therapy that I have ever heard on the air."

March 24, 1952 - Page 39
APPLICATIONS by radio and television commentators and working radio-TV newsmen for seats at the Republican and Democratic National Conventions to be held in Chicago in July must be made by April 15.

Official announcement was made of the 1953 Political Convention Committee of the Radio Correspondents’ Assn., Washington, D. C.

The Radio-Television Galleries again have been designated by the Republican and Democratic National Committees to supervise the radio and television news “galleries” at the conventions. Mr. Henry has been appointed chairman of the committee to supervise accreditation, seating and operation of the radio and television news quarters in Chicago by the executive committee of the correspondents’ association.

*—Other members of the convention committee are Willard F. Shadel, CBS, vice chairman; Hollis M. Seaver, MBS, and G. W. Kingsbury, WLW Cincinnati.

D. Harold McGrath, superintendent of the Senate Radio-Television Gallery, and Robert M. Menaugh, superintendent of the House Radio-Television Gallery, will be in active charge of facilities at the two conventions. This is the fourth time Messrs. McGrath and Menaugh have had charge of convention “galleries” facilities for radio and TV. They will be aided by the following assistant superintendents of the two galleries: Robert C. Hough, C. J. D’Andrea, Carmen Garcia, Clarence T. Day and Manuel (Mike) Michaelson. Mrs. Garcia has been appointed secretary to the committee.

A standard form has been prepared for applications. They will be furnished to anyone who writes to the Radio-TV Gallery, Room G-25, U. S. Senate, U. S. Capitol, Washington 19, D. C.

Full Cooperation Promised

Mr. Henry said: “Both the national conventions have given us assurances that every effort will be made to provide facilities, including seats, for all possible legitimate working radio and television newsmen and commentators. But it will be necessary for applications to be filed not later than midnight, April 15, so that our needs can be presented to the Arrangements Committee of the two conventions by April 20.”

**PUBLICITY’ FUND**

Limited in House Action

AN ECONOMY-minded Congress is continuing its renewed attack on the number of publicity personnel on the rolls of U. S. government agencies.

Butt of the most recent jab is the Radio-TV-Film Section of the National Production Authority but other government departments also came in for criticism. The jab was delivered March 18 by Rep. George Meader (R-N.Y.) during House debate on the third supplemental appropriations bill.

The House passed the funds measure, including a proviso that “no part of any appropriation contained in this act shall be used for publicity or propaganda purposes not heretofore authorized by the Congress.”

The bill (HR 6047) was designed to provide expenditures for salaries and other services for numerous government agencies during the remainder of the current fiscal year ending June 30. If cleared by the Senate, it would mean that none of the departments could use the voted funds for purposes of publicity, including radio-TV activity by their personnel.

Rep. Meader took NPA to task for sending out material “to promote the philosophy and interests” of the agency. The weekly reports, he said, are sent to members of Congress for use “on your radio reports to your constituents back home.” The material offered is in the form of 15-minute scripts.

**Added Expense**

The congressman’s greatest concern was that this not only is an added expense and perhaps an illegal use of public funds, but also an attempt by the government “to try to influence public opinion.” Similar charges had been raised in connection with OPA public information radio programs [Feb. 25, 18].

The Meader amendment, approved on the House floor, does not apply, ironically enough, to NPA. Funds for salaries and expenses of its policy arm, the Defense Production Administration, and for such Commerce Dept. groups as the Census Bureau and National Bureau of Standards would be exempted by the proviso.

The amendment would apply to FCC which was earmarked for $488,000 for salaries and expenses.

The State Dept.’s international information and educational program, for which a sum of $1,750,000 would be allotted, also would be unable to use the money for publicity purposes.
FOR YOUR INFORMATION:

To the average layman, 1/1,000,000 of an ounce of anything isn't worth talking about. Yet, with such infinitesimal weights as this, oil industry scientists are developing some fascinating facts about lubricants and their effect on internal combustion engines. Even more microscopic particles - as little as 1/1,000,000,000 of an ounce - have been mixed with different petroleum products to trace their flow in the vast array of underground pipe lines which speed gas, crude oil and oil products to refineries and consumers.

Geiger counters and other trappings of the new atomic age are being used in these experiments which are part of the oil industry's constant program of research and development - a program on which individual companies are spending a total of more than $100 million a year. Especially intriguing is the fact that some companies started experiments with radioactive materials as early as 1943 - two years before Hiroshima and Nagasaki were transformed from relatively obscure Japanese cities to landmarks in history. In those early days, the cyclotrons were used as sources of radioactive materials. Now the atomic pile at Oak Ridge, Tenn., is the chief source.

How are these atomic tests being carried out? One revolutionary approach involves the use of radioactive piston rings. Specially-trained scientists install one of these rings in a test engine while others safeguard their health and lives by keeping a close check on the radioactivity with the delicate Geiger counters.

The car is then driven in proving ground road tests under weather conditions ranging from summer's heat to sub-zero colds. The infinitesimal particles worn from the radioactive piston ring drop into the motor oil and are measured with the Geiger counters. Perhaps only as much as 1/1,000,000 of an ounce of metal is involved but the atomic test provides unheard-of accuracy. In addition, tests can be completed with as little as 50 miles of driving, whereas the older methods required as much as 10,000 miles. One of the points that these atomic tests have proved is that modern, high-quality motor oils can actually triple the life of a car engine by substantially reducing wear.

Oil industry scientists and technicians are using radioactive materials in other experiments too. In addition to the lubrication tests and the use of isotopes in the underground pipelines, oil men are using them in refineries to trace the progress of hydrocarbon molecules in the manufacture of petroleum products; in well-logging (mapping and studying of underground strata to determine the likelihood of oil production); and as a means of determining the liquid level in closed containers.

For further information about the oil industry, don't hesitate to write to me.

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
CRIME doesn't pay morning-time thriller—with moral, of course—is read to 
nopposites by Sen. Charles W. Tobey (R.-N. H.) of Kefauver Crime 
Committee fame. Sen. Tobey (holding book) told an "original children's story" 
to listeners of Little Ernie's Story Time on WGAY Silver Spring, Md. (Friday, 
9:30 a.m.). It was about the theft of 16 New Hampshire pullets from "an 
old woman" and how her despair turned into happiness by her village 
neighbors in the Granite State. At right, holding microphone, is WGAY's 
Ernie, General Manager. Tobey signed dignity to be guest on the program 
which has been host to Sen. Margaret Chase Smith (R-Me.) and Maryland 

FLA. RULING

SUPPORTERS of political candidates in Florida must buy their radio 
advertisements through the candidate's campaign treasurer, according to a 
ruling by Circuit Judge Tillman in upholding constitutionality of Florida's 
new election law.

The law had been attacked in a 
suit filed by W. A. Smith, president 
of WPLA Plant City, Fla. [B•T, 
Feb. 18], Judge Tillman held, how- 
ever, that the law is not applicable in the case of a candidate for 
national office who does not have a 
campaign manager in the state. An appeal to the state supreme 
court is expected.

In a similar suit to test the law's 
applicability to newspaper adver- 
sing, Circuit Judge Tobey ruled then 
had the law unconstitutional as denying freedom of the press. 
J. Kenneth Ballinger, Tallahassee 
attorney representing Florida Assn. 
of Broadcasters and Florida Press 
Assn., attacked the law in the suits on behalf of the associations.

State Attorney General Richard 
Ervin first interpreted the law to 
require that all funds spent by any 
person to further the candidacy of an 
office seeker must be turned over to the campaign treasurer and dis- 
bursed by him. Later he changed 
the ruling to permit supporters of Florida candidates to pay cash out 
of their own pocket for advertising, 
specifying the purchaser must have 
written authorization from the can- 
didate or his treasurer and the 
expense must be listed on the 
candidate's public financial return.

Latest Ruling

Judge Tillman's latest ruling 
holds the owner of a Florida radio 
station must have authorization for a 
time purchase from the can- 
didate's treasurer; he may give time 
to a candidate or other citizen for 
expression of views furthering a 
candidacy if the time is contributed 
as a gift through the candidate's 
treasurer; a citizen may give his 
views on a candidacy (on a station 
other than his own) if he has first 
obtained authorization from the 

candidate's treasurer and the pay- 
ment received as a contribution to the campaign; a station may 
broadcast opinions and views of non-residents of the state. 
Nominees of national parties are not 
candidates under this law. 

Judge Tillman said, "It should be 
noted that the rights of freedom 
of speech and the press, as applied 
to radio, are necessarily and from 
the beginning more restricted than 
they are in relation to a newspa- 
per."

He based this thesis on the asser- 
tion that radio is not available to 
all and therefore subject to regula- 
tion by the federal government.

DAYLIGHT TIME CHANGES

Networks Ready Plans

MAJOR networks are preparing 
for the April 27 shift from standard 
to daylight saving time.

NBC, CBS, ABC and MBS again 
will record their radio broadcasts 
so that all may continue to be 
heard during the same local time 
slot they occupy in winter months. 
Live productions will be broadcast 
on daylight schedules with no 
noticeable shift for audiences in 
daylight time zones, and will be 
recorded for rebroadcast, one hour 
later, in zones remaining on stand- 
tard time. LBS plans were not 
anounced.

Television programs at NBC, 
CBS, ABC and DuMont will be 
aired on daylight schedules so that 
live shows will be seen one hour 
edier in terms of local time in 
those zones which continue to 
observe standard time. For audiences 
in daylight time zones, there will 
be no noticeable change in the 
broadcast time of their live video 
programs.

W. VA. MEETING

Protests Rayburn Ban

PROTEST against Speaker Sam 
Rayburn's ban on radio-TV pickups 
of House of Representatives pro- 
cedings was voted March 15 by the 
West Virginia Assn. of Broad- 
casters, meeting at the West Vir- 
ginian Hotel, Bluefield. Members 
were urged to contact their indi- 
vidual congressmen.

John T. Gelder Jr., WCHS 
Charleston, was elected president 
to succeed Joe L. Smith Jr., WKNA 
Charleston-WJLS Beckley. Mr. Geld- 
er won over W. Patrick Beecroft, 
WWVW Fairmont. On Mr. Beacom's 
motion the election was declared 
unanimous. William E. Rine, 
WWVA Wheeling, was elected vice 
president. Mr. Rine is a vice presi- 
dent of Fort Industry Co. Alice 
Shein, WBTH Williamson, was re- 
lected secretary-treasurer.

Directors-at-large are L. H. 
(Bud) Rogers, WSAZ-AM-TV 
Huntington, for TV; John S. phil- 
ips, WHTN Huntington, for in- 
dependents; P. T. Flanagan, WHIS 
Bluefield, for major stations; F. 
J. Evans, WPLH Huntington, for 
small stations.

District representatives are C. 
Leslie Gollday, Wepam Martin- 
sburg, District 1; F. D. Zimmerman, 
WBLK Clarksburg, District 2; 
Charles High, WGKV Charleston, 
District 3; Virginia Cooper, WJLS 
Beckley, District 4.

The association voted to petition 
FCC to relax the rules covering 
first-class technicians in light of 
present-day operating progress. 
Support was voted the Broadcast 
Music Inc. clinic to be held April 
29 at the Daniel Boone Hotel, 
Charleston. Cash prizes will be 
supplied for the BMI contest for 
young composers.

RCA's film, "Success Hill," was 
described by Davy S. Newborg. 
The film shows the operation of the 
Bridgewater, Conn., UHF television 
station. Delegates included guests 
of WHIS Bluefield at a reception.

Formation of a statewide net- 
work of broadcast stations for 
civil defense purposes was advocated 
by John N. (Bill) Bailey, public affairs 
oficer of Region 2, Federal Civil 
Defense Administration.

"Hillbilly Heaven"

WSM Nashville's Grand Ole Opry 
is given colorful treatment in the 
March issue of The American 
Magazine, copies of which were 
sent to the trade last week by the 
station. Called Hillbilly Heaven, 
anarticle, authored by Don Eddy, 
says: "Today, its [Opry] fame is so 
great that hopeful guitar and 
mandolin pickers, fiddlers, and 
mandolin pickers, balladeers, yodel- 
ers and assorted mountain min- 
strels still arrive in such throngs 
that Program Director Jack Stapp, 
the station's fiddler who can spot 
a hillbilly fiddler as far away as he 
can call a hog, has had to set up an 
audition system to screen the 
progress from the impossible."
stars all... crusaders all...
working for the AMERICAN CANCER SOCIETY'S
1952 CANCER CRUSADE

Join them, use them!

For Radio
20 seconds through fifteen minute features
including weather forecasts
Scripts for 18 program categories

For Television
20 second and one minute trailers and animations
A full catalogue of props

AMERICAN CANCER SOCIETY • 47 Beaver Street, New York 4, N.Y.

Walter King, Director, Radio and Television
In Wilkes-Barre, Pennsylvania’s 3rd Largest Market, Wilk’s average 1/4 hour rating* from 7 a.m. to 1 p.m. is 34.1% higher... than that of the next-best station...

* Pulse: Monday, Friday November 1951 Wilkes-Barre - Hazleton Market:

AVERY KNODEL Inc.
- New York  - Chicago  - Atlanta  - Los Angeles  - San Francisco

'RED' INFLUENCE
Cites Union Control Danger
COMMUNIST-controlled unions holding defense contracts in electronics and other fields pose a "serious threat to national security" and potentially are "very dangerous," a top defense procurement official said recently.

The warning was sounded by Chairman John D. Small of the Munitions Board before a Senate Labor & Public Welfare subcommittee probing communist domination of labor unions. The inquiry is under the chairmanship of Sen. Hubert Humphrey (D-Minn.).

Citing important contracts held by the independent United Electrical Workers Union reaching "substantial dollar volume," Mr. Small asserted:

"The [UEW] is the collective bargaining agent for many facilities...on important defense contracts in the strategically-important field of electronics. Congressional reports point out that all too well the subcommittee reveals names whose affinity to the Communist Party line is a proven fact...."

The UEW was ousted from the CIO in 1949 on the grounds of Communist domination and a new CIO International Union of Electrical Workers was formed in its place. Both hold contracts with General Electric, General Motors, Sylvania Electric Products and other electronic firms. Mr. Small also noted that the American Communications Assn. was expelled from the CIO in 1950.

Broadcasters Have Stake
With respect to affidavit provisions of the Taft-Hartley Act, broadcasters as well as manufacturers appear to have a stake in what Sen. Humphrey calls a "philosophical approach" to the problem. While unions, failing to sign non-Communist affidavits, are deprived of benefits of the National Labor Relations Board, the Justice Dept. acknowledged that it had probed 68 such officers who signed them looking toward possibility of perjury. Of 14 cases which went to grand juries, only one indictment has been returned.

NLRB Chairman Paul Herzog testified that authority should not be "treated in a manner to determine whether any union is "Communist-dominated." NLRB should confine itself to collective bargaining because, among other reasons, it is not qualified and speedy conduct of elections and unfair labor practices would be frustrated by delays, Mr. Herzog testified.

What if Congress takes, according to Mr. Small, should not only apply to the Defense Dept., which the Munitions Board represents, but also to other government agencies dealing with unions.

Mr. Small also charged there is "not the least bit of doubt" that some union leaders would call strikes if importuned by the Soviet Union. Furthermore, he added, the Defense Dept. does not believe it now has authority to remove "pro-Communist" officers.

A Justice Dept. official, Andrew F. Oehm, told the subcommittee that it is virtually impossible to prosecute Communist union leaders because the Department must prove they were party members when they signed the non-Communist affidavit. He urged the Taft-Hartley Act be amended to require officers to swear they have not been CP members for at least 12 months prior to signing the affidavit.

NEW WRFD PLANT
6,500 Attend Opening
FREEZING weather, overcast skies and an urge to catch an extra 40 winks on Sunday morning didn't stop approximately 6,500 people from driving 50 to 75 miles to attend the grand opening of new studios and 260 acre radio farm of WRFD Worthington, Ohio. Festivities took place March 16.

Ladies who attended received baby orchids flown in from Honolulu for the occasion. Green and yellow balloons were distributed to the boys and girls. Cigars and book matches were given to the men.

Activities commemorating the station's renovation continued throughout last week. On March 17, a tour of the station was conducted for sponsors and a party was held that evening for those who advertise in WRFD. Guest speakers at the gathering were Edgar Kobak, former president of Mutual Broadcasting System, and Joseph C. Harsh of the Washington bureau of the Christian Science Monitor. Station executives estimated that during the week an additional 10,000 persons visited the studios.

WRFD is owned and operated by the Peoples Broadcasting Co. of which Murray D. Lincoln is president. J. D. Bradshaw is station manager.

KRGV BIRTHDAY
Celebrates 25th Year

Station, which is owned by the Taylor Radio & Television Corp. and managed by Byron (Barney) W. Ogle, had its start in a "spare" back room of a music company in Harlingen, Tex., about 20 miles east of its present location. Called KHMCO for Harlingen Music Co., the original outfit was supervised by H. R. Bash and managed by M. S. (Dick) Niles. Station was sold to Taylor-Howe-Snowden Inc. (later the Taylor Radio & Television Corp.) on Oct. 1, 1928.

KRGV operates on 1290 kc with 5 kw full time, directional night, acquired in July 1950. It is an affiliate of NBC.

RF TRANSMITTER
Fourth Built in Portugal
CONTRIBUTIONS during the 1951 Crusade for Freedom made possible the construction of a fourth Radio Free Europe transmitter in Portugal which started broadcasts to Iron Curtain countries Feb. 27, the Crusade National Office, Gen. Lucius D. Clay, said last week.

First of the new 50-kw transmitters—all located northeast of Lisbon—went on the air Christmas Day; the second, in January, and the third, early in February. All were purchased with 1951 Crusade donations.

With its additional five transmitters in the Munich and Frankfurt areas of Western Germany, Radio Free Europe now broadcasts daily to six countries—Albania, Bulgaria, Czechoslovakia, Hungary, Poland and Romania—for a total of 800 hours per week, General Clay stated.

Installations in Portugal
The installations in Portugal include a half-mile-long antenna system designed to magnify the power of the transmitters to provide pinpoint accuracy in directing broadcasts. Programs are relayed among the various RFE stations for simultaneous broadcast on different wave lengths, thus reaching a maximum potential audience in Soviet satellites and countering Communist efforts to jam the broadcasts. Portugal, General Clay pointed out, has an excellent position for shortwave relay to Eastern Europe.

Crediting public donations for RFE expansion, General Clay warned that "America must keep expanding and intensifying its campaign of truth against Communism's big lies, by building more and more freedom stations. ... We must now relax our efforts for a moment."

CHARGES PROPAGANDA
CHNO Stops Union Series
CHARGED by the International Union of Mine, Mill and Smelter Workers at Sudbury, Ont., that CHNO Sudbury had refused to permit a union program. Baxter Ricard, president of CHNO, replied that no Canadian communication outlet is compelled to disseminate any propaganda. CHNO had aired one union program and was subsequently visited by the Royal Canadian Mounted Police on the order of Mr. Ricard. The program which attracted the police contained a refrain "Russia Goes Marching Along." After the union had agreed to use no more "Communist" material on a new series of programs on CHNO, Mr. Ricard, however, allegedly found "Communist double talk" in the next scripts. He then refused to air any more programs. The union, in its newspaper Mine-Mill News, described the program as hard-hitting and factual.
**SILVER plaque commemorating 25th anniversary of NBC was presented to top echelon of network on behalf of its affiliated stations. L to r: Jack Harris, vice president and general manager of KRKC Houston, who presented plaque; Niles Trammell, NBC board chairman; and Joseph McConnell, NBC president. Mr. Harris also presented executives with personal gifts. Plaque noted NBC’s "outstanding leadership" in broadcasting arts and service to public during the past 25 years [B&T, March 17].**

**BASEBALL PLANS**

**Sponsors, Stations Report**

Broadcast and teletcast plans for coverage of major league baseball games and training sessions throughout the country have been announced by several advertisers and stations.

Games played by the Washington Senators will be sponsored for the second straight year by the Christian Heurich Brewing Co., makers of Old Georgetown beer. WTTG (TV) Washington will handle TV assignments with Arch MacDonald and Bob Wolff alternating as sportscasters on the 26 games scheduled for telecast as well as on all scheduled games to be aired over WWDC Washington. Agency for the brewery account is Henry J. Kaufman & Assoc., Washington.

Bob Neal, WERE Cleveland sports director, inaugurated 1952 Cleveland Indians spring training broadcast schedule by airing play-by-play of the first two games with the New York Giants at Tucson March 8-9. Entire exhibition throughput April 13, with exception of four games, is being carried by the station.

Boston Red Sox broadcasts will be aired over WHAY New Britain, Conn. The 154-game agenda starts April 16 in Washington, D.C., and runs through Sept. 25.

Timely new program series has been announced by World Broadcasting Co., New York, transcribed program feature producer. Company has prepared a 26-program series, *Get a Hit*. Format calls for telling of a memorable baseball moment with local personalities as narrators. Script and music is furnished by World. Current baseball news and brief summary of an athlete's career are allowed for in script.

**IRAC**

**Functions Are Held 'Important' By Key Government Agencies**

Functions of the Interdepartment Radio Advisory Committee are deemed "important" by the Dept. of Defense, the Central Intelligence Agency and the Dept. of Commerce but IRAC’s workload reflects records in something less than a satisfactory and up-to-date condition.

Authority for this statement is Haraden Pratt, telecommunications advisor to the President, who expressed these views in a letter to Rep. Albert Thomas (D-Tex.). They were placed into the record of hearings held by a House Appropriation Independent Offices Subcommittee of which Rep. Thomas is chairman.

The Congressman had requested Mr. Pratt to outline the functions of IRAC in connection with FCC’s proposed 1953 budget. FCC sought $11,327 for the coming year to cover "applied technical research and frequency allocation" involving IRAC. The Commission received an estimated $6,000 for the current fiscal year.

Mr. Pratt, in his letter to Rep. Thomas dated Feb. 21, thus commented officially for perhaps the first time on the nature of his telecommunications work with FCC and IRAC. He later made a progress report to President Truman [B&T, March 10].

The telecommunications chief ascribed condition of IRAC’s records to "the greatly expanded use of radio frequencies with the advance of the art during and since the last World War" and to "the greatly increased military use of radio frequencies resulting from the acts in Korea."

Mr. Pratt described IRAC’s functions as assigning radio frequencies to government stations and serving as a forum for collaboration with the FCC, which apportions spectrum space among radio-TV broadcasters, amateur radio operators and other private users.

Mr. Pratt said that in response to a query put before defense agencies ("Is the work of the IRAC important and necessary to your operations?") the answer was that "without question" the committee’s functions are important. To that end, he reported, the Defense Dept. has agreed to lend financial assistance to the committee as a national defense measure.

The President’s telecommunications chief also added that his staff currently is helping to strengthen "the structure of secretariat of the committee in order that it may cope with the extra workloads imposed upon it."

IRAC was founded in 1923 by the late President Calvin Coolidge as a means of clearing use of frequencies between government departments and private users.

**KMA makes money with Minitape**

Mr. Thomas Raymond

2416 Avenue Hollywood

Dear Mr. Raymond

We believe that you will be interested in knowing that the MINITAPE is an integral part in the production of the TV shows sponsored by KMA by Wyman, 11:00 to 1:00 AM Monday through Saturday. The present versatility of this valuable little machine enables the Farm Service Director, Herrick Holmberg, to cover special events and make interviews in locations impossible to duplicate by any other type of tapper. Last fall Karl Baill of the KMA Farm Service Department along with EM& Director, Mr. Wolfhcr, recorded nearly 30 programs in Section (on 1951 AM, 1951 AM and 1951 AM progress matters). Differences in violent voltage makes a battery operated recorder unsatisfactory.

A KMA adds the MINITAPE to definitive and creates...

**STANCI L-HOFFMAN**

1016 North Highland Avenue
Hollywood 38, California

March 24, 1952 • Page 45
SPRINGTIME PL"s

NEWEST spring fashions in per inquiry novelties are emerging from the mill of Chicago.

They cover a wide range of items, including intricate contrats bearing the ingenious imprint of the barrister to old-fashioned staples of the 50-cents-on-the-dolar type.

In keeping with the Lenten season, two of the offers provide continuity including Biblical references apparently designed to point up their coefficient of sales pressure.

Judging by comments of broadcasters who have viewed some of the spring styles, special interest has been aroused by Protam, whose advertising is placed by Dowd, Redfield & Johnston, New York. Writing to stations, Allen O. Kaye-Martin, on behalf of the agency invites participation in "our regular Protam radio activity"

While method of compensating stations is not to be said, the letter states, "During the past year we have broadcast continuously on more than 400 stations, including all CBS and NBC owned and operated stations, as well as all leading 50,000 w stations, plus heavily concentrated activity on the Don Lee Pacific Network, Columbia Pacific, Mutual network, etc.

Flexible Arrangement

After this introduction, the letter gets down to terms quickly, offering the following flexible arrangement:

We would like to buy as many quarter-hour periods on your station weekly, as you feel warranted to do a maximum job for us, based upon orders not costing us more than $1 each. Initially, we will sign a six-week firm contract. In other words, if the total cost of the quarter-hour units recommended by you were $300 weekly, we would expect 300 orders.

The way to arrive at the recommendation you might make to us is to use your rates on the half hour contingent schedule, dividing the half hour into quarter-hour programs, using at least two quarter-hours daily in those days you carry a program. You are to broadcast the Protam program on the days and during the periods that you consider would be your best mail-pull time.

You are to obtain and ship to us the minimum number of orders required according to the procedure outlined above, on a weekly basis. If, after the end of the first two weeks, you find that this volume cannot be obtained, you have the right to cancel our order and bill us for the time used. However, you are to continue to run the Protam programs until they pay off.

Another mail order firm offering a more diversified line of spring propositions is Marfree Adv. Corp., Chicago and New York. The familiar phonograph record deal, with a P. I. of 30 cents on a dollar order, sounds a note of caution. "Please don't confuse this offer with any other you have ever heard."

With obvious know-how in this type of merchandising, Marfree adds, "Instead of the usual cat-and-dog tunes which have been offered by so many recent deals, Galigano (Galigano Distributing Co.) specially recorded four brand new top hillbilly tunes for this new offer, using special name talent. These are not pickup tunes, closeouts or distress merchandise."

A three- or four-every day period is provided, opening with a terse 60-word introduction. After a song is played, a 750-word message is read, followed by a brief closing remark of 350 words.

Appealing to the broadcaster's business side, General Manager Burton A. Neuburger of Marfree closes with this thought, "Don't take our word that this is a great offer. Try it yourself on the air. There's magic in a buck. Let's make lots of them."

Another Marfree project offers a package described as "No. 1 in its class," paying $1.75 per day for the White Cross plan of Bankers Life & Casualty Co.; 50 cents for Quilt Lady, priced at $1.75, $1.50 for Milcotin, a $2.50 smoking deterrent made by Parker Pharmaceutical Co.

Both of the above offers originated in the Chicago office of Marfree Adv. Corp. Vice President Barrie Friedenberg of the New York office has a new product called Dionol, mix-wash-plant insecticide, that he believes "will out-d-Con d-Con."

A Marfree continuity about the hidden beauty of Last-Riserem is given in a Biblical approach: "Friends, remember how the good book talks about Manna from Heaven! Well, you can fly us up the airwaves with some of the best news to come down the road in many a day . . ."

On behalf of the White Cross plan the Marfree copy again takes up the Biblical theme, submitting this friendly greeting, "Friends, the Bible teaches us that a good man protects his family against all emergencies . . ."

A "sensational" proposition comes out of Lasker-Riseman Inc., Boston, for the firm's client, Roy Tracy. A harmonics package sells for $1.08 plus cost if orders are COD.

"The materials offered are very costly compared to most radio mail order offers," George Lasker writes. "It's in order to make a small profit, therefore, our client can't afford to pay more than 80 cents for advertising for each order received. We would like to buy three or five more-minute programs per day on your station, with your guarantee that they will cost no more than 80 cents (gross) for each order."

A leading magazine publisher, Curtis Pub. Co., has made a P. I. pitch that brought a nose-rubbing repliarsl from Frank E. Wimberly, general manager of KWKW Altus.

Before You Buy in Cincinnati - STOP - LOOK - READ

See Centerspread This Issue - ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

Oklahoma. Mr. Wimberly wrote R. H. Goshorn of Curtis Circulation Co. in this vein: "I was slightly surprised to get from the Country Gentleman, associated by tradition with the Benjamin Franklin who said 'keep your friends close, your enemies closer,' a per inquiry offer. We would also be surprised if we learned that some Country Gentleman that is not heard on regional radio stations are per inquiry . . . We would hardly be consistent in participation in this introduction, scheduling paid advertising calling attention to reading material in another national farm publication."

The revival of Radio Merchant's Guild service is proposed in a letter to stations from Joseph F. Mac-Caughtry, Los Angeles. If enough stations are interested in the guild's plan to increase station revenue, the project will be reinstated, according to Mr. Mac-Caughtry, who has been named as president of Cardinal. The 10-point guild plan is built around mail order selling by radio.

Arrow Adv. Agency, Chicago, shows that P. I. promises are having results, for no. 7 in offering 60 cents per inquiry for an unnamed item. Milton Hecker, on behalf of the agency, surveys the P. I. field this way, "Let the facts speak for themselves! We know that most P. I. deals that are submitted to you are 'hot deals' only in the eyes of the advertiser, the hopeful anticipation of the client . . ."

Nearsightedness Scored

The oft-uttered observation of P. I. offers about radio's chance to sell mail order merchandise much cheaper than the local merchants brought an observation by William Deason, general manager of KVET Austin, Tex., to this effect in a letter to Rand Adv. Agency, New York:

"I wonder if you realize that the average in the medium-size market draws the greater portion of its revenue from the retail stores and from the manufacturers or distributors who use the retail stores as outlets for their products. In my opinion, any station manager who goes into the mail order business in competition with the local retailers is 'nuts'!

William Von Zehle & Co., New York, asks stations, "Is increased TV viewing or a decrease in radio advertising cutting into your radio profits?" If so, the agency suggests stations purvey Nutridine, dietary supplement, keeping $1.50 for the bottle charge, or $2.25 for the three-bottle $6 economy package.

Dick Gilbert, promotion manager and conductor of his own program at KTLT-AK-PM, Mesa, Ariz., solicited the inquiry by offering Carl Fischer Inc., New York music publishing house, a daily announcement at usual rates in the Arkansas Democrat for $1 copies of a Jo Stafford book on singing.

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BROADCASTING • Telecasting
**WARREN NAMED**

**Fisher Lessens KOMO Duties**

W. W. WARREN has been named vice president and general manager of Fisher's Blend Station Inc., Seattle, to succeed O. W. Fisher in the active management. Mr. Fisher remains president of the corporation.

Mr. Fisher, cutting down his activities on advice from his doctor, has been president of the corporation since its beginning in 1920 and was appointed general manager in 1944.

Mr. Warren was program manager and treasurer.

In other changes, George F. Dean, public relations representative, becomes program manager and Frederick J. Patterson, production manager, succeeds Mr. Warren as program manager.

Appointment of Mr. Warren was announced by the board of directors which also elected Kenneth F. Fisher treasurer and Assistant Secretary and Ray Baker, commercial manager, to the post of vice president.

KPOL Los Angeles, new 5 kw daytime station on 1540 kc of Coast Radio Broadcasting Corp., scheduled to start July 1, has joined Southern California Broadcasters Assn.

**S 2444**

JOHN- CASE bill to bar liquor advertising from radio and television will be considered by the Senate Interstate & Foreign Commerce Committee at its next executive session. It is slated for this Wednesday.

Committee Chairman Ed C. Johnson (D-Col.), who co-authored S 2444 - barring Agencies, leveled fire against the bill, which was supported chiefly by temperance organizations.

**WKIP TRANSFER**

STATION executives of WKIP Poughkeepsie, N. Y., last week filed application with the FCC for acquisition of the station's control.

The new group is comprised of George W. Bingham, WKIP general manager; Marvin S. Seines, chief engineer; Richard A. Dwelley, commercial manager; John J. Kuhn, and Mabel Meurer.

The station's physical assets are listed as $21,810 at depreciated value, $34,277 original value. For both the AM and FM stations, depreciated value is listed as $138,200. WKIP is an ABC affiliate on 1460 kc with 250 w fulltime.
THE LATEST WCKY STORY

Before You Buy in Cincinnati

STOP — LOOK — READ

STOP — AND CONSIDER THESE FACTS

- WCKY has 20.5% of the audience 8:00 AM-7:00 PM Mon-Fri and is exceeded by only one station*.

- WCKY’s rate of $60 per quarter-hour daytime is as low as any station in Cincinnati**.

- WCKY has 50,000 watts power, assuring you not only Cincinnati coverage, but a large bonus coverage as well.

LOOK — AT THE RATINGS WCKY GIVES YOU

- Ratings as high as 5.3 on the Makebelieve Ballroom, higher than such network shows as Strike It Rich, Welcome Traveller, Double or Nothing, Hilltop House.

- Ratings as high as 6.7 on the Daily Hit Parade, higher than such network shows as Lowell Thomas, Beulah, One Man’s Family, Lone Ranger, Gabriel Heatter.

* Jan-Feb 1952 Cincinnati Pulse
** Dec 1951 Standard Rate & Data
THE LATEST WCKY STORY

READ - WHAT WCKY ADVERTISERS SAY

- "We have been consistent advertisers on WCKY for several years and know that we get maximum audience and results from our advertising dollar spent on the station."

  Frank Watkins
  Mariemont Laundry

- "Since adding WCKY to the Imdrin schedule, we have had a large increase in sales in Cincinnati and the Southern states."

  Walter Zivi
  O'Neil, Larson & McMahon Agency

Invest Your Ad Dollar WCKY's-ly

CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281
House ‘Cut’

AFTER TWO decades, the House committee charged with radio legislation has announced its intention of reporting its own version of the Senate-approved McFarland bill (S 658). Based on what we’ve seen, that House version would subject broadcast licenses to the kind of dures that could reduce radio and television licenses to serfdom, subject to the whim and caprice of the FCC.

It is another adroit attempt at admixture of bitter and sweet. It would, for example, lighten the load on renewals, and place deadlines in the length of time an application may pend. It would prevent discrimination against newspaper or other “class” applicants, this the dire necessity (presumably) resulting from the press and effective campaigning by the press. Nomially, it would give the licensee and the applicant the better break they have deserved. That’s the sugar-coating—almost all picked up from the McFarland bill which has passed the Senate four times. The one exception is the anti-newspaper discrimination proviso.

Then the mailed-fist-in-the-velvet-glove. The McFarland bill provides for “cease and desist” orders,爷爷, not a grand authority short of revocation. We’ve had misgivings about that provision, which contains portents of abuse going beyond the stigma of the present “temporary” license. But the virtues of the McFarland bill is that it addressed the situation a long time ago.

The House Committee, however, would authorize the FCC to suspend licenses up to 90 days and to levy fines up to $500 per day for infractions. It takes no oracle to divine that either would be tantamount to the death penalty. To suspend a station even for a week would mean loss of listeners and abrogation of contracts (as well as deprive the public of accustomed service). It is unrealistic, and cruel and unusual punishment.

The fine proposal goes beyond anything ever perpetrated even in the balmy days of ASCAP’s crusades at $250 per copyright infringement. A station might inadvertently violate the station identification rule just once a day. At $500 a throw, an unscrupulous FCC minion could allow violations to accumulate to the point of running almost any station into bankruptcy before the citations could reach the innocent offender.

The iniquitous “double-jeopardy” anti-trust provision in the present act would remain under the House bill. One of the salient remedies of the McFarland bill was to knock off this un-American provision that would place on the line the licenses of any stations owned by entities which might run afoul of the anti-trust laws—civil or criminal—in their business affiliations totally divorced from radio or television broadcasting.

So far, we’ve seen only the House committee “statement.” It’s unsafe to predict the whole scope of the House bill until it’s in black-and-white. “Legally mandated” was the descriptor committee “experts” manifestly after almost constant counsel with FCC attorneys.

The McFarland bill was designed to restore equity and justice in FCC procedures. It had the endorsement of the FCC (as distinguished from its legal staff). It had the support of the broadcasters and lawyers, despite misgivings about “cease and desist.” It already has had a salutary effect, because the FCC, within the last year, voluntarily invoked most of the provisions for functional organization.

It is apparent that some folks are playing fast and loose with the House committee, with the better-informed Senate, and with broadcasters. Fortunately, there’s an alert Senate committee about, along with vigilant observers on the Washington radio-TV scene.

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TV’s ‘Korea’

THE FCC is up against a self-forged buzz-saw. Like the Fannumjing “truce,” the FCC freeze continues.

An economy-minded House Appropriations Committee has given the fiscal 1953 budget by knocking off nearly $2 million of an $8 million Presidential request. It all but ignored the TV job ahead.

Now it isn’t rare to find the FCC in a sweat, notably with change in chairmanship and with a new commissioner aboard. When Wayne Coy resigned a few weeks ago, he had reason to feel that the freeze was about over and that all essential guideposts had been nailed down. That, regrettable, isn’t so. Things seem to have become unglued.

Comr. Robert F. Jones is known to be opposed to the whole plan, kit and kaboodle. It’s evident that he favors some based on “average” areas of economic influence, rather than use of the maximum common denominator. In his judgment, his plan would make for more alignments with separations to fit the particular markets.

Comr. Frieda B. Hennoch threatens to dissent in a manner that, she is disposed to predict, would bring wild political repercussions. And evidently some Commission people frighten easily.

The Commission is under mandate to get the freeze over with. To date, every deadline has slipped by. Now even the end-of-March absolute deadline appears to have gone aglimmering.

It’s folly to hope that the FCC can produce an allocation and ground rules that will satisfy all. The debate over channel-by-channel processing (i.e. to require the applicant to specify the facility sought) versus the “lump” plan whereby the FCC would pick the winners for the available facilities.

Previously, the FCC had approved channel-by-channel on a tentative vote. Now there’s a pitch for “dual lump,” meaning that applicants would specify only whether they go for VHF or UHF. It’s a plan that mixes up the lumping plan.

It’s clear that the lumping plan will preclude licensing of new stations in markets of economic significance for months—possibly years. Litigation obviously would ensue, with all allocations wound up.

And it can be expected that sharp protest will stem from the tentatively approved plan to limit antenna heights in Zone 1 (eastern) to 1,000 feet with power sufficient to equalize coverage.

Whatever the final allocations, the Commission now must act with dispatch.

Failure to do so surely will bring the wrath of Congress down on the FCC. One has but to read the Congressional Record, because hardly a day passes without debate about the FCC “depriving” an area of the gift of TV. Further delay will bring more pressure. It won’t help the Commission on its appropriations pilgrimage (inordinate delay)—say beyond mid-April, unless there are overwhelming reasons—could well erupt into a demand for ripper legislation to create a new Commission to do the TV job.

Chairman Paul A. Walker walked into a tough job. He did it with his eyes open. He must hold fast. He must not allow dissident commissioners, chasing educational rainbows, ignoring the practicalities of free, competitive enterprise, to uproot a necessary allocation in gestation for 43 months.
More Italians in New York than in Rome, will hear the bells of St. Peter's at Eastertime

THROUGH the facilities of WOV studios in Rome, more than two million Italian-Americans in the New York area will be able to hear the famed bells of St. Peter's Cathedral at Eastertime. This is typical of the type of broadcasting service WOV renders day in and day out. There are more Italians in New York than in Rome. Programs originating both here and in Italy have developed a listener loyalty such as few stations anywhere enjoy. WOV, in both its English and Italian broadcasting hours offers two vast, concentrated audiences available to you at an extremely low advertising cost.

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4
LARGEST meeting in its history is expected at 27th annual convention of the Canadian Assn. of Broadcasters at the Royal York Hotel, Toronto, starting today (March 24) under chairmanship of Malcolm Neill, CFNB Fredericton, N. B.

Close to 400 Canadian broadcasting executives and many representatives from the U. S. are registered for the four day sessions which will feature panel discussions on selling, programming, management and cost control and will take up important business regarding national program ratings and freedom of the press as applied to broadcasting.

The CAB this year will make a concerted effort to prove that broadcasting is in the actual sense electronic publishing and that excessive government control is an infringement of the fundamental rights of freedom of the press and freedom of speech.

Canadian broadcasters will be asked to confirm the CAB directors' decision on this policy. The CAB already has filed a statement with the Inter-American Press Conference calling upon it for support.

The whole question of listener research will also be examined at the annual business meeting and a new system operated by an independent organization under control of advertisers and broadcasters is expected to be established at this meeting. There has been a growing feeling for some years that present methods of taking national and regional ratings by various independent organizations are not giving a true picture and that their results vary too much, causing confusion among advertisers and agency representatives.

Schedule of Events

The program starting today, following an address of welcome by Chairman Neill, will include a talk by John Sheridan, Canadian Chamber of Commerce, Montreal, on "The Value of Trade Associations," and a panel discussion led by Hugh Parker, radio director of MacLaren Adv. Co., Toronto, on "An Ideal Radio Sales Pitch."


Tuesday morning will be devoted to the annual meeting of the Bureau of Broadcast Measurement and report on program research under chairmanship of C. Wis McQuillin, radio and TV director of Cockfield, Brown & Co., Toronto. Tuesday luncheon will be a joint event with the Toronto Ad and Sales Club, at which Maurice Mitchell, Associated Program Service, New York, will be guest speaker.

On Tuesday afternoon, Horace Schwerin, New York, will discuss "Increasing the Effectiveness of Freedom Rights Seen Among Chief Issues"

Radio Commercials" and a panel on "Personnel Selection" will be led by Ernest de la Ossa, NBC, New York.

Wednesday morning, "Management and Cost Control" will feature opening session with E. B. Chown, J. D. Woods & Gordon, Toronto, as chairman. Pat Freeman, CAB sales director, will make a report on the sales advisory committee. Afternoon will be a closed business session with a report of J. T. Alford, CAB administrator. Copyright, rating problem, CAB policy on TV and electronic publishing campaign, as well as other business will be handled.

Wednesday evening annual dinner will be held with presentation of the John J. Gillin Award, the Canadian General Electric Award and CAB 25 Year Club presentations. Dinner will be under chairmanship of F. H. Elphicke, CKWX Vancouver, vice chairman of CAB. Dinner will be preceded by annual cocktail party given by Canadian National and Canadian Pacific Telegraph Cos.

Closing morning session will be devoted to panel discussion on "How to Increase Local Sales," under joint chairmanship of Ken Solhe, CHML Hamilton, and W. T. Cruickshank, CKWX Wingham, W. E. Wailbridge, WWJ-TV Detroit, will tell independent broadcasters the problems of "Getting Into Television." For independent Canadian broadcasters, TV is awaiting a decision by the government on policy after the government's Canadian Broadcasting Corp. opens its own stations at Toronto and Montreal in August.

A business session will close the annual meeting Thursday noon, with 1953 convention slated for the Mount Royal Hotel, Montreal, March 9-12.

MARTIN AND LEWIS
Liggett & Myers Negotiating

LIGGETT & MYERS, New York (Chesterfield cigarettes), through Cunningham & Walsh, that city's largest advertising agency, last week was in negotiation with the comedy team of Dean Martin and Jerry Lewis for sponsorship of their NBC radio show next fall. Whether the advertiser would pick up the Friday 8:30-9 p.m. time has not been decided. Currently the radio version of Martin and Lewis is sponsored under NBC's Tandem Plan.

Whether Chesterfield will renew Bob Hope and Bing Crosby next season is still debatable. Talent costs for the comedy team are understood to be about half of that which the sponsor currently pays for the Hope and Crosby packages.

WILLIAM A. McGuineas, commercial manager of WGN Chicago, is vacationing for three weeks in Arizona. . . . T. ARTHUR EVANS, secretary-treasurer of Canadian Assn. of Broadcasters, Ottawa, named member of 11th annual advertising award committee of Assn. of Canadian Advertisers.

'HARRY LIME' SOLD IN 392
Lang-Worth Series Renewed

TRANSCRIBED radio series, The Lives of Harry Lime, has been placed in 392 markets throughout the U. S. according to John D. Langlois, sales manager of Lang-Worth Distributing Corp., who says the series also is being broadcast in Bermuda, Alaska, Hawaii and Great Britain. Originally contracted for on 26-week basis with option for renewal, the series has proved so successful that options are being picked up daily. Mr. Langlois noted. Among recent renewals is sponsorship by General Electric in cooperation with Dynamic Stores over WJZ New York. Success of the series—produced by Harry Alan Towers—has resulted in Lang-Worth plans for another open-end series featuring star talent for distribution in the near future.

MORE than $80,000 worth of time was donated by Southern Calif. radio and TV stations in 1951 for prevention of forest fires, according to W. S. Rosecrans, president Conservation Assn. of Southern Calif.
P A U L  C.  L E V I T A N,  supervisor  of  technical  operations,  CBS  New  TV,  named  special  events  producer.
W I L L I A M  B E R N S,  Kenyon-Erick-  Nackard,  N.  Y.,  producer-director,  to  ABC  that  city,  as  production  supervisor  assisting  L E O N A R D  B L A I R,  program  director.
A R N O L D  S N Y D E R,  WNJ  Newark,  N.  J.,  director  of  public  relations,  and  W I L L  E I G E L - B E C K,  station’s  home  and  garden  director,  participated  in  panel  at  educational  conference  sponsored  by  New  Jersey  Oil  Industry  Information  Committee  in  Trenton  last  Thursday.
S H I R L E Y  W R A Y,  director  of  radio  publicity,  Los  Angeles  Children’s  Hospital  and  Braelie  Institute,  joins  Hol-  lywood  headquarters  staff  of  KBIG  Avalon,  Calif.
B I L L  C U N N I N G H A M,  freelance  public-  list,  to  KPLO  Los  Angeles  as  pro- motion  director.
A L A N  L I S S E R,  announce-producer,  KFI  Los  Angeles,  to  KBIG  Avalon,  Calif.,  as  program  director.
F R A N K  M.,  DOWNS  to  WMAQ  and  WNBQ  (TV)  Chicago  as  mer-  chandising  assistant.
A R N O L D  B E N U M,  program  director,  KITO  San  Bernardino,  Calif.,  named  head  of  station’s  Riverside  studios.
F R E D  B E I N H A R D T  becomes  program  director.
R O Y  B A T T L E S,  WLW  Cincinnati  farm  director,  named  “outstanding  radio  farm  director  of  1951”  by  Ohio  Farm-  ers’  Home  Administration  Employes  Asso.
C L O Y D  READ,  commentator  at  WMAQ  Chicago,  is  vacationing  in  Mexico  for  several  weeks.
G E R K R U D E  H U N K I N,  WGAR  Cleve-  land,  appointed  personnel  director.
B I L L  H U D D Y,  announce,  KCMJ  Palm  Springs,  to  KIST  Santa  Barbara,  Calif.,  in  same  capacity.
B O B  L A R I M E R,  director  of  news  and  special  events,  WLAC  Nashville,  Tenn.,  to  WMAK  that  city  as  program  director.
B A N N E R  S H E L T O N  joins  WRGB  Greenboro,  N.  C.,  as  disc  jockey.
S T A N  D A L E,  WSSS  Cleveland,  re-  signs  to  free  lance.
A l  D E C K,  KXOL  Fort  Worth,  Tex.,  announce,  and  H O W A R D  F I S H E R,  to  announcing  staff  of  WBAP  Fort  Worth.

B I R T H D A Y  C A K E  bearing  2,000  candles  was  sliced  up  among  custom- ers  of  Phillips  Radio  &  Furniture  Ltd.,  when  that  firm  celebrated  the  2,000th  broadcast  over  CKNW  New  Westminster,  B.  C.,  of  the  program  Roving  Mike.

C K N W’s  owner-manager,  Bill  Rea,  for  the  past  seven  years  has  been  a  familiar  figure  on  the  city’s  streets,  interviewing  passersby.

Mr.  Rea  recalls  that  when  he  asked  an  “old-timer”  what  he  thought  about  installing  parking  meters,  his  subject  answered,  “Parking  meters,  bah!  What  this  city  needs  is  a  darn  good  comfort  station!”  Moments  like  that,  however,  have  been  few  and  far  between.

With  the  help  of  its  radio  ad- vertising,  the  Phillips  firm  is  now  housed  in  a  modern  store  and  one  of  the  four  Phillips  brothers  opened  a  second  radio-electric  appliance  store  in  a  new  shopping  area  of  New  Westminster.

JAMES  CORNELL,  program  manager,  CBS  Central  Division,  to  NBC  New  York  as  director  of  radio  network  research.
J A C K  V I N C E N T,  new  to  radio,  to  KXO  El  Centre,  Calif.,  as  announce.
A L A N  N O R M A N,  New  York  an- nouncer  -  actor,  to  WDFD  Film,  Mich.,  as  early  morning  disc  jockey.
D A L E  M C I N T Y R E,  educational  direc- tor,  WJR  Detroit,  assigned  director  of  public  service  pro- gramming  in  addition  to  other  duties.
W I L L I A M  G A R G A N,  star  of  NBC  radio’s  Barbara  Craig,  Confidential In- vestigator,  completed  pilot  film  for  pro- posed  TV  version  at  Eagle-Lion  Studio,  Hollywood.
S M I L I N ’  J M T T O H,  Louisiana  hillbilly  disc  jockey,  to  KPAC  Fort  Arctic,  Tex.,  in  same  capacity.
B I L L  B U R R U D,  producer  of  KTTV  (TV)  Hollywood  To  Open  Road,  and  Mary  Kathryn  Albert  were  married  March  17.

R I C H A R D  B I C,  production  staff,  WBAP-TV  Fort  Worth,  Tex.,  father  of  boy,  Charles  William.

G U Y  R U N N I O N,  newscaster,  KECA- TV  Hollywood,  adds  similar  duties  to  KPWS  that  city.
J A C K  F U N K,  pro-  gram  director-co- mercial  manager,  KCHI  Chillicothe,  Mo.,  and  program  director-promotion  manager,  KKOX  Sweetwater,  Tex.,  to  WSMI  Litch- field,  Ill.,  as  news  and  special  events  director.

‘ROVING MIKE’
CKNW  Airs  2,000th  Time

Before  You  Buy  in  Cincinnati
STOP  -  LOOK  -  READ
See  Centered  This  Issue
ON  THE  AIR  EVERYWHERE  24  HOURS  A  DAY
50,000  WATTS
OF  SELLING  POWER
Our Respects to
(Continued from page 50)
...to announce a piano recital. That was in 1931 and was his introduction into radio. His voice attracted attention and some commercial contracts followed.

Pat Freeman announced news, developed a reputation as an ad-lib special events announcer and worked as a disc jockey long before that descriptive term was invented for Canadian radio. In 1935 he became chief announcer of CFAC and three years later was promoted to production manager. He produced or announced most of the network programs that originated from Calgary during those years.

When the late King George VI and Queen Elizabeth went to Canada in 1939, Mr. Freeman was loaned to the Canadian Broadcasting Corp. as the only private station announcer to travel from coast to coast with the royal party. When Canada went to war some months later, he enlisted and took staff training at the Royal Military College, Kingston, Ont., Canada's West Point.

War Services
During the war he served as Canadian representative on the U.S. Army Air Plans Staff at Fort Ord, Calif., and later on Kiska. In May 1944, on the eve of the allied invasion of Europe, he was appointed to the 10-man secretariat of the Canadian cabinet. It was his job to write a daily top secret brief on all allied operations for then Prime Minister Mackenzie King and members of the Canadian war cabinet.

Later he served with Canadian forces as an intelligence staff officer in England, Belgium and Holland. He made a number of inventions which were used by Canadian and allied troops. Some of these were among the Canadian war secrets which figured in the 1946 Canadian spy trial as having been passed on to Russia by Canadian spies.

ONE that had not, a unique all-weather map, was adopted by the Canadian government's Dept. of Mines and Resources.

After the war, Mr. Freeman returned to CFAC Calgary. There he created new techniques in programing and sales research and developed a five-man news department for the station.

Late in 1948, the CAB began casting about for a more aggressive sales and promotion director. C.B. Freeman was suggested. While his friends counselled him against the association post, he decided to accept it as a chance to develop new sales techniques and do a research job for the industry in which he had made a successful career. In January 1949, he began his new work, with headquarters at Toronto.

Since arriving on the national scene, Mr. Freeman has made notable progress. He was first to assess and break down the gross annual expenditure in Canadian radio, now about $35 million.

'Time Has Come'

Then he decided that "the time has come to create new, incisive radio sales ammunition."

This was not long in coming and from his office was issued broadside after broadside. These came under such titles as "The Inter-Media Story," "Let All Media Play With The Same Deck," "The Puzzles of Summertime Listening," "The Ideal Rate Card," "Facts About Canadian Radio" and others. He has fought hard against what he calls "genocide" or stations fighting each other while overlooking other media, their main competition.

Mr. Freeman has completed his second study of radio costs and trends and has compared them to those of other media. He has made two major presentations to the CBC underlining the inequity between Canadian rates and circulation as compared to those of the U.S. stations and other Canadian media. He is an active member of the Canadian Bureau of Broadcast Measurement's Research and Development Committee and serves as chairman of the CAB's Sales Advisory Committee.

His analysis of the initial cost of Canadian commercial TV has been widely circulated.

Of the coming of TV to Canada, he said in a recent address: "The need for a strong, reliable, positive radio sales story will grow with each succeeding year. We plan to furnish that story."

Mr. Freeman is a strong advocate of Canadian stations having an editorial department and feels that having such a department and an editorial policy they will earn greater value as an advertising medium.

In June 1940, he married Madeleine Austin, then continuity editor of CFAC. They have two children, Patricia Eleanor, age 9, and Graham Patrick Michael, 5. They live in Toronto's suburb of Leaside.

Mr. Freeman belongs to the Carlton Club at Toronto where he plays "squash in slow motion." He plays golf in the summer at Calgary and Bass and likes fishing there for rainbow trout while camping in the foothills of the Rocky Mountains.

He no longer has time for soccer and cricket, which he played as amateur in his youth, or for boxing and long distance swimming. He has travelled widely in Canada and the U.S.

Adds Radio-TV Course

COMMERCIAL writing course for radio and television has been added to Brigham Young U.'s curriculum at Provo, Utah. Instructed by Heber G. Wolsay, Gillham Agency Inc.'s radio-TV director in Salt Lake City and formerly with KSL city, course began last Wednesday.

NATIONAL ADVERTISERS GO LOCAL WITH WINS!

When national advertisers want to get their selling message right down where consumers live and buy in the metropolitan New York market, they use local radio.

That means WINS to a blue list which includes:

- Anacin
- Ballantine
- Bayer Aspirin
- Bell-Ans
- Bromo-Seltzer
- Carolina Rice
- Crosley TV & Radio
- Fry's Candy Bar
- Kirkman's Soap
- Ladies' Home Journal
- Manischewitz Wine
- Metropolitan Life Ins. Co.
- Pepto-Bismol
- Phillips Milk of Magnesia
- Rem
- TWA
- 20th Century-Fox
- Union Pacific

You can reach this market economically while it's listening, relaxed. Just buy . . . 1010 WINS . . . it sells!

1010 WINS
50,000 watts
Day and Night . . . New York
CROSLEY BROADCASTING CORPORATION

March 24, 1952 * Page 55
FUNERAL services were held March 13 in Monroe, La., for J. C. Liner, 64, operator of KMLB Monroe, who died March 11 after a three-day illness that followed a heart attack. During the last few years he had suffered several other attacks.

In 1939 Mr. Liner founded KMLB, one of the few radio stations in the state at the time. He selected the call letters from the motto, "Know Monroe Louisiana Better." After two years a full-time KMLB went to full time regional. An FM outlet was added a few years ago.

Mr. Liner studied business administration at Louisiana Tech. In 1912 he started a laundry. He had been honored by many Monroe organizations for his civic activity. He was a member of the Chamber of Commerce, First Methodist Church, Monroe Country Club, Lotus Club and many Masonic orders. [Reprinted from B*F March 17]

Mr. Liner, a native of Ruston, La., is survived by his wife, the former Bernice Renwick of Monroe; a daughter, Mrs. Melba Liner Gaston, and three grandchildren, J. C. Liner III, Robert Gaston II and Conway Liner Gaston.

Commenting on the radio executive's contribution to his community, an editorial in the Monroe News-Star stated: "...he placed the facilities of his station at the disposal of every good cause as he regarded the ownership and operation of this facility something in which he was serving as a trustee for the cities and country that was thus being served. ...In J. C. Liner's passing, the community has suffered a loss that will never be completely filled. ..."

WCEN FULLTIME
Marks NBC Affiliation
DEDICATION program pointing up its new affiliation with NBC and inauguration as a fulltime station was held by WCEN Mt. Pleasant, Mich., with national, state and city political figures joining in the salute.

Special 90-minute broadcast on March 9 featured a preview of nightly NBC programs and top personalities from WSAM Saginaw, another NBC affiliate. WCEN's three-year history also was reviewed. Station previously was an independent, with 500 w daytime only on 1150 kc. It now operates 18 hours daily with 1 kw daytime and 500 w nighttime.

Salutes were delivered by Michigan Gov. G. Mennen Williams, Sens. Blair Moody (D-Mich.) and Homer Ferguson (R-Mich.), and Mayor Del Conkright of Mt. Pleasant. The tributes, recorded on tape, lauded Paul Brandt, WCEN owner, for his public service broadcasts.

Reno Franchise Asked
CAMCO Enterprises Inc. of San Mateo is proposing that it be granted a 25-year franchise to transmit telecasts from San Francisco Bay Area to Reno, Nev. Programs would be received by an antenna system at a 7,000-ft. level near Reno, with signals thenceforth transmitted through coaxial cable to a central switchboard for wiring into officers' offices. First asks it be exempted from city taxation if it pays 2% of its gross income to the city every year. Reno area does not expect normal TV facilities for several years.

AFRA RADIO, TV AWARDS
Presented in Cleveland
AWARDS based on local programming for 1953 have been presented to Cleveland stations at a luncheon held at Hotel Hollenden. In the first annual American Federation of Radio Television Awards competition held in that city, WHK, WXEL and WEWS each scored with two winners.

WHK's Bill Gordon, disc jockey, was named the "best performer" while Lou Oswald, promotion manager, was recognized for "best promotion efforts" in radio. WTAM's Ohio Stauffer, originating in Cleveland and heard over a 15 station network, was judged the "best program." WDOK won an award for "special events—public service." Noted was its coverage of the Cleveland aspects of the Kefauver Crime Hearings.

WGAR won the "public service—special services" award for its series of public service programs. In TV, WXEL and WEWS divided honors, each winning two awards. WXEL's honors were for "public service—special events" with Warren Guthrie, station's newscaster, named outstanding performer. WEWS scored with its Old Dutch Polka Revue, winning the "best program" award, while Western Reserve U. was given the "public service—special service" award for pioneering college education by television on the program, Telecourses.

Special citation went to 86-year-old Louis W. Zimmerman, 29 years in radio and WHK's night manager.

Peterson Confirmed
NOMINATION of Ivar H. Peterson, former NAB attorney, as a member of the National Labor Relations Board was confirmed without opposition by the Senate last Monday. Mr. Peterson will succeed James J. Reynolds as board member for the unexpired term of five years ending Aug. 26, 1956. He was sworn in Friday by U. S. Circuit Court Judge J. Warren Madden.

RESULTS?
THAT'S US
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEDD & CO.
350 Madison Ave., New York

Page 56 * March 24, 1952
Radio Campanige

GUBERNATORIAL

candidate Bradley Odham, Florida businessman, resorted to a 24-hour over-the-air radio marathon in his home state last Thursday as part of his campaign. While Mr. Odham stationed himself at a Miami cafe, and broadcast from West Miami, the program shifted from one station to another as time was available. Questions were conducted by telephone. Eleven stations in Miami, Coral Gables and Miami Beach were scheduled to carry parts of the program. Mr. Odham of San
dford, Fla., said the method was an economical way to reach many people.

SO. CALIF. AAAA ELECTS

Lee Ringer Chosen President

LEE RINGER, president of Ring-
er & Assoc., Los Angeles, has been elected chairman of Southern Cali-
fornia Chapter, American Assn.
of Advertising Agencies, for the com-
ing year. He succeeds Carl M.
Heintz, president of Heintz &
Co., who continues a member of
the board of governors.

Russell H. Nagle, vice president and merchandising director of
Erwin, Wasey & Co., was made
vice chairman with Herbert C.
Brown, account executive, The
McCarty Co., secretary-treasurer.

New members on the board of
governors include Irlon E. Smith,
vice president and manager, ad-
vertiser service department, Young &
Rubicam; Harry W. Witt, man-
ger, Calkins & Holden, Carlock,
McClellon & Smith, and Walter
McCreery, president, Walter Mc-
Creery Inc.

Time Saving Bill

REP. FRAZIER REAMS (Ind.-
Ohio) has introduced a bill which
would set up an annual declaration of
daylight saving time for the na-
tion. Rep. Reams, president of Com-

city Broadcasting Co. (WTOL
Toledo), offered the bill (HR 7067)
in the hope that it would be a time
saver for the Congress which an-
ually debates DST for the District of
Columbia. Rep. Reams, noting this
yearly controversy and other
paraplegic changes in time confuses
radio stations in addition to other
interstate commercial enterprises,
told the House his bill would elimi-
nate “inconvenience and burden on
individuals in interstate business.”

AUDIENCES at WGN-AM-TV
Chicago increased from 144,017
persons attending 846 audi-
cence shows. This contrasts with
106,469 who visited programs in 1950.
At Ladies’ Fair 127 shows brought in 28,
577 persons to the studio, while 170
broadcasts of Ladies’ Fair played be-
fore 28,023.

BROADCASTING • Telecasting

J OINT DEFENSE

ALL MEMBERS of the broadcasting family—networks, stations, agencies
and advertisers, representatives, editors and reporters—must join in
common defense against attacks on the medium and on free enterprise
itself, Harold E. Fellows, NARTB president, told the Radio Executives
Club of New York at its Thursday
luncheon.

Using the intriguing title, “Say
a Prayer for Sam McGinty,” Mr.
Fellows called for constant im-
provement in the pattern of pro-
gramming and advertising heard
and seen by the public. For broad-
casters to surrender this function
“to some other agency, private or
public, is the first step toward dis-
aster,” he warned.

The subject for the message
was a mythical Sam McGinty, getting
more than his share of land and
goods and leaving no “footprints
on the sands of time” though “quite
a few on the necks of some of his
fellows.”

On Sam’s final resting place, Mr.
Fellows said, is this inscription, “At
last, he hath joined his neighbors.”

Radio is suffering a number of
afflictions, many of them imag-
ined, he said. “What is television
going to do to radio?” he asked
rhetorically. “Nothing that is not
good for the American people and
if it’s good for the American people, then it’s good for free enter-
prise,” he replied.

“This is such an obvious truism
that one hesitates to distil it off
before you, who are apostles of our
way of life. It is rapidly becoming
evident that the soothsayers of
yesterday, who predicted that radio
would be crushed under the heel of
television, were reading the wrong
tea leaves.”

Fallacious Reasoning

“The truth of the matter is that
in the history of the civilized
world, no mass medium which has cap-
tured the attention and confidence
of the people has failed as an in-
dustry. To state that radio or
newspapers or television will perish
is to assume a similar fate for
books, magazines and the motion
pictures. Such a conclusion is non-
sense and can only proceed from a
premise that our nation’s business
is growing smaller rather than
larger.”

Mr. Fellows termed radio and
television “blood brothers,” with a
symbol in the form of a license to
prove it. “To divide their interests
is unrealistic,” he claimed, in view
of the common problem.

Eighty separate pieces of legis-
lation directly or indirectly affect-
ing the business of broadcasting
are before Congress, he reminded,
including the rights of advertisers
and broadcasters in the field of
copyright, availability of public
hearings to the microphone and
camera, establishment of a pro-
gram review committee, freedom of
media to advertise legal merchan-
dise, number of channels available
to commercial telecasting, amount
of money the government may spend
in using broadcasting as an

Is Answer to Media
Attacks—Fellows

advertising medium, liability of a
broadcaster in airing views of an
individual whose copy he cannot
draw but who has access to his
dribly.

Only a few of the measures
would help radio and TV, with the
rest restrictive in nature, he de-
clared.

Broadcasters should not only re-
tain the right to govern their own
behavior, but also should determine
their own rules of business con-
duct, according to Mr. Fellows,
pointing to radio’s progress in the
last three decades. He pointed to
name-calling within the advertising
profession, saying it “places all of
us identified with advertising and
the profession itself, in jeopardy
when these alley fights take place
on the main streets of America.”

DON QUINN, writer for NBC radio
Halls of Ivy, coined phrase, “The
middle-of-the-roaders think that hold-
ing the crown of the road makes them
King of the Highway,” adopted by
Los Angeles Police Department for
current Slow Traffic—Keep Right
campaign.

‘WOMAN OF YEAR’

KWBE Honors Local Winner

KWBE Beatrice, Neb., took
the extra day this year—Feb. 29—
to give the local ladies their due by
promoting a “Woman of the Year”
award in cooperation with the
Beatrice Chamber of Commerce
and local merchants.

With the realization that the men
are regularly grabbing the head-
lines, the station launched a drive
for nominations over the air and
set up a council of judges. The
winner was Alene Voss, of the
Grace Congregational Home, who
was unanimously chosen for her “un-
selfish services to others.” Hun-
redsof letters poured into the
station.

Miss Voss was interviewed over
KWBE and given a trophy and
many valuable gifts donated by
local merchants. KWBE reports
enthusiastic response to the idea
and a buildup of good will calcu-
lated to call attention to “an up
and coming radio station.” KWBE
began operation in 1949.

On hand for the ceremonies were
Bill Boyce, KWBE “man on the
street”; Gordon C. (Bud) Pents,
acting station manager, and Marge
McGavren, KWBE continuity di-
rector. KWBE is owned and oper-
ated by Blue Valley Broadcasting
Co. Charles (Vanda) Brughis is
general manager. Station is an
MBS affiliate.

a million dollars worth of talent for
$40 to $57.50 a month

based on advertising rates

nathaniel shilkret’s
symphonic “pops”

Nathaniel Shilkret is musical
director for RKO Pathé films and
for the Cornelia Otis Skinner
Broadway produc-
tion, “Paris 80.” He has com-
piled and conducted for Smith
Goor and RKO musicals, and has
been featured by radio’s biggest sponsors,
including Chesterfield, Camel,
and General Motors. His fine
Symphonic “Pops” Orchestra is your is in the

SESAC Transcribed Library

which includes Jazz, American Folk, Band, Concert, Hawaiian,

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

March 24, 1952 • Page 37
d-CON CITED


FTC issued a complaint March 15 Enterprises Inc., also Chicago, with misrepresenting the effectiveness of three rodenticide preparations. A hearing was set for Washington April 21.

The complaint challenges claims that d-Con, a product, is non-poisonous and completely safe; will destroy all rats and mice within 15 days and that it will eliminate all after-odors usually associated with rodenticides. It also charges that d-Con per se was not the subject of a Reader’s Digest article.

When it first hit the market less than two years ago, d-Con was heralded by Marfree Advertising Corp., New York and Chicago, as a potential “strong money-maker” for radio stations. Last month, the firm sent out to stations a similar letter, singing the praises of Dianol, “a sensational, revolutionary, mix-with-paint insecticide that we seriously believe will out d-Con d-Con” (see story this issue).

“We have decided to apply the highly successful d-Con formula to Dianol—with your radio station and your sales staff again forming the important merchandising center of the plan,” Marfree advised one broadcaster.

The advertising agency noted that stations found the d-Con merchandising plan “profitable over the last two years” and added plans for “the complete cooperation of your sales staff every step of the way.”

The Dianol letter was sent out under signature of Barnett Friedenberg, vice president of Marfree, and dated Feb. 6.

The FTC complaint cited Leonard R. Jarrett, Jerome S. Garland and Gerald H. Rissmann, officers of the corporations (either d-Con or United Enterprises), as respondents, with 20 days to answer the charges. Type of advertisements used was not specified in the complaint.

It is known, however, that radio continuities have been used to sell d-Con, which Marfree claims to be “the largest selling and best known rodenticide in the world.”

The d-Con Co. in January revealed information “of a new twist in radio promotion”—a contest which it launched for radio stations. It initiated window display campaigns to complement the radio drive in which stations were asked to participate “and win prizes for themselves.”

Brochure of Welcome

A brochure welcomed broadcasters “to the larger and larger family of stations that will be carrying d-Con radio schedules in 1952.”

Campaign was to kick off Jan. 1 for dealers and distributors alike, with over $1,700 in cash prizes.

The stations were asked to take photographs of one window and one store display, which they were imported to install, and send them to d-Con. This would automatically enter them in the “d-Con Radio Station Display Contest.”

As an inducement, d-Con offered two $50 first prizes and four $50 second prizes. This was broken down into three prizes each for stations in the 250 w to 1 kw and 5 kw to 50 kw categories. The contest is scheduled to end March 31.

The station brochure appeared under the signature of Alvin Eicoff, advertising manager for the d-Con Co.

KSTL Moves

MOVE of all KSTL St. Louis broadcast equipment to a new building at its new East St. Louis transmitter site has been announced by William E. Ware, KSTL president. Move was made, Mr. Ware said, in the interest of civil defense. With complete operation under one roof and a standby auxiliary generator, KSTL would be able to service Illinois and Missouri even if power facilities were knocked out in St. Louis by a bombing attack, station depoted.

FTC Complaint Charges Misrepresentation

charging the company and United *...
WE'RE PROUD OF OUR POSITION IN NEW YORK

where $3=1^*$

WABD

Channel 5

NEW YORK
Key Station of the

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N.Y.
M 8-2600
A Division of the Allen B. Du Mont Laboratories, Inc.

*In New York, WABD is number three in average ratings...has been consistently for the past 25 months.†
And WABD is number one in value...because of its lower rates.
Yes, WABD proves that, in the New York market, 3 does equal 1.

†New York Telepulse
**TELEVISION HISTORY is being made on**

**24 HOURS A DAY!**

Pittsburgh's Pioneer Station is now operating 24 hours a day on a regular weekly schedule... Featuring

**"THE SWING SHIFT THEATRE"**

*(1 AM to 7 AM, Monday through Friday)*

The more than 200,000 workers in the Tri-State District, who finish work at midnight, wanted entertainment while they relaxed after their labors. We're giving them fine shows throughout the night... the FIRST regular round-the-clock COMMERCIAL TV operation in the nation!

**FOR THE BEST SHOWS and THE BEST RESULTS... IT'S WDTV**

DU MONT

CHANNEL 3

HAROLD C. LUND, Gen. Mgr.

Chamber of Commerce Building

Pittsburgh 19, Pa.

* MPTV FEATURES
NETWORK COMPETITION

Is Key to Merger, ABC Tells FCC

MARCH 24, 1952

IBC SUIT

Radio-TV Important Factor at Trial

NO MERGER, no chance to break the dominance of NBC and CBS in the radio-TV field.

That, in essence, was the testimony of ABC executives during last week's FCC hearing into the merger of ABC and United Paramount Theatres.

ABC does not have the capital to give the two leading networks a run for their money, was President Robert E. Kintner's point, iterated and reiterated during his three days of testimony.

The foundation of ABC case was the FCC's 1941 Report on Chain Broadcasting. This document, which was the harbinger of chain broadcasting rules and the forced divestiture of the Red and Blue NBC networks, was predicated on the dominance of NBC and CBS in radio broadcasting and spelled out the FCC's case for more competition.

Eleven years after the report and the rules meant to equalize the alleged monopoly of NBC and CBS, they are still dominant, Mr. Kintner said.

Only way to accomplish what chain broadcasting regulations were set up to do is to permit the merger of ABC and UPT, Mr. Kintner declared. (For excerpts from his final statement to FCC Examiner Leo Resnick, see page 70.)

Claim Monopoly

Key to ABC-UTP Insistence that combination would not be monopolistic was exhibit showing locations and number of ABC radio and TV stations, UPT theatres. Exhibit also detailed other radio and TV stations and theatres in same cities.

Following is list of cities where ABC and UPT have duplicate holdings (radio and TV stations affiliated with ABC, theatres owned by UPT):


Listing evoked demand by DuMont counsel Morton Galane that film rental costs by each TV station and theatre were to be added to total rentals by all TV stations and theatres in single markets and on national basis to permit evaluation of the "leverage" the combined company would exert. Request was taken under consideration by Examiner Resnick.

During 1948-51, ABC had talked with a record company, a motion picture producing company, an electronics manufacturer and others—none identified—Mr. Kintner revealed.

In the spring of 1951, ABC began negotiations with CBS and others. This was dropped, Mr. Kintner said, when it was apparent the plan would jeopardize the ABC radio network.

Merger would give ABC needed needed capital to improve facilities and programming, Mr. Kintner pointed out, permit it to give NBC and CBS real competition.

Radio still has a "bright future," both Mr. Kintner and Leonard H. Goldenson, president of UPT, averred. Both agreed that radio (1) won't be supplanted by TV, (2) has "real vitality and strength," (3) can be listened to while doing other things, whereas TV requires concentrated viewing, (4) has a "capitive audience" of 22 million car owners with radios, (5) will continue to be important in rural areas not served or underserved by TV.

ABC has $25 million in securities outstanding, owes between $10.5 and $11 million, testimony of Mr. Kintner and Treasurer C. Nicholas Priaux revealed. They also testified that:

- ABC had total current assets of $8,066,301.30 as of Sept. 30, 1951. Of this, $2,218,900.36 was in cash. Current liabilities totaled $4,329,519.66.

- Example of why networks require O&O stations was contained in balance sheet for ABC subsidiary WXYZ Inc. (WXYZ-AM-FM-TV Detroit): Total current assets of $1,923,359.95 as of Sept. 30, 1951. Of this $300,616.57 was in cash. Current liabilities totaled $1,622,743.22.

- Highest net income ABC made was in 1947 when profits reached $1,520,756 after taxes. (WBKB (TV) Chicago made $1,227,100.90 for nine months of 1951). Biggest loss was in 1949, when it went into the hole for $519,085. Network went back on profit side in 1950 with minuscule $84.

Radio-TV Important Factor at Trial

FEDERAL anti-trust suit filed Monday against the International Boxing Clubs of New York and Chicago and the Madison Square Garden Corp., was aimed, among other things, "to restore free and open competition in ... broadcasting, telecasting, and motion picture production and distribution of professional championship boxing bouts."

Broadcasting activities of fight promoters were mentioned throughout, at the 19-page complaint, filed in U. S. District Court, southern district of New York, upon the recommendation a week earlier [B+T, March 10] of the grand jury which had just completed a five-month investigation of the matter. Truman Gibson, IBC secretary and identified as owner of 20% outstanding shares of Class A and Class B common stock in both the New York and Chicago organizations, was reported as saying the suit is directed more against practices involving television rights than against actual IBC promotions.

Since the major legal issue at the trial was predicted to be the establishment of boxing promotion as interstate commerce, it was considered likely last week that broadcast activities might well be a principal hinge on which the attorney general would attempt to swing his case.

Arguing that promotion of boxing involved selling rights "to transmit the contests by radio or television throughout the U. S. and foreign countries," the federal complaint charged that the defendants used interstate trade and commerce channels to sell radio-TV rights as well as to negotiate for telecasts to some "200" motion picture theatres for large-screen television.

The 21 major professional championship bouts promoted in the U. S. since June 1949—all but two of which were said to have been under IBC auspices—produced a gross income from admissions and sale of motion picture, radio and TV rights of approximately $4,500,000, the complaint stated. Total grosses of all pro contests during the period were estimated at $15 million.

"Combination and Conspiracy" The "combination and conspiracy," it was charged, consisted of "continuing agreement and concerted action" to exclude others from promotion and exhibition and sales of radio, television and motion picture rights in championship matches. The benefits of competition were thus denied, the federal suit maintained, to radio and television broadcasters and stations, the public (seeing bouts on TV or hearing them on radio), as well as manufacturers, distributors and arena owners.

It was urged "that the court enter such further orders ... as may be necessary and appropriate in order to dissipate the effect of the violations alleged herein and to restore free and open competition in the promotion, exhibition, broadcast, telecasting, and motion picture production and distribution of professional championship boxing contests."

Arthur N. Wirtz of Chicago, IBC director, also named a defendant, was quoted as saying, "I can't understand why we should be sued for putting our bouts on television, when National Football League was sued for not putting their games on television." Besides Mr. Wirtz, only individual named a defendant was James D. Norris, New York, also an IBC director.

Federal charges listed in particular an agreement among defendants and Joe Louis, in which the latter agreed to retire as undefeated heavyweight champion, receiving $150,000 and exclusive rights to the services of the four leading contenders to his title: Joe Walcott, Ezzard Charles, Lee Savold and Gus Lesnevich. Elimination bouts were to be conducted among them, for which the Joe Louis organization was to have "exclusive right to broadcast any of the contests, both in radio and television, plus motion picture distribution."

The Justice Dept.'s complaint was signed by J. Howard McGrath, attorney general; H. G. Morison, assistant attorney general; Myles J. Lane, U. S. attorney; Melville C. Williams, chief of the New York anti-trust division; Harold Lasseter, assistant to the attorney general, who prepared the case, and Harold J. McAlane, trial attorney.
Hennock and Robert F. Jones with the basic philosophy of the forthcoming final report [B.T., March 17].

Vote last week cleared the air. Comr. Jones, who has never made any secret of his dislike for the fixed allocation idea, accepted the inevitability of the Commission majority's philosophy and withdrew from further meetings. He was said to have begun writing his dissent.

Comr. Jones' attitude may be summed up as follows: (1) Fixed allocation is illegal and impractical. (2) Separations and high powers and antennas mean that the protected coverages of big city stations will deny the establishment of stations in smaller cities in the shadow of the major city. (3) Wide separations will also mean that stations in smaller cities near key markets will be unable to get network affiliations. (4) Making the allocations part of the FCC rules leaves the Commission with little flexibility to shift channels to meet the law of supply and demand.

Comr. Hennock fears that wide coverage of VHF stations will make them so desirable, few will want UHF stations. Her attitude is that the coverage of VHF stations must be kept at or below the potentials of UHF stations.

Compromise is expected to hold down the range of big city VHF stations in the industrial North to about 40-50 miles.

Had the Commission accepted a change in philosophy, it is understood, it would have taken the staff

TV BODY VOTED

By N. Y. Legislature

NEW YORK bill proposing establishment of a state committee to manage TV channels allocated for educational use was passed by the assembly early last week and approved—without dissent—by the state senate Thursday morning.

Sponsored by the Assembly Rules Committee at the request of Gov. Thomas E. Dewey, the bill's signing was considered certain before the state body met its adjournment, scheduled for late Thursday night.

Legislation was originally proposed by Dr. Lewis A. Wilkins, New York commissioner of education [B.T., March 17], who urged that a state committee be named to supervise educational TV channels and to study problems involved in their operation, thus precluding monopolization of outlets by individual institutions.

WICU (TV) Power

WHAT happens when a low-power TV station goes up to full transmitter power is 'exemplified again in WICU (TV) Erie, Pa., which boosted its radiated signal from 3.4 kw to 30 kw on March 15.

Whereas it used to cover about 83,000 TV sets, Erie Dispatch station now blankets 162,004 TV sets, including a good part of Buffalo and Cleveland as well as Canadian markets of Hamilton and London, Ont., reported station. Threefold power increase was made possible by installation of 5-kw transmitter replacing 600-w unit at cost of $80,000, station said.

ABOUT two months to revise its work.

Lending belief that the Commission will stick to its present decision to process applications on a channel-by-channel basis [B.T., March 10] was last week's House action appropriating $6,108,400 for the fiscal year. This not only makes no provision for additional funds for TV, but is understood to be actually $500,000 below the $6,608,400 now present FCC operations (see story page 29).

Basic in the thinking of advocates of the channel-by-channel procedure is that that method will permit lighter grants and fewer hearings.

DuMONT POST

Richard E. Jones Named

RICHARD E. JONES, former vice president of the Radio Industries of America, will become director of DuMont's owned and operated stations April 7, Chris J. Witting, director and general manager of the network, announced in a statement being released today (Monday).

In his new post, designed by DuMont to streamline both network and local station development after the recent purchase, Mr. Jones will serve as active manager of WABD (TV) New York, making his headquarters at the network's key station. He will also supervise operations of WTTG (TV) Washington and WDTV (TV) Pittsburgh, with Walter Compton and Harold C. Lund continuing as managers of these respective stations. Management of WABD heretofore has been part of Mr. Witting's overall duties.

Mr. Jones' entrance into the radio field was via sales, advertising and public relations in Detroit. Joining the sales staff of CKLW Windsor, Ont., Canada, he was made sales manager one month later, a position he held for the succeeding eight years.

He joined Fort Industry as manager of its WJBK Detroit in September 1948, and was managing director of that station and WJBK-TV. Working as his own sales manager, he grossed more than a million dollars on the unaffiliated WJBK in 1950 and 1951—largely, he explained, by developing spectacular local shows.

In May 1949 he was made a vice president of the Fort Industry Co. and in January 1950, elected to its board of directors. Last July he was promoted to the post of vice president of the Northern District of the Fort Industry operations and supervised five of its radio and television stations: WJBK, WJBK-TV, WJBK-AM, WSPD-TV, Toledo, and WSAI Cincinnati. He resigned from the vice presidency in January.

A former director of the Adcraft Club of Detroit, Mr. Jones is a director of the Detroit Convention and Tourist Bureau and a member of the Chicago Press Cub.
**NCAA TV POLICY**

**Fears Top Team Control**

CONCERN that a small group of colleges might monopolize telecasts of 1982 football games was evidenced last week when the National Collegiate Athletic Assn.'s TV committee announced it would schedule television "on the widest possible basis."

Although spokesmen for the group asserted they were "just working on" their '52 season formula for probable announcement in April, they announced two procedural principles after their first meeting March 10. They will seek the widest possible participation by colleges, so that no one or no small group of colleges will dominate football television during 1962. They will emphasize much TV participation by smaller colleges in the association, too.

A spokesman said March 12 that all networks are continuing to participate in planning the '62 television schedule through individual conferences with the TV committee as well as through the usual discussion channels. The all-broadcasting industry meeting held before planning got under way [B+T, Feb. 26] was reported, perhaps in early April, after college schedules are final and after receipt of the full National Opinion Research Center report on last year's first test of controlled television. After the industry meeting and consideration of the formula, the plans will be submitted to the NCAA for approval before it goes into effect.

Dangers to Game

"The committee desires to stress again the dangers to the game of football if two or three top teams are able to monopolize the television networks," a statement that was readable in public, said. "Not only might the result of controlled television's resulting financial rewards create far greater temptations than any yet known to the game and would place irresistible premiums on developing winning teams."

TV committee members at the March 10 session were Bob Hall of Yale, chairman; Asa S. Bushnell, commissioner of eastern college athletics and executive director of the NCAA TV program; J. Shober Barr of Franklin & Marshall; and Walt Byers, NCAA executive director.

**Latin America Video**

LATIN AMERICA will "soon far outstrip" Europe in expansion of television activities, Ernest A. Marx, director of Allen B. DuMont Labs. International Div., announced recently. Mr. Marx, who has just returned from a trip through South America, pointed to Brazil as the focal point of future television centers in that hemisphere.

ADVERTISING code for home appliance dealers has been adopted tentatively at a meeting in Philadelphia.

**ELY LANDAU FORMS**

**New Film Organization**

FORMATION of Ely Landau Productions, film producing firm set up to meet programming needs of local television stations and low-budget movie producers, was announced last week by Mr. Landau in New York. Offices are at 10 East 44th St.

Producing films since last September, the organization, with a $1,600,000 budget, within a month will have completed initial films in nine different types of program, several of which are already completed in series of 15, 20 and 26-week shows.

The Landau company is planning to distribute the films in an unusual pattern, by making the product available to local stations on a "service" basis rather than as individual programs. The nine show types, which include mystery adventure, juvenile science fiction, variety, serials, animated kiddie shows and dramatic programs, comprise four hours of TV film programs per week. The shows will be sold as one, two, three or four hours of program service weekly, with graduated pro-rata scales. Trade and press showings will be held in New York in mid-April.

Mr. Landau is former director of TV for Emil Mogul Co., New York. Harold Young, formerly with Paramount and Universal, heads the directorial staff. Harold Kovner has been appointed to head the library of feature films.

**FOUR RENEWED**

From 'Temporary' List

REGULAR license renewals for four more TV stations, put on temporary for failing to show any educational or agricultural programming during the "composite" 1961 week [B+T, Feb. 4], were granted last week. Stations, which made satisfactory explanation for lack of such programs, are WXEL (TV) Cleveland, WDEL-TV Wilmington, Del.; WTAR-TV Norfolk, and WTOP-TV Washington.

Earlier this month, the Commission renewed the licenses of four other stations placed on temporary for the same reasons: WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WNRN-TV Richmond, Va.; and WSPD-TV Toledo [B+T, March 3].

Commission placed 26 TV stations on temporary licenses in February for failure to program educational and agricultural broadcasts. Most stations indicated then that the omission was due to the "composite" week chosen by the FCC or that such programs had been, or were planned, before the Commission's action.

**TV INSTRUCTION**

CIVIC leaders in New Haven, Conn., responded enthusiastically to an invitation extended by WAVZ, that city, to attend a course extending over a 10 week period to learn how they may better their community service through the use of television in preparation for coming expansion of the medium, the station reports. Over 50 men and women accepted to go for their first class conducted by Prof. Edward C. Cole, instructor at Yale Drama School. Proposed techniques include lectures, slides and other visual aids as well as course outlines.

**COLOR BAN ISSUE**

May Go to Defense Chief

THE GOVERNMENT is still "wrestling" with its controversial ban on manufacture of color TV equipment and there were indications last week that the issue may be laid in the lap of the nation's defense mobilizer.

The question was raised again last Monday at a news conference presided over by Manly Fleschmann, Defense Production Administrator, and Henry Fowler, National Production Administration administrator.

It has been expected that DPA-NPA will retain the overall control of license on manufacture of home-type color receivers, adapters, converters and other equipment but lift the prohibition with respect to projection equipment for theater color TV. Additionally, other clarification was anticipated [B+T, March 10, 3].

Latest guess is that the amended order will be announced early this week. It also was reported that it first may be cleared for policy with Defense Chief Charles E. Wilson before being released by NPA.

Mr. Fowler last Monday confessed he has been "wrestling" with the colorcasting ban but "I really think this time the chicken's head will come off." Asked whether engineering would still be the deciding factor, Mr. Fowler asserted: That is the real problem, just how important and how real that is, how we can get around that to provide, within the material limitations, for television generally, opportunity to make color, doing it in such a way as to minimize the impact on the military electronics production?

DPA's Electronics Production Board, acting on recommendations of the military, urged that the ban be retained because of the problem of technical skills [CLOSED CIRCUIT, Feb. 25].

**UTP SERIES' SALES UP**

"Double Play" Signed by Six

UNITED Television Programs, New York producer, experienced its busiest week of the year last week according to Aaron Beckwith, sales director, with four of its best-selling TV film programs sold in 14 markets.


Hollywood Off-Beat, half-hour private investigator series featuring Melvin Douglas, has been sold in 12 markets, with deals completed last week with WMAL-TV Washington, WTMJ-TV Milwaukee and WSM-TV Memphis. Movie Quick Quiz, produced by Walter Schwimmer Productions, was sold by UTP to WBDT-TV Indianapolis for the Standard Broadcasting System, Chicago; through Schwimmer & Scott, Chicago.

Sales also were made in four additional markets for Royal Playhouse series, produced by Bing Crosby Enterprises: Richmond, Va.; Davenport, Iowa; Milwaukee and Detroit.

March 24, 1952 * Page 63
CAUTIONING members of the television industry not to let costs force out all except heavy-budget clients from the choice time slots, Don Nathanson, executive manager of the Toni Co., Chicago, warned that monopoly "is as destructive to free enterprise as it is to television advertising.

Speaking to members of the Chicago Television Council and Radio Management Club at a luncheon on which M. Nathanson is scheduled to address, Mr. Nathanson said, "we maintain that television time is "too valuable to be frozen for the benefit of the big companies.""

Referring to the "Big Advertiser," Mr. Nathanson, representing one of the largest advertisers in the country, pointed out that radio has long had a discount structure which favors the big advertiser and which television has yet to match in developing an efficient discount plan. He pointed out that television time is "too valuable to be frozen for the benefit of the big companies.

"It's time for a new form of television advertising," Mr. Nathanson said, "we maintain that television time is "too valuable to be frozen for the benefit of the big companies.""

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WWJ-TV grabs the sport-light again...

For the sixth consecutive year, WWJ-TV will do the exclusive televising of Detroit Tiger ball-games... with 35 games on the 1952 TV schedule.

To those who know the magic of the words "Play Ball!" in Tiger Town, it means that about 30% of Detroit's 550,000 TV sets (and about 90% of the total P.M. audience) will be focused on Channel 4, from the first pitch to the last out.

Grabbing the sport-light is a habit with WWJ-TV... whether it's the sport of pitches or punches, pucks or pigskins. But that's not all. Teamed with NBC, WWJ-TV has 7 of Detroit's 10 top-rated shows!

It's little wonder WWJ-TV is doing such a rewarding job for its advertisers in this 4-billion dollar market.
This is the congratulatory advertisement that appeared in 1949 upon the opening of WICU. Owner Edward Lamb’s prediction of Du Mont versatility, performance and dependability has been proved through actual operational records, far beyond expectations.
Amid the glamor of LIFE and other national magazine write-ups, WICU brought television to Erie, Pa., in 1949. Here was a television station in a relatively small community—how would it make out? WICU recently celebrated the Third Anniversary of a highly successful telecasting operation. During the three years new studios and studio equipment had been added to the original equipment complement through the Du Mont "building block" program. The original Du Mont Acorn (500 watt) Transmitter had grown to a Du Mont Oak (5KW) Transmitter, the highest current power permitted any TV station under prevailing FCC regulations.

Du Mont salutes WICU, the Erie-Dispatch television station, and owner Edward Lamb upon this Third Anniversary for a job well done. Du Mont is justly proud of the part Du Mont telecasting equipment has played in WICU's success.
A TOTAL of eight cities are scheduled to be added to inter- connected video by July 1—in time for live coverage of the July political conventions.

The Long Line Dept. of American Telephone & Telegraph Co. announced Thursday that network television will be extended to Tulsa and San Antonio by that date and pointed out that, as previously announced, six other cities also are to be added to the network by July 1. These are Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City.

All eight cities are slated for one-channel service except Dallas and San Antonio which will have two channels each before the end of the year.

Work Speeded Up

Installations for the southern cities were originally scheduled to be completed in the last half of 1952, but work was hurried to allow interconnection before the start of the Presidential conventions this summer. Some of the Tulsa and San Antonio equipment therefore is temporary, but will be replaced with permanent facilities later in this year.

Completion of the AT&T lines will bring the total cities connected by the network to 62 and the number of stations served to 104.

WBZ-TV Increases

Rates April 1

WBZ-TV Boston has announced a new rate card, No. 7-T, effective April 1. Hourly rates will be: Class A, $1,150; Class B, $1,125; Class C, $800 and Class D, $450.

Along with rate increases, the stations notes it has adjusted its time classifications as follows: Class A—7-11 p.m. Mon.-Sat., 6-11 p.m. Sun.; Class B—6-7 p.m. Mon.-Sat., 1-6 p.m. Sun.; Class C—7 noon-5 p.m., Mon.-Sat., 12 noon-1 p.m. Sun., 11:30 p.m.-12 midnight, Mon.-Sun.; Class D—12 midnight-7 a.m., Mon.-Sun.

WBZ-TV, a basic NBC-TV affiliate and owned by Westinghouse Radio Stations Inc., also announced a 10% rebate clause to advertisers.

"An additional 10% rebate, after deduction of frequency discounts, will be paid on the minimum weekly program time billing which has been maintained consecutively three weeks." Station is represented nationally by NBC Spot Sales.

**WSM-TV Rate Boost Effective April 1**

WSM-TV Nashville has announced rate increases effective April 1 with nighttime hourly rates hiked from $300 to $350, one-minute announcements or less from $50 to $60 and comparable increases in other time slots. Station noted that present advertisers will be protected under the current rate for six months after the effective date. WSM-TV claimed rates in use in its market as of March 1 was 65.785.

**Set Distribution Reported atStandstill**

GROWTH in TV set distribution is practically at a standstill until the end of the freeze opens up new markets, Sam G. Barton, president, Industrial Surveys Co., said Wednesday.

Reporting on a survey made by the ISC National Consumer Panel, he said that set ownership had risen only slightly between October and January, with 31 out of 100 families owning TV sets in January compared to 30 out of 100 in October.

TV set ownership is heaviest in the Northeast, where half of the families own sets against the national average of 51%. In large cities 59% of the families have TV, Mr. Barton said. Highest concentration of ownership is in the famil-

(Continued on page 98)
You should have heard us in 1922!

That's when WSB was born—30 years ago, March 15, 1922. Since that date, our primary interest has been the acquisition and maintenance of audience. It was our original conviction that this best could be achieved through a dedication to service in the public interest.

The soundness of this principle is now well established. For in every audience survey ever made in Atlanta by any recognized authority, WSB has been a dominant first. There is no substitute for experience.

The policy that has paid rich dividends for WSB pays off handsomely for advertisers, too... more so today than ever before.

ABC President Robert E. Kintner's three-day stint in the witness chair at FCC's hearing on the merger of ABC and United Paramount Theatres Inc. last week was concluded with a plea to Hearing Examiner Leo Resnick to approve the merger. Here are excerpts of what he said:

"We believe that competition in the radio and television business has increased because of the strength of this merger. We would not have entered into this merger if we did not feel that competition would suffer, particularly in the radio field.

Number one, as far as ABC is concerned, it will enable it to do what I believe the Commission intended it to do when it forced the sale of the Blue Network as a result of the chain broadcasting investigation. It will give ABC added earning power, added earning power in order to take program risks, expand program structure, adopt new features of television. It will enable ABC to compete more effectively with CBS and NBC.

I believe that increased competitive factors are let loose in the communications field if there are two principal operators in the field, NBC and CBS. In Examiner, of public interest and the public will be stimulated of a new corporate body: Balaban & Katz theatre chain, during FCC Paramount hearing during last two weeks [B'T, March 17].

Until the FCC rules on channels for theatre TV, UPT cannot have a policy, Mr. Goldenson declared. He stated that UPT will continue to experiment with theatre exhibition on its own account and if we can, we will be put under the FCC in the same way.

He said, in answer to a question, that UPT has no thoughts of establishing film-less theatre TV only.

"Theatre TV Incidental"

Theatre TV is, in the words of Mr. Goldenson, emphasized. In his opinion, theatre TV will be used to fill the "house" during off-hours, when normally the theatre is dark, he said. Mr. Balaban had even greater misgivings. Experiences with Balaban & Katz theatre TV were none too good, he said. He pointed out that the only profits made in the 50-odd programs shown in the four Chicago area theatres were from the 1951 Robinson-Turpin fight. Tivoli Theatre made $1,212.98; the Uptown Theatre, $1,642.04. Total losses amounted to $50,323.88 [B'T, March 10].

UPT invested $325,217.72 in 10 theatre TV installations, Robert H. O'Brien, secretary-treasurer of the theatre company, disclosed. RCA instantaneous equipment is used in six of the theatres, Paramount instant-film equipment in three. The Paramount Theatre in New York is fed directly from Paramount Pictures' laboratory in the same building. Mr. Goldenson reported that four more RCA installations are going into UPT theatres in Buffalo, Omaha, Salt Lake City and San Francisco. UPT has 10 additional RCA installations on order, but has not yet decided where to put them, he said.

A map of theatre TV installations in the U. S., included in the UPT exhibit, showed that the following 83 cities were so equipped (number of installations in each follows names of cities):

New York, nine (one owned by UPT); Pittsburgh, four (two owned by UPT); Baltimore, four; Richmond, seven; Brooklyn, seven; Detroit, Los Angeles, three (two owned by UPT); Philadelphia, Milwaukee, Minneapolis-St. Paul, St. Louis, Cleveland, New Haven; with others: St. Paul owned by UPT); Natick, Providence, N. Y.; Erie, Chester, Pa.; Toledo, Cincinnati, Ohio; Indianapolis, Gary, Hammond, Ind.; Memphis, Tenn.; Kansas City, Mo.; Lawrence, Kan.; Denver, Col.; Santa Barbara, Huntington Park, San Bernardino, Calif. (one in Hammond owned by UPT).

Mr. Kintner pointed out a matter of concern which he emphasized. He felt that this merger would increase the competitive factors that are so essential to the radio and television business.

"Some programs are under active consideration" for a springtime series via television, Nathan L. Halpern, head of Theatre Network Television, has announced. Nothing is final pending the completion of full arrangements.

TNT had been reported lining up a series of eight major events, among them a series of experimental programs for Telecasting. No decision on the programs has yet been made.

TNT will build a company and the broadcasting wrestling, the former 

President of United Paramount Theatres Inc. ABC executives (I to r): Robert E. Kintner, president; Robert H. Hickney, Washington vice president; Edward J. Noble, chairman. Seated with them is Leonard H. Goldenson, UPT president (L).

Network Competition (Continued from page 61)

605. In 1951, network made a profit of $386,943.

• Losses in operation of TV network and O&O stations were $8,177,522 in 1949, $4,167,455 in 1950, $5,472,689 for eleven months of 1951. Mr. Kintner observed that the going-on-four-year-old TV freeze has had a "deleterious" effect on ABC in that it has been unable to sign up strong enough local lists of exclusive affiliates—since number of TV stations remained constant at 108.

• In eight years of its operation, ABC has spent $71.5 million in improving its facilities (of which $6,079,000 was for radio, remainder for TV). Network proposes to spend $3,745,000 more first half of 1952, mainly for TV. Noble, Life Saver Corp., executive, bought ABC in 1943 for $38 million.

PUBLIC service series, Presidential TV debates, and the declared candidate for Presidential nomination a chance to present his views via the medium of TV. Besides "Carmen" and "Two on the Aisle," the list included middleweight championship between Sugar Ray Robinson and Bobo Olson from San Francisco, March 6; National Invitation Basketball Tournament semi-finals from Madison Square Garden, March 13 and finals, March 20; Golden Gloves boxing, March 24; Olympic Games basketball finals from the Garden, April 1, and the annual Easter stage production from Radio City Music Hall, April 13. All engagements were turned over to NBC, except the three basket dates were reported as exclusive on television to TNT.

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BROADCASTING • Telecasting

THEATRE TV TEST

Programs Are Considered

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INDIANAPOLIS is going CRAZY over TV-all over again!

This time it's because WTTV in Bloomington, Indiana, boosted its power to 35,000 (ERP) and further improved station and transmitting facilities to bring TV enjoyment to thousands of additional set owners in the Hoosier state.

By train... truck... and plane, antennas are being shipped into Indianapolis, but dealers and distributors aren't able to keep up with the demand. In the Indianapolis area alone, it is estimated there were something like 20,000 Channel 10 antennas sold in a two-week period! That was just before WTTV televised the Indiana-Illinois basketball game on Feb. 18. You know how Hoosiers like their basketball! And, set owners all over central and southern Indiana are writing in to tell how much they like the LIVE programming on WTTV.

Affiliated with NBC • CBS • ABC and DUMONT networks.

STATION WTTV (Channel 10) and WTTS (5000 watts) owned and operated by SARKES-TARZIAN in Bloomington

Call Bob Lemon, Station WTTV Bloomington, Indiana or Your nearest MEEKER office NEW YORK • PHILADELPHIA • CHICAGO SAN FRANCISCO • LOS ANGELES
SOLD IN 37 MARKETS IN LESS THAN 3 MONTHS
DANGEROUS ASSIGNMENT's first play-date was January 6, 1952.
Immediately, the rush was on!

DANGEROUS ASSIGNMENT was snapped up by top, TV-wise advertising agencies:
B.B.D. & O., Leo Burnett, Campbell-Ewald, Campbell-Mithun,
Kenyon & Eckhardt, McCann-Erickson

TV-experienced advertisers — national & local — lost no time getting in on
Dangerous Assignment — such sponsors as Chevrolet Dealers, Durkee Famous Foods,
Crosley Appliances, Master White Bread, Nashville Pure Milk Co., Pontiac Dealers,
Piel’s Beer, Sinclair Oil.

From coast (Boston, New York, Miami) to coast (Seattle, San Francisco)
and from the Great Lakes region (Detroit, Chicago, Minneapolis) to the Gulf
(New Orleans, Houston) . . . Dangerous Assignment is selling products for its sponsors.

THE RESULT: by February 28th Dangerous Assignment was sold in 37 out of 63
television markets. And the others are going — fast.

YOU MUST ACT FAST TO SECURE THE EXCLUSIVE IN YOUR MARKET ON ONE
OF THE GREATEST TV BUYS AVAILABLE TODAY . . .

Adventure, mystery, action, chair-edge excitement—continuing the famous
NBC radio show that held 3,500,000 homes spellbound. And now holds its TV
audiences right through the story and your commercial.

Audiences: Here are sample ARB-TV ratings that tell the story of its pulling
power: Boston, 16.9 (Jan. 8); Detroit, 23.3 (Jan. 13); San Francisco, 23.8 (Jan. 12).

Planned for five (5) product identifications including three full-length commercials
for your product—to make sales for you.

Fast-moving, exciting complete story in each program. And 39 Assignments will be
produced during 1952. Brian Donlevy stars throughout.

Top Star of screen, stage and TV, Brian Donlevy is the two-fisted adventurer
"Steve Mitchell"—on Dangerous Assignment for his government.

Hollywood-produced—with top writing, direction, production and a fine
supporting cast.

Lure of the exotic, the sinister, the perilous. Cairo, Siam, Iron Curtain countries . . .

Lure of a big-name, big-time TV network caliber show, produced for TV by
TV people—for exclusive local showing at local cost.

PHONE, WRITE OR WIRE FOR COMPLETE INFORMATION—PRICES,
RELEASE SCHEDULE AND SPECIAL AUDITION FILM

NBC-TV FILM SYNDICATE SALES
30 Rockefeller Plaza, New York 20, New York
WASHINGTON Thursday
Ralph seen Today been cise as yet, spokesmen possible, prospect of some TV cancellations. Each department is being instructed to survey its budgets and reduce manpower wherever possible, spokesmen reported. They said late last week that no personnel cuts had actually been made as yet, and however, that no precise overall formula had been prescribed for reducing budgets.

Among NBC-TV's major disappointments in the sales field has been the slowness of sponsors in buying into the network's costly Today show (Mon.-Fri., 7-9 a.m., EST and CST) and its afternoon Ralph Edwards show, currently seen three days a week (Mon., Wed., Fri., 3-4 p.m.). Latter due for expansion to five days effective March 31 with the cancellation of General Electric Co.'s Tuesday and Thursday Bill Goodwin Show.

D. C. TV Service Code
DESIGNED to curb unethical a set service code is being considered by the D. C. License Committee and hearings may be called, it was reported last week. Move is said to be supported by Television Assoc., organization of local sales and service groups.

WOW-TV leads the way in Midwest Television
* WOW-TV serves one of the fastest growing TV markets in the United States.
* Every day an average of 125 family sets is added to the WOW-TV audience.
* Present total now well over 123,000 sets!
* Low-cost, high-rated participation now available.

Wire or telephone your nearest John Hairy TV sales or Fred Ebener, Sales Manager.

Webster 3400

WOW-TV Channel Six A MERRITT STATION OMAHA
FRANK POGARTY, General Manager

WHAS-TV SHOW Governor Answers Queries
WHAS-TV Louisville's What's Your Question made news when its guest, Gov. Lawrence W. Wetherby, took a public stand for the first time in three matters of state-wide importance.

Gov. Wetherby was answering questions on WHAS-TV via viewers, phoned to Richard Oberlin, news director, and Alice Watkins, newswriter.

Kentucky lies partly in the eastern time zone, partly in the central. A heated controversy takes place yearly over daylight saving time. Gov. Wetherby took a stand in favor of EST. He also indicated that a change would be made in the law making six the required school-beginning age, and that he "would not recommend" any new taxes.

Other listeners wanted to know what type of plug the governor used in catching bass, why wasn't a traffic light put on a particular stretch of highway and whether there would be additional state aid for education.

It was answered 83 of 130 telephone questions aimed at him during the half-hour program. Police chiefs, safety engineers and health authorities also have appeared on the program.

Littlejohn to CBS-TV
FRANCIS N. LITTLEJOHN Jr., former news supervisor of NBC, has been named managing editor for CBS Television News, Sig Mickelson, director of news and public affairs, announced Thursday. Prior to joining NBC, Mr. Littlejohn was night editor of the Associated Press Capital bureau from 1943-1945. He served with the U. S. Air Force in 1943. Before that he was AP wire editor in Charlotte, N. C., and former wire and copy editor for The Charlotte Observer.

POP: 7,000
But KAYL Seeks TV
CAN a town without a daily newspaper and with a daytime-only radio station support a television outlet? The Cornelb Broadcasting Co. thinks it can.

It applied last week for a UHF station for Storm Lake, Iowa.

The town has a population of less than 7,000; Buena Vista county, a population of less than 12,000; and the county has 314 retail stores. Storm Lake has two weekly newspapers with a combined circulation of 8,063.

The Cornelb Broadcasting Co. operates KAYL-AM-FM, a daytime station. The station had a profit last year of $14,414,54 before taxes. In January of this year its profit was $1,474,70.

The TV station would cost about $160,000. No guess was made as to what the yearly operating costs and revenue might be. It would be on Channel 44 (590,900 MHz) with an effective radiated power of 18.3 kw visual, 9.15 kw aurual.

The grade A would conform to a service to about 14,500 people. The grade B contour would serve about 71,000 people; covering 1,809 square miles, it was estimated.

General Manager J. I. McCord said the proposed TV station would broadcast network and local programs live.

Taylor Is Delegate
DAVIDSON TAYLOR, general sales manager, executive, NBC television network, has been named a U. S. delegate to the UNESCO Advisory Committee on Television. Group will meet in Paris April 7-12 to study the use of video in building international understanding. Studies on development of television in the U. S. and use of film of documentaries are to be presented to the UN Education, Science and Culture Organization by Mr. Taylor.

Reeves Appointed
CHARLES D. REEVES, spot sales film salesman, was appointed Thursday to head the Chicago office of CBS television film sales with he will be assisted by George Lyons. Mr. Reeves previously was with Leo Burnett Co., Chicago, as radio TV timebuyer.

ILL. TV HASSLE
U. of Ill. Debates IBA
SECOND outline of their mutual television proposals was made in Chicago March 13 by board members of the U. of Illinois and officials of the Illinois Broadcasters Assn. The latter group opposes operation of a VHF station by the university, which has the only VHF channel allocation for south central Illinois.

IBA President Charles C.CALEY, WMBD Peoria, appeared for the commercial broadcasters with Walter Emerson, attorney at ABC Chicago, Ray Livesay, WLBH-AM-FM Mattoon and Merrill Lindsay, WSOY Decatur. University opposition was headed by the school's president, Dr. George Stoddard, and Board Chairman Park Livingston.

IBA reiterated its stand that the university should do "first things first," recommending an initial site of experimental television programming.

Mr. Caley suggested the university establish a TV training course and set in motion plans for the production of educational television programs on a part-time basis. All of the other TV stations operated commercially, with the stations giving free time for such programming. The amount of time given would, he said, be contingent on quality. He recommended the university forego actual transmission.

University plans to operate a commercial station, provide extention TV training to students on the Champaign-Urbana campus, and release shows to commercial outlets were revealed.
CONVENTION FACILITIES

CBS-TV to Match N.Y. Setup

A COMMUNICATIONS completeness matching that of network headquarters in New York is planned by CBS-TV for its installation at national political conventions in Chicago this July, Sig Mickelson, CBS-TV director of news and public affairs, has announced.

Network's convention unit will be installed on the second floor of the International Amphitheatre's north wing, with the CBS-TV news staff—including reporters, broadcasters, editors, technicians, cameramen, film cutters and artists—shifting main headquarters to Chicago for the convention coverage.

Mechanical facilities to meet any possible video need will include a master control unit to centralize various pickups on or off the convention floor, telecine operations to integrate special films and slides within the building, teletype printers and film-running laboratories. Walter Cronkite, chief CBS-TV news correspondent in Washington, will head the convention staff.

KNXT (TV) Hollywood's 1½-hour Thursday night Amateur Boxing, cooperatively presented by station and L. A. Examiner, is receiving special citation from Amateur Athletic Union.

DISCUSSING advantages of UHF TV at the two-day seminar in Hendersonville, N. C., are (1 to r) Fred King, chief engineer, WELI New Haven, Conn.; Kemmit Edley, vice president, WHKP Hendersonville; Rudy Frank, WELI promotion manager; B. M. Middleton, WHKP president; Don Gilmore, WHKP treasurer, and William Faber, vice president, Headley-Reed Co., New York.

Messrs. Frank and King conducted the seminar [B&T, Feb. 18].

CMQ-TV NETWORK

Opening Is Delayed

POLITICAL unrest in Cuba caused a delay in inauguration of the Interior Network of Circuito CMQ, Radiocentro, Havana, newly formed TV chain consisting of four stations [B&T, March 17]. Ceremonies had been scheduled for March 12 which also marked the 19th anniversary of CMQ and the first official birthday for CMQ-TV, both Havana.

Gaor Mestre, director general of the network, announced intention to begin moderate operations last Monday. Program schedule will be increased gradually for the next month and will include kinescopes of shows originating at CMQ-TV.

By May 1, it is expected that all Cuba will be viewing programs now seen only in Havana.

Programs will be televised on a rotation basis. Shows originating in Havana will be shown in Santa Clara a week later. A week after that, it will be seen in Camaguey and the third week in Santiago de Cuba.

The fourth outlet of the network is located in Matanzas. The station there is able to pick up directly from the Havana outlet for rebroadcast.

CHARLOTTE-ATLANTA LINK

To Open for TV in April

FULL-TIME TV program transmission facilities via radio relay will be inaugurated in April between Charlotte and Atlanta, AT&T Long Lines Dept. announced last week. The new radio relay link between the two southern cities was opened for telephone service Monday.

With this new link, Atlanta will be able to receive three TV network programs simultaneously—from Birmingham and Jacksonville via coaxial cable and from Charlotte over the radio relay. This will permit the city's three TV stations—WAGA (TV), affiliated with CBS and DuMont; WLTV (TV), an ABC outlet; WSB-TV, an NBC affiliate—to broadcast three programs from the networks at the same time. The new radio relay link will provide one-way TV service southbound from Charlotte to Atlanta.

The 268-mile radio relay link between Charlotte and Atlanta is part of a $6 million project which, when completed, will connect Charlotte and Atlanta with Washington.

NEW 15-minute weekly news commentary television program, Washington Close-Up, has been announced by United Artists Television. Program features Commentator John B. Hughes with background on important news events, plus interviews with Washington experts.

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

ATLANTA

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

* NBC Research Department

For more information call ... THE KATZ AGENCY, INC.
AUTRY SUIT
Judge Requests Briefs

HEARING of Gene Autry's injunction suit to prevent Republic Pictures from releasing his old movies to television came to a sudden halt March 12 after three days' proceed- ing in Los Angeles Federal Court.

Judge Ben Harrison, hearing the case without jury, gave Attorneys Martin Gang for Mr. Autry and Harris Selvin for Republic a period of 30 days in which to file final and additional briefs supporting their respective arguments.

Mr. Gang on the last day of the hearing brought additional wit- nesses to reinforce earlier testi- mony to show that appearance of the cowboy star on TV is an implied endorsement of the prod- ucts of the program sponsor [B*T, March 17]. Mr. Selvin brought out testimony on the ex- tent of identical advertising in theaters where there is no rela- tionship to the feature picture being shown.

Judge Harrison indicated his deci- sion might await the appellate court, but that the case was brought by Roy Rogers against Republic [B*T, March 10]. At the start of the trial, Judge Harrison made it clear that in his opinion the contractual issues involved and the case, would be determined on that basis.

SMpte CHICAGO MEETING
Will Hear Papers on TV

SEVENTY-FIRST semi-annual convention of the Society of Motion Picture and Television Engi- neers was announced for April 21-25 in Chicago by President Peter Mohler in New York Tuesday.

Some 60 papers are scheduled to be delivered during 11 meetings of the spring convention, including talks on color TV, theatre TV, indus- trial TV, three-dimensional fea- tures, educational films and sound recording. Convention will start with a luncheon in the Drake Hotel April 21.

TV Cartoonists
HAVING become full-fledged mem- bers of recently formed IATSE Cartoonists Local 880, some 70 cartoonists employed by United Productions of America, Walt Disney Studios, Warner Bros. Studios, Laught Studios and MGM are pre- paring to negotiate a new bargain- ing contract with those firms. It will replace one held by Screen Cartoonists Guild of which they were formerly members and which expired Jan. 1.

INCORPORATED for $100,000, a Hollywood-based firm with offices at 745 Bagnall & Assoc., has been formed to produce and distribute feature motion pictures for televi- sion.

Firm is headed by five motion picture and radio-television execu- tives as equal partners. They will establish offices within the next week when officers are to be an- nounced.

Principals in enterprise are George L. Bagnall for 11 years vice president in charge of production for United Artists; Jack O'Lough- lin, midwest division manager of United Artists for 13 years; Pat Campbell, former vice president in charge of station and public rela- tions for the western division of Broadcasting Sys- tem for eight years and prior to that western division general manager of World Broadcasting Sys- tem; Ken Hodkinson, owner-operator of Oregon motion picture thea- tre; Fred Lindquist, midwest sales representative for United Artists and prior to that General Electric Co. radio equipment distributor in the Midwest.

Murphy - Thomas Productions Inc., Hollywood, headquarters of Gen- eral Service Studios, newly formed by Stanley Murphy, associ- ate producer Telemount Pictures' Cowboy G-Men, TV film series, and Roscoe C. Thomas, film writer, to produce 13 half-hour TV film se- ries, Frontier Detectives. Films to deal with efforts to combat crime in early days of frontier settle- ments.

Executive positions and titles for the recently expanded Ted Bald-win Inc., TV producers, were an- nounced last week as follows: Mr. Baldwin, president and general manager; John R. Markey, vice president, assistant to the presi- dent in charge of sales; Charles B. Truax, vice president, executive producer; James Clavel, executive director of domestic production; Alex D'Arcy, director of TV film production abroad for United States consumption; Arthur Tracy, director of program development.

Mr. D'Arcy left last week for Europe where negotiations and shooting facilities are available to go into immediate TV film produc- tion in France and Italy. Mr. Markey, meanwhile, was in Holly- wood to complete live show and film sales negotiations and to set up representation for the firm on the West Coast.

Sterling Television Co., New York announced last week the form- ation of a separate Stock Shot Division, to be headed by Richard Carlton, former National Screen Service advertising executive.

The division will draw on Ster- ling's two million feet of general film for specialized backgrounds, with emphasis to be put on footage adaptable for sports, news, com- mercials and live shows. Now available to TV producers and ad- vertising agencies, the library will also be used in the future to serv- ice TV stations on a contract basis.

Production . . .
Production on the first of a series of 13 quarter-hour television films featuring outstanding actors in readings from well-known literary works was started Wednesday, ac- cording to Walter Lowendahl, execu- tive vice president of Transfilm Inc., producers of the series.

First film presents Basil Rath- bone reading Robert Louis Stevenson's short story, "The Suer De Maleroit's Door," which will be followed by Boris Karloff in Allen Poe's "Tell-Tale Heart," Madeleine Carroll in Guy De Maupassant's "Diamond Necklace," and Burgess Meredith in a selection from Herman Melville's "Moby Dick." Actors will share earnings of the series on a royalty basis, it was indicated, with extra income possible in the use of a sound track on radio and records.

Series is being supervised by

(Continued on page 81)

MULTIPLE TV
Fifth Group Supports

ONE PERSON should be allowed to own as many TV stations as AM outlets—according to a peti- tion filed with the FCC by a group of Mountain States broadcasters.

The petition can be all VHF or all UHF, they say.

The petition was filed by KOPR Butte, Mont.; KEOM Boise, KIFI Idaho Falls, KWLE Pocatello, KLIX Twin Falls, Idaho, and KUTA Salt Lake City.

This group is the fifth generally to support the petition filed in January by NBC looking for extra UHF channels in addition to five VHF. DuMont, ABC and the Fort Industry Co. endorsed the NBC proposal with minor variations.

Only opposition has come from KIEM Eureka, Calif., and WWVV Fairmont, W. Va. [B*T, Feb. 18].

The Montana-Idaho-Utah group said there are about 2,300 AM sta- tions on the air with 100 more under construction, and point out that leaders in the broadcasting-telecasting field predict 2,500 TV stations within a few years.

Providing that competition would be fostered by one entity owning stations, the petitioners said they would not monopolize channels and would actually encourage TV. They explain that a licensee with seven 50-kw AM stations is not in the same competitive position as the owner of seven 250-w stations; but under the proposed FCC TV rules all TV stations will be allowed equivalent power.

NBC PROMOTES TWO
Names Rayel and Fuller

JOHN F. RAYEL, supervisor of talent program procurement for NBC, has been named supervisor of NBC-TV package program sales, and Rayel's assistant, Fuller, manager of NBC-TV day sales promotion for NBC, has been appointed supervisor of program sales development, George H. Frey, vice president in charge of network sales, announced last week.

Mr. Rayel was formerly with DuMont Television Network, first as producer-director, later as day- time program manager and finally as assistant program director.

Mr. Fuller, before joining the network in 1949, was with Hille- Damr, engaged in preparing TV commercials.

Both are to report to Ruddick C. Lawrence, director of sales and development.

LUCILLE BALL, star of CBS-TV I Love Lucy, named "Comedienne of the Year" by National Assn. of Gag- writers.

Page 76 • March 24, 1952
RANGERTONE RECORDING COMPANY
GOTHAM RECORDING COMPANY
SYNC SOUND COMPANY
2 West 46th Street, New York, New York

BROADCASTING • Telecasting
SENATE FEUD
Benton’s Answer on CBS-TV

FEUD between Sens. Joe McCarthy (R-Wis.) and William Benton (D-Conn.) was scheduled to receive a footnote on Edward R. Murrow’s See It Now on CBS Television yesterday (Sunday).

Tangle arose when Sen. McCarthy appeared on the program the previous week and answered questions asked by Mr. Murrow. Sen. McCarthy was queried on what should be done about the television “imputation of the rights of an individual citizen who may be called before a congressional committee” and on how he felt “on the subject of congressional immunity.”

Sen. McCarthy asserted that Sen. Benton used “congressional immunity to smear McCarthy” before a congressional committee. Sen. Benton was sponsor of a Senate resolution to expel the Wisconsin Senator from the upper chamber. Sen. Benton testified at his resolution before a Senate Privileges and Elections subcommittee.

In his Senate speech, Sen. Benton said “Mr. [Stan] Allen, my assistant, who saw the television program which precipitated my speech of today, immediately upon his close telephoned the Columbia network. He told Mr. Fred Friendly, producer of See It Now, that he expected the program to reply in its next Sunday broadcast to the inaccurate statements of the junior Senator from Wisconsin. I trust they will reply.”

Subsequently, it was learned, Mr. Murrow agreed to comment on the statements made by Sen. McCarthy and also to confront Sen. Benton, who was slated to appear on the Sunday program, with the same questions asked the Wisconsin Senator.

During his speech, Sen. Benton said: “I have been equally distressed by the tendency . . . of trying to intimidate persons and organizations, including the press, periodicals and individual writers and broadcasters. This intimidation has sadly met with some degree of success. Efforts of reprisal have been made against some who have dared to print, write, or speak critically—and honestly, as they saw fit.”

GE CUTS TV PRICES
RCA Says It Will Hold

GENERAL ELECTRIC last Tuesday cut its list prices on television sets $20-90. The company did not give a reason for the price reductions.

However, it was speculated that reductions in prices by GE and similar cuts which may follow elsewhere were the result of large inventories.

But it also was noted that RCA Victor Div. said it has no intention of reducing sets in the near future and that factory and distributor inventories are low.

CBS-TV officials welcome Craig Lawrence (second from l), new general manager of WCBS-TV New York. In group are (l to r) Mele Jones, vice president in charge of stations and general services; Mr. Lawrence; William B. Lodge, vice president in charge of engineering, and William Golden, creative director, advertising and sales promotion department.

Climb to Fame
AN impulsive, 30-year-old news vendor, Wayne Dingle-dine, a war veteran, let his impulses get the better of him March 14 and scaled WHAS-TV Louisville’s 600-ft. tower, reaching the 500-ft. mark when firemen, rushed to the rescue, coaxed him to the 150-ft. level where they had stationed themselves. WHAS-TV covered the ascent from the 12-bay antenna with camera and showed a film in a re-television later that evening. WHAS radio, meanwhile, recorded description of the man’s agility. His climb was made in 1½ hours, WHAS reported.

WFMY-TV NABET VOTE
Union Loses Five-to-One

TECHNICIANS of WFMY-TV Greensboro, N. C., voted five-to-one against representation by National Assn. of Broadcast Engineers & Technicians (CIO) in an election held under supervision of the National Labor Relations Board. The election was conducted by Lewis Wolfrey, examiner from the Winston-Salem, N. C., regional office of NLRB.

Balloting was on the question whether NABET should be certified as collective bargaining representative of the engineers. In announcing the results, Gaines Kelley, general manager of the station, said Mortimer H. Freeman, Atlanta attorney, represented the station in its labor matters.

NBC TV CENTER
Work Starts on New Unit

WITHOUT fanfare or ceremony, NBC has broken ground for its first two-studio unit of its proposed new $25 million Television Center in Burbank, Calif. Actual construction is slated to get under way during the first week in April.

Besides studios seating 500 persons each and measuring 140 by 90 feet, the unit will contain several auxiliary buildings and occupy about five acres of ground. It is scheduled for use by Oct. 1 to accommodate the fall TV season. Auxiliary building will include rehearsal halls, carpenter, wardrobe and paint shops. Cost of entire unit is estimated at $2.7 million.

NBC last year purchased approximately 49 acres of land from the City of Burbank and Warner Bros. for more than $1 million [BT, Dec. 24, 1951] and made application to the National Production Authority for materials and go-ahead to build. NPA turned down the application, but upon reconsideration in early March granted NBC authorization [BT, March 10].

Located between Warner Bros. and Walt Disney Studios, the two-studio project will be functional in design, incorporating every known engineering advancement, it was said. Additional studios and executive offices will be built later on the property to complete the NBC Television Center.

The Burbank unit will complement the network’s present TV Hollywood studios which includes NBC Television Theatre, formerly El Capitan Theatre, and Studio D in Hollywood. In Los Angeles, NBC plans to convert from radio to television last summer.

The AIRCRAFT INDUSTRY is BIG BUSINESS in SAN DIEGO!

Employment Increased 42%
During the Twelve Months Ended Dec. 31, ’51

When 31,724
Persons were at work at 4 major Aircraft Plants

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550-K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

March 24, 1952 • Page 77

I want the people to know the Presidency as I have experienced it and I want them to know me as I am.

THIS is the reason for Mr. President according to the flyleaf, for the issuance at this time of Harry S. Truman's personal diaries, letters and memoranda.

This veritable thesaurus of private papers, compiled by Mr. Hillman, MBS White House correspondent, is liberally sprinkled with references to radio and the press. It is also saturated with over 60 colored photographs of Mr. Truman taken by Alfred Wagg.

Mr. Truman approaches radio and television from the vantage point of public figure, performer and listener-viewer. With respect to the performer, he is not inclined to be charitable to some segments of broadcasting and press, declaring in one note: "Now I have no bitterness in my heart against anyone—not even the bitter opposition press and its henchmen, the paid columnists and managing editors and the bought and paid for radio commentators."...he alluded to a campaign of "viliication, misrepresentation and falsehood" which, he implied, was successful in electing a "bitter opposition Congress."...He adds: "...The people do not believe in the kept press and the

paid radio and...they have no patience with the man who lets a poll be his conscience."

And further Mr. Truman also dwells on the problems of radio addresses and speech-making.

While speaking without notes, the President is effective, Mr. Hillman notes. Mr. Truman himself explains that when he reads a speech "I feel strained."

On one occasion, in acknowledging a friend's frankness on his radio delivery, Mr. Truman remarked: "I don't think there is anybody in the country who had as rotten a delivery as I did to begin with, but thanks to good friends like you, who have been honestly helpful in their criticism, I think there has been some improvement."

Mr. Hillman notes, and I don't know, correctly: "No President has ever benefited more or suffered more from speechmaking than Mr. Truman."

Mr. Truman also likes radio and TV, too. Of a train trip to Philadelphia he muses: "Television sets at both ends of trip. No privacy sure enough now."

Mr. Truman also recalls his days in the Senate when he appeared before the FCC to discuss what I thought was the proper way of handling applications for radio stations.

Later in the book he stresses the urgent need of technicians in the U.S. and possibility of establishing an engineering school (like West Point or Annapolis) to educate men for government service.

The Chief Executive's biographer, Mr. Hillman, formerly was a commentator for NBC and ABC as well as foreign editor and associate editor of Collier's magazine. He has divided Mr. President that dealing with problems of the Presidency, Mr. Truman's interest in history, his diaries and private papers, his ancestry, his philosophy and hopes for the future.

New Business

(Continued from page 18)

tablets), appoints Yambert-Pochnow, Beverly Hills. Radio and TV will be used.


SUPERIOR OPTICAL Co., L. A., appoints Hixson & Jorgensen, that city. Radio is being used.

HOUSE OF GLOSS, Chicago (Siligloss protective coating for cars), appoints Burlingame-Grossman, that city. SID BRIDITTA is account executive.

Adpeople

HAROLD R. DEAL, manager; J. VANCE BLACKMAN, art director, ELMER THUENER and JACK SHAW, assistants, all members of advertising and sales promotion department of Tide Water Oil Co., S. F., cited by company in recognition of continued employment.

MORT BLUMENSTOCK, vice president in charge of advertising and publicity, Warner Bros. Pictures, N. Y., transfers to Burbank, Calif. office.

SUCCESSFUL PRIZE CONTESTS by Philip Morris Co. Published by Prentice Hall Inc., 70 Fifth Ave., New York 11. 367 pp. ($6.75)

THIS work is designed as a practical guide for each step in the planning and running of a successful trade or consumer contest. The authors draw liberally on their own experiences. Mr. Cone is merchandising account executive with McCann-Erickson and Mr. Kaufman is merchandising director for Philip Morris & Co.

The authors offer first-hand information on why people enter contests, interest-stimulating themes, effective prize strategy and promotion techniques and guides on rules and awards. The book includes over 40 case studies of successful contests.


WHILE theory is treated generously when needed, the emphasis of this book is on the application of servicing radio and television receivers. Primary purpose of the book is to supply the necessary knowledge in a course of practical servicing instructions.

More than 400 simple illustrations help explain what, how, when and where receiver troubles are traced and repaired effected. A basic knowledge of electricity, electronics and receiver circuitry is needed to get the most from this text. More than a decade has passed since the first publication of the previous single-volume edition of this series, originally called Modern Radio Servicing, by Mr. Ghiardiri.

THE RECORDING AND REPRODUCTION OF SOUND by Dr. Oliver Read. Howard W. Sams & Co., 2201 E. 46th St., Indianapolis 5. 530 pp. $7.50.

DR. OLIVER READ, editor of Radio & Television News, has compiled a complete reference book on all phases of audio operations. It will be of interest especially to sound engineers, high-fidelity enthusiasts, radio-TV stations and recording studios.

A partial list of contents includes behavior of sound waves, basic recording methods, microgroove recording, public address systems, AM and FM tuners and speech input systems. The text is written at a practical level, yet includes essential technical data in mathematical form to cover the subjects adequately.


THIS book is described as "a unique, authoritative and fact-full volume" placing at the fingertips of professional workers anniversaries and historical items for news purposes. The volume is divided in theme, yearly and war anniversaries—and is designed for use by radio-TV station directors, commentators, columnists, editors, advertising agency executives and others "who's who of the country communicating by mouth or pen." Separate indices for each section appear in the back of this book. Also included are a series of illustrations. Vital Anniversaries originally was published in 1948 by Will Schoyer & Co.


THIS book is subtitled, "Rich Man's Division of the Welfare State." It is, in the author's words, "a history of political decay." Much of what is written and documented already has appeared in the news but this book combines political scandals into a picture of "the friendship principle ruling the roost."

FCC comes in for criticism from Mr. Bolles' pen. Writing of bookmakers and other professional gamblers using telegraph facilities, Mr. Bolles says FCC "inertly accepts this threat to security. It shares the general tolerance."

Purpose of the book is to "draw attention to the erosion of the ideal of public responsibility in the federal government since World War II. It was written to excite interest in the crisis of our Republic resulting from that erosion and to put over interpretations for our own sake."

Radio & Television News. 1952
RADIO STRONG

In TV Homes—Advertest

RADIO is equally as strong in television homes as in non-TV homes, according to Advertest Research, which scheduled release of its report on its first study of “The Radio Audience of Today,” for today (Monday).

Study was based on 1,036 family interviews conducted in the New York metropolitan area.

It found that 68% of all homes had a TV set plus a radio, 30.6% had radio only and 1.4% were without a radio in operation. Other figures: TV homes have an average of 2.62 working radios; radio-only homes have 1.97, and 70.7% of all homes have two or more working radios.

Tables below show percentage breakdown of radio listening in TV homes and non-TV homes, according to locations within the home:

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage of Homes Listening to Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Rooms</td>
<td>70.0%</td>
</tr>
<tr>
<td>Bedroom</td>
<td>68.9%</td>
</tr>
<tr>
<td>Bath</td>
<td>65.5%</td>
</tr>
<tr>
<td>Kitchen</td>
<td>64.7%</td>
</tr>
<tr>
<td>Dining Room</td>
<td>64.1%</td>
</tr>
<tr>
<td>Entry</td>
<td>63.0%</td>
</tr>
<tr>
<td>Hallway</td>
<td>62.4%</td>
</tr>
<tr>
<td>Garage</td>
<td>61.7%</td>
</tr>
</tbody>
</table>

SEATTLE FORECAST: WEATHER OR NOT

Krsc Disc Jockey Is Given the Air by Bureau

Whether the weather is a suitable subject for horseplay and kidding on the air is the crux of an issue currently agitating Seattle broadcasting and meteorological circles.

By decision of Harry Downs, meteorologist in charge of the Seattle office of the U.S. Weather Bureau, KRSC Seattle has been forbidden to use the bureau's early-morning "Marine Weather Forecast" as long as Al Cummings, KRSC disc jockey and commentator, presides over the show, "Rise and Shine," aired daily 6-9 a.m. The Weather Bureau's objections arose from Mr. Cummings' poking fun at the forecasters and in some cases mimicking the weather predictions while the official recording was being aired, it is charged.

Since March 11, following a call from Mr. Downs, the Marine Weather Forecast has not been broadcast on KRSC although it is still carried on KOMO there.

KRSC, which has direct lines from the Weather Bureau office, continues to carry official forecasts at 5:57 a.m. and 6:45 p.m.

"Mr. Cummings' treatment of the weather forecasts was just good natured kidding," Harold Ridalls, KRSC manager, commented. "But when Mr. Downs called me, I apologized and offered to stop the kidding on the air, but he insisted we discontinue the marine forecast entirely."

Mr. Downs disclaimed any intention to censor. He said KRSC's use of the marine weather show was not working out to the best interest of commercial fishermen and other marine interests. Mr. Cummings, he said, was violating the Weather Bureau's radio agreement by injecting unauthorized comments into the official forecast.

The Weather Bureau considers the general weather forecast, available at 6:30 a.m., more suitable for local broadcast. The latter forecast is aired on KIRO Seattle and is also available to KRSC.

Mr. Cummings summarized his view thus: "I've never really interfered with the forecast. I've just kidded and teased the weatherman. The guys down at the bureau are nice fellows. They get a big kick out of it."

"I believe we still have two inalienable rights—the pursuit of happiness and the weatherman."

AMA Series

Extensive use of radio and television for a long-range public health education campaign was to be launched over the weekend when the American Medical Assn. introduced Medicine, U.S. A., a series of six radio documentaries narrated by Charles Laughton, on NBC. Scheduled to be heard weekly, series was to have started Saturday (7:30-8 p.m. EST).

Described as a more intensive project than any heretofore attempted by the AMA, series is expected to set a pattern for future radio-TV health programs.

Strictly Business

(Continued from page 18)

Mr. Nelson for more than a decade worked with Hill Blackett in both Blackett-Sample-Hummert and Hill Blackett Co., as treasurer and account executive. He was selected for apprentice training by Mr. Blackett in 1955, later assisting him on Ovatline and working with Mix Dancer (later of Dancer-Fitzgerald-Sample) on General Mills.

Leaves BSM in 1947

He was given a leave of absence for a year and a half to work as liaison between Mr. Blackett and former Kansas Gov. Alf Landon, partners in numerous oil properties. After his return to the agency business, he remained a year before resigning in 1947 and vacating for a year in California.

He married the former Hazel V. Watson, at one time secretary to Mr. Blackett.

Mr. Nelson finds the major concern among his TV clients is cost and reports film production costs have gone up about 15% in the past year. This has not been passed on to clients, however.

Most of them seem to want live action photography in a 20-second format, he said. He believes eventually the greatest proportion of shows will be on film.

Before spending a year in London, Mr. Nelson was a partner in the Ad Agency of England Ltd.

Lorillard's New Kents

P. Lorillard Co. last week introduced its newest product, Kent cigarettes, to be serviced by Young & Rubicam, New York [B&T, March 17]. In introducing the new cigarette at a luncheon Wednesday in New York, Robert Ganger, executive vice president of Lorillard, explained that although the product at present has distribution only in New York, Chicago and Los Angeles, it eventually will be distributed nationally.

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting
OBJECTIVES of Radio Free Europe were described at joint meeting of the New England Radio Executives Club and Boston Advertising Club by C. D. Jackson (third from 1), publisher of Fortune magazine and past president of RFE. Attending session were (1 to r): Robert R. Bradford, former governor of Massachusetts and member of RFE Finance Committee; Edmund J. Shea, vice president of James Thomas Chirgud Co., advertising agency, and REC president; Mr. Jackson, who directed Radio Free Europe activities the past year; Rudolph Bruce, advertising manager of New England Coke Co. and REC secretary; Andrew C. Quale, sales and advertising manager of Walter Baker Chocolate Div. of General Foods Division, BAC president; and W. C. Swartley, manager of WBZ-AM-FM-TV Boston and REC first vice president.

THREATS TO FREE SPEECH

Elmer Rice Notes Advertising, Other Restrictions

AGENCIES of mass communication and special-interest pressure groups are held responsible by playwright Elmer Rice for "new fashions in censorship" in an article he wrote on that subject for the March issue of Survey magazine. The article reviews the situation as he sees it in connection with all the major media. "To sum up the radio and television situation," Mr. Rice writes, "it is the advertiser who pays the piper and, in many cases, calls the tune. In this field, creativeness, self-expression and freedom of communication are mere inci-dents to the selling of merchandise."

Physical control of radio and "its gargantuan baby brother" television, the Pulitzer-prize winner observes, is not confined to a few nationwide networks with only a few independent stations managing "a hand-to-mouth existence" and affecting only a local counter-influence to mass control. The FCC licensing system—with the limitations on available frequencies—allows for federal emphasis on public service, he notes, and thus "is largely responsible for such freedom as exists on the air."

Asserting that freedom of discussion and "cultural window dressing" are generally limited to broadcasting hours unpopular with advertisers, Mr. Rice concedes wide diversity in music programming, a "relatively non-controversial" field.

"News coverage, on the whole, is good," he concludes, as long as the news program is unsponsored. But when there is commercial support-ship, the reporter is faced only too often with the alternatives of conforming to company line or becoming an advertiser or seeking other employ-ment."

Decrying the growing practice of minority groups to deny public hearing for anything that runs counter to their beliefs, he cites, as broadcasting examples, attempts by branches of the National Assn. for the Advancement of Colored People to use economic boycott on the Pacific and American TV programs.

Referring to Red Channels, he says, "due in large part to the activities of small units of the American Legion, scores of well-known actors and writers are unable to find employment in radio, television, or motion pictures."

Two roads lead to the free speech ideal, he says: "Diversity of outlet (through diversity of ownership and control) and, secondly, non-interference by influential minorities."

Evaluating the former as a utopian goal, Mr. Rice writes, "it remains then for the militant minor-ity groups to modify their demands and to change their tactics."

"To anyone who views the whole picture objectively," he continues, "it must be apparent that the total effect of all these pressures, impinging upon the relatively few focal areas of control, is to restrict freedom of expression in the mass media of communication and to reduce all expression to an innocuous, sterile, deadly uniformity, char-acteristic of totalitarianism rather than of democracy."

THREE-HOUR hour At Gannaway's Half-Pint Party, produced by Gannaway & Morganthau Productions, N. Y., has been started on WCBS-TV New York and is offered at $1,100 per 15 minutes. Show is televised each Saturday. Mac Levy Dance Studio is sponsoring first quarter hour for 13 weeks through Associated Adv. Service, N. Y.


*Film People...*

They are Dr. Earle E. Jewell, Rector of St. Andrews Episcopal Church, Kalamazoo, Mich.; Clarence H. Stoughton, president Wittenberg College, Springfield, Ohio; Rev. Edward McNair,ditor of St. Michael and All Angels Church, Los Angeles, and Mrs. Elaine Friedric.

Re-elected members of board include Dr. Friedrich; John T. Coyle, vice-president; Ralph T. Merriam, secretary, and Brunson Metley, distribution manager.

Dr. McNair also elected treasurer, replacing Charles Wayne, resigned to establish own TV film production company.

*Sales...* Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:


Joel Hammill, formerly in charge of NBC program development, with Marvin Rothenberg assigned as director of the first program. Idea for the TV programs resulted from recent Broadway successes of Shaw and other dramatic readings by the first drama quartette selected from Dickens by Emily Williams.

Hal Roach Productions, Culver City, signs Joe E. Brown, stage and film star, to enact leading role in untitled half-hour TV film series. Format concerns small town businessman—widower—who is raising a son and daughter. Production starts today (Monday) on series to be distributed by Official Films, New York.

Snader Telescriptions Corp., Beverly Hills, plans to complete second group of 400 telescriptions with signing of Delta Rhythm Boys, Fran Warren, April Stevens, Polly Bergen and Patricia Morison.

**WDAY'S 30TH YEAR Eastern Trip Highlights**

WEST met East in a tour of Dakotans and Minnesotans sponsored by WDAY Fargo as a highlight in the station's 30th anniversary celebrations. The journey of 60 persons gave the westerners a day in Chicago, three days in Washington, three days in New York and one day in Detroit.

The trip began March 10 and was concluded last Thursday. In addition to the two Western trips, the group attended Welcome Travelers, NBC show originating in Chicago, and other radio and TV programs in Radio City, New York.

In Washington, the visitors toured the Senate and the House and watched legislators in action. Later, they were guests at a luncheon in the Senate dining room with Senate and House members from the Dakotas and Minnesota.

In New York, highlights were the St. Patrick's Day parade and an inspection of the Holland-American luxury liner, *Nieuw Amsterdam*. Detroit's Ford Motor Co. plants also were seen on the trip.

WDAY celebration is climax May 22.

**WLW Spoken History**

SPOKEN HISTORY of significant broadcasts by WLW Cincinnati was aired last Saturday by the Crosley Broadcasting Corp. outlet in a half-hour program honoring WLW's 30th anniversary. Program featured playback of record commercials and personal announcements from the station's $126,000 record library. An account of the development of WLW's present day news coverage was to be narrated by Peter Grant and Ken Linn.

Robert Blees, Hollywood film writer, has been named Brown Writers Guild representative on Authors League of America National Television Committee, succeeding the late Oliver H. P. Garrett.
as dance band leader, the lure of the entertainment business got him, but illness forced him out of college in his junior year. Fully recovered after six months, he took his band on tour for the next five years. As director-m.c., he managed to keep himself before the microphone while on tour.

Radio was his first love and, tired of one night stands, he returned to California and was appointed program director of KGGG (now KSAN) San Francisco in 1929. Three years later he joined McClatchy Broadcasting Co. as program director of KMJ Fresno and later KKH Reno. In 1937 he became program director of KSRO Santa Rosa, Calif.

But Mr. Potter had a hankering to have his own program packaging and production firm, so a year later he established Radio Merchandising Ideas in San Francisco. The business wasn't too lucrative and the firm dissolved after two years. He then joined KNOW Oakland as an announcer-newscaster-producer.

With the start of World War II, he became OWI Pacific Division program director. Besides organizing and supervising that department, Mr. Potter produced scores of programs in many languages for overseas consumption. He moved to Los Angeles in 1943 and joined KFI there as writer-producer of public service programs.

It was two years later that NBC Hollywood made him producer of the Abbott & Costello Show and Life of Riley.

The assignment was shortlived for 60 days later he left NBC to affiliate with William Esty Co. as aide to Don Bernard, then West Coast vice president and general manager. Besides producing the CBS Blondie Show, sponsored by Colgate-Palmolive-Peete, Mr. Potter handled various administrative problems and assisted Mr. Bernard on Camel cigarettes programs produced by that agency. With closing of the agency's Hollywood office in 1950, Mr. Potter freelanced for about six months.

Then he became radio-television director of the Calkins & Holden Los Angeles office, headed by Harry W. Wirtz.

He now works on such accounts as Prudential Insurance Co. of America; California-Central Air Lines; and Plum Creek, a television network on the West Coast. He also services on the West Coast many of the national accounts handled in the agency's home office.

Programs Mr. Potter has produced over the years included Barbara Lee Van Ness of Oakland, Calif. They have two children, Sheridan, 17, and Andra, 7. The family now resides in suburban Sherman Oaks.

Still an enthusiastic ham operator, Mr. Potter's other major hobby is aviation picture photography, which he carries over into his agency production work. Not a joiner, he prefers to devote that time to his photography, experimenting for future television use.

FREEPORT, TEX., CASE
FCC Starts Initial Ruling

FCC has taken an interim step in resolving the dispute between WAFB Baton Rouge and the Brazosport Broadcasting Co. The Commission March 18 stayed the effectiveness of an initial ruling which would have granted WAFB's request for 1490 kc with 250 w full-time for Freeport, Tex.

A month ago Hearing Examiner Hugue B. Hutchinson issued an initial decision looking toward granting Brazosport's application. Fortnight ago WAFB filed an objection to the proposed grant. It said it should be made prior to the hearing on the Brazosport application. It averred that the Freeport station would cause interference because the linearity for determining the amount of expected interference — FCC's soil conductivity maps — was not accurate.

Last week Brazosport replied to WAFB. It said WAFB waited too long to file an objection — 24 days. Brazosport contended that WAFB had ample notice of the earlier hearing. It also asserted that there would not be interference to WAFB, and that WAFB's absence from the hearing does not void the initial decision.

RADIO AHS JOHNSTOWN AUTO SHOW
WARD Boosts Attendance, Reaps Own Reward

WARD's power to put over a community project and, in doing so, was amply demonstrated by WARD-AM-FM Johnstown's role in making a success of that city's first auto show in more than 20 years.

According to sales manager C. Gilmore, WARD sales manager, radio entered the show preparatory steps last January. That was when he received a phone call from a local dealer.

The auto dealer wanted to know the cost of a schedule of announcements. Mr. Gilmore ended up by selling two 15-minute segments of a disc jockey remote from the show to that dealer, other quarter-hour segments to all but one of the 17 participating dealers and intensive spot campaigns to tire dealers, a bank and others.

Combined, Mr. Gilmore said, the bonus spot business was more than 200 spots for the six-day week. Even optimists predicted a week-long turnout of not more than 6,000. Half of the 17 dealers saw little or no chance of the show being a success; WARD's help, the number of those attending reached 16,600.

"Yes sir," said Mr. Gilmore, "it's not the 'Annual Auto Show' and we're proud that that project can be established as an annual project."
WAGES & PRICES

Chamber Hits Price Controls

WAGE-PRICE controls drew fire from the U. S. Chamber of Commerce March 12 on Capitol Hill as hearings continued on the Defense Production Act, which expires June 30.

The controversial Capehart advertising formula, which the administration seeks to repeal, took a back seat to credit purchases in sessions before the Senate Banking & Currency Committee.

Calling for an end to wage-price controls, a chamber spokesman described the inflation fight as one to be fought by credit restrictions, taxation, savings and reductions in federal spending. Abolition of rent control also was urged, as was the ultimate abolition of restrictions on installment buying.

Discussing consumer prices, Clem D. Johnston, director of the chamber's Policy Committee, told the committee and Chairman Burnet Maybank (D-S.C.):

"So far of the four government predictions, shortages of consumer goods have failed to materialize. In fact, many items are in oversupply ... inventories have continued to mount during the last year until they stood at $70.2 billion in December 1951."

Part of this sum covered backlogs of radio and television receivers and other appliances, which were substantial for a period last year but which have slowed in recent months.

The chamber also advocated immediate consideration of certain allocation powers on March 1, 1956, providing the act is extended. President Truman has called for a two-year extension of controls. Consensus now is that effective cutoff dates on the act will be set at June 30, 1953.

The chamber laid down this course for general control of credit, scudding installment purchases of radio-TN sets:

"We must continue general controls over credit as well as the voluntary credit restraints of the wartime system. As they become effective, we should relax and finally abolish selective credit controls."

Earlier, Price Stabilizer Ellis Arnall and Economic Chief Roger L. Putnam testified in favor of administration proposals calling for repeal of the advertising formula, authored by Sen. Homer Capehart (R-Ind.) and continued restrictions on credit purchases (B&T, Feb. 18).

The committee plans to complete its hearings this week and report out a bill by March 31.

EXHIBITS FULL LIBRARY

AP'S Ships Display to CAB

WHEN Canadian Assn. of Broadcasters convene in Toronto this week, its members will see a display of the full back stock of radio transcription library as produced by Associated Program Service.

Saying he believes this to be the first time any library has been exported to Canada for this purpose, Maurice B. Mitchell, ASP general manager, explained, "Every single disc, the custom cabinet, the index cards, catalogs, the entire series of APS-transcribed sales meetings and the 10 APS specialized libraries will be shown and auditioned." Mr. Mitchell is scheduled to address the delegates today on training radio salesman and will be luncheon speaker tomorrow at the Toronto Advertising Club.

AMONG those attending the Institute of Radio Engineers convention in New York (B&T, March 10) were (l to r) Emere Florestino, WIZ-TV New York; E. G. McCullough and T. F. Tissot, RCA; J. E. Preston, ABC, and W. B. Lodge, CBX.

RADIO HOMES

Reach 94% in Canada

CANADIAN radio homes have increased from about 75% of all Canadian homes at the end of 1945 to 94% of all homes as of 1951, according to a special survey study made by the Canadian Assn. of Broadcasters. The study also reveals that the number of independent commercial AM stations has increased from 99 at end of 1945 to 132 at end of 1951. At the same time average rates for one hour have increased from $60.58 to $88.45 in that period, and average one minute rates have increased from $7.04 to $8.73 in that time.

CAB Sales Director Pat Freeman pointed out that the study shows a rise of 59% in the number of radio homes in the past six years, an increase of 4,300,000 new radio sets, a gain in population of almost 2,000,000 people and 650,000 homes in that time. Independent station rates have increased 34.5% for one minute spots and 22.5% for a one hour's time in those years.

Comparing radio costs with other media, Freeman points out that daily newspapers across Canada have increased their circulation in the last 15 years by 9.9%, their rates by 46.4%; Canadian national magazines have increased circulation 51.5%, rates 44.7%; Canadian week-end newspapers increased circulation by 37.1%, rates by 89.3%; and Canadian farm papers increased circulation 25.2%, rates by 35.8.

Export Meet Set

EXPORT ADVERTISING ASSN.'S 1962 convention has been set for May 8 at New York's Hotel Plaza. The one-day session will be keyed to "New Horizons in Export Advertising." Primary chairman for the event, which will stress new techniques for overseas marketing, will be Jere Patterson, Life Interna
tional, convention chairman; Mack Burke, Joshua B. Powers Inc., vice chairman; and Paul Kruming, National Export Advertising Service, also vice chairman.

BMI CLINICS

Scheduled in Canada

SIX Canadian international BMI program clinics, each with a different set of speakers, have been arranged for this spring following success of the first clinic at Winnipeg last fall. The initial spring clinic is scheduled April 24 at the Palliser Hotel, Calgary, under auspices of the Western Assn. of Broadcasters. Jim Love, CFCN Calgary, will be chairman of the meeting.

From there the program clinic moves to Vancouver, where a one day session is set for May 5 at the Hotel Vancouver under auspices of the British Columbia Assn. of Broadcasters with P. H. Elphiekie, CKWX Vancouver, presiding. At Regina on May 9, Hal Curtindale, CKCK Regina, will be chairman of the clinic at the Hotel Saskatchewan.

In eastern Canada, under auspices of Maritime Assn. of Broadcasters, a program clinic will meet at the Admiral Beauy Hotel, St. John, N.B., on May 14. George Cromwell, CHSJ St. John, will be chairman.

Largest meeting is to be held at the King Edward Hotel, Toronto, on May 16 under the Central Canada Broadcasters Assn. A committee is in charge of the event, consisting of Bob Reinhart, CFPL London; Cliff Wingrove, CKST St. Catherines, and Bob Lee and Leigh Stubbs, CHUM Toronto.

A French-language meeting is being arranged for late May at either Montreal or Quebec, for the program staffs of the French-language stations.

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

"Most Powerful—Most Popular"

first with the finest
DAY AND NIGHT
Weed & Co. representatives

BROADCASTING • Telecasting

March 24, 1952 • Page 83
ELECTION DAY IN NEW HAMPSHIRE
Radio-TV Reporters Are There in Droves

SO MANY radio-TV reporters descended on some New Hampshire towns to cover the nation's initial primaries March 11 that confused Democratic and Republican party officials, in at least one instance, sent out extra ballots for them.

Such was the extent of radio-TV journalism a fortnight ago when most major networks and many local stations assigned special staffs, called out all available mobile equipment, taped interviews, shot reels of film and corralled candidates for exclusive statements.

On primary day alone, NBC originated 10 radio and television film broadcasts directly from New Hampshire, having started its coverage about a week earlier. The network scored with an exclusive victory statement made by Sen. Estes Kefauver (D-Tenn.) when half-way returns indicated he led President Truman in the Democratic primary by several thousand votes.

Cameras Battled Snow
NBC-TV cameramen hiked between 20-foot snowdrifts to get into Waterville, where all seven residents voted for Gen. Dwight Eisenhower. After midnight at polls set up in the local inn. The town hall doorway was blocked by snow. When the plane, chartered to fly the films to New York, was unable to land in snow, TV News Editor John Lynch hit and hiked to Concord and hauled a cab—third time in a week that weather had necessitated the procedure for an 80-mile trip to Boston. The films were flown from there by commercial airline and shown a few hours later on NBC-TV's Camel News Caravan.

CBS Radio coverage was effected in cooperation with WFIE Manchester and WEAI Boston with six reporters assigned to the vox scene from their home beats in New York, Boston and Washington. Coverage by CBS Radio was day-long, beginning with the first trickle of returns and continuing through final results and an analytical roundup. CBS-TV presented reels of the New Hampshire vote, filmed by cameramen earlier in the week as they accompanied the candidates on their rounds. Coverage culminated with last-minute statistics plus film on a CBS-TV election program at 11:30 p.m. election night.

ABC radio had dispatched reporters to the scene to garner news for broadcast on Headline Edition at 7 p.m. and News of Tomorrow at 10 p.m., that Tuesday, with interpretations and analysis developed by such network newscasters as Elmer Davis. ABC-TV used films from newsmen and other special film services.

Mutual originated 16 broadcasts from Concord and Manchester, N. H., 13 of them on primary day, with two insert scheduled the following morning. Typical of Mutual coverage was the schedule of WOR New York, which featured vote reports during 17 regular news shows throughout the day.

DuMont Television Network gave full play to New Hampshire news both before and during the vote action, and used newsmen, charts and diagrams to keep its audience up to date on the statistics.

Local area stations also went all out in election coverage. Among reports received by Broadcasting:

**TELECASTING** were those from WHM Providence, R. I., WTTN St. Johnsbury, Vt.-Littleton, N. H., WHDH Boston; WLW - WLTW (TV) Cincinnati.

**Aired Direct Reports**
WHM aired election reports direct from WMMR Manchester, including statements by chairman of the New Hampshire Democratic and Republican committees. Station also used an interview with Sen. Henry Cabot Lodge (R-Mass.), campaign manager for Gen. Eisenhower, which had been taped recorded in New York by Les Hyman, WHIN newsman, and flown to Providence. Interview capped final tabulations of primary day.

WTTN, independent station with main studios in St. Johnsbury, launched week-long coverage with pickup of addresses by Sen. Kefauver before the Lions-Rotary clubs joint meeting. GOP candidate Harold E. Stassen spoke over WTTN, introduced by John Guider, owner of WMOU Berlin, N. H., his state campaign manager. Talk by Sen. Robert Taft (R-Ohio) also was aired.

WTTN reported it sold considerable political advertising by all candidates during seven-day period culminating with election. Station also arranged with the Littleton Courier and with other stations of New Hampshire and Vermont to air reports via FM pickups.

WHDH, for New Haven Railroad sponsorship, programmed a series of direct reports and features on the primaries.

Hal Clancy, news analyst for the Boston Herald and WHDH, secured exclusive statements from Sen.

GRANIK HONORED
At Washington Fete

TESTIMONIAL party for Theodore Granik, founder and moderator of American Forum of the Air (ABN-AM-TV) and Youth Wants to Know (NCB-TV), was held in Washington's Statler Hotel March 16. Nearly 200 guests paid respects to Mr. Granik, including legislators on Capitol Hill who have appeared on his past programs.

Cocktail party-buffet dinner was held in the Presidential Room under co-chairmanship of Sen. Harry Cain (R-Wash.) and Rep. Albert Cole (R-Kan.). Tab was picked up by the American Trucking Assn. as a farewell gift since ABNAM has concluded its sponsorship of the radio forum. New radio sponsor of American Forum has not been announced.

Among those attending from Capitol Hill were Sens. Ed C. Johnson (D-Col.), Karl E. Mundt (R-S. D.), Everett M. Dirksen (R-Ill.), Clifton P. Anderson (D-N. M.), Blair Moody (D-Mich.), Homer Ferguson (R-Mich.), Burnett R. Maybank (D-S. C.), John D. Sparkman (D-Ala.), Homer E. Capehart (R-Ind.), Lester C. Hunt (D-Wyo.), and James P. Kem (R-Mo.). A number of House members, including Rep. Clarence E. Brown (R-Ohio) and Emanuel Celler (D-N.Y.) also were guests.


HIT'S TOURNNEY POLICY
WCBF Protests IBA Ruling

ACTION of the Indiana Broadcasters Assn. "barring outside daytime stations from the annual state basketball tourney "is arbitrary, monopo-

listic and conspiratorial," William Travis, general manager of WCBF Anderson, Ind., charged Tuesday, replying to a message from the IBA board of directors.

IBA's message, according to Mr. Travis, specified that the IBA board, following four-year precedent had decided daytime stations would get the pickup from one originating station. WXWL Indianapolis, it was added, had agreed to provide such an origina-

tion with FM stations fed from Hoosier Network. Mr. Travis argued the "precedent" was an "obvious cover-up" because "it was never established." He asked why last year's procedure was not followed.

WILLIAM BOYD (Hopalong Cassidy) has accepted appointment as national sponsor of National Society for Crippled Children and Adults which conducts annual Easter Seal campaign.
A pessimist tearfully cried, "TV's here; radio's died!" He sang his sad song. But, oh, was he wrong—They're both growing up—side by side!

QUITE A STAFF

GROUP of 850 women called "Kay's Kitchen Counselors" have been formed consisting of volunteers from the audience at Kay West's -how on KEK Portland, Ore. Women are available to assist in promoting, checking, sampling or posting emphasis.

FOURTEEN Washington residents will be conducted Feb. 12, 000 letters of WROL CONTEST.

THEMATICыв

WORLD PRODUCT DISPLAY

SPECIAL merchandise stands for display of WLW advertised products have been ordered by 297 grocers and druggists in the WLW and WLWT (TV) Cincinnati area. Six ft. stands are topped with copy which tells "Your Best Buys are WLW, WLWT Television Featured Products." Merchants lease stands for a year to display the products. After that, stands are turned over to merchants for their own use.

TV PROMOTION

FOUR-COLOR window display cards are being distributed by KDYI-TV Salt Lake City in an effort to increase the number of TV homes in the area. Promoting 1962 as "Television's Biggest Year," posters emphasize station call letters as well as the worth-while things you'll miss if you don't own television.

TIME BY CHIMES

CHIMES familiar to WLWD Dayton, Ohio, listeners are now a part of busy downtown activity. Station, in cooperation with NBC, installed a clock along with a billboard display in the center of the city. Chimes ring out the hour and half hour.

WFBR'S SHARP COPY

PROMOTION citing similarity between razor blades and a radio station's effectiveness has been released by WFBR Baltimore. Sample Silver Star blade is attached to copy pointing out that "WFBR like Silver Star has the edge on all competition in Baltimore."

AFFILIATION BOOST

TWO PAGE spread in Mountain Mirror, Bluefield, W. Va., heralded WLOH Princeton, W. Va.—ABC affiliation. Names of network stars as well as variety of programs made available through the merger were highlighted.

HEAVY ADMISSION

HUNDRED pounds of scrap metal is admission price to April 7 performance of WLS Chicago National Barn Dance in Decatur, Ill. In five local salvage campaigns conducted by the station, the show collected more than three million pounds of metal, rubber and wastepaper. A third performance has been added to the two scheduled because of ticket demand.

WMAR (TV) CLOSE CALL

BEING in the right spot at the right time afforded two people a chance to appear on TV last week. When Ad Wiesner, m.c. of Meet the Champs on WMAR (TV) Baltimore, discovered seven minutes before show time that couple selected for the program had missed connections, he went to a local store and related his plight to a startled husband and wife who accompanied him back to the studio. Show began on time.

SHINY PROMOTION

 DISTRIBUTION of 300 window posters treated with phosphorescent paint attracting passersby in the evening as well as during the day has been completed by WLOW Norfolk, Va. Signs promote station's hillbilly personality, Sheriffs Davis.

WHLI CLAIMS LEAD

CITING a Conlon study of listening habits, WHLI Hempstead, L. I., claims in promotion campaign that station is "first by far" in home share of audience for the Long Island area. Survey, covering 5,069 homes, was conducted Feb. 3-9. Findings are aired as spot announcements by the station.

WBUD EARLY START

EARLY BIRDS in the vicinity of Morrisville, Pa., now have a radio companion in WBUD which began broadcasting at 5 a.m. on March 17, two hours earlier than its previous schedule. Jeff Jones Jamboree featuring music and news has been designed with an eye on the rural listener. John Naylor is m.c.

KYW GARDENING FEATURE

GARDENING and landscaping devotees in the Philadelphia area are being offered KYW Farm Hour, aired each morning by KYW there. During the 10 week feature, Prof. Ray Knaus of Rutgers U., New Brunswick, N. J., discusses various phases of outdoor home improvement of interest to city dwellers as well as to suburbanites.

NBC G.I. TALENT HUNT

NEW WEEKLY show based on the theory that there's considerable untapped talent in the Armed Forces will be aired on NBC radio commencing March 30. Young performers now in uniform will be given an opportunity to get into the act on Champs of the World. Show will present four acts each Sunday. New York auditions are open to all service men and women.

WMAL RECIPE CONTEST

FOURTEEN Washington residents will win a prize April 15 if they enter a favorite cake recipe contest conducted by Ruth Crane, WMAL-AM-TV Washington. Contest is being held in honor of Miss Crane's ninth birthday. Recipe that takes the cake will be baked by Louise Hartman, Miss Crane's home economics assistant.

WOI CONTEST FINALS

TALENT hunt, begun last November by WROL Knoxville, Tenn., has drawn close to 10,000 letters from persons requesting auditions as well as listeners voting for their favorite contestants, station reports. Competition went into the quarter finals last week on Country Playhouse, broadcast daily by the station. Winner will be booked on the show for a month as a paid performer.
BLOOD APPEAL DRIVE
Lovett Cites Radio-TV Aid
RADIO-Television's support of the advertising campaign in behalf of the American Forces Blood Donor Program was confirmed last week by Robert A. Lovett, Secretary of Defense, when he reported results to the Advertising Council, which has been directing media contributions to the drive since Sept. 10, 1961.

More than 360 network radio and TV programs have carried appeals for blood donations, it was reported, with strong cooperation coming from local stations which have also given "heavy support" to the drive. During the last three months of 1961 alone, radio and TV broadcasts of the blood appeal through commercial network shows accounted for more than 376 million home impressions.

A new series of advertisements is currently in preparation at Ted Bates & Co., volunteer agency which has prepared all advertising materials for the drive without charge.

ADVERTISING and Merchandising Clubs of Santa Barbara, Calif., and the Institu- tional Radio Advertising "award was presented to Santa Barbara Mutual Building and Loan Assn., for sponsorship of ABC radio station's Town Meeting of the Air over KTMS Santa Barbara.

none
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1539 5&-Monticello Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

—Established 1980—
PAUL GODLEY CO.
Upper Montclair, N. J., 0-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
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Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG.,
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WASHINGTON, D. C.
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JACKSON 5302
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A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
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There is no substitute for experience
GILLET & BERGQUIST
982 NAT'L PRESS BLDG. NA. 3373
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GATNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Werner Bldg.
Washington 4, D. C.
National 7757

WASHINGTON, D. C.

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.
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

William L. Foss, Inc.
Formerly Colson & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W.
WASHINGTON 6, D. C.
Member AFCCE

A. E. Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6446
Washington 7, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
220 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS 3552
Member AFCCE

March 19 Applications...
ACCEPTED FOR FILING
Modification of CP
WKEI Oswego, III.—Mod. CP, as
reinstated, which authorized new AM
station, for approval of trans., studio
and antenna locations.
License Renewal
Following stations request renewal of
license:
WJAM Marion, Ala., WMIE Middleboro,
Ky., WHBQ Memphis, Tenn., and
WLK-FM Asbury Park, N. J.
(Continued on page 91)
March 24, 1952 • Page 87
Help Wanted

Salesman

2W-AM salesman: Medium size, mid-western market. Compensation, vacation, and sick leave benefits. Prefer young man with good advertising background. Box 343M, BROADCASTING • TELECASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary and benefits. Box 506M, BROADCASTING • TELECASTING.

Wanted: Immediate opening for experienced time salesman or will train person interested in selling radio time. Full salary plus benefits. Call necessary. Midwest independent. Box 507M, BROADCASTING • TELECASTING.

Salesman—New station in uncharted territory for experienced and salesmen. Length of experience second in importance. Box 306M, BROADCASTING • TELECASTING.


Salesman—Exceptional opportunity for man familiar with local sales, copy and account service. Salary or salary and commission. Full application or personal interview. Immediate opening. KBLN, Canon City, Colorado.


Salesman—One who is capable of selling, and has strong ideas and convictions. Must be able to sell ideas and time. Benefits include good living, paid vacations, and hospitalization insurance. Paid vacation after 15 months service, 1 week after 2 years service. Immediate opening. Write Sales Manager, KBCO, Fairmont, Idaho.

Long established, ethical radio selling agency seeks a talented telephone salesman to sell local sponsors for outstanding show. All work in east. Must travel. We employ high grade men only who sell hard but fairly. One managership also open. Our men earn $5000 to $10,000 yearly. Excellent opportunity. Miller & Company, Gulfport, Miss.

Announcers

Key job for better than average experience announcer with first class ticket. Pleasant small city upper mid-west market. Salary $70.00 per week paid vacation. Low turnover. $75.00 and raises. Send audition and application to Box 309M, BROADCASTING • TELECASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-pareninonly most important. Must enter with talent. Send photograph and disc first rate, Box 508M, BROADCASTING • TELECASTING.

Wanted to announce by Rocky Mountain Station—Equipment and full particulars, audition record and disc. Box 347M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliation. Pay determined by experience. Box 510M, BROADCASTING • TELECASTING.

Help Wanted (Cont’d)

Here is a wonderful opportunity for a dynamic and courageous personality to sell TV. We need a strong personality who wants to move in a medium where he will become a part of the most progressive and creative radio operations in the country. Send complete resume, first letter, Box 348M, BROADCASTING • TELECASTING.

Comble, with first phone for person-

ally fulfilling TV operation. Depend-ent. We've been enjoying the renaissance in competing stations in the last two years. Seventy-five dollars weekly to start. Box 370M, BROADCASTING • TELECASTING.

Are you the one in a hundred who knows how to sell? The one who can get it to air? A good position awaits you with one of the leading southeastern Michigan independent stations. Send details to Box 389M, BROADCASTING • TELECASTING.

Comble man for independent station in northern California. Hunting, fishing, boating and general good by good man. Permit 1229, BROADCASTING • TELECASTING.

Wanted: Combination announcer-engineer, full time. 40 hour week, $85.00 to start. 75 miles from Los Angeles. Forward audition tape, KTYL, Box 198, Shelby, Montana.

Two announcers. Only those sending complete resume will be considered. KSCB, Liberal, Kansas.

Immediate opening for experienced announcer-engineer to work with strong, dynamic young management and personality. Box 391M, BROADCASTING • TELECASTING.

Need combination announcer-engineer to earn good money and take complete charge of station. Send full information, tape and photograph, Vivid Broadcasting, Detroit, Michigan.

Wanted, young college man to procure, write and announce local news plus station name, weather and other Big opportunities. Apply WACA, Camden, S. C.

Radio announcer, preferably with 1st class ticket. WHBF, Dubuque, Iowa.

Kilowatt daytime station needs experienced announcer that's good on news and commercials. Salary depends on experience. Apply, or write WQDN, Springfield, Tenn.

Need immediately, a combination engineer-announcer for network affiliated, finest small city on east coast. Must be energetic and have clear, attractive voice. Apply WJLY, Wilmar, Minnesota.

Wanted: Immediate opening for experi-enced announcer in network affiliated direct independent station located in fine summer resort area. Neon sign in window represents good job. Send disc and all information to WHFP, Benton Harbor, Michigan.

240 fulltime fulltime Liberty affiliate in Florida needs combo man first phone, $75.00—$80.00 per week, liberal vacation. Will consider with or without experience, WJXH, Casselton, North Dakota. Contact Chief Engineer, WOCJ, Casselton, North Dakota.

Progressive station in friendly community has openings in engineering, announce, and copying departments. Send full information first letter WEDC, Americus, Georgia.

Help Wanted (Cont’d)

Combination announcer—engineer wanted. Ideal Western N. C. City. 44 hours, top earnings. WHFP, Brevard, N. C.

Announcer-engineer. Excellent opportunity. Starting salary $75.00. Telephone, Box 388M, Station WJYN, Charleston, S. C.

First class engineer. No experience required. Virginia network station. Box 250M, BROADCASTING • TELECASTING.

Immediate opportunity for first phone engineer. All NBC-ABC or independent, Michigan, 40-hour, 3-day week, with fulltime contract and monthly bonus. Send background and reference information to Box 361M, BROADCASTING • TELECASTING.

First phone operator, no announcing. Experience not required. Starting salary $50.00, plus mileage. Box 392M, BROADCASTING • TELECASTING.

Chief engineer to take complete charge of midstwist 5 kw directional. Excellent opportunity, liberal conditions filed. Full salary. Only quality engineer applies. WHUP, Bossier City, Louisiana.

First class engineer wanted by 1000 watt AM independent near Chicago. Send complete resume. Personal interview necessary. Box 376M, BROADCASTING • TELECASTING.

Engineer for 5 kw network in South. Must be experienced control operation and maintenance. $80 for 5-day forty hour week. Send full information first letter with photograph and sample of handwriting. Box 386M, BROADCASTING • TELECASTING.

Engineer—First ticket. Experience not required. Box 393M, BROADCASTING • TELECASTING. Licensed engineers—With or without experience. See Lobell Associates ad page 90.

Combined operator, first class license. $55 a week to start. Send photo and references to KBKD, Muskogee, Oklahoma.

KGLO, Mason City, Iowa, needs an engineer for recording and remotes. Start at $50.00 for 40 hours. Permanency, position. Immediate opening.


Chief engineer: Attractive proposition for man with creative ideas. Htinois city college needs a chief engineer capable of doing limited shift duties combination engineer. Send full details, references and audition tape by next mail. Box 302M, WHJJ, Davenport, Iowa.

$9,000 5 kw RCA transmitter engineer needed for operation and maintenance. KRVN, Lexington, Nebraska.

Immediate opening engineer with first phone. WVKE, Charles City, Iowa.

Announcer-engineer. Box 000M, BROADCASTING • TELECASTING.
Situations Wanted

Managerial

General manager, available, 18 years experience, sober family man, top rank will invoke. Box 5466, BROADCASTING • TELECASTING.

General-commercial manager. Over 20 years experience, 2 years of television, College degree and hands-on experience in sales and programming. Best of reference. Box 5446, BROADCASTING • TELECASTING.

Manager, proven record, long experience all phases; only interested in similar opportunities. Box 590M, BROADCASTING • TELECASTING.

Available a manager with experience: Advertising sales, engineering, and company. Box 5739, BROADCASTING • TELECASTING.

Midwest—Sales and sales promotion man in energetic thirties wants full-time sales challenge. No travel. Radio copy and visual layout experience. Knows retailing. Programming and middlesex experience. For personal brief write Box 5939, BROADCASTING • TELECASTING.

Fifteen years newspaper, radio; proven ability unique in field. Slider preferred; now employed. Joe Reedy, 2236 Pasadena, Kansas City, Mo.

Announcers

‘Sportscaster, baseball, football. Boxing? a specialty. W terminals, sportscaster for TV commercials, seeks announcing position during TV conventions. Box 564M, BROADCASTING • TELECASTING.

Girl, versatile, experienced DJ, wom- en, excellent voice. Live on-the-air TV commercials, seeks announcing position during TV conventions. Box 565M, BROADCASTING • TELECASTING.

Announcer—disc jockey, 5½ years experience. Presently employed. Desires permanent full-time position with well-established, solid commercial man. Excellent voice. Box 584M, BROADCASTING • TELECASTING.

Announcer, sportscaster, experienced. Married, veteran, exempt. Want sports minded. Box 604M, BROADCASTING • TELECASTING.

Announcer with ticket wants to sell. New knowledge in sales to back up. Prefer Washington, D.C. area, but will consider all areas. Box 567M, BROADCASTING • TELECASTING.

Announcer, camera, boom operator. Desires permanent position with for- mer station being television affiliate. Has experience in editing and integrating film into live network. Box 574M, BROADCASTING • TELECASTING.

Staff announcer, single, veteran, 28, college graduate. Desires permanent full-time position. Can handle boards, sports, ad copy, etc. Box 587M, BROADCASTING • TELECASTING.


Announcer, 2 years experience all phases. Good sales background; ex- cellent, veteran, 25, single. Amalgamated, 5 years experience. Box 592M, BROADCASTING • TELECASTING.

Broadcast engineer and control board operator. Experienced over N.Y. station, Sports. Married, veteran, 29, single. Will work in the Midwest. Box 594M, BROADCASTING • TELECASTING.

Top local news, metropolitan news- man. 32, college degree, 10 years experience. Box 603M, BROADCASTING • TELECASTING.


Technical

Chief engineer seeks position with em- phasis on foreign transmitter with and willing to pay for same. 17 years experience. Box 597M, BROADCASTING • TELECASTING.

Combination man—plenty experience, including chief. Permanent Arkan- sas, Michigan, Florida experience. Box 606M, BROADCASTING • TELECASTING.

Engineer desires chief small east coast station. Box 566M, BROADCASTING • TELECASTING.

Excellent voice, first place, eighty-five weekly, forty-five hours. Box 570M, BROADCASTING • TELECASTING.

Situations Wanted

Salesmen

Time salesman for television station in southeast. Old established outfit. TV experience desirable. An opportunity, if you’re a radio or newspaper sales- man, to handle television with the knowledge you’ve acquired. If you’re gen- erally you can sell TV. Character and respectability must be a prerequisite to our staff. If interested please give complete history of sales experience. Every detail is im- portant to us. If you want to work with us and become a citizen of this great growing city. Excellent climate, schools, churches, culture, natural amenities; a low key city. Weekly and commission. We want your account around the time zone. Send small photo. Box 522M, BROADCASTING • TELECASTING.

Situations Wanted

Production-Programming, Others

RCA and SKT brand, trained in TV production, production/design. Self- taught. Vet, age 24, Box 560M, BROADCASTING • TELECASTING.

Television studio apprentice wants to join your organization. Experience and knowledge television as an art form; 10 years employment. Box 589M, BROADCASTING • TELECASTING.

Experienced—18 years in the business, interested in television, programming, camera, film, all offers considered. Box 559M, BROADCASTING • TELECASTING.

Wanted in one of the east’s largest markets. Thoroughly trained in cam- era television, programming, writing films. Desire connection with knowledge and experience of station. Box 579M, BROADCASTING • TELECASTING.

Situations Wanted

Sales

Western station 250 watts. Ideal town of 12,000. $46,000 with terms. Box 590M, BROADCASTING • TELECASTING.

Equipment, etc.

For sale: One RCA 50 kw transmitter type SA-245. Guaranteed, BROADCAST-ING. To keep pace with the rigid requirements of the FCC, we have purchased a new BROADCAST-IN- G. It is in excellent operating condition and can be sold at a profit. Box 5466, BROADCASTING • TELECASTING.

For sale: One RCA 50 kw transmitter type SA-25. Guaranteed, BROADCAST-ING. To keep pace with the rigid requirements of the FCC, we have purchased a new BROADCAST-IN- G. It is in excellent operating condition and can be sold at a profit. Box 5466, BROADCASTING • TELECASTING.

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RECREATIONAL PROGRAMMING POPULAR
WKY-AM-TV Devotional Shows Prove Merits

APPEARING on panel during a Your Bible telecast are (l to r) Rabbi Israel Chodos, Magr. J. M.Connor, Rev. G. Raymond Campbell, Rev. Horace Casey and Rev. Ken Abernathy

TWO NEW religious programs have evoked enthusiastic response and have proven to WKY-AM-TV Oklahoma City that such programming need not be limited to sermons, hymns and scripture readings.

Entertaining as well as inspirational, the new shows are Pastor's Bible Quiz, aired 8:30 p.m. Friday over WKY, and Your Bible, presented on WKY-TV at 5:30 p.m. Sunday.

Panels for the shows are composed of lay leaders and representatives of the three major faiths. Questions are submitted by the audience.

From listeners' and viewers' letters—more than 200 a week—WKY officials deduce that a good portion of the shows' popularity may be traced to the audience reaction that they are not being lectured.

Approval stems also from the fact that each show is actually planned with audience whose chairmen and questions as guideposts. Even criticism of the shows has for the most part been gratifying, the general complaint being that the half-hour shows are too brief.

Much enthusiasm has been exhibited also for the WKY-TV sign-on program, The Pastor's Study, which is an informal devotional period. This show is conducted by the Rev. R. T. Williams, Oklahoma City minister. A large segment of viewers feel that watching this show "is an ideal way to begin the day."

As The Singing Pastor, the Rev. Williams also presents a series of daily broadcasts and a weekly telecast, which, unlike other religious programs carried by the stations, are sponsored.

The Singing Pastor telecast follows Your Bible. Many viewers feel that the two programs "make an excellent preparation for evening church services."

In addition, Sunday morning church services are carried over both stations. NBC-TV's Frontiers of Faith and CBS-TV's Lamp unto My Feet also are telecast by WKY-TV.

Radio Pioneers

OFFICIAL ballots for the election of officers of Radio Pioneers for 1952 were mailed to members last week by the organization's nominating committee, the chairman of which is William S. Hodges, NBC vice president. As no competitive nominations were made, the following nominees presumably will be elected in the mail voting, which concludes April 2: J. R. Poppele, WOR New York, president; Paul W. Morency, WTIC Hartford, first vice president; Arthur B. Church, KMBK Kansas City, vice-president; Martin Campbell, WFAP Dallas, vice president; Raymond Guy, NBC, vice president; O. H. Caldwell, Caldwell-Clements; vice president; Charles A. Wall, BMI, vice president; Robert C. Dean, CBS, secretary; James E. Wallen, MBS, treasurer.

NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Phone and Non-Telephone Homes)
EXTRA WEEK
February 10-14, 1952
MORNING, ONCE-A-WEEK

<table>
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<tr>
<th>Program</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Newsmen</td>
<td>96</td>
</tr>
<tr>
<td>1 AMos 'n Andy (CBS)</td>
<td>12.7</td>
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<tr>
<td>2 Lux Radio Twins (CBS)</td>
<td>12.3</td>
</tr>
<tr>
<td>3 Jack Benny (CBS)</td>
<td>12.2</td>
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<tr>
<td>4 Charlie McCarthy (CBS)</td>
<td>11.9</td>
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<tr>
<td>5 People Are Funny (CBS)</td>
<td>10.9</td>
</tr>
<tr>
<td>6 O'Keefe (NBC)</td>
<td>10.6</td>
</tr>
<tr>
<td>7 Our Miss Brooks (CBS)</td>
<td>9.4</td>
</tr>
<tr>
<td>8 Fibber McGee and Molly (NBC)</td>
<td>9.4</td>
</tr>
<tr>
<td>9 You Bet Your Life (NBC)</td>
<td>9.4</td>
</tr>
<tr>
<td>10 Dr. Christian (CBS)</td>
<td>9.1</td>
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<tr>
<td>(Total Saturday)</td>
<td></td>
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<tr>
<td>Stations reaching all or any part of the program, except for homes listening only to minority stations.</td>
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Copyright 1952 by A. C. Nielsen Co.

TV VS. SPORTS GATE

Rose Cities Lower Receipts

BURT ROSE, athletic publicity director, U. of Washington, has commented that the university experimented with TV during the last four basketball seasons and that results have shown an attendance decrease at telecast games.

The university is not "out to block television, Mr. Rose said, only is concerned with protecting gate receipts. The present $1,000 received by TV rights covers a drop in attendance of about 750 paid admissions but this is not adequate to cover actual loss, he added. An observer said that this might indicate a higher fee for television rights next season.

WANTED ENGINEERS

Audio and/or Video

OPENINGS for Sr. and Jr. Engineers to engage in audio and/or video system design, measurement, test and development work.

QUALIFICATIONS:
E.E. or B.S. degree in communications or electronics and engineering experience in audio, video or allied fields.

LOCATION:
New York City, N. Y.

APPLICATIONS:
Please send or bring resume to:
ROOM 1201
485 Madison Ave., New York City 22, N. Y.

CBS TELEVISION DIVISION
CBS, INC.

---

An Invitation... to meet our general manager at the NAB Convention (or elsewhere)

IN Within two years, this man tripled the market value of our station... nearly doubled its gross... vastly increased its audience... expanded its selling area... enables us now to sell our station at a profit after coming out of the red and into solid black. He has proved himself beyond question as to ability, drive, integrity, business acumen, and even in a varied background of nearly 12 years in several phases of this business.

We think he would make a valuable man as general manager... sales manager... or key executive in an organization with room to grow or one that wants to hold its leadership. Arrange for interview at NAB convention or elsewhere. Replies confidential. Direct to president of corporation, Box 608M, BROADCASTING - TELECASTING.
DECISION AND ORDER

In Cleveland, Ohio, before KJAN, Co. FCC granted CP for Class B FM station on 93.5 MHz to Jefferson Co., IA, at Wcoh, with 2 kw and antenna height above average terrain of 500 ft., and authorized extension of grant to pending application for additional service. The grant of the petition to withdraw service to Wcoh, with 2 kw and antenna height above average terrain of 500 ft., was denied.

OPINION AND ORDER

Baton Rouge, La.—KJAN-Bestg., Co. filed petition on Dec. 16, 1951, for further hearing and reconsideration of Commission's action on Docket No. 8525, dismissing a petition for a preliminary hearing on behalf of WQAM, Miami, Fla. This petition was filed in connection with the proceeding applications of WQAM for assignment of parking to Station WNDA, Miami, Fla. The petition for a preliminary hearing was granted.

Non-Docket Actions

AM GRANTS

Redmond, Ore., granted Denied $80, 5 kw, 500 ft.; estimated construction cost $7,800, operating condition $9,800.

BROADCASTING

KAMP, Reno, Nev., granted extension of license for 12 months, to expire June 30, 1952.

Tom Watson Jr., Mr. Watson is entering missionary service in Japan. Granted March 20.

FM GRANTS

Florence, S. C., for new station on 153-0, 1 kw, estimate $9,500, construction completed March 20.

KMDJ, Obispo, Calif., granted license for 15 kw, estimate $12,500, construction completed March 20.

KSBF, San Diego, Calif., granted license for 15 kw, $7,500, construction completed March 20.

KCES, Lake Havasu City, Ariz., granted license for 15 kw, estimate $90,000, construction completed March 20.

WORI, Des Moines, Iowa., granted license for 15 kw, $90,000, construction completed March 20.

APPLICATIONS

BROADCASTING

WQRX, Philadelphia, Pa., granted license for 25 kw, $50,000, construction completed March 20.

WASHINGTON

The Washington Post, Washington, D. C., reports that the FCC is to vote March 28 on whether to renew the license of WTOP, Washington, D.C., which is controlled by the Catholic University of America. If the license is renewed, the station will continue to operate under the condition that it cease broadcasting religious programming.

Motorola Income

Motorola Inc. for 1961 totaled $136,385,266, and net earnings amounted to $37,160,266. The company plans to pay a $1.25 a share dividend on its common stockholders and a $0.50 a share on its preferred stockholders.

Alfred Weber, president of Motorola, Inc., said that the company expects to have a record year in 1962. The company's sales for the first nine months of 1962 are expected to exceed $1 billion, and the company expects to have a record year in 1962.

When It's In Your Best Interest

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When It's In Your Best Interest
Radio No Sitting Duck
(Continued from page 28)

the whole media evaluation problem on the line last week as they showed results of a just-completed study. This study shows what advertisers, agencies and media want to know about their industry.

Speaking at a session billed as "Advertising White Hope," Fred Manchee, executive vice president of BBDO, and Henry Schacht, director of advertising, Borden Co., told what the foundation plans to do in its effort to step up advertising's effectiveness.

Mr. Manchee, as chairman of the ARF project committee, told about the group's findings. In basic all research, Mr. Manchee said, is "validation." Otherwise the data will not be accepted as reliable and unbiased, he pointed out in announcing results of the ARF survey.

Now, he said, ARF has enough subscribers to go ahead. The projects committee reached first decisions just a few days ago, deciding to ask the ARF board to consider four projects—two of them long-range and two short-range.

Projects to Study
First the committee wants ARF to study "accurate measurement of magazine ad readership," in line with the historic lack of facts on how many people actually read individual publication advertising.

Second major project recommended by the committee is a "study of radio-television ratings services." ARF definitely would not go into the radio-TV ratings business, Mr. Manchee said, since this is illegal. Rather it would try to get the answers to the industry's constant questions about present radio-TV methods and techniques, without attempting to prove that there is one best service.

Mr. Manchee said, advertisers would be better able to "interpret the data we are now getting and, in addition, might possibly lead to improvement of some of the techniques presently being employed.

Recalling the report prepared last year by the special test survey committee in which a field test of broadcast research techniques was advocated, Mr. Manchee said the ARF project promises to take the matter "out of the conversation and into the next step.

The special test committee had been set up following an advertisement inserted in BROADCASTING, Telecasting by Stanley G. Breyer, KJZ, Los Angeles. This ad pointed to the confusion in broadcast research and proposed pitting respective techniques against each other. The report was made last year by Dr. Dewey H. Baker as committee chairman.

One of the most serious problems facing those who control advertising purse-strings, Mr. Manchee said, is the question of rising cost of television. Describing TV as "a great advertising medium," he asked "how great?" in the light of its cost. He contended research has an obligation to the industry to do its part in helping get the answer. "Work has been done in this area," he added, "but perhaps there is need for a truly objective study under ARF auspices."

Mr. Manchee called for support of the ARF project, explaining the 122 subscribers have paid $125,000 to start it rolling. This will provide ARF with 26 agencies, $51,400; 45 advertisers, $41,300; 20 magazine members, $17,400; and American Asn. of Advertising Agencies, $7,500 each. CBS is the only radio member.

As new members come in, he promised, new research studies will be undertaken. "The foundation can be our most important single vehicle for the improvement of advertising," he declared. Its primary objective is to make advertising dollars "work harder, and thus harder."

ARF's new figures on what its subscribers want projects in this order: Media, agencies and advertisers mention research techniques first in importance, media evaluation second; advertising craftsmanship, third, and economic-market data fourth.

Breaking down the findings by rating on specific items, he said 75% want accurate measurement of magazine ad readership; 65% want a study of radio-television ratings services; 62% want magazine audience characteristics, reader evaluation study; 55% are concerned about the effect of TV on magazine and/or newspaper reading; 54% think there is need for a system of recognition technique; 50% want a manual on copy testing and research methods. These were the principal projects desired by members.

Besides the magazine readership and radio-TV research studies which are major projects, the ARF committee has also recommended two short-range projects—analytical tabulations of findings from continuing studies and a study of advertising expenditures related to sales and national income. Subcommittees are drafting objectives for all four of the immediate projects.

The ARF committee survey of wanted projects showed that agencies want the radio-TV ratings studies, while publishers want a study of TV's effect on magazine and/or newspaper reading seventh. Media, on the other hand, are most anxious for the TV impact study in relation to magazine and newspaper reading. Media ranked the radio-TV ratings study fifth. Advertisers want the study of TV's effect most, followed by magazine audience characteristics, recognition technique, radio-TV ratings, and TV impact on magazines and newspapers.

Chairman of ARF is B. B. Geyer, of Geyer, Newell & Ganger. Vice chairman is Mr. Schacht, Arno Johnson, J. Walter Thompson Co., is chairman of the ARF technical committee. A. W. Lehman is ARF managing director.

Story of 'White King'
In a discussion of ways to make sales of first aid to "the giants," Robert C. Temple, executive vice president of Raymond R. Morgan Co., Los Angeles, told the story of White King Soap, a West Coast product that has gained tremendous acceptance against the competition of large numbers of other soap products and detergents by concentrating on radio.

Starting 13 years ago, the Morgan agency entered radio with the Frank Hemingway news program, blanketing 11 western states.

"People don't listen to networks but when they want to hear," Mr. Temple said. With its small budget, he added, White King sells one out of every six or seven packages of soaps and detergents in its area. The agency does not use a great deal of newspaper space for White King, he added.

In his address to the radio-TV session Friday afternoon, Mr. Fellows challenged those who fear for radio's future, suggesting it actually is underpriced. "This much at least seems to be evident," he said, "confirmed by all of the acceptable studies which have been made, by the manufacturers who know the set distribution picture, and from the testimony of radio broadcasters who are enjoying one of their greatest first quarters in the industry's history—that the best buys for radio by any manner of means."

Many TV stations are owned by veteran radio broadcasters, he pointed out, who neglected their radio operations when TV's era started only to find them in the position of the Australian bushman "who, given a new boomerang, went crazy trying to throw the old one away."


ON DRAWING BOARD, this is what the CBS Television City will look like when it is completed. Plant, covering 15 Los Angeles acres, is slated to begin broadcast operations in October. Initial units will house four studios, three rehearsal halls in the section at right. Glass-fronted four-story unit at center will serve as administration building. Ramp encircling second story of studio area will be used to transport scenery that is designed and constructed in shops in the far end of the administration building. Project will cover 35 acres when other buildings are added.
TELEVISION has had a measurable impact on the amount of time people spend reading magazines and newspapers but it will in no sense eliminate them as basic media, William E. Steers, vice president and secretary of Doherty, Clifford & Shenfeld, told the Assn., of National Advertisers convention in Hot Springs, Va., meeting last week. (See main ANA story page 23.)

TV is not forcing newspapers and magazines into bankruptcy and there is no real evidence that total circulations of print media have suffered, according to Mr. Steers, who offered a roundup of research on the subject of TV’s impact.

Conceding available material is not as clear or complete as needed, he said the data suggests newstand circulation is off in TV areas to a greater degree than in non-TV areas. The extent of the drop varies with the publication and with the periods being compared.

“I would like to assure space running advertisers that we aren’t going to recklessly cancel out magazines and newspapers the instant they show some signs of being influenced by television,” Mr. Steers said. “This is not the new order in which the degree of immunity from TV becomes an absolute by which we select or reject media.”

Citing specific studies, Mr. Steers said, for example, a study done in January 1951, showed a 6% loss in “percent reading yesterday” for newspapers in TV homes, and 5% loss in the same beauty reading minutes spent reading newspapers, compared to non-TV homes; for magazines 15% loss in “percentage reading yesterday” and 32% drop in minutes spent reading during Saturday TV owners, TV owners spend 20% less time reading magazines, with no difference in time for newspapers.

He referred to a BBDO study in November 1950, showing less than 10% reduction in newspaper reading, and a little under 30% for magazines. Sunday newspapers were down 9% and Sunday comics showed a 19% gain in time spent with comics. Samples were not matched, he said.

American Research Bureau figures showed newspapers with a 3% loss in percent reading, with 15% loss in minutes per reader. Magazines suffered a 11% loss in percent reading and 14% loss in minutes spent, with newspapers again affected less than magazines.

A Puck survey (BWT, March 17) showed 5% greater readership of newspapers by TV respondents, but newspaper — reading TV owners spent 14% less time with their papers than those not having a TV set. Magazines showed little loss in this study, with Sunday newspapers much like dailies. Puck showed 32% fewer minutes devoted to Sunday comics in TV homes, but a national sample narrowed the difference to 17%.

Sunday upsets said TV owners spend about 10% less time with newspapers than non-owners; magazine reading is down about 10%. All studies show TV owners spend about 15-20% less time reading than non-owners, and when this is related to exposure and reading time the net effect is about 25% fewer reading minutes in all TV homes contrasted to non-TV homes.

Study Non-TV Cities Now
Sunday newspapers, too, are down about 10% in reading minutes, he explained.

Mr. Steers said surveys should be made in non-TV cities such as Denver for use after the TV freeze ends.

Taking the NBC study as analyzed by Tom Coffin, of NBC research, and Mr. Steers said the time spent on TV, radio, newspapers and magazines, “is about the same regardless of how long the set has been owned.” He cited the analysis findings that among high TV own-

Conventions City Owners who owned a TV longer spent more time with both radio and TV; magazine activity was about the same; less time was spent on newspapers by those who had bought their set earlier.

TV is getting its audience from many sources, and not exclusively from radio, Mr. Steers said, suggesting other media, movies, visiting and other activities. He said the present group of non-owners of TV sets may show a completely different pattern.

TV will mainly hit media habits which had little intrinsic strength, he concluded.

NARTB CONVENTION HEADQUARTERS
Blackstone Hotel
Chicago

Substantial Buyers Available for Profitable Radio and Television Stations

HOWARD E. STARK
50 E. 58th STREET, NEW YORK 22, N. Y.
EL 5-0403
Brokers And Financial Consultants to Radio and Television Stations

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INDIANA GROUP ELECTS RICHARDSON PRESIDENT

O. E. RICHARDSON, president of WASK Lafayette, elected president of Indianapolis Broadcasters Ass'n at group's Friday meeting in Indianapolis. Dan Park, WIRE Indianapolis, retiring president, is secretary-treasurer. Other officers: Dee O. Coe, WWCA Gary, vice president for radio; Harry Bitner, WFBM-TV Indianapolis, vice president for FM and TV; Edward Thomas, WKJG Ft. Wayne, assistant secretary, and Joe Higgins, WTHI Terre Haute, assistant treasurer.

Board members in addition to officers are W. F. Craig, WLYC Muncie; E. M. Jackson, WCNB Connersville; Ed Ogborne, WCTW (FM) Newark; Dick Fairbanks, WIBC Indianapolis; and William Spencer, WISH Indianapolis.

Next IBA meeting is scheduled for May.

WBBW JOINS ABC

WBBW YOUNGSTOWN, Ohio, to become ABC radio affiliate May 1, network announced Friday. Owned and operated by Mahoning Valley Broadcasting Corp., WBBW operates on 1240 kHz, 20 kw, under John Chergerski as president; Gene Trace, vice president and general manager, and Tony Ross, secretary-treasurer and program director. WFMJ Youngstown, formerly affiliated with both ABC and NBC, to become NBC only.

CLIPP TESTIFIES AT ABC-UPT HEARING

BENEFITS accruing to ABC affiliates if ABC-United Press Theatre merger is approved were related by Roger W. Clipp, WPIL Philadelphia and member of ABC Stations Advisory Committee, at Friday's FCC hearing on the ABC-UPT merger (also see earlier story, page 61). He submitted resolution approved by SAC endorsing merger, pointing up better programs and competitive position it would give ABC.

In witness chair Friday were Robert M. Weitman, UPT vice president in charge of southern theatres, who will be programming and talent vice president in merged American Broadcasting-Paramount Theatres Inc.; and Edward Hyatt, UPT vice president in charge of northern theatres, who also will be a vice president of merged company.

Cross examination of ABC and UPT witnesses on merger issues will begin today (Monday) by FCC Counsel Frederick W. Ford.

Johnson Backs FCC Funds

(Continued from page 5)

projections subcommittee that it give FCC funds it needs to process TV applications (see early budget story, page 29).

What is needed, according to Senator who spoke in closed session last week, are "teams" to handle application processing when freeze ends. Some 15 states now are without TV, he noted. Teams of processors must include at least hearing examiner, accountant, engineer, secretary, clinical help and other personnel. Sen. Johnson said, pointing out that FCC now has only seven examiners.

Sen. Johnson limited his testimony to FCC's TV problem only. Also appearing was Hara-dee Prati, Telecommunications Advisor to President, for IRAC, and all FCC Commissioners except Robert F. Jones.

P&G NEGOTIATIONS

PROCTOR & GAMBLE, Cincinnati, still in negotiation Friday on renewal plans for two shows on CBS Radio: Beulah, Tide Show and Lowell Thomas, for which it has been seeking lower time costs. Despite reports circulating to contrary, it had not cancelled or moved programs to another network. Final decision expected shortly.

WORCESTER DISTRICT 3

WILLARD C. WORCESTER, vice president and general manager of WIRE Indianapolis, elected radio representative of District 3 on NBC House Planning and Advisory Committee, network announced Friday. Mr. Worcester elected by runoff vote, results of other district elections having been announced last week [3*7, March 17]. District 3 consists of Michigan, Illinois, Kentucky, Indiana and Western Pennsylvania.

POLICY ON CBC PROGRAMS

OFFICIAL announcement Canadian Broadcasting Corp.'s policy on sponsored TV programs to start in August to be made April 30 by A. D. Dunton, CBC chairman, at annual meeting Assn. of Canadian Advertisers. Unofficially understood CBC will devote 40-50% of its two morning hours each day on CBC-TV Toronto, CBC-TV Montreal to sponsored programs. All shows to be produced by CBC, with full control of sponsored shows.

Business Briefly

(summer campaign. Firm usually uses about 30 markets starting around April 15.

SINGER SCHEDULE • Singer Sewing Machine Co., through Young & Rubicam, N. Y., considering radio schedule starting April 1 for 26 weeks with stations understood to be recommended by local Singer dealers, mostly in South.

TV Boosted Budweiser Sales, ANA Told

TELEVISION "has definitely helped Anheuser-Busch achieve large increases in Budweiser beer sales at relatively low cost," R. E. Kings, director of advertising, told BROADCASTING TELECASTING Friday. Interviewed on closing day of Assn. of National Advertisers convention at Hot Springs, Va. (see stories, pages 23, 93) he described TV's results this way:

Substantial increase in 1960 sales over 1949, with increase in TV areas almost doubled non-TV areas.

Increase in 1951 sales over 1950 three times as great in TV as in non-TV areas.

Sales in first two months of 1962 were 22% ahead of same period in 1961.

Thinking behind program, featuring Ken Murray on CBS-TV, is "to pep up people to Budweiser, to pre-sell them," Mr. Kings said. As to cost of series, he said bill is $52,000 per week of which $32,000 is for talent and $20,000 for time. However, he explained, program reaches 4,988,000 TV homes with average of 3.3 viewers, or 14,150,000 persons. This represents cost of $4.46 per thousand or 4% miles per viewer.

Elaborating on sales impact, he said in some TV markets there has been no increase and there, too, are cases where sales in non-TV markets increased more than those in TV markets. Promotion is not heavy since program is expected to carry itself. Main support consists of TV copy in other media and banners on 1790 Budweiser delivery trucks.

Discussing effect of program, he said Ken Murray has "worn well"; variety format has something to please almost anyone. Nelson Case is considered best salesman in field and "finally, our Clydesdale horses opening and closing the show bring almost fantastic quantities of fan mail."

Mr. Kings spoke off-record at ANA Friday afternoon radio-television meeting, following NARTB President Harold E. Fellows. Budweiser agency is D'Arcy Adv., St. Louis.

BROADCASTING • TELECASTING
“Old Rough and Ready” learned fast

Zachary Taylor, 12th President of the United States, was a political novice when he moved into the White House. But “Old Rough and Ready,” Virginia born and bred, wasn’t long in learning. In short order the hero of the Mexican War, by diligent study, was master of his new assignment.

In 1944 WMBG proclaimed its faith in television with a full page newspaper advertisement, an unparalleled action.

On April 15, 1948 WMBG’s sister station, WTVR, became the South’s first television outlet. Now almost four years old, WTVR is one of the real granddaddies of commercial television. And like Zachary Taylor, its owners have learned fast how to put it to good use for viewers and sponsors alike.

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
Move more merchandise in Northern Ohio...

Six sure-fire selling forces now combine to move merchandise for advertisers using the effective, new WGAR MerCHAINdising Plan.

1. Powerful 50,000-watt WGAR tells and sells more than four million listeners...

2. Two leading national grocery chains swing into action...

3. Exclusive point-of-purchase displays go up for one full week in 197 stores...

4. WGAR personalities appear at sales meetings and store promotions...

5. Product stories, pictures and news of sponsor activities are featured in WGAR's widely circulated merchandising publication...

6. WGAR promotes the plan continuously through “on-the-air” and newspaper publicity

Ask today for the WGAR MerCHAINdising Plan booklet that tells the complete story of six selling factors in one sales-building program that really moves merchandise!