Are you a tight wad?

A tight wad with your client's money, we mean. Do you make every penny count when you buy radio time? Well, in Baltimore, the station for you is WITH!

Because WITH's rates are low—and WITH's audience is big, big and responsive. Even SMALL appropriations do a BIG job for you on WITH.

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!

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
Woodrow Wilson served mankind

Thomas Woodrow Wilson, distinguished Virginian and 28th president of the United States, was a practical idealist. After leading the nation through the grueling years of World War I he fought tooth and nail to build the League of Nations as a worldwide Gibraltar of democracy.

His age predated commercial broadcasting by a few scant years. But we suspect that had radio and television been available he would have used them to the full. The persuasiveness of voice broadcasting, the remarkable ability of radio and TV to be of service, would have meant a great deal to Woodrow Wilson.

Havens & Martin Stations broadcast in the Wilson tradition -- they broadcast to serve.

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
Every Edward Lamb Enterprise is geared to produce sales for its advertisers. Lamb Stations move the goods and cut down inventories and this spells Profits for our Sponsors. Getting distribution and quick retail sales for advertisers entering the market is a primary obligation of an effective medium!

First Prize in the 1951 Colgate-Palmolive-Perf Merchandising Contest was granted to "Ted" Lamb's famous WICU-TV Station, Erie, Pa. WICU has now increased its power more than 1,000% and becomes one of the most powerful TV stations in the world!

The proven ability, facilities, experience ... and enthusiasm ... in delivering to advertisers the utmost in merchandising cooperation is the earmark of an Edward Lamb Station.

Ask our representatives for full information.

EDWARD LAMB ENTERPRISES, INCORPORATED

Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHO0—Orlando, Fla.—John E. Pearson Co.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald
Full Future Is Foreseen For Industry Area of City

Reserve Bank Points To $500,000,000 Expansion Since War as Proof Of Prophecy; Construction Of Homes, Plants Cited

The Wilmington industrial area is "bursting at the seams" with activity, and is "vibrant with expansion," the Federal Reserve Bank of Philadelphia said today.

In a survey of Wilmington by its monthly Business Review, the Federal Reserve Bank prophesied that "Wilmington is in midstream between a proud past and a full future."

More than $500,000,000 has been spent in the city since World War II on new plants, commercial buildings, hospitals, schools, churches, and private homes, the article pointed out.

Many Plants Expanding

A number of leading concerns in the "chemical capital of the world" are expanding their plant capacities, the bank noted in its report, naming the DuPont Company, Allied Chemical and Dye, Hercules Powder, Atlas Powder, Clayton Steel, Ethyl Corporation, Continental Diamond Fibre, Pyrites Company and National Vulcanized Fibre.

The article stated that the Wilmington Chamber of Commerce had in its active files approximately 400 industrial prospects which are seeking refuge from higher-taxing neighboring states.

Leads in Chemists

The article states that Wilmington probably has more chemists per mile than any other.

and, there's a full future for advertisers on WDEL-TV WILMINGTON, DELAWARE

WDEL-TV completely covers this booming market and area—distinguished for its stability, distinguished for its sales productivity.

Wilmington is first in per family buying income among all U.S. metropolitan cities 100,000 to 250,000.

(Sales management—1951 Survey of Buying Power)

Delaware is first in per capita buying income of any state.

(U.S. 1948 Census of Business)

WDEL-TV offers you the foremost sales opportunity in the nation.

WDEL-TV WILMINGTON DELAWARE

Represented by ROBERT MEEKER ASSOCIATES - Chicago - San Francisco - New York - Los Angeles
CLOSED CIRCUIT

"S NOW definite that British Broadcasting Corp., sorely in need of funds, is going to sell time, both radio and TV. As this approach, to be made gingerly at first, probably will constitute watered-down spots. Emissaries in U.S., it's learned authoritatively, already observing our techniques and commercials will be smuggled to public innocuously at first. Eventual plan, it's said, is to make BBC self-sustaining which would mean transition from "British system of state monopoly" as modified American plan being used in Canada and other dominions.

ANY CONFUSION regarding meaning of FCC's oft-quoted waiting period following issuance of final TV report is cleared up by explanation from FCC sources: Waiting period was meant to that for a period of time (now believed to be 90 days) no action will be taken by Commission which would discriminate in favor of pending applicants. There was no thought of making end of that period a cutoff date. It will be recalled that Commission in March 1961, "Third Report" asked that applications be withheld until after final decision was declared, and that "reasonable period of time" would be provided for the filing of new applications and revisions of pending one.

BIGGEST change in temperament of broadcasters at NARTB, it was generally noted, was that they had "gotten over their TV scare." In contrast to 1951 convention, broadcasters, instead of denouncing and fearing TV's "ogre," generally sought information on when and how they could enter video field.

ASSOCIATED PRESS television news service will be announced soon. Many stations have signified their interest in basis of plans discussed privately at NARTB convention.

NBC AFFILIATES besieged network representatives at NARTB sessions in Chicago last week over failure of network to carry President Truman's sensational Jackson Day "I shall not be a candidate for re-election" speech. Network didn't pick up speech because it was classified as political and contrary to its policy in an election year. CBS, on other hand, picked it up and scooped the world, though other networks had it minutes after closing of sensation address.

THOUGH he feels he should give up chairmanship of Affiliates in 30-60 days to concentrate on operation of WTNJ Hartford (story page 29), Paul W. Morency is agreeing to serve on till Radio Affiliates by-laws and constitution are prepared, system for perpetuating committee is devised, and new chairman is picked. Some members of committee have asked to be excused, due to pressures of station operation, but most are agreed on serving for another year.

BOTH NBC and CBS found themselves confronted with clearance problems during NARTB convention. NBC met resistance from

(Continued on page 6)

BROADCASTING  •  Telecasting

BANNISTER IS V.P.; HEADS STATION RELATIONS

ELECTION of Harry Bannister as NBC vice president to head station relations department was announced by NBC President Joseph H. McCaw following meeting Monday afternoon. Move had been expected since March 12 announcement that Mr. Bannister, colorful radio figure identified with WWJ Detroit for last 20 years, would leave WWJ general management to join NBC in "executive capacity" on April 14 [B+T, March 24, 17]. As station relations head, he succeeds Carleton D. Smith, who becomes director of operations for NBC owned and operated stations division [B+T, March 31].

TELECAST SPORTS GAINED ATTENDANCE

ATTENDANCE at sports events in 1951 equalled pre-television year 1947—only slightly below the biggest year in history, according to figures released to RTMA today by Jerry Jordan, originator of three years' "study of subject, which has been completed through operation of N. W. Ayer & Son Inc. [B+T, Dec. 3, 1951].

The survey indicated that hundreds more TV channels should help, not harm sports, and said "gloomie predictions" that video would cut heavily into radio and other media and threaten sports, movies and other recreation, "have not proved true."

Emissaries made week in history both in numbers of sets and total income, the report said. Major league clubs telecasting regularly gained 224,169 admissions over 1950 and those reducing or eliminating TV lost 1,485,070.

CBS-TV SALES UP 95.7%

CBS TELEVISION business at all time high. Fred M. Thrower vice president in charge of CBS-TV network sales announced today (Monday) "Television ratings for first two months of this year were 95.7% over last year's." Mr. Thrower added. He pointed out that this does not include additional $6 million new business, including "pre-emptive rate to one purchaser by Lever Bros. and Pillsbury Mills. Mr. Thrower made statement after widespread reports of TV sponsor cancellations.

P&G Renews Three Strips on CBS Radio

PROCTOR & GAMBLE has renewed its three evening quarter-hour strips on CBS Radio, concluding protracted round of negotiations in which its future sponsorship of these 15 quarter-hours per week hung in balance while sponsor pressed for lower time costs [B+T, Feb. 26, et seq].

CBS radio officials said renewals are "a big shot in the arm for radio." They are effective July 1, when present contracts expire.

Terms of contracts, which in 1951 represented more than $3.5 million in gross billings, were not divulged. There had been reports that possible expansion of CBS Radio's "transition period" rate would be included in all of these shows had been considered, but neither CBS Radio nor P&G officials would comment Friday after contracts were signed. "Transition" rate applies to stations broadcasting on current New York time from 6:15 to 7:30 p.m. and to Pacific coast stations 10:10-10:30 p.m. and amounts to two-thirds of nighttime rate.

It was understood that P&G is considering reduction in talent costs in programming the periods involved, as means of reducing overall expenditures. Programs now are Lowell Thomas: 6:45-7 p.m.; The Beulah Show, 7-7:15 p.m., and The Tidel Show, 7:15-7:30 p.m., all Monday through Friday. Agancy on Lowell Thomas is Compton Adv.; on Beulah, Dancer-Fitzgerald-Sample, and on Tidel Show, Bentley & Bowles.

for more at DEADLINE turn page

April 7, 1952  •  Page 5

BUSINESS BRIEFLY

DODGE CAMPAIGN  •  Dodge Division of Chrysler Corp., through Ruthrauff & Ryan, New York, starts a national radio saturation spot announcement schedule ranging from two to four weeks, effective April 28. The new Dodge agency, Grant Adv., doesn't take over until August 1.

NEWS AND PARTICIPATION  •  National Biscuit Co., New York (Honey Graham crackers), through McCann-Erickson, New York, lining up 5-10-15-minute news and participation programs to start in May in limited number of radio markets.


DURSTINE NAMED  •  Pacific Can Co., San Francisco, names Roy S. Duratine, N. Y. and S. F. to handle its advertising.

FORD ANNIVERSARY  •  Ford Motor Co. expects to celebrate its 50th anniversary on June 15, 1958 with a two-hour network television show on both NBC-TV and CBS-TV,

(Winчив пределов быть от воздуха непредсказуемо)

WALTER WINCHELL, who has been off the air temporarily following virus infection, has, on advice of his physicians, arranged for indefinite suspension of his Sunday evening ABC broadcasts and of his contractual relations with both network and his sponsor, William Hudnut Inc. He will return to air only if his health permits. In recent weeks Mr. Winchell has been replaced by guest newscasters.

On April 15 Drew Pearson, currently 6-6:15 p.m., will take over Winchell 8-9:15 p.m. spot for Carter Products. George E. Sokoltsky, currently 10:30-11:45 p.m., will be heard at former Pearson time.
In this Issue—

Broadcasters came away from NARTB's highly attended 30th convention at the Conrad Hilton Hotel, Chicago, with renewed faith in the broadcast media and a feeling of stronger unity. Out-of-shoot actions taken was the new Radio Affiliates, successor to the all-industry Artie. (Page 87.) And Broadcast Advertising Bureau is on its own (Page 87). A highlight at the convention was FCC Chairman John Anderson's view of the freeze has another two weeks to go which brought a comment from Sen. Ed Johnson that he would hold Mr. Walker to that promise (Page 76, 88). There were exhibits by heavy and light equipment manufacturers interest whetted by impending thaw (Page 18, 52).

While NARTB delegates were busy assessing the future of the business, the American Assn. of Advertising Agencies meeting at Greenbrier Hotel, White Sulphur Springs, W. Va., saw TV as a non-stop growing medium and thumbed its nose at getting the best use out of it for the moneys spent. And the agency executives found to their surprise there's more to TV than ever before. (Page 65).

There's something new added to NBC:—A new director of its National Spot Sales, Thomas McFadden, of KNBH (TV) Hollywood (Page 29) and out at Chicago, a new affiliate group, known as NBC-TV Affiliates Assn. struck out on its own (Page 78).

Today marks the anniversary of long distance television Page 82. But there won't be any interest in Washington, D. C., on the question of height—antenna towers. For the latest on this, and an editorial, see Page 77.

Former FCC Chairman Wayne Coy, now a New York broadcaster group of New York educators that their greatest lift to the broadcast arts would be to help improve and develop private broadcasting. (Page 89).

A master global TV plan to span the North Atlantic Treaty countries is gaining adherents. (Page 80).

AB-PT Inc. wants no part of Paramount Pictures Inc.'s anti-trust violation burden, it was revealed at FCC hearings. Page 109.

On Capitol Hill, a House threat to investigate radio-TV programming was caught in the bud. Page 88.

Upcoming

April 8: ABC annual stockholders meeting, RCA Bldg., New York.
April 16: BAB Sales Clinic, Los Angeles.
April 17-20: Ohio State U. Institute for Education by Radio-Television, Decker-Wallick Hotel, Columbus, Ohio.

(Closed Circuit

(Continued from page 5)

affiliates over double-commercials in new Joy program. CBS affiliates were complaining over sale of five-minute segments, viewed as impinging upon spot time.

ABANDON any hope that FCC's AM processing line is going to move any faster than it has in past six months. Resignation of one engineer reduces technicians on line to two, but recent replacement restored roster to mere three! As of March 15, FCC had 206 applications on processing line, 100 in pending files (daytime skywave mostly), 200 in various stages of completion (in hearing, awaiting initial and final decisions, court actions, etc.). About 30 other applications were also in pending files awaiting answers to FCC inquiries or at the request of applicants. Monthly average is 20.

WHILE DETAILS are highly secret it's known many convention exhibitors especially in equipment field, kept their pens hot last week drawing up contract proposals. Inquiries too, at all-time record, as potential telecasters learned facts of post-thaw life.

LOOK for FCC to call general hearing in near future to determine whether functional operations of FM stations are broadcasting or non-broadcasting. Commission will ask for suggestions for rules if “beep” operations are considered non-broadcast. Hearing will be along lines of movie anti-trust hearings held in 1950 which resulted in Commission decision to determine each situation on a case-by-case basis.

THERE'S plan afoot at International Information Administration to decentralize New York headquarters operations of Voice of America and seek local broadcast agreements with foreign countries. Goal is more foreign program origins, with VOA buying time on domestic stations. Difficulties arise in nations where Communist Party influence is strong. Incidentally, IIA is shopping around for top level radio executive to head up Voice New York setup.

POWERFUL RCA TUBE

RCA TUBE department, Harrison, N. J., has announced its new VHF power tetrode transmitting tube (RCA-6166), a forced-air-cooled “10 kw” type equipped with a thoriated-tungsten filament which, RCA explained requires less power and has greater electron-emission efficiency and longer life expectancy. Tube “is rated for operation up to 250 mc and can deliver a synchronizing-level power output of 1 kw in broad-band TV service at 216 mc,” company said.

WHIL FREQUENCY

MOVE of WHIL Medford, Mass., from 1540 kc to 1430 kc was authorized by FCC Friday. WMEX Boston (on 1610 kc) claimed that 25 mv/m contours of stations overlapped and therefore were against regulations (see earlier story on page 62). WMEX appeal to U. S. Court of Appeals for injunction against FCC for not revoking WHIL program test authority was denied. "Then, last week, April 23, hearing FCC action now makes that moot—unless another station finds that its 25 mv/m contour overlaps with WHIL's new frequency. WHIL continues with 250 w, daytime.
For you, the whole industry...

A. C. Nielsen Company announces the most exhaustive survey of Radio and TV audience circulation ever made:

NIELSEN COVERAGE SERVICE

A giant measurement of the weekly day and night audience coverage of radio and TV stations and networks

Ever since the last BMB report, the industry has urgently needed a comprehensive study of the true dimensions of station and network coverage.

Now, such a study has been launched. Using the meticulous accuracy that is a rigid policy of the world's largest marketing research firm, Nielsen Coverage Service will fill that pressing need...and then some!

To give stations and networks* the most comprehensive, up-to-date audience circulation data, NCS will report on the size of weekly audiences...their composition...cumulative monthly audiences...homes reached per minute...out-of-home listening and viewing...home and automobile set ownership.

Complete, accurate and timely, NCS Reports will be the definitive answer to your coverage measurement problems. Just as so many leading networks, advertisers and agencies have long depended on Nielsen services for factual data, so can you. Call your nearest Nielsen representative for more details.

* NBC has already subscribed.

NIELSEN COVERAGE SERVICE

2101 Howard Street, Chicago 45, Ill.
Hollycourt 5-4400

500 Fifth Avenue, New York 36, N. Y.
Pennsylvania 6-2850

a Service of A. C. Nielsen Company
THE WASHINGTON, D.C.
METROPOLITAN NETWORK

THE SMART WAY TO BUY
THE WASHINGTON, D.C. MARKET

These are some of the experienced buyers of time who know the value of the Washington MET NET.

ACCOUNT
Bayer Aspirin
Penicillin
Jelke Margarine
Chesterfield
Manischewitz wine
Ford Dealers
Florida Citrus Commission
Adam Hats
Griffin Shoe Polish
Charm, Living, Mlle.
Musterole

AGENCY
Dancer-Fitzgerald-Sample, Inc.
Irwin, Wasey & Company, Inc.
Batten, Barton, Durstine & Osborn
Cunningham & Walsh
Donahue & Coe, Inc.
J. Walter Thompson
Walter Thompson Company
Hirshon-Field
Bermingham, Castellan & Pierce
Peck Advertising
Erwin, Wasey & Company, Inc.

THIS IS THE
MET NET
5 independents, with individual audiences, combined to give the second highest daytime Metropolitan Washington audience (Monday-Friday) Pulse, January, February, 1952.

METROPOLITAN NETWORK
Munsey Building • Washington, D.C.
Represented Nationally by FORJOE & COMPANY
"They never missed an issue!"

"Just look at that mess!"

"That's what a fire, a few axes and a couple tons of water can do to a place. But you've got to give Editor Grimes the boys a lot of credit... they didn't miss an edition, fire or no fire.

"They're over in their new home now... still printing the news, telling the truth and fighting for the people's rights like they've been doing for the last forty-two years."  

"Y'know, when I look at that boarded-up door, the broken windows and the 'closed' sign, it reminds me of how newspapers in some other countries get closed down... for keeps... by governments that hate the idea of free press... that can't take criticism... that don't believe in free speech.

"Well, that's what happens when government of, by and for the people becomes government of, by and for the government! It's 'Goodbye, Freedom' then... and with it go Free Worship, Free Elections, Free Enterprise... all those Freedoms that make you glad you're a citizen of this country instead of a socialistic or communistic one.

"Praise the Lord, we're still a free people over here. We can still choose our own churches, our own friends, our own jobs (like mine at Republic) and our own political parties. We can praise our government for wise decisions or criticize it for reckless spending of taxpayers' hard-earned dollars... without fear of secret police or concentration camps.

"But... let's not get careless about it. After all, the people in those dictator-plagued countries used to enjoy a lot of these Freedoms. Unfortunately, some of them got careless and handed over their rights, one by one, to governments which promised to 'take care of them.'

"Me... I'll take my Freedoms with no 'hand-out' strings attached. How about you, Friend?"

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. An America whose people, farms, homes and businesses are all enriched by the chemist's magic. And, through the Chemical Industry, Republic serves America. Many tons of carbon, alloy and, especially, stainless steels... much of it from Republic's mills... are needed each year for chemical vats, work tables, acid tanks, centrifuges, ventilation ducts, autoclaves, tubing and countless other types of steel equipment by which steel, through chemistry, helps tap Nature's unsoiled wealth of better living for all America.

* * *

This message is one of a series appearing in national magazines and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or teletext, write Dept. M, Republic Steel, Cleveland 1, Ohio.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
Quick as a flash...

The word has gotten around that SPOT radio is the quickest to start, quickest to act of any national medium an advertiser can use.

Want to start your spot commercials tomorrow afternoon? You certainly can, if you’re quick about it and if there’s a real need to get that fast start. And, just as you can buy it fast, you will discover that Spot is a mighty quick way to change people who are only prospects into people who become in-the-flesh cash customers.

What better way to get that fast start than on the country’s great stations you see listed here.
INTERPRETATIVE commercials as well as interpretative reporting of news events have built an enviable record for Paul Bolton, news editor of KTBC Austin, Tex., and won him a state public office, too boot.

KTBC, CBS affiliate in the Texas capital, feels that it has a "sure-fire" selling formula in the technique developed by Mr. Bolton three years ago.

Mr. Bolton concocted the formula for Austin's T. H. Williams Co., one of Central Texas' largest women's fashion stores. Results have been so successful that Williams' radio budget is now spent almost exclusively on Mr. Bolton's 7:30 a.m. newscast, aired five times weekly.

By his own admission, Mr. Bolton did not know shantung from chamomile skin. However, years of serving as head of newspaper wire service bureaus at the State Capitol had forged a reporter's approach. So instead of simply reading ad copy, he decided to use "reporter's approach" on commercials.

He interviewed Williams' salesgirls, buyers and executives to get the "story" behind each advertising feature. And, in the reportorial tradition, he quoted each authority for his ad statements.

With this technique, Mr. Bolton now covers the full field of feminine fashion—from perfume to foundation garments. His commercials make it clear that he is delivering a first-hand report on Williams' offering, just as he delivers a first-hand report on interpreting local news.

Mr. Bolton joined KTBC 10 years ago. He pioneered local "best" coverage of Austin's news sources for radio, and today an estimated 80% of KTBC's local newscasts is the product of his personal leg-work.

When first making newscasts, Mr. Bolton decided to include a regular interpretative feature on local and state issues. In these "explanation" segments, he gave listeners the "a-b-c's" on how tax rates were calculated and on school problems.

His broadcasts over KTBC about public school problems resulted in his being elected—without a campaign—to represent a 10-county central Texas district on the State Board of Education.

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL

YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts  •  980 KC

Represented by NBC Spot Sales

Page 12  •  April 7, 1952

WSRS

"The Family Station"

Cleveland's Only News Station On the Air

24 Hours daily around the clock

WSRS

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

WSRs

Local News Every Sixty Minutes on the Half Hour Around the Clock

On the air 24 hours daily

"The Family Station"

WSRS

Natl' Rep. For Joe & Co.

Broadcasting  •  Telecasting
This is the **SPARTANBURG MARKET**

...... a market of half million people

In most all of these cities and towns there are one or more textile mills surrounded by fertile farm lands. High wages from the mills and high farm income from cotton and peaches in the thickly populated Piedmont Section make Spartanburg a top market.

And ... the **NEW WORD** blankets the Spartanburg Market

NOW **910 KC** WITH **NBC**
TWO TOP CBS RADIO STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

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

National Representatives

JOHN BLAIR & CO.
JOE WESP SELLS THE "WELL-FIXED" FARMERS IN THE BIG WESTERN NEW YORK MARKET EVERY DAY!

Joe Wesp is the farmers' friend. . . . he speaks their language. Raised on a farm himself, Joe Wesp has made a host of rural friends with his cross-country buggy trips, helicopter adventures and recorded interviews at county fairs which are well publicized by the Buffalo Evening News and broadcast over WBEN.

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN's Ironic Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, fruit, produce and vegetable prices . . . news, music and lively interviews. Monday through Saturday. It's a friendly and profitable marketplace to sell your product or service.

Ask Petry about availabilities on WBEN's Daily Farm Program

WBEN
NBC in Buffalo

April 7, 1952 • Page 15
GET THE FACTS CONTAINED IN THIS BOOKLET
—THEY MEAN MONEY IN YOUR POCKET

Send for this important booklet today!

RADIO STATION WJR—Dept. 30
Fisher Building
Detroit 2, Michigan

Please send me a copy of your Michigan Vacationland booklet.

Name __________________________ Title __________________________
Company __________________________
Address __________________________
City __________________________ State __________________________
MICHIGAN—ALWAYS GOOD
IS TWICE AS GOOD IN THE SUMMER

BECAUSE MICHIGAN IS THE MIDWEST'S
NUMBER ONE VACATIONLAND!

WJR
THE GREAT VOICE OF THE GREAT LAKES
Coffee Sales at All-Time High
For Fulton Lewis Sponsor

For the past twenty-five years at the Woods Brothers Coffee Company, Roanoke, Va., they have been roasting, blending, packing and selling coffee. And, since using radio for the last two years, sales are at an all-time high.

"We have been well repaid in sponsoring Fulton Lewis, Jr. on Station WROV," says Mr. Harold Woods, Sr., manager of the firm. "We feel that it is one of the outstanding programs on the air."

The Fulton Lewis, Jr. program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 16 food companies), Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects.

Since there are more than 500 MBS stations, there may be an opening in your locality. Check your local Mutual outlet — or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, New York City, 18, or Tribune Tower, Chicago 11.
It's not a big story, but a long one. It began in Dallas at a little restaurant on Akard Street. The year was 1933. A salesman for Radio Station WFAA who often had lunch at the B & B Cafe was paying his check. From behind the counter, Pappa Lucas, the owner, said, “Al, I want you to be my agency! In here too many fellas come to sell me advertising—I want to be able to tell them 'See Al, he's my agency!' If you do it for me, I buy some time on your radio station.”

From that conversation evolved one one-minute radio spot a week over WFAA-820. Every week since then, for 19 years, Lucas’ B & B Cafe has advertised over WFAA-820. Today Pappa Lucas has three one-minute spots each week—and a full house of customers 24 hours a day.

"You be my agency, Al..."

...and the first chapter of a success story was written

It's not a big story, but a long one. And there have been many just like it written during the thirty years WFAA-820 has been broadcasting... all of them ending on the same note of success.

The Radio Southwest story makes interesting reading, too. That's the name given WFAA-820's primary coverage area—116,000 square miles of Texas, Oklahoma, and Arkansas, including the two big metropolitan centers of Dallas and Fort Worth. With the power of 50,000 watts, WFAA-820 reaches out into 1,143,500 high-income radio homes, and sells your product to Southwesterners with over $7 billion to spend.

Begin your own success story today—over Radio Southwest—WFAA-820, Dallas!
Out on Bond

EDITOR:

Last week we were approached by [name deleted] in connection with a promotional scheme entitled “Bond a Week Club”...

After thorough setting up the machinery for the “Bond a Week Club” promotion and making sure that neither our advertisers nor listeners could be hurt, we authorized Mr. — and a crew of his salesmen to go ahead and sell the “Bond a Week Club” in our area.

Imagine our chagrin when after securing some 17 accounts, our checkback showed that Mr. — had offered as inducement for sales, not the plan previously worked out, but practically all of the time on the radio station. Immediately upon learning the true state of Mr.

—’s promotion we tried to contact this gentleman, only to find that he had disappeared for parts unknown.

Since then, we have found that he had collected cash payments which have not been turned over to us, making it necessary for us to turn the matter over to the authorities. Sheriff Bill Eddins of Winkler County holds a felony warrant for his arrest and will extradite should he be apprehended...

We feel it is our duty to inform our fellow broadcasters of this man’s activities. . .

Victor King
Station Manager
KERR Kermit, Tex.

Helpful Offer

EDITOR:

I noticed in . . . Broadcasting • Telecasting that the networks are planning a big “Get Out the Vote” campaign this year. WLOW has started the same kind of drive here.

I have written letters . . . to all the announced Presidential candidates, together with a “Get Out the Vote” announcement, with a request that they record the announcement for broadcast here in the Tidewater area. I have heard from them and they all think it a great idea. They will make the records as soon as time permits.

The announcements urge the people to use their American privilege of the right to vote . . . regardless of their party preference.

When the records are cut by these distinguished people, WLOW will be happy to send copies to all stations requesting them. The announcements to be recorded do not mention any particular section of the country.

I believe these discs, with other discs on the subject recorded by local civic leaders, will make quite an impression on the “lazy” voters of this nation.

Bob Drepper
Program Director
WLOW Norfolk, Va.

Another Man’s Poison

EDITOR:

I have received several calls from radio stations wanting to know whether d-Con and Dianol are the same company. They are not of the same company. They are entirely two different corporations in different parts of the country. Mr. Barnett Friedenberg is the account executive on the Dianol account and has nothing whatsoever to do with the d-Con account. Therefore we are calling your attention to the fact. Please correct the impression that people may have from reading the article [B&T, March 24].

H. A. Friedenberg
President
Marylee Advertising Corp.
New York City

[EDITOR’S NOTE: Somewhere in the story it was said that d-Con and Dianol were the same company, but B&T is glad to publish Mr. Friedenberg’s request for further emphasis.]

Commercial Plug

EDITOR:

Advertisements in your publication are quite effective. I have been besieged by requests for a set of books my outfit presumably offered in Telecasting Yearbook.

I say “presumably” because I have not seen the ad, nor has the home office been kind enough to tell me what it’s all about.

Apparently my copy of the Yearbook was lost in the mails. How about sending me a copy?

W. B. Varnum
Broadcast Equipment Sales
RCA Victor
Kansas City
ENCOMPASSING ALL

for the ASSOCIATION OF AMERICAN RAILROADS

American Railroads
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

NORTH CAROLINA'S

Number 1 Salesman is

WPTF
50,000 WATTS • 680 KC.

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER GUS YOUNGSTEADT, SALES MANAGER
RADIO-TV UNITY AFFIRMED

By J. FRANK BEATTY

RADIO and television broadcasters took stock of their advertising and program resources last week at the annual NARTB Convention and drew up plans to live together in the coming period of TV expansion.

Though it was the first no-crisis convention in many years, with few of the usual feuds, an all-time record was set in attendance at meetings.

The Chicago convention of 1952 took few unexpected actions that are likely to change the framework of radio and television to any considerable extent. Rather it was a “think session” and a consolidation of facilities in preparation for the media battle ahead.

Broadcasters acting to solidify their position in the medium by strengthening their two sales weapons — Broadcast Advertising Bureau and the new Radio Affiliates that grew out of the affiliates committee.

Telecasters, soon-to-be telecasters and hope-to-be telecasters used their convention days and nights to advantage, learning the tricks of this new and fast-blooming advertising art from their brother broadcasters who already are adding pictures to their sound services.

Developments Denote Strength

The association itself emerged from the Chicago meeting as a stronger organization, having the support of a heavy share of the television industry. The achievement of bringing TV stations into the association during the past year and developing association unity was credited to Harold E. Fellows, who assumed the presidency last June.

These are the main developments of convention week:

- Groundwork was laid for station association structure.
- Industry lined up to put on a “Get-Out-The-Vote” campaign.
- New TV board of directors elected.
- Quick TV thaw and opening of UHP band promised by FCC Chairman Paul A. Walker.
- Panicky fears about sound broadcasting’s future largely dispelled.
- Facilities set up to keep sound broadcasting strong.
- FM stations will expand promotion campaign.

PLAQUE, commemorating founding of NAB 30 years ago presented at NAB's Tuesday luncheon of William S. Hedges, NBC vice president (right) by President Justin Miller. Mr. Hedges recalls the association’s organization in his booklet, in the Beginning [B*T, March 31].

Judicial proceedings by microphone and camera.

AFFILIATES COMMITTEE

By RUFUS CRATER

VOTING without exception to perpetuate their radio-wide Affiliates Committee, some 200 representatives of affiliated stations last week reaffirmed their faith in their medium, went on record against off-card sales, and called upon networks to help “re-establish the essential dignity, prestige and stability of network radio.”

Acting on the recommendation of the 13-man committee set up to meet the crisis precipitated by network rate cuts a year before, the affiliates, meeting Monday in Chicago, also proposed the creation — via BAB’s research committee — of an industry-wide group to pass on the “acceptability” of radio research.

Paul W. Morency of WTIC Hartford, who has headed the Affiliates Committee during the past year, won a long ovation with his report on committee activities to date. He expressed a wish to be relieved of the committee chairmanship in order to concentrate on WTIC affairs, but agreed to serve for “30 to 60 days” while a successor is being chosen.

“There is no doubt that the coming year will be a critical one in the history of radio,” Mr. Morency declared in his report, calling upon all affiliates to “examine their operations critically and carefully.”

To give support to the activities of both NARTB and BAB.

By unanimous action, the affiliates endorsed the four resolutions offered by the committee:

- Petitioned the networks to do nothing that “might in any respect modify the pattern of network radio or the basic arrangements between networks and their affiliates.”
- Without first discussing the move and the reasons for it with affiliates.
- Denounced off-card deals and acceptance of advertiser pressures for reductions in rates, calling upon stations individually to protect their own cards and to “use such methods of persuasion as seem most desirable” to get other broadcasters to do so, too.

The recommendation that the BAB Research Committee take steps toward “formation of a committee composed of representatives of affiliated stations, independent stations, station representatives, networks, advertisers and advertising agencies to pass on the acceptability of any research to be undertaken to ensure acceptability on the part of all interested parties.”

Recommending NARTB and BAB, and urged affiliates to “support both of these associations financially and through constructive help in committees and through a united industry front.”

The affiliates left it to the present 13-man committee to devise the method of perpetuating the organization, suggesting only that it prepare “a simple constitution and by-laws.” Any idea that it should be a one-year organization was affirmatively rejected.

When Paul H. Goldman, KNOE Monroe, La., proposed from the floor that the committee be continued and used the term “for a year,” the time limitation was deleted.

The committee consists of Mr. Morency; Edgar Kobak, WTWA (Continued on page 71)

At 30th NARTB Convention

Continuance Voted

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To facilitate location of the various stories on Chicago activities, the following page references are given:

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**NEWS INTERNSHIP**

Would Expand Project

EXPANDED program of practical training in radio journalism for college teachers through summer service at broadcast stations was voted March 30 by the Council on Radio Journalism, which met during the NARTB Chicago convention.

Plans for summer internships for teachers in broadcast stations were approved by the council, comprising National Assn. of Radio & Journalism Broadcasters and American Society of Schools and Departments of Journalism.

Basket Mosse, Northwestern U., described 100 or more applications for internships that have been received from teachers. The council program gives teachers employment at broadcast stations, which bear the costs.

Hugh Terry, KLZ Denver, said the plan benefits both broadcasters and teachers, qualifying these teachers to train young people for the profession of radio journalism. The council plans to include TV stations in the program.

Mitchell V. Charnley, journalism professor, U. of Minnesota, reported to the council on needs and prospects in education for TV news techniques.

Attending the meeting were Prof. Charnley; Mr. Terry; Robert K. Richards, NARTB public affairs director and council secretary-treasurer; Edward Breen, KVFV Ft. Dodge, Iowa; Donald Brown, U. of Illinois; Sig Nicholson, CBS; Jim Bernheim, WOR, president, National Assn. of Radio News Directors; Arthur Barnes, U. of Iowa. Absent were Wilton Cobb, WMAZ Macon, Ga.; Paul Wagner, Ohio State U., and Floyd Baskette, U. of Colorado.

Miss Truman Signs

MARGARET TRUMAN will make nine guests appearances on NBC radio and TV shows during the 1952-53 season under a contract renewed last week by NBC, according to James Davidson, Miss Truman's personal manager, and Charles C. Barry, NBC vice president in charge of radio programs, negotiated the new contact. Financial details of which were not disclosed.

30TH YEAR

Fellows Asks Member Support Against Industry's Shackles

SUPPORT of the 30-year-old NARTB for common protection against those who would shackle the industry with legislative restraints and economic burdens was advocated by President Harold E. Fellows at a luncheon marking the association's anniversary.

The ceremony was held Tuesday during the NARTB Chicago convention. William S. Hedges, NBC vice president and one of the association's founders, was presented a plaque in honor of his participation in the event. Presentation was made by Judge Justin Miller, NARTB board chairman.

Judge Miller introduced Mr. Fellows, paying a tribute to his record of achievement in less than a year—a period in which television has been integrated into the association.

President Fellows recalled the five reasons behind formation of NAB three decades ago and said they apply in the same form today. The reasons, he said, were:

To oppose unseemly demands for music licensing fees.

To encourage development of an orderly system of licensing stations.

To resist through unified action any unfair or burdensome legislation.

To offset unfair public criticism and institutions.

With NARTB having about half of AM stations a higher ratio of FM and over 80% of TV stations, President Fellows said the financial position also is stronger. He said pressure of regulative and legislatival problems requires sound financing and support so the association can do its normal job without special appeals for help.

In the struggle of broadcasting and television stations for survival in the 50-cent dollar era, he pointed out that the expense surge is rising faster than income. "We must combat this situation in radio," he went on, "and we must never let it happen in television." Taxes, too, are creeping upward around the country and broadcasters must resist these local government levies.

The final menace, he added, is regulation of "the margin of profit in radio and television to such risk limits that there will be no compelling reason to stay in business. No person can stand alone in meeting this difficulty; we have learned the hard way that independent action establishes precedents jeopardizing each one of us."

Mr. Fellows referred to rising costs of equipment and said broadcasters must make their own decisions after careful study and exchange of opinions. As to legislation, he referred to 86 bills in Congress that directly affect the industry and called it "a continuing battle." He commended work of the state associations.

In concluding he called on broadcasters, as custodians of a "great, living instrument of good for mankind, something that belongs to the people," to protect this "immensely precious" property.

Free in '53

FREE trip to the 1953 NARTB convention, to be held in Los Angeles was won at last week's convention by John W. Boher, president and general manager of KCJB Minot and president of KSJB Jamestown, N.D. As holder of the right coupon, Mr. Boher will be the guest of the Southern California Broadcasters Assn., which passed out the coupons to all registered NARTB members at the Chicago convention.

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AAAAMEET

By EDWIN H. JAMES

TELEVISION—how to produce it, how to measure it, how to pay for it—occupied a major part of the annual meeting of the American Assn. of Advertising Agencies last week.

One whole afternoon of the April 3-5 meetings held at the Greenbrier Hotel, White Sulphur Springs, W. Va., was set aside for discussion of TV. When the subject of television research came up, radio got into the talk too.

Whereas a year ago, the AAAA might easily have dismissed radio as something about which everybody knew all there was to know, last week agency research experts said there was an appalling lack of facts about it.

This change in advertiser-agency attitude was also noted earlier this week by Paul W. Morency, chairman of the all-radio Affiliates Committee, in Chicago (see story page 23).

Need for Research Dominates

As at the convention of the Assn. of National Advertisers last month [BT, March 24], the topic that dominated media discussion at the AAAA meeting was the need for better research for all media and the expressed hope that the revived Advertising Research Foundation would be the instrument to accomplish that objective.

TV costs also figured prominently in the AAAA speeches.

Television will be advertising's No. 1 medium, but not if its costs rise beyond a guaranteed of reasonable return, J. Hugh E. Davis, vice president and director, Foote, Cone & Belding, said during the Thursday afternoon session.

"We know only too well that $5 a foot for rent for a Frigidaire showroom at Fordham Road and Grand Concourse in the Bronx is a very fair price," said Mr. Davis.

"And we also know that five times that price, or $25, is impossibly out of line... there just aren't enough prospects who might be sold to make the $25 rent pay off."

So it is with television, said Mr. Davis.

A lot of people are worrying about the TV rent going up. But will it go beyond reach? Mr. Davis thinks not.

The reason that TV costs will be kept in line with TV advertising returns is that agencies and advertisers will not permit costs to rise that high.

"We are the buyers," said Mr. Davis, "and, as always, it is the buyer who ultimately sets the price."

He said that even when the freeze is lifted and many new stations take the air, TV rents will not go too high because, though the total bill for true national coverage may be higher, the cost per thousand will not.

"Sure," he said, "we may pay some very high prices. Maybe $5 million annually may be the time and talent bill for a half-hour of nightly time. But we are not going to pay that price unless we get our money back and a good profit besides."

Obviously, said Mr. Davis, big-time television could be afforded only by the big advertisers. The way TV will be used, he thought, was this:

"If you are already in the big-time—that is, if you have a mass consumed product that is a leader—you will be using television in a big-time manner, just as many of your clients are now doing. If not, you will compete with your low budget in low-cost television or in other media with less coverage and less impact..."

"But if you do have something to offer, you can speak and even pass them (the leaders) by starting small and growing to where you, too, are in big-time...

"So if you have a superior product, it is the same old story. You will go from small space to large space and a bigger and bigger sales volume. You will also go from none or small-time television to big-time television. And if your product is still better than the competition, you will be out in front."

TV Must "Get Sales"

Now if TV costs begin to go beyond even the big money that the leaders can afford, advertisers will have to pull out. If enough do, the costs will be brought down.

"You and I are not going to let the rent go too high," said Mr. Davis. "If it (TV) gets us the increased sales that we need to justify its great cost, then we will pay the price and use it."

"If it does not, the answer is simple. We won't use it."

TV networks may very well emerge from the developmental period in far different form from that of radio networks which until comparatively recently, used live programming almost exclusively. N. Neil Reagan, vice president of McCann-Erickson, Hollywood, told the AAAA.

Film, he said, will make the difference.

Though he cautioned that he was not predicting that live programming was in its death throes, Mr. Reagan advanced a number of reasons why, for many shows, film is up to live performance.

"Experience has shown," he said, "that the advertiser can do a better job of tailor-making his coverage by spot buying... this of course means filming his show."

Of as much importance, film also has these advantages. "Low cost once second and third runs have amortized production expenditures; high quality in attaining effects not possible in live production; ease of handling for the client and agency who are freed from fear of fluffs, and shortage of live studio," he said.

Mr. Reagan reported the development of a new film camera "that isn't built to charge a nickel in the field of television commercials," one which keeps both foreground and background in sharp focus.

Developed by Ralph Hogue, who invented the camera used in "Citizen Kane," the Orson Welles movie that was noted for its depths of focus, the new camera has produced sample TV commercials which Mr. Reagan said illustrated its unusual qualities by showing a close-up of detail of a ring held almost up to the lens while persons across the street in the background were in sharp focus.

Aside from technical advantages, (Continued on page 88)

Head Table at NARTB's 30th Anniversary Luncheon Included These Four Groups:

William Foy, WHAM Rochester; Orin Towner, WHAS Louisville; Harry Bannister, WWJ-TV Detroit, soon to join NBC; Campbell Arnoux, WTAG Norfolk, Va.; E. M. Johnson, MB5.

Goor Mestre, CMQ Havana; Frank White, MB5; Paul Raibourn, KTLA (TV) Los Angeles; William B. Quarten, WMT Cedar Rapids, Iowa; William B. Ryan, BAB.

Raymond Guy, NBC; W. D. Rogers Jr., KEYL (TV) San Antonio; A. James Ebel, WMBD Davenport, Ill.; James C. McNary, engineering consultant; Richard M. Fairbanks, WIBC Indianapolis.

Chris J. Witting, DuMont TV Network; James D. Shouse, WLU Cincinnati; Harold E. Fellows, NARTB; Judge Justin Miller, NARTB; Henry H. Fowler, National Production Authority.
THREE-FOLD campaign to bring out the largest vote in history was endorsed last week by NARTB at its Chicago convention in a series of resolutions. A new and independent committee will be named to develop the project.

Another resolution adopted by the convention called on broadcasters to oppose legislative proposals to restrict radio and TV coverage of legislative hearings (see TV debate story page 16).

All resolutions were adopted without opposition but a proposal to set up an industry yardstick of audience measurement was side-tracked after Campbell Arnoux, WTAR Norfolk, Va., moved it be referred to the board of directors. This motion was approved.

The vote-stimulation plan, originally credited to Joe Wilkins, KBFB Great Falls, Mont., who started the idea several years ago in the Montana legislature, has these three parts:

To promote a national registration month in all states and urge all potential voters to be properly registered.

To support and take the lead in a "Get Out the Vote" campaign prior to the Nov. 2 election day.

To urge the members of the U. S. Congress to pass legislation pending providing for a national election day as an important adjunct to full voting by the people.

Behind the movement is the need for "full and informed participation by the citizens of this country this year."

Resistance to Discrimination

Strong appeal for industry action to meet the menace of radio-TV discrimination by legislative, bargaining and publication channels, the resolution calling for resistance of such steps. It was pointed out that New York recently banned broadcasts of proceedings where witnesses are subpoenaed and similar prohibitions are likely to be proposed elsewhere.

This marks a "undesirable trend," it was stated, amounting to "a repudiation of those firmly established principles of the law of evidence recognized ever since the days of the Star Chamber resistant to Blackstone and amplified in the present day texts of Wigmore, that the best guarantee of veracity on the part of witnesses is the presence of an informed public."

People have a right to know about the operations of their government, the resolution continued, and both radio and TV have an inherent right to equal and fair treatment in performing the gathering function "with the accompanying right to disseminate such information to the public through their established techniques of communication."

The proposed resolution on research said widespread confusion has come out of varying techniques, with emphasis on ratings often detrimental to best interests of both advertisers and broadcasters.

In an increasingly competitive advertising sales market, it was stated, it is necessary to present accurate information on total circulation, universally accepted, similar to information and analyses offered by other advertising media.

The fact that radio is advertising's "lowest-priced mass advertising medium and that the television consumer impact is of proportions unequalled by that of any other advertising medium" was emphasized in the proposed resolution.

The proposal was rejected.

Other Resolutions

Other resolutions lauded FCC Chairman Paul A. Walker for his Wednesday luncheon speech and voiced gratitude to Vice Chairman Rosel Hyde and Commissioners George Sterling and Robert Bartley for appearing at the convention.

President Harold E. Fellows was praised for his administration since taking over NARTB's management last June. The convention committee, headed by James D. House, WLW Cincinnati, was given a vote of thanks for its arrangements.

Resolution of respect to the memory of former Sen. Wallace H. White, Jr., who died last Monday, was adopted (see story, page 30).

Other resolutions expressed appreciation of BMI's composers contest, clinics and other services as well as Foreman M. Lebold and the Library of Congress for their courtesy in providing documents for the Freedom Hall display during the convention; thanked NPA officials for their participation in the convention and Col. Edward L. Falen for the Armed Forces information booth; approved the Voice of Democracy contest and extended thanks to Dwight Clark, Fort Collins, Colo., one of the four national winners and a speaker at the Wednesday Luncheon.

Full confidence in Broadcast Advertising Bureau was voiced and support pledged to the sales agency in its independent status. NARTB was commanded for its cooperation with Radio-Television Mfrs. Assn. in promoting FM tuners for TV sets. Manufacturers were urged to turn out auto sets capable of receiving FM.

National associations participating in development of audiences for United Nations radio programs were thanked by NARTB. The organizations are coordinated by Dorothy Lewis, UN radio official. The Conrad Hilton Hotel was thanked for its convention arrangements.

Prospective television station operators were cautioned by veterans at the NARTB convention last week to make absolutely sure that they have as much floor space as possible, and to figure that their operating costs will depend on the type of program service they want to provide.

Small stations were advised, for the most part, to start conservatively, with programming at least five to seven days a week but perhaps for only a few hours a day, and to resist any inclinations to "go expensive."

The TV "confession" panel was supervised by Harry Bannister, WWJ-AM-TV Detroit, who confirmed that effective April 14 he will "take over station relations" at NBC[B-T March 31, 24], and consisted of Walter Compton, WTTG (TV) Washington; Walter J. Damm, WTMJ-TV Milwaukee; Thad Holt, WAFM (TV) Birmingham; Harold V. Rough, WBAP-TV Fort Worth; Gaines Kelley, WFMY (TV) Greensboro, N. C.; Klaus Landsberg, KTLA (TV) Los Angeles; Robert Lemon, WTTV (TV) Bloomington, Ind.; Glenn Marshall, WMIR-TV Jack- sonville, Fla., and Lee B. Waller, Fort Industry Co.

The session was on a question-and-answer basis, after a brief introduction by Mr. Bannister.

In answer to a query, Mr. Waller exprested belief that, by and large, AM experience by TV employees is often very helpful. But others, particular Mr. Full, felt that while radio experience is helpful in "routine" TV jobs, oftentimes easier to train beginners in TV than radio "oldtimers." This view appeared to be shared by Mr. Holt and others.

Mr. Marshall advanced the estimate that a station can be operated at a cost of $1,000 per employee per month, an estimate that coincided with those of other panel members including Mr. Kelley, who emphasized that "operators should not be "deluded" into thinking that they had to hire "prima donnas."

At WFMY (TV), he said, some of the best employees were secured though "inexpensive" advertisements. Mr. Lemon voiced the belief that a station can be operated for around $20,000 a month, while Mr. Landsberg noted that the question of costs and number of employees depend upon the type of programing which is undertaken. He also felt that in many cases radio-experience personnel help comparatively little in TV.

Local Events More Interesting

On programming, he was confident that independents can compete successfully with network affiliates.

Mr. Damm cautioned prospective telecasters to "stay all on one floor," with the back entrance level as an example, move out of the downtown area, and, as most other panel members insisted, to have as much storage space as possible.

He also advised that separate contracts be written, in every case, for (1) time, and (2) all other station services.

Mr. Full, especially insisted upon stations making sure that they had adequate space, asserting that his station spent $24 million and discovered it still didn't have space enough.

On the source of income, Mr. Damm said WTMJ's last year came 12¼% from the network.

Somewhat differently, Mr. Kelley said WFMY (TV)'s came approximately one-third from network, one-third from national spot and one-third from local and regional business.

When Mr. Damm reported, in answer to a question, that WTMJ's annual holding for the year was $16 million, the then national spot was down 16% and network business down 22%, Mr. Bannister noted that WTMJ is in

(Continued on page 108)
BAB BOARD of directors met before opening of NARTB convention. At meeting were (vertical row at left, front to back): Martin Campbell, WPAA Dallas; Frank White, MBS; H. Preston Peters, Free & Peters; Lou Hausman, CBS; Clockwise around table: George Hatcher, KALL Salt Lake City; Gene Cagle, president, Texas State Network; Joseph E. Baudino, Westinghouse Radio Stations Inc.; Donald W. Thornburgh, WCAU Philadelphia; T. C. Streibert, WOR New York; John F. Pott, Goodwill Stations; Ed Kobak, retiring BAB chairman; Charles C. Caley, WMDB Peoria, Ill., new chairman; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen Woodull, WDAK Columbus, Ga.; Robert D. Swezzy, WDSU New Orleans; William B. Quarant, WMT Cedar Rapids; William B. Ryon, BAB president; Gene Higgins, BAB; Adrian Murphy, CBS; William McGroth, WHDH Boston; Simon R. Goldman, WJTN Jamestown, N. Y.; John F. Meagher, KYSM Mankato, Minne.

Severs Tie With NARTB

RAPID-FIRE narration of BAB services, aided by a sharp-shooting anchor, was given by Jack Hardesty (l), local sales promotion director, and Kevin Sweeney, vice pres.

BAD 'ROUNDUP'

BROADCAST Advertising Bureau marked its final divorce from NARTB March 31 with a "Sales Roundup" that occupied the first afternoon of the NARTB Chicago convention. The roundup was conducted with a Wild West theme, during which over 1,500 broadcasters filled the main ballroom of the Conrad Hilton Hotel.

The program's purpose was three-fold: Sales assistance, BAB membership solicitation and entertainment. Edgar Kobak, retiring BAB board chairman, presided beneath an Indian-style feathered head-dress. Charles C. Caley, WMDB Peoria, made his first appearance as new board chairman. William B. Ryan, BAB president, and other staff members took part in the program.

Preceding the BAB Roundup, James D. Shouse, WVL Cincinnati, retiring NARTB director-at-large and chairman of the 1952 NARTB convention committee, formally opened the convention. Mr. Shouse welcomed members of NARTB and BAB as well as non-members invited to appear on the program. He spoke on behalf of the full committee, which included George B. Storer, Fort Industry stations; Harold Wheelahan, WSMB New Orleans, and Merrill Lindsay, WSOY Decatur, III. NARTB President, Harold E. Fellows greeted delegates.

In opening the BAB program, Mr. Kobak called for more and better radio salesmanship. He asked on stations to stick to their rate cards. The rate-splitting idea was pointed up by Jerry Amster, national indoor archery champion, who shot a series of arrows up the middle of a rate card supplied by David Kimble, promotion manager of WBBM Chicago. Mr. Kimble later acted as volunteer stooge for Doc Conrad, whip cracker.

Mr. Caley, garbed in 20-gallon hat, said BAB has $458,000 in sight for the next fiscal year compared to $345,000 in BAB's first year, but declared this was "only a good start." He said $700,000 will be needed by Oct. 1 and compared the budget to the million-dollar-plus budget of the newspaper Bureau of Advertising. "Radio is not nearly big enough," he said.

BAB President Ryan was introduced as "Bronco Bill Ryan" by Bob Atcher, WLS Chicago artist, who served as m.c. Mr. Ryan diagnoses radio's troubles as "only a head cold" and not "cancer," as implied by competitive media. He noted a marked change in attitude toward broadcasting, calling it "the renaissance of radio advertising." Radio is growing 50 times as fast every year as newspapers, he claimed, referring to the continued public demand for sets.

Mr. Ryan urged broadcasters to hold the line on rates, even if sacrifices are required. Forty-two BAB clinics will be held this year, starting on the West Coast in April, he said.

A feature of the afternoon was a drawing for door prize. Winner was D. L. Croddock, WLOE Leakesville, N. C. who was presented a live calf.

Main sales feature was a series of short success stories narrated by a group of "three-minute men." They were Bert Banks, WTBC Tuscaloosa, Ala.; William J. Edwards, WKNX Saginaw, Mich.; Simon Goldman, WJTN Jamestown, N. Y.; Julian F. Haas, KARK Little Rock, Ark.; George J. Higgins, KMBC Kansas City; Winslow Leibson, WSNY Schenectady, N. Y.; Daniel C. Park, WIRE Indianapolis; S. John Schile, KUTA Salt Lake City; C. H. Simpson, WABX. While the convention, including a blowup around the balloon was described as Jerry Amster shot arrows, timed with a spotlight. The young archer showed uncanny precision in the case of a blowup showing photos of a girl with bare midriff and another depicting a bull.

Mr. Ryan wound up the program with a review of BAB's plans for the coming year. Mr. Ben Gimbel, WIP Philadelphia, dramatized the membership drive by agreeing to join BAB if the anchor could hit an application blank from the back of the room. The idea was good and WIP became a member.

BAB held several private meetings during the convention, including a breakfast for state membership chairman and a board meeting at which Chairman Caley assumed office.

At its March 30 meeting the BAB board, besides electing Mr. Caley chairman, took the following actions:

(a) Established a special membership category to enable universities and colleges to have access to BAB's services for institutional purposes.
(b) Approved plans for promotional services and membership solicitation during the fiscal year beginning April 1, 1952.
(c) Voiced appreciation to Mr. Kobak and commended him for his service as board chairman.
(d) Appointed BAB auditor William L. Morison as assistant secretary-treasurer of the corporation.
(e) Confirmed appointment to board of Adrian Murphy, president, CBS Radio, as replacement for Howard S. Meighan.
(f) Commended BAB president William B. Ryan and his staff for the (Continued on page 67)

Rapid-Fire narration of BAB services, aided by a sharp-shooting anchor, was given by Jack Hardesty (l), local sales promotion director, and Kevin Sweeney, vice pres.

Cowboy decor prevailed at BAB sales roundup during convention. Fifty-gallon hat tassels are (l to r): William B. Ryan, BAB president; Harold E. Fellows, carefully adjusting tie, NARTB president; Charles C. Caley, WMDB Peoria, Ill., new BAB board chairman, and Big Chief Edgar Kobak, retiring board chairman and an honorary member of the Pawnee tribe.

"Now you're on your own," said Bob Atcher, WLS Chicago, and m. c. at BAB's sales roundup, to D. L. Croddock, WLOE Leakesville, N. C., winner of this calf as door prize.

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CONVENTIONS

Media Coverage Plans Outlined

PLANS for the most elaborate broadcast coverage of political conventions in history were described last Tuesday afternoon at a panel session of the NARTB convention.

Chairmen of the radio and television pool committees and radiotelevision directors of the Democratic and Republican National Committees explained the intricate system that will be used to take the conventions to a potential television audience of 60 million and a radio audience even larger.

Sig Mickelson, CBS-TV, chairman of the television network pool committee, said that the pool would use seven cameras in the convention hall. Cost of the pool—about $150,000—will be shared proportionately among pool participants.

Those among the seven independent TV stations in the U.S. that want to cut in on the pool will have to pay their portion of the total pool maintenance costs plus whatever AT&T charges to feed their stations from Chicago. It will also cost participating TV stations about $250 each for their share of the audio costs.

Pool to Operate System

William McAndrew, NBC, chairman of the radio network pool, said the pool would install and operate the central audio system of the convention, providing mikes serving the platform and each of the individual delegations. TV, of course, will use this same audio.

Mr. McAndrew reminded the audience that though there will be an estimated 17-odd million TV homes by convention time next July, another 27 million homes will be served only by radio.

Ben Cottone, general counsel of the FCC, a member of the audience, rose to ask Mr. Mickelson whether the pool would feed theaters in cities without a station but within access to AT&T coaxial cables carrying the convention programs.

"We are operating a pool to feed television stations," Mr. Mickelson said. "No other kinds of outlets are contemplated."

Kenneth Fry, radio-television director of the Democratic National Committee, reminded broadcasters that after candidates have been selected and the campaigns begun, there was a good chance for broadcasters to pick up political business.

He pointed out that while the national committee would be buying radio and TV time mostly on a national basis, either on networks or through national spot, local party organizations on the state or county levels would have funds of their own to spend. He advised broadcasters to begin now to sell parties in their own areas on the use of radio and TV.

Both Mr. Fry and Edward T. Ingle, radio-television director of the Republican National Committee, said the national committees would urge local groups to buy time on behalf of local campaigns. Ralph W. Hardy, director of the NARTB government relations department, reviewed the status of the Horan bill (HR 7602) which has been reported out by the House Interstate & Foreign Commerce Committee and which would amend the political broadcast section of the Communications Act to give broadcasters protection against libel (820, March 31, 17).

Mr. Hardy said that it was quite possible for the bill to be pushed through into law before the political conventions.

Bill May Become Law

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Clair R. McCollough, Steinman stations, chairman of the panel, opened the session with a plea to broadcasters to cooperate in a vigorous campaign to get out the vote.

"That is one of the finest things this industry could do," he said. "I hope everybody will give it a full production."

Orange Market Test

FLORIDA Citrus Commission will use radio and newspaper campaign between April 7 and May 31 in Memphis and Louisville for special marketing test to determine whether consumer buying habits can be changed to buying oranges by the pound instead of by size and count. J. Walter Thompson Co., New York is agency.

POLITICAL broadcasting was discussed by Tuesday afternoon panel consisting of (seated, l to r) William McAndrew, NBC, chairman of radio pool committee for 1952 political conventions; Sig Mickelson, CBS-TV, chairman of television pool committee; Clair R. McCollough, Steinman Stations, panel chairman; standing, Edward T. Ingle, radio-television director, Republican National Committee; Kenneth Fry, radio-television director, Democratic National Committee.

* * *

RUG WAS pulled from under a House "sleeping" last week which would have established a select, 15-man committee to probe radiotelevision programming. At least temporarily, the proposal is in deep water with faint chances for swimming.

Turnabout on the resolution (H Res 596), introduced by Rep. E. C. Gathings (D-Ark.), came about at the close of the week.

These were the developments:

House Interstate & Foreign Commerce Committee huddled on the resolution which had been approved by the House Rules Committee March 28 (820, March 31). It had been placed on the House calendar with chances ripe for action this week and subsequent appointment of a select committee.

However, Rep. Robert Crosser's (D-Ohio) Commerce group noted in a session with Rep. Gathings, the resolution's sponsor, that it had not been notified that the Rules committee was reporting out the measure. Members of the commerce unit pointed out that because of radio-television subject matter in the resolution, the legislation rightfully came within purview of Rep. Crosser's committee and it should have been consulted.

Rep. Gathings told broadbanding & telecasting that he was "delighted" with the Commerce group's concern. He has re-introduced a new resolution (H Res 596) that would set up the select committee to probe "immoral or otherwise offensive matter" in books, magazines and comic books. Thus, in effect, this resolution and another (H Res 597) introduced by Rep. Edward H. Rees (R-Kan.), who has been working with Rep. Gathings on the matter, would be a substitute proposal to probe printed matter only.

Will Ask Approval

The Arkansas lawmaker now intends to ask the Rules committee to approve a resolution he introduced last summer which would have called upon the House Commerce Committee to do the investigating of radio-television programs (H Res 278).

Meanwhile, the Commerce group expects to go into the matter further. It may do so today (Monday).

It was said by a close informant that it was doubtful whether the majority on the Commerce committee would be inclined to favor such a probe of the broadcast media. Should the Rules committee consider the 1951 Gathings resolution it would have to sound out the Commerce group.

Rep. Gathings has told broadbanding & telecasting that he wanted a probe "for years."

PORTLAND LICENSE SUIT

Stations Protest City Code

SEVERAL Portland, Ore., radio stations and individuals have filed a suit in circuit court contesting part of the constitutionality of the Portland license and business code. The contested section requires a $250 annual license fee for radio stations and $15 annual fees for radio advertising solicitors, plus a $140 levy on each $1,000 gross receipts by such businesses.

The stations, KGW KEK KOIN KPOJ KPAM KJJJ KXX KBBK, maintain the city is violating the U.S. Constitution in taxing the stations, which the plaintiffs claim are engaged exclusively in interstate commerce. New Mexico's tax on revenue from national advertising was upheld last year as constitutional by the Supreme Court, which held that an advertising contract between parties in different states is not interstate commerce.

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MERCHANDISING

MERCHANDISING as a vital step in the selling cycle, profitable to both station and sponsor, was urged upon four experts in the field during a special session at the NARTB Convention in Chicago last week.

"Every radio station which does a good merchandising job is a profitable station—profitable to the owners—and used with profit by the advertiser," G. Richard Shafto of WIS Columbus, and WJW Cleveland; Spartanburg, S. C., and WIST Charlotte, N. C., told the group.

In speakers to Mr. Shafto, who presided, were Lester W. Lindow, WFDP Flint, Mich.; F. C. Sowell, WLAC Nashville; and Jack Zinselman, WLW and WLWT (TV) Cincinnati. Robert K. Richards, director of NARTB's public policy department, presented Mr. Shafto.

"This is the era of selective network buying—selective spot buying—selective station profits, and selective station charges," Mr. Shafto asserted. "Your local advertiser and your regional advertiser want results—and they are going to evaluate the good stations on what advertising results you produce, not on what advertising offers you make."

"The trend of station income is non-network. To bolster this income, you must do something doing for local and regional advertisers the same merchandising practices that have made radio economical and profitable. In the sale of soup, soap, and Wheaties."

'**Must Stretch Efforts**'

Asserting that "the product hasn't been sold until the consumer walks out of the store with it," he told the broadcasters that "you must stretch your efforts farther to bridge the gap between the advertiser and the consumer—and in doing so, radio will profit more."

Mr. Lindow also WDFD regards merchandising, advertising, and promotion as a necessary extension of sales activity.

He displayed examples of the station's work in this field, noting that they can prompt direct mail, regular bulletins to the drug and grocery trades, window displays, display advertisements in trade and general papers, bus and car tickets; counters announcement, surveys and market studies, and the checking of product sales and distribution for the advertiser.

Mr. Lindow pointed out, "cost every little in dollars."

He advised station men to acquire themselves especially with the product categories which supply the major part of their revenues; to develop market data, and to make sure that their customers are aware of radio's values and know how to use it to the best advantage.

Mr. Sowell held that "it is the obligation of the medium which accepts [a sponsor's] advertising appropriation to do everything within reason to fulfill his expectation" that the advertising will produce sales. WLAC, he said, spends approximately 3% (not counting manpower) of the billings figure in merchandising and promoting the advertiser's products.

WLAC concentrates its promotion work primarily on (1) direct mail, mostly open-faced cards, with one or more mailings to 450 druggists and 650 grocers each week, and (2) use of radio itself, with plugs calling attention to specific programs, and on-the-scene broadcasts when clients open new stores, etc.

Keep Advertisers Informed

"It occurs to us," he observed, "that any event that will attract great crowds of people to a given location may rightly be considered of general public interest."

Mr. Sowell stressed the importance of keeping advertisers acquainted with merchandising and promotion activities in their behalf: "There's no profit in hiding your light under a bushel." He continued, "lies not in how many listen, but how well you sell those who are listening."

Cites WLW, WLWT (TV)

Mr. Zinselman reviewed the merchandising and promotion activities of WLW and WLWT, which have a staff of 26 assigned to this work.

"The management of the Crosley Broadcasting Corp. believes that radio and television should offer to a client, in addition to the best in facilities and talent, assistance in bringing the consumer and product together at the point of sale," he said.

WLW - WLWT merchandising field work, he explained, is handled by "trained personnel [who make] regular calls on the retail grocery, wholesale, drug, drug chains, wholesale drug, drug chains, and grocery chains in the major marketing centers in the four-state area covered by WLW [and] WLWT Television. These field men build displays in retail stores, counter, floor, shelf and window displays, featuring the products of the month as featured by the merchandising department of WLW and WLWT Television."

Other services among the 25 evolved in the 12 years since WLW's merchandising operations were started, he said, include:

Checks on in-stock position of products as found at the time of field representatives' calls; surveys of dealers with respect to their attitudes toward the products involved; mailings announcing special offers, promotions, or media ties; publication of two merchandising newspapers a month (one to the drug trade, one to grocers); preparation of display material used by some 2,500 grocery and 1,000 drug stores each month; special promotions, as in "WLW Advertised Brands Week" (which brought a 26.5% gain in sales of the products involved); trade and general newspaper advertising; window displays; cab covers and car cards, and maintenance of a complete research department. Additionally, clients and their agencies are given detailed reports on each merchandising or promotional project in their behalf.

'**Radio . . . More Secure**'

In opening the panel discussion, Mr. Shafto reported that the subject originally had been "Rates—Is There a Formula?", an apparent reference to NBC's attempt to adjust the rates of its radio affiliates according to formula. But, he added:

"The leading advocate of applying the slide rule to radio rates declined to participate and excused himself by stating that discussion on rate formulas would only open up old wounds."

"Thereby died the last embers of that configuration. Radio's house is much more secure. . . ."

**NBC POSTS**

**McFadden Is Successor To James McConnell**

APPOINTMENT of Thomas McFadden, general manager of NBC's KNBH (TV) Hollywood, to succeed James V. McConnell as director of NBC National Spot Sales was announced last Wednesday by James M. Gaines, vice president in charge of sales.

Mr. McFadden, appointed by Thomas McConnell, formerly manager of research and sales promotion of CBS Radio Network News, was named as general manager of NBC network sales in Chicago, as manager of NBC radio network research. He succeeds Howard Gardner, transferred to NBC radio network sales as assistant manager of sales planning.

Cari Nielsen, West Coast radio-TV representative, NBC National Spot Sales, was named TV representative, and Heber Smith of the sales staff of KNBC San Francisco, was appointed to handle radio spot sales in that area.

Maurice E. McMurray, CBS-TV network salesman, and Thomas A. Wright Jr., vice president and radio-TV division of Dunham, Frank Inc., New York, join NBC-TV as salesmen.

Mr. McFadden, with NBC since 1934 when he joined the guide staff in New York, has been general manager of KNBH since April 1950. Before that time he was successively assistant manager and manager of WNBC and WBHT (TV) New York.

HIX GREEN (seated l) of Hix Green Buick Co., Atlanta, signs year's contract for weekly sports show, Bobby Dodd Reports, on WGST Atlanta. Onlookers are Bobby Dodd (seated), Georgia Tech's head coach; John Fulton (standing l), station manager, and Don Vance, sales manager of Hix Green Buick.

**Results Count, Say Experts**

**April 7, 1952** • Page 29
**KXOB PURCHASED**

By Randau and Corwin

SALE of KXOB Stockton, Calif., by Lincoln Dellar to a group headed by A. J. Randau, New York, and Sherrill C. Corwin, Los Angeles, was consummated last week subject to FCC approval. Price, including net quick assets, will approach $200,000.

Mr. Dellar, president of Valley Broadcasting Co., said Mr. Randau will be controlling owner and plans to return to California to reside in Stockton. He will take over operation of the station personally. Mr. Dellar also owns KXOA Sacramento, KXOC Chico and KDB San Bernardino.

Mr. Randau is a former vice president of United Press, former business manager of the Chicago Sun, which included operations of the Marshall Field radio stations in Chicago, Cincinnati, Portland and Seattle. He is a minority stockholder in WNEW New York and, for the past year, has served as assistant administrator of the Federal Civil Defense Administration, headquartering in Washington.

Mr. Corwin is operator of motion picture theatres in the San Francisco area and operates throughout California and is president of Corwin Theatre Corp., a vice president of Screen Assoc., producer of television films. He also is former vice president of the Theatre Owners of America and presently is a member of the group's executive committee.

KXOB, a Don Lee-Memorial outlet, was established in 1947 and operates on 1280 kc with 1 kw. Transaction was handled through Alz Zigsmith & Assoc., Culver City, Calif.

**ARF SUBSCRIPTIONS**

Total Now Reaches 123

Subscriptions from 18 more organizations to Advertising Research Foundation in the past six months will make the beginning of the year bring total participants to 123. B. B. Geyer, board chairman, announced last week.


Advertiser-subscribers are John H. Hagen, Allis-Chalmers Co., Inc., Chicago; Pharmaco Inc. and U. S. Steel Corp.

**Circus Promotion**

RINGLING Bros., Barnum & Bailey circus on March 31 launched its annual saturation radio spot announcement campaign to lure one and all to the circus which will play April 11 at the Empire Garden in New York and runs through May 11. The circus named Blaine-Thompson, New York, to handle its advertising campaign and replaced spots on the following New York radio stations: WNBC WCBS WJZ WOR WMG WMCA WOY.

**FORMER Sen. Wallace H. White Jr., 74,** whose stamp on communications history is the FCC and the Communications Act under which it operates, died in his sleep last Monday at his home when his hours were at their peak.

Sen. White, who had been seriously ill with a heart ailment for about a year, was co-author of the Radio Act of 1927 and a prominent figure in communications throughout his 32 year tenure in the House and Senate. A Maine Republican, he retired from the Senate four years ago.

Words of tribute were sounded in both the Senate where he had been majority leader and in the House where he had been an active member before being elected to the upper chamber.

Many Senators, recalling their association with Sen. White, included reference in their speeches to his contributions to his ability in the radio legislative field.

President Truman said he was "saddened" by the death of Sen. White. He described him as "an old friend . . . with whom I served in the Senate for 10 years. He was a gentleman, a fine American citizen and a good public servant who made a great contribution to our country."

**Senate Resolution**

The Senate unanimously adopted a resolution expressing "profound sorrow and deep regret" for the death. Vice President Alben Barkley and Sen. Margaret Chase Smith (R-Me.), joined in the tribute on the floor of the Senate.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), now chairman of the communications subcommittee of the Senate Interstate & Foreign Commerce Committee, noted:

"He was an expert on the subject of communications. He co-authored with Sen. Smathers the landmark Smathers Bills which provided for the merger of the domestic communication companies. He worked with Sen. Wallace White. His advice and counsel were always valuable."

Sen. Owen Brewster (R-Me.) said:

The amazing development of radio in the last quarter of a century in America has been in no small measure to the wise provisions of legislation formulated and sponsored by Senator White.

His pre-eminence in all these fields was recognized by his selection to head America's obligations and responsibilities in international conferences even when he was in the minority. He was almost unceasing, but not only to his knowledge, but also to his wife's objective where the interests of his country were concerned.

Senate Interstate & Foreign Commerce Committee Chairman Ed C. Johnson (D-Col.) pointed to "the splendid job that he has performed." His influence on the members of the Senate Commerce Committee, when he was chairman, Sen. Johnson continued, "cannot be adequately measured by a gentle hand, and yet he ruled well."

Sen. Henry Cabot Lodge Jr. (R-Mass.) joined with: "The work he did in the field of communications stand throughout history as a very fine monument to his intellectual powers and to his sense of dedication to public duty."

An announcement of his death was given by the Senate by his successor from Maine, Sen. Smith, who said he "could truly be characterized by service, training, and background as Mr. Senator."

Sen. White was graduated from Bowdoin College in 1899. He went to Washington to study law and financed his way through law study by working as an expert on shipping legislation, he was noted in the broadcast industry as the man on Capitol Hill who helped set up the principle of private operation of broadcast facilities under federal regulation.

He was a grandson of Sen. William P. Frye of Maine, whose lengthy service in the upper chamber was legendary. He was born in Lewiston, Me., Aug. 6, 1877.

Sen. White is survived by his wife, Mrs. Nina Lombard White; a son, Peter; a sister, Mrs. Horace Stevens; five brothers, Harold, Thomas, Donald, John and William, and a stepson, Richard D. Lunn.

**PECK TO WISN**

**Named Station Manager**

APPPOINTMENT of Harry D. Peck to the newly created post of station manager of WISN Milwaukee was announced Thursday by Gaston C. Groham, vice president and general manager of the first-owned CBS affiliate.

The appointment is effective May 1.

Mr. Peck was vice president and general manager of WDGY Minneapolis until his recent resignation. He is a 20-year veteran in radio, having been up through announcing, programming and sales ranks. A native of Kansas, he attended Kansas State and started in radio in 1932 in his home town of Salina.

For the past 11 years, Mr. Peck has been identified with stations in Nebraska and, more recently, in Wisconsin. Prior to his former appointment as president of the Nebraska Broadcasters Assn. and was on the board of the Minnesota Broadcasters Assn.
WHO ACCLAIMED NATION'S BEST RADIO NEWS OPERATION IN 1951!

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

Shelley and Veteran Staff Praised

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

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

BEST EQUIPMENT, VETERAN STAFF, BIG BUDGET

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

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

NINE VETERAN REPORTERS EDIT AND BROADCAST NEWS

The WHO News Bureau is headed by veteran Jack Shelley, and includes eight other full-time men and a secretary. Eight of the men are college-trained reporters, rewrite men and broadcasters, all of whom are heard on the air. The ninth man is a specialist in political reporting. The ten people on the staff represent a total of 95 years' experience with WHO. Five of the News Bureau staff have been with WHO ten or more years.

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

TELEPHONE USED EXTENSIVELY

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

STAFF WORKS TWO SHIFTS

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

$100,000 ANNUAL BUDGET

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

PUBLIC SERVICE EXTRAS

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

BETTER NEWS — BETTER AUDIENCES

The leadership of WHO's News Service is only one of many reasons why WHO is Iowa's greatest advertising news service. The 1951 Iowa Radio Audience Survey, accepted by leading advertisers and agencies as a completely authoritative analysis of listening habits in this state, shows that WHO is by far the "most-listened-to" station in Iowa. Write for your copy, or ask Free & Peters. + WHO for Iowa Plus! + DES MOINES . . . 50,000 WATTS Col. B. J. Palmer, President P. A. Loyet, Resident Manager FREE & PETERS, INC. National Representatives
THOUGH National Production Authority rules now permit broadcasters to "self-rate" purchase orders for construction materials up to certain amounts without NPA permission, materials available through self-autorization probably will not, in many cases, be sufficient for construction of new TV stations.

This was the prospect held out to a record-size group of engineers attending the sixth annual NARTB Broadcast Engineering Conference in Chicago last week by J. Bernard Joseph, chief of the Broadcast and Communications Equipment Section, Electronic Division, of the NARTB.

Self-autorization limits, Mr. Joseph noted, are 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum per calendar quarter. While these are enough for most alteration or small construction jobs, he noted, the average TV tower requires 100 or more tons of steel.

He pointed out that normally construction takes from nine months to a year, and if building a station can be scheduled so that steel usage will not exceed 25 tons per quarter, there will not be necessary to go to NPA for permission to start the job.

Overall, he felt that many TV and radio construction jobs might, if properly scheduled, be completed with the need for special NPA authority.

Peak Attendance
Mr. Joseph spoke Monday on the opening day of a three-day series of technical sessions, held in conjunction with the NARTB Convention. Engineers' registration and attendance at the meetings was record-setting, with peak attendance estimated at 500.

The Monday sessions heard, in addition to Mr. Joseph, nine outside hearing TV engineering presentations on technical papers on TV studios, transmitters, antennas, cameras and projectors, while Tuesday morning meetings were concerned with AM, FM and audio—the only non-television sessions of the conference—and Tuesday afternoon was devoted to studies of TV lighting, broad-band transmission research, TV construction and operational economies, a 35 kw TV amplifier, and planning and installation of Argentina as first TV station.

The Wednesday conference featured additional technical papers on TV sound and symbol, and UPF television and small TV operations. (For summaries of technical papers, see 8-BT, March 31.)

In a Tuesday speech, Robin Compton, associate of the George C. Davis firm of consulting radio-TV engineers, emphasized the "very large" technical costs of TV. Asserting that operating costs may be "fairly well defined" in relation to initial costs, he estimated that a $300,000 physical plant might expect operating costs between $200,00 and $240,000 the first year.

Rural or isolated operations (with at least one network feed) can expect the investment-to-operating cost relationship to approximate 2 or 2.5 to 1, he said, while metropolitan stations may anticipate a ratio of about 5 to 4.

Mr. Compton advised TV station managers to arrive at full understanding between engineering, management and programming personnel, recommended that adequate space be provided, and suggested that remodeling needs will probably arise after a station's first 90 to 120 days of operation.

**Materials**

EXPRESSIONS of caution designed to dilute the heady air of optimism over eased materials restrictions characterized the views of top government allocations officials last week.

These views were expanded by three key authorities as manufacturers continued a round of meetings with the National Production Authority. Within the past fortnight, discussions were held touching intimately on the welfare of AM-FM-TV receiver output, flow of component parts, future of color-casting equipment and the technical manpower shortage.

Warning Sounded

Notes of caution were sounded by Defense Production Administrator Manly Fleischmann, National Production Authority Administrator Ryland Mayfield and Mr. Joseph, who resigned as defense mobilizer last Monday (see story page 72).

The consensus might be summed up this way: the controlled materials plan is "over the hump" but "must travel a long road" before vital materials are decontrolled.

Radio-TV set manufacturers face no critical cutbacks and should be able to supply receiver demand and reach the industry's collective goal for TV stations. The TV set boom is "reasonably unfrozen," with prospect for approval of most applications "on a fairly regular scale," according to Mr. Joseph, who presided over the NARTB Convention in Chicago last week (see separate TV story).

Manufacturers have appointed NPA of the small receiving tube picture, the progress of a salvage drive for materials used in radio-TV loudspeaker magnets and the shortage of highly-skilled technical personnel. Still another field—transmitting and cathode ray tubes—will be explored in a session tomorrow (Tuesday).

With respect to the views of top officials:

Mr. Fleischmann told the American Management Assn. National Packing Exposition and Conference that a sudden deluge of materials "is not in the cards," and that expanding output will be offset by expanding military needs in the months ahead.

Mr. Fowler said there won't be any real improvement until the end of 1953 and noted a strike—such as threatened in the steel industry (April 9) "could plunge us into a period of scarcity worse than any we have known to date." Copper and nickel will remain scarce and under controls, he said. The outlook is "undeniably brighter than it was a few months ago," however, Mr. Fowler added.

Mr. Wilson, in his fifth and final report on mobilization, said "in no case has the lack of materials held up any defense items" while military production is "beginning to roll"; the U. S. is two-thirds of the way toward peak production; all manpower requirements for the military and defense industry have been met.

Meeting Small Tube Demand

Small tube manufacturers told NPA authorities last Thursday that they are meeting all military and civilian demands. They estimated 1952 output at 310 million for small receiving tubes (video, amplifier systems, etc.) and 6.5 million for TV picture tubes. A trend toward electrostatic type-tubes also was reported.

Conference with set producers was called by NPA March 27 for the purpose of appraising the engineer scarcity problem in relation to the government's color TV manufacturing ban [B-T, March 31], and discussing materials outlook for monochrome sets during the last half of 1952.

Set-makers were advised of the quotas of steel, copper and aluminum.

(Continued on page 85)

**WPTR Newsmen**

**Elected to Congress**

Mr. O'Brien, a winner of three national radio news commentary awards, has been heard on a nightly news program on the Albany station for two years. During this period, he and the station's news director, Howard W. Maschmeier, have captured a first place Sigma Delta Chi national news commentary award and two Ohio State first place awards for their radio reporting.

The new congressman has been bureau chief for INS in Albany and is a featured columnist for the Albany Times Union, Syracuse Herald American and other New York state newspapers.
The Providence Journal-Bulletin Station in the Nation's 19th Market announces the appointment of O.L. Taylor Company as exclusive national representatives effective immediately.
KMOX audience larger than two stations in St. ... in metropolitan
St. Louis alone.

St. Louis combined

those of the next

are

daytime

Projected to BMB (50% to 100%) listening areas, KMOX.

Projected to BMB (50% to 100%) listening areas, KMOX.

Projected to BMB (50% to 100%) listening areas, KMOX.
MONROE, Griffith, WMAQ
Among Winners

Mr. Griffith, Mr. Monroe
city editor of the Kansas City Kansas. He began radio writing in 1935 at KCKN Kansas City, Kan., on a parttime basis. In 1944, he left the newspaper to be fulltime KCKN news editor. He joined KCMO in 1945.

WMAQ was honored for the news broadcasts on “narcotics in Chicago” and particularly for the program, The Black Mark, and other tape-recorded presentations by Len O’Connor.

Citation for this award reads, in part:
“Universal interest, timeliness, and effective dramatization of this program not only held the listener, but also imbued him with a strong desire to counter the problem by firm civic action.

The stating of the case against narcotics, the manner of offsetting interviews of witnesses and experts, and the offering of answers to the difficulty, were carefully handled and appropriately emphasized. The technical qualities of the program were excellent.”

POLITICAL LIBEL
Maryland Bill Is Signed
BILL safeguarding broadcasters and telecasters to some extent from suit as a result of remarks by political candidates was signed Tuesday by Gov. Theodore McKeldin of Maryland.

As finally enacted, the law provides about 80% of the protection asked by the Maryland-District of Columbia Broadcasters Ass’n, which sponsored the original bill. The proposed measure had passed both House and Senate and was on the desk of Governor McKeldin just before the end of the legislative session when it was recalled by Sen. John Turnbull, Baltimore County. An amendment was inserted which drew protest from the broadcast association but since only a few hours were left in the session it was impossible to prevent a change.

Final version protects broadcasters against libel when a candidate libels his opponent. If the candidate libels others, the station can be held liable for compensatory but not punitive damages.

John E. Surrick, WFFB Baltimore, sponsored the original bill.

FCC TRIBUTE
Sen. White Memory Honored
FOLLOWING resolution on the occasion of Memorial Week, the FCC on March 31 (see obituary on page 30) was adopted by the FCC April 3.
The memorial resolution with deep regret the death on March 31, 1952 of former United States Senator Wallace H. White Jr. at his home in Asheville, N.C.

As co-author of the Radio Act of 1927, Senator White exercised a profound influence on the legislative foundation of the American system of broadcasting.

At the time this act was being considered, chaos reigned on the airwaves. The instability of this great instrument of mass communications was being effectively frustrated.

Senator White on the basis of searching sympathetic study, played a major role in determining the broad base for the regulation of broadcasting in the public interest. He planned and fought for the maximum freedom of the broadcast profession consistent with the technical requirements of orderly radio transmission.

Although technological improvements have been made since 1927, his basic premise that broadcasting must operate in the public interest for the common good and sound and final principle. It has met this test in three decades and has not been found wanting.

The nation’s far-flourishing system of broadcasting, encompassing 3,000 aural stations is a living tribute to the memory of this distinguished and dedicated legislator.

The White also performed outstanding service to his nation as her representative at important international conferences of radio. Be it resolved: That a copy of this expression of the Commission be submitted to the death of Senator White be entered in the permanent minutes of the Commission, and that a copy be sent to his family.

Joins Shulton Inc.
MAXINE ROWLAND, head of copy department of Abbott Kimball Co., New York, to Shulton Inc., New York City (Old Spice, Friendship Garden and Desert Flower toilettries), as advertising manager. Miss Rowland succeeds Elizabeth Shoemaker Shenko, who has resigned to do freelance writing.

Page 36 • April 7, 1952
We nominate for

THE ORDER of the BIG HEART

Jimmy Delmont of WTCN

The Case History:

This is the case history of Jimmy (5x5) Delmont of WTCN-Radio in the Minneapolis-St. Paul Market.

He belongs to that rare breed of men able ... through a big heart ... to submerge their own troubles and help others with theirs. The tools of his trade are: a telephone, a husky voice, a turntable, sympathy, and a sure touch in using it.

His mail ... hundreds of letters and phone calls each week ... comes from couples on the marital rocks, from working men and women who listen as they drive to and from work. He has proof of over 30 couples happily re-united through his off-the-air help. How he does these things is Jimmy Delmont's secret. He doesn't moralize, and doesn't hang folks' troubles on a radio laundry line.

6000 members of his 5 o'clock Club tune him in on their car radios and drive home carefully because Jimmy Delmont asked them to. One more example of radio personalities at WTCN who become part of the lives and loyalties of the folks who live here and who can sell your products to people who believe in them. In the case of Jimmy Delmont you don't sponsor him. HE sponsors YOU!

"They knew his bell, his voice: and so the friendship of a voice with many people was formed"
Radio, TV—People's or Broadcaster's Problem

Broadcasters have problems today which are an outgrowth of our rapidly growing technological advancements in the art of mass communication. Whether it was proper for the networks to alter their time charges on a nation-wide basis when the new art of television was available in only a relatively small area of the country is beside the point. The fact remains that the alteration of time charges by the networks has changed the value of all broadcasting, in the minds of advertisers and agencies, on a station by station and market by market basis across the whole country. In some cases this change has given the network, as the seller of station time, a decided advantage. All of the changes that will be made in broadcast rates have of course not been made as of this writing. The addition of more television transmitters, new techniques in the use of both TV and Radio, changes in coverage, changes in the size and prosperity of markets and of course, the "inventors mind," will ever be a challenge to any competitive system to alter rates in its efforts to give an advertiser "his money's worth."

The immediate problem is a need for some sort of balance between what a network charges for a broadcast hour of time and what the broadcaster charges for that time. This would seem an easy problem from the great amount of analytical data broadcasters have used to sell their wares but the actual solution thus far reached has, for the moment, pleased no one. Controversy has arisen from the advertiser and agency pertaining to "listenership" figures. These figures, out-growth of acceptability because of use by broadcasters for years, are, on the other hand, contested by some broadcasters because of newer figures now available on "store traffic" created by advertising. These new advertising-created "store traffic" figures have been most complimentary to radio in its comparison with the printed word or with TV.

All of the above is purely the business side of broadcasting.

From the people's point of view, what comes out of their loudspeakers is the determining factor.

In Radio broadcasting the networks have been the primary source of fine programs. It has been the network programs, in the main, which induced people to buy radios. True, the local stations gave many local services of news, weather, civic activities, etc., but it has been the great events of the world plus the top entertainment made available by network radio, which put radios in homes and made those radios be used hour after hour. In effect, it was the QUALITY of the service which made American Radio different from all other.

At the close of major hostilities in 1945 the American Radio picture got its first change by a great influx of new Radio transmitters. Then came Television. The added competition of more than double the "time on the air" of radio programs plus "time on the air" of television programs has "watered" the radio "listening" market. The sparkle and ring of quality shows has been diluted by the great quantity of lesser shows on the air waves. Lower charges for time and announcements with constantly rising operational costs have made for a quantity instead of a quality handling of the commercial advertising messages. All this has taken place at the local and at the national level over the whole country. Local broadcasters have coped with it on a market by market basis. In growing markets prices have been raised and in some diminishing markets prices for time have been lowered. In too many markets the station has simply put into its schedule more and more commercial copy, the effect of which is merely a lowering of rates and from the listener view, a substitution of quantity for quality.

Over the quarter century of network broadcasting, stations have been affiliated with the networks in order to have available quality programs. This fine program service has been worth money to the stations affiliated with the network and they have in most cases given "free hours" to the networks for this service. Beyond the "free hours" the stations have allowed the networks to sell their time and have been compensated at a low rate for this time sold because it cost them less to operate during such network hours. Now, with greater radio competition, plus the tremendous impact of TV in areas where TV is available, we find the networks trying to find some way by which they can painlessly substitute a certain amount of "quantity" for "quality," just as most stations have already done.

This network "quantity" substitution has been and is being done in several ways. The quarter hour and three-quarter hour station break was taken from the station and became the property of the network advertiser who carried two separate programs from the hour to the half hour period or from the half hour to the hour period. Additional secondary products were run into an advertiser's program. Contiguous time was not necessary to be purchased to get a "rate." More and more short periods of 5 minutes duration are to be found in the broadcast schedule. Talent charges were sliced and even a form of participating show has been worked out where several advertisers with different products share program and talent costs. "Premium stations" are being added on no charge basis. "Below the belt" products, previously shunned, are now heard as regular network sponsors. The low cost detective mystery and even the disc jockey is now common via network radio. On top of this, networks cut the rates of affiliated stations whether they are TV in their markets or not. The result has been less income for the stations to say nothing of less income to the networks and more and more advertising with less and less attractive programs for the listeners and the end is not in sight.

Over the years there has been talk of limitation of the amount of commercial copy in relation to the amount of time purchased by an advertiser. In fact, in our Nation's Capitol the politician has even talked about limitation of the amount of time devoted to commercial sale. Our American free enterprise system of radio can little afford political supervision of program content of each individual program and the radio people from their own selfish point of view should soon find an answer before the representatives of the people come knocking at their door.

The people's response to a program, an announcement or the printed word, whether it be on radio or in the press or on TV should be heeded in coming to a decision concerning the value of any advertising.
ARBIndex is the ratio of performance at the point of sale of a radio station and a newspaper. The ratio is based upon Certified ARBI surveys in which an equal expenditure is made in both media for identical merchandise and advertised simultaneously.

ARBIndex is the ratio of the radio station to the newspaper on the basis of traffic developed by each medium. The newspaper is the constant with a factor of 1. The radio station, based upon the relative performance of the two media, is in ratio to this constant. Thus, if an equal number of people respond to the advertising at the point of sale, the ratio of the radio station to the newspaper would be 1 to 1.

ARBIndex is NOT a rating of a station's popularity—it is a RATIO OF PERFORMANCE at the point of sale. ARBIndex is a MEASUREMENT OF RESULTS.

ADVERTISING RESEARCH BUREAU, INC.
Central Building
Seattle 4, Washington

The stations

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The Walker Company

New York 17, N. Y.
347 Madison Avenue

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company
STATE broadcast association chairmen were guests of BMI and NARTB at Monday luncheon in Chicago. At table with Carl Haverlin, BMI president, and Harold E. Fellows, NARTB director-at-large for FM, were: Sydney M. Kaye, BMI vice-president-general counsel; Calvin J. Smith, KFAC Los Angeles; J. Leonard Reinsch, WSB-TV Atlanta; Mr. Haverlin; FCC Chairman Paul A. Walker; Mr. Fellows; Emmett Brooks, WEBJ Brewton, Ala., chairman of state presidents; D. Malcolm Neill, CFNB Fredericton, N. B., chairman, Canadian Assn. of Broadcasters.

Clarify Rights, FCC Is Asked

FM STATION operators looked their financial figures in the face, appraised results of three cooperative promotion campaigns and wound up a half-day meeting at the NARTB Chicago convention by calling on FCC to clear up the rights of such supplementary services as transit and storecasting. Contrary to custom, FM delegates overscheduled the Conrad Hilton hotel meeting room, with about a hundred and fifty sets turned away during the Monday morning meeting. Presiding was Ben Strouse, WWDC-FM Washington, NARTB director-at-large for FM, Michael R. Hanne, WHCU-FM Ithaca, N. Y., sat as a board observer.

A program devoted mainly to the results of promotion programs, soon to be expanded under auspices of NARTB and Radio-Television Mfrs. Assn., wound up in a brisk debate over resolutions. Members of the Resolutions Committee were Ed Wheeler, WEAW (FM) Evans- ton, Ill., and Ray Green, WFLN (FM) Philadelphia. Proposal Is Tabled

Oratory broke out all over the room where they had proposed the FCC check FM license renewal applications of network owned stations and match applications against performance of the station. The resolution was tabled after delegates suggested it amounted to an endorsement of FCC investigation of stations; that all stations would probably suffer were such an FCC policy adopted, and that it would arouse antagonism on the part of other groups.

Other resolutions asked radio set makers to develop auto FM sets and auto makers to install them; thanked RTMA and member manufacturers for cooperation in FM promotion and in production of FM sets, proposed FM tuners be installed in all TV sets and praised work of John H. Smith Jr., NARTB FM director.

Benefits of the NARTB-RTMA FM promotion plan in North Carolina were described by E. Z. Jones, WBBB-FM Burlington, N. C., and Joe J. Pleasant, WJNOW-WN, Charlotte. Mr. Jones said FM sales were stimulated though many dealers did not cooperate nor was the home demonstration idea properly developed. He said the drive increased availability of FM sets at dealers and helped listening to some extent.

Mr. Pleasant said 15 distributors took part in the North Carolina campaign, five of them actively. Despite a textile depression and other adverse factors, a goodly number of dealers sold FM sets in the five-week test period. This did not include such chains as Sears Roebuck, Montgomery Ward and Western Auto. The total actually ran well over the 6,000 mark, he believed.

Sets in D. C. Cited

Everett L. Dillard, WASH (FM) Washington, D. C., said the District of Columbia has 140,000 FM-equipped sets in 400,000 families, with FM stations having wider range than most AM outlets as well as more network on the air. He said the Washington campaign, scheduled to start March 1, got under way slowly and had been extended to April 15. He played a tape of a "sales meeting of the air" conducted for the benefit of salesmen.

William Hills, managing director of the Electric Institute of Washington, said only four distributors had any FM sets in stock when the campaign started. Despite handicaps of federal income taxes, local income taxes, Easter and spring TV set sales, he declared, 2,309 FM sets were moved in March compared to 2,480 in the same period a year ago. He contended this record was outstanding in view of the fact that appliance volume was down 25-35% at the time. He added that dealers appreciate the daily announcements by FM stations, which help FM "sink into the public mind."

David Grigsby, advertising manager of Zenith Radio Corp. and chairman of RTMA's Special FM Committee, gave Mr. Smith and other NARTB officials credit for their public relations job in the campaign and contended increased billboard publicity has been developed in the FM set field.

Henry Onorati, advertising direc-

tor of radio-TV, Crosley Div. of Avco Mfg. Corp., pointed to definite sales gains in the promotion campaign and growing public awareness of FM.

Herbert Guerin Jr., advertising manager of RCA Victor Div., said manufacturers would do all they can to help promote sale of FM sets. He said the promotion drive has helped dealer-distributor relations and showed how industry groups can work cooperatively with benefit to all.

A letter from Kenneth F. Schmitt, WIBA-FM Madison, Wis., told of the promotion campaign in that state.

Mr. Smith predicted steady expansion in FM. The association is expanding its work, he added, with the set campaign a piece of evidence. He spoke of the growing spirit of harmony about stations, manufacturers and sellers of sets. More listenership is the target, he contended.

Next FM promotion drive will take place in New York state with others to follow.

West Coast NBC Salute

FOUR West Coast stations were scheduled to be among the 25th anniversary of their affiliation with NBC by a special radio network program from 10:30-11 p.m. EST Saturday. The broadcast, originating in Hollywood, was titled Operation Pacific Coast and honored KOMO Seattle, KHQ Spokane, KFI Los Angeles and KGW Portland.

CFC Good Friday Policy

NO commercial programs will be aired on Trans-Canada and Dominion networks of Canadian Broadcasting Corp. on Good Friday. This marks first year CBC institutes same policy on Good Friday that it has used for years on Christmas Day. CBC-owned stations will also carry no commercials that day, but no regulation has been issued regarding commercials on independent stations.

Golden Jubilee

IN HONOR of the publisher’s golden jubilee, Santa Barbara News-Press, KTMS Santa Barbara and KCOY Santa Maria, all Calif., invited the public to an "informal open house" in the News-Press Bldg., Santa Barbara, Monday through Thursday last week. The News-Press Pub. Co. is licensee of both stations and KCOY. Building was formally opened and dedicated March 30.

NARTB GOAL

Is Outlined by Fellows

ORGANIZATION of the United States into an overall national association and 48 autonomous state associations is the goal of NARTB, President Harold Fellows told a joint BMI-NARTB luncheon of state presidents, held during the NARTB convention in Chicago.

Growing legislative and regulatory complexities require careful study and cooperative action, Mr. Fellows said.

Carl Haverlin, BMI president, described progress of the BMI campaign to encourage young cabinet officers in state governments. He said 800 stations averaged over 6 hours a week of concert music under BMI encouragement.

Dan E. Jayne, WELI Battle Creek, Mich., was elected chairman of the state association group. He succeeds Emmett Brooks, WEBJ Brewton, Ala., who was given the keynote address at the luncheon.

FCC Chairman Paul A. Walker, giving the keynote address, informed FCC commissioners of the NARTB's budget problems. He reported that Congressmen talk about cutting FCC appropriations in one breath, then ask the Commissioners "When the blank are you going to get television down here. If somebody doesn't appropriate funds, many parts of the country will be in a bad fix far as television is concerned."

BMI was host Tuesday at a dinner for the BMI-NARTB boards. The BMI board met the previous Sunday, reviewing progress of the composers contest and other promotions.

The new BMI TV Clinics [B*7, March 31] will be held in New York May 20-21; in Chicago May 22-23, and in Hollywood May 26-27. Topics on the agendas will be program and production economies, public service disc jockeys, musicians, educational programs, local TV news, camera techniques, purchase of film, film features, film operation and package-spot programs. Some sessions are to be held in TV studios.

The annual series of BMI broadcast clinics opens April 27 in Missoula, Mont., running through May 16. Forty-two clinics will be held, with two and three a day in different areas.
RADIO ALONE PULLED 25,000!

CLEVELAND PRESS, PAGE ONE

"... police reserves were forced to disperse a crushing mob of 25,000 ... 30 extra firemen ... 40 extra police ..."

STAN ANDERSON, PRESS

"... radio is not a dead medium when it can singlehandedly draw 25,000 to a dance."

CLEVELAND NEWS, PAGE ONE

"... doors closed ... after turnstiles totaled 10,091 admissions and still more ticket holders began to storm the entrance."

CLEVELAND PLAIN DEALER

"People came from as far as Toledo ..."

Using WJW only, Alan Freed, emcee of "The Moondog House," pulled an overwhelming 25,000 to the Moondog Coronation Ball. Here's proof that Cleveland's Chief Station is still Cleveland's best buy. Write, wire or call for available segments on this hottest show in town, "The Moondog House." Afternoon, 5 to 6; late-night, 11:15 to 2 a.m.

CLEVELAND'S CHIEF STATION

5000 W. BASIC ABC

CLEVELAND 15, OHIO

WJW BUILDING

REPRESENTED NATIONALLY BY HR REPRESENTATIVES, INC.
CONGRESS

WITH an eye on the calendar, Washington lawmakers are hammering away at “must” measures for 1952 with remarkable force this spring. Legislators’ aim on Capitol Hill is to flood the debate tent by July in time to attract the Chicago political conventions.

In addition, there is the campaign stretch which means in-considerable need and a time grace to return to their home states to campaign for the November elections.

In effect, this puts an unpredictable stop watch on pending legislation that is concerned with broadcasters’ interests.

Most important legislative actions with which broadcasters have been concerning themselves are (1) the McFarrand bill (S 668), a major measure that would set up new operating guideposts for FCC, and (2) a projected study of political broadcasts, looking forward to a clarification of Sec. 315 of the Communications Act.

Capitol Hill’s thrust toward adjournment has asserted itself in the past few weeks. The pace is unrelated in the House where that chamber has been passing appropriations bills methodically and bucking them over, to the Senate where Miss Barrett’s up.

Congressmen’s strategy is to quickly get these “must” measures out of the way so that the slower-moving Senate can have plenty of time to consider them. Other “musts” are the Defense Production Act renewal or modification and foreign aid. There is no tax bill this session.

Resume of Bills

Item by item, the Congressional radio-TV picture looks like this:

- McFARRAND BILL—Passed the Senate—passed measure [B+T, March 17]. However, the House version of the communications bill has not yet been completed. A report, which may be more of a document, will accompany it. Latest guess is that the committee will be expected to have three items out of the way before the House Easter recess. Next step probably will be House approval, then a joint conference between the houses.

- POLITICAL BROADCASTS—Although the House Commerce Committee chairman, Rep. Robert Crosser (D-Mo.), has signed his name to a bill giving the subject a hearing, the committee’s agenda is crowded [B+T, March 31]. There has been no hearing in the Senate.

- RADIO-TV BAN—There has been no indication that the House will amend the rules so as to permit radio-TV live or tape-coverage of its committee proceedings [B+T, March 10]. It appears at this date that Speaker Sam Rayburn’s (D-Tex.) ban is here to stay at least until the 83d Congress convenes next year.

- “DRY BILL”—The clock ran out on the proposed banning of liquor advertisements on radio or TV on the John-Johns-Cap (S 2444) has been defeated in the Senate Interstate & Foreign Commerce Committee [B+T, March 31].

- PROGRAMMING—In the House, the rug has been slipped from under a proposed investigation by a select committee of radio and television programs [B+T, March 31] (see story, page 2). But in the Senate, apparently Sen. William Benton’s (D-Conn.) call for a radio-TV review board has been languishing.

- CAPEHART PLAN—This concerns the cost-allowance formula in the pricing structure as spelled out in the Defense Production Act. It is one of many issues to be considered as Congress proceeds with a study of the Act in its roll toward adjournment.

- FCC AND RECRUITING FUND—FCC is striving for additional funds to help it break the expected application workload when the TV freeze lifts. The House has passed its recommendation, the Senate is next on the agenda. Recruiting funds for radio-TV—money to be spent by the Army and Air Force—also is included in consideration of the general appropriations.

- NARBA—A Senate Foreign Relations subcommittee has not yet considered the North American Regional Broadcasting Agreement that is pending Senate ratification.

NBC ISSUES NEW CARD

Formalizes 1951 Reductions

NBC last week issued a new rate card (No. 34) for its network, formalizing the 10% reduction in afternoon and evening rates and the elimination of the $5 premium charge for the 8-10 p.m. time which NBC put into effect July 1, 1951. Failure of some readers of the new card to note the effective date led to a flurry of excitement over what they thought was a new series of rate reductions which quickly subsided when the date was brought to their attention.

The new NBC radio network rate card groups the network’s affiliates into “primary” and “supplemental” stations under the plan adopted last fall [B+T, Oct. 8], which the network is still vainly trying to persuade its affiliates to accept.

ACCORDING to Frederic W. Wilke Jr., NBC vice president and director of TV production, “Life of Riley,” starring William Bendix, will be produced as both a radio and TV program broadcast from Hollywood commencing next fall.

Time Runs Short; Radio Legislation Pends

FORT INDUSTRY Co. has claimed for its owned radio stations the only personal interview thus far granted to any U.S. station by Gen. Fulgencio Batista since he took over in Cuba. The interview, company spokesmen reported, was secured and recorded by Mrs. Ida Faulk, Latin-American commentator of Fort Industry’s WGBS-AM-TV Detroit’s House O’ Charm, sessions included the following:

“You Gotta Develop Your Vision in Television,” was to be presented over by Miss Melrose, with panel members Susan Bartlett, continuity director, WTTV (TV) Bloomington, Ind.; Dave Green, director of television, WPTW (TV) Detroit; Harry Kahler, Kenyon & Eckhardt, New York, and Duncan MacDonald, supervisor of women’s programs, DuMont.

Betty Stuart Smith, J. Walter Thompson Co., N.Y., was to conduct session on “Meet the Agencies and Package Houses—We All Work Together,” with panel including Anne Gleason, president, Gleason Agency, Detroit; Gladys Blair, Young & Rubicam, Chicago; Betty McCabe, Sherman & Marquette, New York, and Beulah Zachary, producer of Kukla, Fran and Ollie, NBC-TV Chicago.

Other Activities

In public service category, “The Public Be Served” was to be led by Natalie Platow, Girl Scouts of America, New York. Serving on the panel were James Hanahan, vice president and general manager, WPTBS Cleveland; Henriette Harrisson, radio-TV director, WMCA New York; Kay Lardie, manager, WDTR (FM) Detroit, and supervisors of radio-TV for Detroit public schools, and William Hoddapp, executive director, Teleprograms Inc.

A plaque honoring American Women in Radio and Television for its help to U.S. homosekers was to be presented at the convention by the Kellogg Co. of Battle Creek, Mich. The plaque was to be presented by Detroit’s Mayor Albert E. Cobo on behalf of Kellogg’s to Edythe Meserain, president of AWRT.

Each member of the AWRT receives a replica of the award suitable for framing.

AWRT SESSION

Held at Detroit

SECOND annual national convention of American Women in Radio & Television, April 4-8 at Statler Hotel, Detroit [B+T, March 31], was to feature a series of workshop sessions on television, agencies and public service. According to Convention Chairman Edene Fern Melrose of WXYZ-AM-TV Detroit’s House O’ Charm, sessions included the following:

“Go You Develop Your Vision in Television,” was to be presented over by Miss Melrose, with panel members Susan Bartlett, continuity director, WTTV (TV) Bloomington, Ind.; Dave Green, director of television, WPTW (TV) Detroit; Harry Kahler, Kenyon & Eckhardt, New York, and Duncan MacDonald, supervisor of women’s programs, DuMont.

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Each member of the AWRT receives a replica of the award suitable for framing.
Merchandising Magic in Baltimore!

Kitchen Karnival

The show that promotes at point-of-sale!

BRENT GUNTS
Baltimore's top M.C., a favorite with the ladies who pay $1.00 to see him or for the lunch (we don't know which).

JOE CROGHAN
Announcer and right hand man to Brent Gunts, has a quick sense of humor and a winning touch with commercials.

DON REDDING
WBAL's Sales Service Manager, whose primary function is to correlate the terrific power and effect of "K. K." with the effort of the manufacturers' own local broker or representative.

BILL MASON
Merchandising Manager, carefully plans the campaign and promotions for sponsors. He sets up luncheons, shows and displays, and personally visits dozens of chain and independent stores weekly.

JIM MARKIEWICZ
Another experienced grocery detail man. Full-time on the street, achieving distribution, stimulating sales, setting up displays, obtaining bona-fide orders for "K. K." products. Weekly written reports to sponsors on activities.

Kitchen Karnival, WBAL's outstanding daily half-hour festival of fun, offers participating sponsors guaranteed, concentrated merchandising for their products in the Baltimore area food stores. Your product is exposed to thousands of customers. For instance: Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore; it is sampled by luncheon guests and audiences numbering over 500 each week; it is given as prizes at every broadcast; it gets special point of sale display and active in-store promotion from full-time merchandising men.

WBAL

50,000 Watts • NBC in Maryland
Nationally Represented by EDWARD PETRY & Co.
SUCCESSFUL selling of radio co-operatively by stations in the same city and the continuing need for audience promotion on the air and in sales presentations was outlined to NARTB conventioners Tuesday afternoon.

Keynoted by Lee Little, general manager of KTUC Tucson, the audience promotion session concerning "The Tale of Three Cities" attracted an estimated audience of 60 broadcasters. Mr. Little, commenting on the small audience in contrast with the "3,000 attendance," termed the session "one of the two top-level discussions" at the convention.

After reprimanding broadcasters for not forwarding their successful promotion ideas to NARTB so the entire industry would benefit, Mr. Little pointed out that many stations neglect to promote good shows which they put on the air. He cited the instance when a network aired a sustainer to its affiliates for 13 weeks, learning afterwards that no stations had ever picked up the show because "they had not been advised the thing was available."

"Good, solid" promotion gets an audience for bad programs, and can also improve them. "When we tell people to listen to a radio program, they do. We in the radio business have found out that people do what we tell them to do," he said, referring to sale of products, collection of funds and tabulations on mail.

At KTUC, Mr. Little uses audience promotion schemes with every sales presentation, outlining what the station will do for the show and the client and what the client, in turn, should do to bolster the radio effort. He recommended, in advising the sponsor's employer through meetings or letters that radio is being used, inclusion of a box in newspaper space and display of store and window cards.

Detailing combined radio campaigns among stations in the same city were John Esau, vice president and general manager of KTUL Tulsa; Jack Knabb of the advertising agency of the same name in Rochester, N. Y., and Worth Kramer, general manager of WJR Detroit. Richard M. Allerton represented NARTB, of which he is research director.

Stress Own Assets

Broadcasters need to remind themselves of radio's assets, Mr. Esau said, naming flexibility and adaptability as primary. His station, among six radio stations and one TV outlet, helped organize the Tulsa Associated Broadcasters and hire a paid secretary.

The group initiated a radio week, blew up the mayor's proclamation for backgrounds and displays in retail store windows throughout the business district and organized all-station basketball and softball leagues with the call letters getting frequent mentions on newspaper sports pages. The stations offered $1,000 cash to anyone who could find more than a 5% margin of error in a Tulsa radio and television survey. They also helped to revive the state radio association. Despite the group's "solid front," however, each station sells and promotes individually to retain its identity, Mr. Esau said.

KTUL has reinstated the last-minute copy change, "although it's a lot of trouble," uses a lot of names in chats with listeners and block programs the schedule with numerous giveaways, which include "giving away" a housewife every other Thursday and a local variety of "Lonesome Gal" to women's clubs and civic groups.

Some 60 new residents in the city weekly receive personal letters from Mr. Esau, followed by another from the program director and a program schedule, and all staff members take active part in most of the local civic, fraternal and cultural groups.

"We've thrown out the word sustaining," Mr. Esau said. "The station that is never missed never dies — the station that dies is never missed."

Mr. Knabb, public relations counsel for the Radio Broadcast Management Council of Rochester, referred to the broadcast "nightmare in 1960 when ghosts of the competition haunted dreams of almost every radio man."

Purpose of Council

The group, organized to "make headway with use of headwork," has worked to maintain and improve the audience size and to sell better and more radio time. Because public relations "was the first job," speakers were sent to talk about radio positively rather than apologetically before local groups.

A screening committee was formed to handle all requests for free time, followed by a committee of station management and various civic groups of the concept that stations were entitled to be paid the same amount as spent for newspaper space by other organizations such as the Community Chest.

Mr. Knabb failed initially in convincing council members they could successfully sell one group to an advertiser, although he later proved his theory by making two sales of four stations to a single sponsor. "It takes courage to make a profit and try new ideas," he said, "and profit is the only thing that keeps us in business."

Mr. Kramer, also co-organizer with six other station men of the United Detroit Radio Council, asks broadcasters for "alert programming, vigorous audience promotion and strong sales efforts to get the other media dollars as well as competitive radio dollars." Station management can retain its place in the advertising picture and gain and keep the respect of its audience and advertisers by reflecting the strength and integrity of broadcasting concepts in their individual operations, he said.

Detroit Activities

To "re-awaken listeners and advertisers," the Detroit group conducted weekly meetings and spent $6,000 in a three-month car card and newspaper campaign backed intensively by radio, using 400 car cards and 113 cartoon ads rotating among three papers. The seven stations aired 24 radio promotion spots daily, mentions in local shows, in direct mail pieces, on envelopes and in advertisements.

The Detroit group originated the slogan which is used by industry elements throughout the country, "Wherever you go there's radio." The slogan is the title of a song written by a WJR staffer which has been recorded and distributed at cost to other stations.

Mr. Little, in recapping comments of the panelists, outlined a few of his promotions. Among them were free brake-testing and lining replacement for all residents of Tuscon, use of acetate tape with "As advertised on KTUC" in sponsoring stores, gummed wrapping tape for outgoing packages in retail concerns, letters to sponsors' employees and purchase of the sponsors' merchandise.

He advised station men in smaller towns to keep promotion plans simple, recommending also that network promotion men in New York send out "down-to-earth" audience material adaptable to "people west of the Hudson."

"They should get out and see what goes on there," he said.

"There is no reason for anyone to be a bad broadcaster. No matter what you do, you should do it well."
Two contests* on Double Cola's Double Pleasure Party (6:15-6:30 P.M. Saturdays) drew a total of 64,186 pieces of mail in 18 weeks. Cards and letters were received from 38 states and Canada.

This sets an all-time station record for a once weekly quarter hour program on WSM.

*1st Contest — Oct. 27 — Dec. 15, 1951
2nd Contest — Jan. 12 — Mar. 15, 1952

WSM Nashville 650
CLEAR CHANNEL — 50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative
Everything's humming here!

And there's plenty in it for you. Because the new BEEHIVE RADIO NETWORK is busy providing advertisers with exhaustive coverage of a billion-dollar empire (annual retail sales: $1,024,809,000) honeycombed with farms and factories. The BEEHIVE—a combination of 50,000-watt KSL plus four other busy CBS Radio affiliates in Utah and Idaho—has a potential audience of 45,740 more radio families than any competing regional network. Now, thanks to the five stations of the new BEEHIVE RADIO NETWORK, you can get blanket coverage of the entire Intermountain America market plus intensive local merchandising of your product in key population centers. To gather in the riches that are waiting for you throughout this 576,000 square-mile territory, just buzz KSL or CBS Radio Spot Sales and ask for complete information about . . .

THE BEEHIVE® RADIO NETWORK
Frank B. McLatchy, Manager

KSL, Salt Lake City
KSUB, Cedar City
KEEP, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

*Symbol of the early territory of Deseret (Utah, Southern Idaho, parts of Nevada and Wyoming)
HEAVY EXHIBITS

HEAVY EXHIBITS — those of station transmission and studio equipment makers — were lighter this year at the NARTB convention, with RCA again leading the field in amount of floor space and number of items displayed.

The company sent more than 60 representatives from its custom recording, engineering products and tube divisions. At the opening of its extensive display was a revolving platform with a new combination studio-field camera operated by a plaster male model before a life-size ballet dancer.

Equipment available for inspection included AM, FM and television transmitters, audio equipment, monitoring units and test apparatus for all kinds of stations. Items for TV stations included mobile equipment, cameras, control room units and distribution amplifiers.

RCA also showed AM, FM and TV antenna systems, transmission line equipment, tower lighting units and accessories.

The camera, described as TK11A for studio use and TK31A for the field, features a view-finder with a seven-inch kinescope, superior yoke design, a video amplifier with adjustable blanking and rugged construction.

Andrew Corp. featured as the central attraction of its display the new skew antenna based on an engineering principle which provides for mounting on the sides of buildings, eliminating necessity of a tower on top. Company manufactures transmission lines for VHF and UHF, antennas and mounting, dehydrating and tower lighting equipment.

Representatives of Collins Radio Co. from five cities showed convention visitors the complete line of AM and FM broadcasting installations, transmitters ranging in power from 250 w to 50 kw, FM antennas, 10 kw FM educational broadcast systems, studio and accessory equipment, remote pickup amplifiers, speech input consoles, transmitter control consoles, transmitter monitoring, test and accessory equipment and custom-built studio installations.

Fully-equipped television station, with transmitter, cameras, studio, control room, studio projection room, transmitter room and client's booth was installed by the Allen B. DuMont Labs. Other exhibit features — a 5 kw "Oak" an-hooded transmitter and console, a director's desk for audio and video switching and line amplifier designed to make programming more flexible and to handle special effects with finger-tip controls.

Gates Radio Co. men showed speech input equipment, including two complete console systems and a pre-set program dispatching and switching facilities. Other features were two AM transmitters and a 250 w FM relay transmitter used for STL service.

Thirty representatives of General Electric Co. manned its lower-level display of UHF TV transmitter equipment and controls, a UHF antenna, studio camera channel, film camera channel, Synchronite projector, station switching equipment, synchronizing equipment, portable console and audio console.

General Precision Lab. presented new TV camera chains and studio field equipment as well as professional 16 mm telecasting and previewing projectors. The camera has separate light indicators for each of four lenses, plus a fifth light indicating on and off.

Federal Telecommunication Labs.

Fewer Big Products Shown at Chicago

GRAYBAR's delegation included (l to r) Bob Uhrig, J. W. LaMarque and Larry O'Connell.

OPERATION UHF was inspected at the Allen B. DuMont Labs. display by staff members (l to r) H. E. Taylor Jr., manager of the television transmitter division in Clifton, N. J.; Herb Bloomberg and Lew Radford Jr., district managers.

TV CAMERA chains and studio-field equipment were displayed by General Precision Lab. and its delegates (l to r): John M. Sims, Lee Matheson and Louis L. Pourciau.
INTRODUCED at the convention for the first time was General Electric's 12 kw UHF Klystron tube. Heading the GE delegation were William J. Mornock (l), general manager of the commercial equipment division, and Frank P. Barnes, sales manager for the broadcast equipment section. The new tube, which has been operated at more than 15 kw power at 750 mc during development tests, will soon be installed at GE's plant in Syracuse for propagation tests. If FCC authorizes maximum effective radiated powers above the presently proposed 200 kw, the basic design of the Klystron will make 50 kw tubes "entirely practical," company claims.

displayed, in cooperation with Graybar Electric Co., the company's new distributor. Showing items from camera to antenna, the exhibit stressed installations based on successful stations which Federal has equipped in North and South America. The company manufactures transmitting, rectifier and picture tubes, as well as magnetrons.

Graybar also distributes for Continental Electronics Mfg. Co., Blaw-Knox Co., Ampex Electric Corp. and Altec Lansing Corp., all NARTB associate members. Products include transmission and studio equipment, speech input units, tubes, tape recorders, test and measurement equipment and metal cabinets. Continental exhibited three broadcast transmitters for AM.

Switching equipment wiring devices and switchboards for TV studios, as well as related engineering services, were featured in the display space of Kliegl Bros. Universal Electric Stage Lighting Co. Another manufacturer of switchboards, lighting and equipment, remote controls and mike booths was Century Lighting Inc.

Broadcast Music Inc., cooperating with the NARTB, set up Freedom Hall with a large collection of historical documents and the original manuscript of the "Star Spangled Banner." BMI, now in its 12th year, also featured a miniature theatre with hit songs. It also displayed promotion material on the program encouraging broadcast of concert music and the young composers radio awards. The award program is conducted cooperatively with state broadcasters' associations.

Other exhibition hall booths were occupied by the Broadcast Advertising Bureau, Armed Forces Information Center, National Production Authority and NARTB Station Relations.

FCC LEGISLATION
Reaches Floor of Senate
SENATE Expenditures Committee last week approved and sent to the Senate floor a bill providing that an FCC Commissioner can be removed from office only for cause, that is, for inefficiency, neglect of duty or malfeasance (BPT, Feb. 25). The bill (S 1189) also would permit Commissioners to stay in office after their terms expire until a successor is named and confirmed by the Senate, and place a 60-day limit on extra service.

Also see Light Exhibit story, page 52

"KLZ...a splendid servant of the people...a great asset to our state!"

Phillip X. Daniels, president, Colorado Chamber of Commerce, recently stated: "KLZ is a splendid servant of the people and a great asset to our state."

Mr. Daniels was analyzing KLZ's 30 year record of public service to the Rocky Mountain area and the distinguished list of national honors that KLZ has brought to its area. Leading Colorado citizens—U.S. Senators, Congressmen, Governors, Mayors—have joined publishers, businessmen and clergymen in praising KLZ's unparalleled public service record.
'DUPLEX' DATA

Hooper Extends to Set Use

C. E. HOOPER Inc. is now using "Duplex Coincidental" data for "sets-in-use" figures as well as for "ratings" and "share-of-audience" data. Advantage of the "duplex" data, which are obtained by asking "What were you listening to 15 minutes ago?" as well as "What were you listening to when the phone rang?", is that the sample size is doubled with no increase in cost, the research firm explained.

Extension of the "duplex" data, according to a Hooper spokesman, followed extensive research authorized by Dr. Matthew N. Chappell during his analysis of methods of measuring broadcast audiences. "This research showed that there was no sacrifice of accuracy when compared with the industry standard method, namely coincidental," it was stated. The full research on "Validation of the Accuracy of the Duplex Coincidental" will be published in booklet form as the other parts of Dr. Chappell's study have been.

A sample test study conducted in New York in January showed little difference between station audience rating figures and sets-in-use data obtained by the "Duplex Coincidental" method and those obtained through the pure "coincidental" system. Morning radio sets-in-use were reported as 12.53 by the coincidental method, 12.79 by the duplex method. Afternoon radio sets-in-use were 9.97 (C.) and 9.82 (D.). Evening figures were 8.99 (C.) and 8.88 (D.).

ZENITH INCOME OFF

'51 Gross and Net Lower

ZENITH Radio Corp. had net sales of $110,022,780 for 1951 with a net income of $5,370,740 ($10.90 per share) after provision for federal income taxes of $6,400,000, company has reported in its annual statement.

This compares with sales of $134,012,595 and a net of $8,479,390 ($17.22 per share) in 1950.

Total current assets as of the end of 1951 was $34,588,640, of which $12,942,172 was in cash, the report showed. Total current liabilities was $13,868,381.

Bowling Green Meet

COMMUNICATIONS Institute at Bowling Green State U. Bowling Green, Ohio, June 20-21 will feature as main speaker and consultant Dr. Dallas W. Smythe, research professor at the U. of Illinois Institute of Communications Research and former chief of the economics division of the FCC. Dr. Smythe's convocation address will be, "Mass Communications: What Are They Doing for Us and to Us?" The two-day program is offered as an area public service to educators and professionals in communications.

GraybarR recommends

THE NEW ALTEC 250A
SPEECH INPUT CONSOLE

Here is the latest addition to Altec's new and enlarged line of speech input equipment — the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

- Two main program channels which can be operated simultaneously on separate programs.
- A nine-channel parallel mixer—any combination of nine inputs can be used at the same time on either channel.
- All necessary monitoring, cue, audition, and signaling circuits.
- Controls, keys, and pots conveniently arranged for maximum accessibility.

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type...are compact...easy to change and service. (The pre-amplifier unit, for instance, is only 1½"x4½"x9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.

PLUG-IN UNITS...

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...

IN OVER ONE HUNDRED PRINCIPAL CITIES

BROADCASTING • Telecasting
VOA ‘COURIER’

CONGRESS has been advised by the equipped vessel, the U.S.S. Courier, in connection of its migration of the floating Voice of America relay operating a Vagabond on the high seas. Mr. Kohler added that “of course all rules are off in case of war.”

In response to questioning, Mr. Kohler acknowledged there is nothing to prevent the ship from shifting its base of operation. Question was posed by Rep. Daniel J. Flood (D-Pa.), a subcommittee member, with the reservation that international agreements would permit such a procedure. Mr. Kohler said such a plan would mean “elasticity and security.”

Mr. Kohler said that while the vessel would not be carrying broadcasting closer to the target than a land-based station, the department can build two floating stations for the purpose of a language service.

The Atlantic City treaty prohibits mobile broadcasting by land, air, and sea. Under the proposed development, the Courier would anchor at ports under agreements with certain countries.

Despite conformance with the treaty, some authorities have expressed consternation over the possible practical effect of such an operation. The question is raised whether the Soviet would launch a similar project and open up a co-communication barrage, or simply choose to regard the floating VOA as an “unfriendly act.”

In the former eventuality, authorities point out, the Soviet could disrupt all modes of communication, including domestic radio-TV broadcasting.

The USSR signed the 1947 Atlantic City convention but has not yet ratified radio regulations stemming from separate administrative conferences.

The State Dept. offered its views during hearings held before the subcommittee early last month and released March 26.

WMCA Strike Looms

CONTINUITY, publicity, programming and clerical departments at WMCA New York were granted permission by their union, Newspeople Organization of Greater New York, to call a strike against the station management in efforts to seek wage increases. A guild spokesman reported Wednesday that union members at WMCA had received only $3.2 general increase since January 1950, in spite of rising living costs. Contract negotiations have been in progress for over a year, but was added, but refusal by the station to grant pay increases, after WMCA had granted AFRA members an increase last December, has prompted the move toward strike. Negotiations have been conducted by the guild with Nathan Strauss, president and owner of WMCA.

MERCHANDISING CLINIC

Set by N.Y. A.M.A., SEC

TWO-DAY Merchandising Clinic, planned by New York chapter of American Marketing Assn. with the Sales Executives-Club of New York, has been announced for April 29-30 in Manhattan’s Hotel Roosevelt. Ted Cott, NBC vice president, will speak at the opening day luncheon.

Media and other merchandising services will be discussed by panelists in both afternoon and morning sessions, with chairman to include W. Parlin Lillard, General Foods Corp.; J. Sidney Johnson, National Biscuit Co.; Ronald Welch, McCann-Erickson; H. Ford Perine, Time-Life Inc.; and John E. Shepherd, Fletcher D. Richards Inc.

Anti-Inflation Drive

RADIO, car cards and three-sheet posters are being used in an anti-inflation drive inaugurated Monday as a public service campaign by the Advertising Council. Advertising materials identify inflation as a “wage-price leapfrog” and urge people to stop it out of hand, inflation can hit America, wreck our economy and crush us as individuals.” Advertising materials were prepared on a volunteer basis by Dancing-Pitzer-Gerald-Sample under direction of Samuel C. Gale, vice president of General Mills and volunteer campaign coordinator.

April 7, 1952 • Page 51
"GET MORE for Your Dough on Radio" was the convention theme for Standard Radio Transcription Services and its representatives (l to r): Gus Magenah of the Chicago office; Lee Hart, Los Angeles; Alex Sherwood, New York, and Lewis TeeGarden, Los Angeles.

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, checks out size badges of John Andrus, vice president and treasurer, and Andrew M. Wissell, vice president and recording director.

LIGHT EXHIBITS

THE LADIES—and broadcasters blessed them—shared convention attention this year with a prize-winning steer named Nobull, Captain Video's proxy who passed out "secret rings," and cane-swinging pitchman, in addition to some 40 "light" exhibits on the fifth floor of the Conrad Hilton Hotel in Chicago.

Conventioneers, playing between the heavy exhibit section in the basement Exposition Hall and the populous Famous Fifth, toted carry-alls with paper openers from Ziv, Dick Tracy pencils from Snader, bottles of wine from Capitol and memo-books from SESAC.

World dispensed walking canes bearing a plug for Judy Canova's County Fair, CBS-TV Film Sales gave out miniature television sets of plastic with pictures of its stars and Standard Radio Transcription Services distributed a specially-out record, WGN-AM-TV Chicago and the Caterpillar Co. provided carnations and daisies for visitors.

RCA Record Program Services spotted two models through the halls soliciting members for the 512 Key Club. Numbers on two lucky membership cards determined winners Monday and Tuesday evenings of a home freezer filled with some 200 pounds of beef. Plugging "Thesaurus—Your Steak in Programming," the company showed a blue-ribbon steer, Nobull, in a hay-filled pen in the exhibition hall. Models displayed packages labeled "Ready for Freddy," with reference to the new Freddy Martin Show.

Among the transcribed packagers was the Frederic W. Ziv Co., which decorated its suite with colorful wallboards calling attention to Bright Star, Cisco Kid and I Was a Communist for the FBI. Company showed promotion kits, including premiums and merchandising ideas, program features.

PITCHMEN for World Broadcasting System donned straw hats and called in conventioneers with canes plugging the new Judy Canova Country Fair show. Salesmen included (back, l to r) Hugh Grauel, Marg Marquardt, Bob Friedheim, Jim Weatheres; front, Dick Lawrence, Pierre Weis and Cy Kaplan.

MAUROCE B. MITCHELL, vice president and general manager of Associated Program Service, checks out size badges of John Andrus, vice president and treasurer, and Andrew M. Wissell, vice president and recording director.

HEAVY promotion was given to I Was a Communist for the FBI in the Frederic W. Ziv Co. suite at the convention. Promotion kits, checked here by W. Bennett Philley (l) and Al Unger, were distributed for each of the featured programs.

SNADER TELESCRIPTIONS showed conventioneers 800 of its short TV musicals. Hosts included (l to r) Al LeVine, Monroe Mandelsahn, Rub Kaufman, E. Jonny Graff and George Fisher.

SESAC, which is observing its 21st year and has more than 4,000 selections in its library, was represented by (rear, l to r) Louis Tappe, Harold Fitzgerald and Robert Stone; front, Mrs. Kenneth Parker, Alice Heincke and John Casey.

VIEWERS GET GIMMICKS GALORE

Also see Harry Evichert story, page 48

library services suited to various economic, sales and programming requirements of station men.

Standard Radio Transcription Services, which recently signed Doris Day and the Billy May band, introduced a comprehensive sales, advertising and copy service. Sales brochures, written directly to the advertiser for use by stations, included five different plans on the new attention-getter series. Central theme of its exhibit was the slogan, "Get More for Your Dough on Radio."

SESAC, marking its 21st year with more than 4,000 selections in
its library, called special attention to Stan Freeman's jazz quartet in its convention suite. Representatives gave red plastic-covered notebooks to visitors.

World Broadcasting System salesmen wore a pitchman's red-ribboned straw hat and carried canes, which were given to conventioners. Its shows include Chapel by the Side of the Road with Raymond Massey, Steamboat Jamboree with Lanny Ross, Forward America with Walter Houston and Freedom Is Our Business with Robert Montgomery.

Harry S. Goodman Radio and Television Productions featured a display and brochures on the custom-built spots, radio programs ranging in length from 5 to 50 minutes, radio and TV weather forecast jingles and 16mm television film.

Gives California Wine

Bottles of varieties of California wine went to guests of Capitol Records Distributing Co. which listed features of its custom libraries for AM and FM radio and television.

CBS Television Film Sales promoted the following programs: Gene Autry Show, Strange Adventure, Cases of Eddie Drake, Files of Jeffrey Jones, Range Rider, Holiday in Paris, Vienna Philharmonic Orchestra, Hollywood on the Line and World's Immortal Operas.

Snader Telescriptions Sales, in a viewing room adjacent to its suite, showed conventioners a series of 800 short movies filmed for TV exclusively. A Dick Tracy pencil giveaway plugged a show of the same name. Others are This Is the Story, Alexander Korda feature films and Washington Spotlight.

Screen Gems Inc. sent representatives of its television department to the NARTB convention for the first time. The company packages show as well as films and commercials for sponsors.

Musical Inc. exhibited television sets, "the light that dances," light mobiles which are synchronized with music for film or live television. The device is used also for advertising promotion.

Representatives of the broadcast division of Allied Radio Corp. told conventioners about the company's complete line of tubes, tape recorders, microphones, test units, monitor speakers, amplifiers, pick-ups, cartridges, turntables, pads and patch cords.

Altec Lansing Corp.'s exhibit displayed printed promotion on its speech input equipment, microphones, loud speakers, amplifiers, transformers and intermodulation test equipment.

Ampeg Electric Corp. featured its high-quality magnet's tape recorders and motion picture synchronizing equipment, while Andrew Corp. called attention to its transmission line for VHF and UHF, its multi-TV antenna, the multi-V for FM broadcasting and equipment for tower lighting, mounting and dehydrating.

Audio and Video Products Corp., for the first time, showed a console cabinet model of the Ampex portable series 400-A magnetic tape recorders. Company has standard as well as custom models.

Several items in the catalog of Eitel-McCullough were displayed, (Continued on page 54)

MISS AMPEX on poster eavesdrops on the convention discussion of this trio (l to r): M. M. Newman, E. G. Swanson and Harrison Johnston.

LANG-WORTH representatives, who attended the NARTB convention, are (l to r) C. E. Langlois Jr., C. E. Langlois Sr., John Langlois and Hugh Allen.

RCA THESAURUS representatives, who enrolled members in the 512 Key Club and awarded a steer to the membership card holder with the prize number, included (l to r) Greg Reeser, Bill Reilly, Hank Gillespie, Bob Fender and Al Sambrook; front, Bill Gartland, George Field, Jim Davis, Ben Rosner.

FILM REEL on "The Locomotive," one of first in the series of CBS-TV Big Town programs which switched to film April 3, is checked in the convention suite of United Television Programs. Representatives of the TV film sales organization include (l to r): Aaron Beckwith, sales manager; Jerry King, president; Milton Blink, executive vice president, and John Rohrs, Chicago sales manager.
Light Exhibits
(Continued from page 53)

with the company introducing Elmace's new external cavity Klystron for 5 kw output in the UHF for TV. Firm also manufactures power tubes, vacuum capacitors and air system pockets.

Another exhibitor was Dresser-Stacey Co., which makes steel towers.

Federal Telephone and Radio Corp. outlined details of its line of transmitting and rectifier tubes, television picture tubes and magnetrons, while Gray Research and Development Co. representatives explained the company's research and development facilities and services. Gray makes Telop, transcription arms, equalizers, multiplexers, camera turrets and sound-effects consoles.

Magnecord, which manufactures high fidelity magnetic tape recorders, designs all equipment for use interchangeably in portable, rack or console operations. Also available are single microphone input and multi-channel amplifiers as well as zero line level amplifiers.

Presto Recording Corp. salesmen described the firm's sound record and transcription equipment, disc and tape types, amplifiers, equalizers and blank recording discs. Magnetic recording equipment was exhibited also by Stancil-Hoffman Corp., including the minitape, a self-contained battery-operated recorder.

Wincharger Corp., represented also, manufactures vertical radiator antenna towers for radio, antenna supporting towers for AM, FM and TV and tower lighting equipment.

Other exhibitors included Keystone Broadcasting System and Standard Rate and Data Service, as well as General Precision Lab., Broadcast Advertising Bureau and Graybar Electric Co., which had other displays in the "heavy" equipment section in the lower exhibition hall (see story, page 48).

URGES FULL NEWS
UN Official Lauds Radio

BYRON PRICE, assistant secretary general of the United Nations, urged broadcasters, along with press and motion pictures, to do their utmost in keeping the American public informed about international affairs. Speaking Thursday to the Radio Executives Club of New York, Mr. Price said the fate of the world and the nation may well hang on decisions of the American voter and it is of the greatest importance that he be fully informed.

Mr. Price, who was head of the wartime Office of Censorship, lauded the broadcasters for their voluntary cooperation in suppressing news which might harm the war effort, saying their contribution to the national welfare has never been sufficiently appreciated by the general public.
GIFT OF WDET (FM) 
UNION OFFERS TO WAYNE U.

GIFT offer of WDET (FM) Detroit to city-owned Wayne U. was announced last week by the station owner, UAW-CIO. The station was the last labor-union-owned FM outlet in the country.

A union spokesman stated his group is "directing our energy and plan to use our finances for the processing of a television application in Detroit."

Emil Mazey, UAW-CIO secretary-treasurer, made the statement after Mrs. Millie Jeffries, WDET (FM) manager, reported that the union would dispose of the outlet.

Mr. Mazey said the union's relinquishment of control "does not in any way reflect diminishing interest on the part of the UAW in owning and operating radio and television stations."

Failure of the UAW-CIO to succeed in operating the FM station was blamed on inability to attract a sufficiently large audience and, thus, enough advertising to make the operation paying or sustaining. The union previously had requested the FCC to allow suspension of operations April 1, but continuance another month was decided upon at the last minute. Mrs. Jeffries said the station's monthly expenses have been about $7,000, with a deficit of about $4,000.

Van Devander Resigns

CHARLES VAN DEVANDER, publicity director for the Democratic National Committee, has resigned his post and will resume political writing and reporting. His resignation is effective April 15. No successor had been named as of late Thursday. Mr. Van Devander formerly was Washington bureau chief for the New York Post before he joined the committee in September 1950.

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Van Devander Resigns

CHARLES VAN DEVANDER, publicity director for the Democratic National Committee, has resigned his post and will resume political writing and reporting. His resignation is effective April 15. No successor had been named as of late Thursday. Mr. Van Devander formerly was Washington bureau chief for the New York Post before he joined the committee in September 1950.

GIFT OF WDET (FM) 
UNION OFFERS TO WAYNE U.

GIFT offer of WDET (FM) Detroit to city-owned Wayne U. was announced last week by the station owner, UAW-CIO. The station was the last labor-union-owned FM outlet in the country.

A union spokesman stated his group is "directing our energy and plan to use our finances for the processing of a television application in Detroit."

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...for any TV power up to 200kw!

The drawings spread across these pages are layouts of typical TV transmitter rooms using RCA equipment. They are prepared expressly for TV station planners in accordance with the best engineering practice known today. Each plan represents the basic or minimum TV transmitter room equipment needed to get "on the air" for a specific power. Each indicates the approximate space needed for the equipment—including approximate weights of individual units. Each provides wide flexibility for equipment rearrangements to meet the special or future requirements of individual stations.

"Ready-to-use" plans like these are just one of RCA's many television services now available to you—through your RCA Sales Representative. For a complete engineering analysis of your station requirements, call this expert. He can show you exactly what you will need to get "on the air" for a minimum investment.

*Effective radiated power

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
CONCERN over apparent network invasion of national spot field through acceptance of program units heretofore classified as spot, brings problem in nomenclature too. Formally, national spot is an abstraction of “national non-network.” It can’t be that if networks sell it as network business and at network rates. So, at NARTB session last week said there was no change. Suggestion was that such business (if accepted on network owned-and-operated outlets) should be classified as “national spot network.”

NARTB-No Headline

A BROADCASTER stopped us in a corridor of the Conrad Hilton Hotel last week and said: “Well, it isn’t much like last year’s convention, is it? No big news at all.”

It all depended, we suggested, on how he defined big news. If he meant news that made splashy headlines, maybe he was right. Most big headlines are reserved for negative stories, the kind that report something unhappy or uncomfortable.

But the size of a headline is not always a measurement of the quality of the story beneath. Especially this is so of the story of the NARTB convention last week. It is a story which could be misunderstood by anyone who judged it by the size of its headline.

Nobody dropped a bombshell, viewed with alarm, pointed an angry finger, or resigned in disgust. The convention consisted mostly of groups of businessmen, fully aware of the seriousness of the moment and of the problems facing them, intelligently trying to find solutions. This kind of behavior may not make headlines, but it does make sense.

There was a lot of chatter between the atmosphere of the 1951 convention and that of the convention last week. In 1951, panic would not have been too strong a word to use in describing the reaction of the convention to the announcement of the first radio network rate cut. In 1952, though knowing that stability still had not been fully restored, the delegates were able to look upon their problems objectively.

This change in attitude was no more conspicuous than at the meeting of the Radio Affiliates, an organization which has held only two meetings in all its life. The first occurred when the network stations were spontaneously banded together in a desperate effort to shore up their defenses against depreciation of rates. The second, held last week, was no less unified and occurred under no less challenging circumstances, but none of the emotionalism that obtained at the first was evident.

Panic had been replaced by sober consideration. The second attitude guarantees a greater margin of success.

What has happened in the past year is that most broadcasters have begun to think more realistically about their business. I don’t know how much of this has been, as witness the resolutions passed by the Radio Affiliates calling for better research. They know they need equally to tell others what they know and will find out, as witness the interested and large audiences at the Broadcast Advertising Bureau hard-selling session Monday afternoon.

What kind of a headline would you write to say that in radio a significant transition has been occurring? To say that broadcasters are applying a new and more mature judgment to their trade?

Whatever headline you care to write, we suggest you write it carefully. The key to the story beneath. It is one of the most encouraging stories in the history of radio.
according to SALES MANAGEMENT figures...

CITIES WITH RETAIL SALES OF $20 MILLION OR MORE DO
60% OF THE NATION'S RETAIL
FOOD BUSINESS

And—KDKA reaches more of these cities than any other medium in the Pittsburgh area

If you want results in the tri-state Pittsburgh market-area, better make sure your advertising reaches these important cities, each with $20 million or more retail sales. The most certain, most economical way to reach them all is through KDKA. For details, check KDKA—or Free & Peters.

KDKA
PITTSBURGH  NBC AFFILIATE
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
Serving 25 Million

National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM

CHECK THE LEADING CITIES IN KDKA'S $706 MILLION FOOD MARKET

<table>
<thead>
<tr>
<th>City</th>
<th>Food Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pittsburgh, Pa</td>
<td>$211,894,000</td>
</tr>
<tr>
<td>Erie, Pa</td>
<td>$22,091,000</td>
</tr>
<tr>
<td>Canton, Ohio</td>
<td>$35,726,000</td>
</tr>
<tr>
<td>Altoona, Pa</td>
<td>$23,728,000</td>
</tr>
<tr>
<td>Wheeling, W.Va.</td>
<td>$19,807,000</td>
</tr>
<tr>
<td>McKeesport, Pa.</td>
<td>$25,583,000</td>
</tr>
<tr>
<td>Warren, Ohio</td>
<td>$17,791,000</td>
</tr>
<tr>
<td>New Castle, Pa.</td>
<td>$16,239,000</td>
</tr>
<tr>
<td>Pittsburgh, Pa.</td>
<td>$13,791,000</td>
</tr>
<tr>
<td>Wheeling, W.Va.</td>
<td>$12,369,000</td>
</tr>
<tr>
<td>Steubenville, Ohio</td>
<td>$12,353,000</td>
</tr>
<tr>
<td>Clarksburg, W.Va.</td>
<td>$9,082,000</td>
</tr>
<tr>
<td>Wheeling, Pa.</td>
<td>$8,691,000</td>
</tr>
<tr>
<td>Hara, Ohio</td>
<td>$8,607,000</td>
</tr>
<tr>
<td>Parkersburg, W.Va.</td>
<td>$8,618,000</td>
</tr>
<tr>
<td>Fairmont, W.Va.</td>
<td>$8,301,000</td>
</tr>
<tr>
<td>Sharon, Pa.</td>
<td>$9,395,000</td>
</tr>
<tr>
<td>New Castle, Pa.</td>
<td>$7,936,000</td>
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<tr>
<td>Alliance, Ohio</td>
<td>$7,448,000</td>
</tr>
<tr>
<td>Washington, Pa.</td>
<td>$11,223,000</td>
</tr>
<tr>
<td>Morgantown, W.Va.</td>
<td>$5,247,000</td>
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<tr>
<td>N. Kensington, Pa.</td>
<td>$9,899,000</td>
</tr>
<tr>
<td>E. Liverpool, Ohio</td>
<td>$8,732,000</td>
</tr>
<tr>
<td>Butler, Pa.</td>
<td>$9,804,000</td>
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<tr>
<td>Ashtabula, Ohio</td>
<td>$8,037,000</td>
</tr>
<tr>
<td>United, Pa.</td>
<td>$10,419,000</td>
</tr>
<tr>
<td>OH Edy, Pa.</td>
<td>$6,614,000</td>
</tr>
<tr>
<td>Middleville, Pa.</td>
<td>$7,927,000</td>
</tr>
<tr>
<td>Dunkirk, N.Y.</td>
<td>$6,913,000</td>
</tr>
<tr>
<td>Bradford, Pa.</td>
<td>$7,580,000</td>
</tr>
<tr>
<td>Beaver Falls, Pa.</td>
<td>$8,418,000</td>
</tr>
<tr>
<td>Cambridge, Pa.</td>
<td>$5,416,000</td>
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<tr>
<td>Greensburg, Pa.</td>
<td>$7,480,000</td>
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<tr>
<td>Braddock, Pa.</td>
<td>$7,580,000</td>
</tr>
<tr>
<td>Ambridge, Pa.</td>
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<tr>
<td>New Castle, Pa.</td>
<td>$5,335,000</td>
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<tr>
<td>Cambridge, Ohio</td>
<td>$4,182,000</td>
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<tr>
<td>Warren, Pa.</td>
<td>$5,700,000</td>
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<tr>
<td>Lewistown, Pa.</td>
<td>$6,299,000</td>
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<tr>
<td>Greensville, Pa.</td>
<td>$3,259,000</td>
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<tr>
<td>Salem, Ohio</td>
<td>$4,607,000</td>
</tr>
<tr>
<td>Indiana, Pa.</td>
<td>$4,892,000</td>
</tr>
<tr>
<td>Du Bois, Pa.</td>
<td>$5,195,000</td>
</tr>
<tr>
<td>Harrisonburg, Va.</td>
<td>$2,630,000</td>
</tr>
<tr>
<td>Homestead, Pa.</td>
<td>$7,088,000</td>
</tr>
<tr>
<td>Charleroi, Pa.</td>
<td>$4,700,000</td>
</tr>
<tr>
<td>Kittanning, Pa.</td>
<td>$2,670,000</td>
</tr>
</tbody>
</table>

TOTAL: $706,979,000 Food Sales in KDKA's 97-county nighttime market
Ohio State Meet
Panel Groups Scheduled
SYMPOSIUM on "Improvement of Television Programming" highlights the advance program agenda of the 22d Institute for Education by Radio-Television to be held April 17-20 at the Deshler-Wallick Hotel, Columbus, Ohio, under auspices of Ohio State U.

The general session the morning of April 18 will feature "Closed-Circuit Theatre Television - A New Mass Medium?" Robert H. O'Brien, vice president, United Paramount Theatres, is scheduled to discuss the theatre owner's viewpoint.

In a discussion April 19 on new techniques in radio-TV news, Jim Bormann, director of news and public affairs, WCCO Minneapolis, and president of National Assn. of Radio News Directors, speaks on "Radio's Defense of People's Right to Know"; John Shelly, WHO Des Moines news manager, on "News and Special Events Coverage for Radio"; James Byron, WBAP-TV Fort Worth news director, on coverage for TV, and Charles Day, WGAR Cleveland news director, on "Public Relations Function of Radio-TV Newsroom."

Another highlight that day is a session on education through commercial radio stations chaired by Gordon Hawkins, program and educational director, Westinghouse Radio Stations Inc. Participants in the TV sym-

posium, which is slated to open the general session April 17, have not been announced. However, speakers who represent commercial and educational TV, FCC, and the public have been invited.

Topics to be discussed during the Institute's sessions also include, among others, broadcasting and international understanding, broadcast problems of teacher training institutions, broadcasting in school public relations, "What's Doing in School Telecasting?", progress report on teaching with tape, the writing and production, youth discussion broadcasts, training by television, educational TV, research, student training, government and religious broadcasting.

FCC Commr. Edward M. Webster is slated to speak the morning of April 19 on "How Has International Broadcasting Been Affected by Allocation Changes of the Last Six Years and by the Most Recent Geneva Conferences? What Lies Ahead?" His talkable TV, FCC is a work-study of broadcasting to foreign countries. FCC Chairman Paul A. Walker also is scheduled to take part in a work-study panel on "Are Organized Listener Groups Really Doing an Effective Job?"

Annual Institute dinner will be held the evening of April 19 featuring a special one hour symphony program illustrating both the Standard Hour and the Standard School Broadcast presented by Standard Oil Co. of California. Dinner speaker will be "Olive J. Dragon of NBC-TV's Kukla, Fran and Ollie."

Registration will be from noon to 8:30 p.m. April 17 in the main lobby of the hotel and from 8 a.m.-8:30 p.m. during the remainder of the Institute's sessions.

CHASE TAKES LEAVE
To Advise Eisenhower Group
HOWARD CHASE, public relations director for General Foods, has taken a leave of absence to serve as full time consultant to National Citizens for - Eisenhower campaign, Paul Hoffman, advisory committee chairman, announced last week.

During past two years, Mr. Chase has served as consultant to the Secretary of Commerce, assistant to the first administrator of National Production Authority and assistant to the director of the Office of Defense Mobilization. He has taught international relations at Harvard, Radcliffe and Drake and has been an editorial writer for the Des Moines Register & Tribune. He still serves as a public relations committee member of the Association of National Advertisers.

Front Office
W. MAIER, Jr., manager of Dallas office of John E. Pearson Co., station representative, named account executive for both CBS Spot Radio and CBS Spot TV in southwestern states, with headquarters in Memphis.

DUNCAN R. BUCKHAM, former eastern sales manager for MBS, to DuMont Network sales staff as account executive.

JACK D. FREW, commercial manager, WJPS Evansville, Ind, to KITO San Bernardino, Calif., in similar capacity.

ROBERT N. WOLD, promotion manager, WTCN-AM-TV St. Paul-Minneapolis, to WBBM Chicago as sales service and merchandising manager.

ARNOLD BENUM, program director-promotion manager, KITO San Bernardino, Calif., placed in charge of station's Riverside studios and sales department. Succeeding him is FRED REINHARDT, station farm director.

DOUG FISHEL, assistant manager-farm director, KXO El Centro, Calif., to KGER Long Beach as account executive.

ROY MALONE, account executive of CKCK Regina, named commercial manager succeeding GIL SEABROOK, who resigned to become manager of CJBV Vernon, B. C.

POWELL ENSIGN, sales manager, Everett-McKinney Co., N. Y., elected vice president.

NATIONAL TIME SALES appointed station representative for WJET Erie, Pa.

Personals...

JOHN W. ROLLS, president of WFAI Fayetteville, N. C., WJWL Georgetown, Del. and WRAD Radford, Va., elected vice president of Young Presidents Organization at March meeting in Boca Raton, Fla.

TED ARNOLD, local sales manager, WHBF-AM-TV Rock Island, Ill., elected exalted ruler Rock Island Elks Lodge No. 980.

JOE FISHER, sales manager of WENR-TV Chicago, father of boy, March 1.

RALPH J. ROBINSON, executive vice president and general manager, WACE Chicopee-Springfield, Mass., father of girl, Mary, March 13. . . JOHN AKERMAN, general manager of KMOX St. Louis, accepted award from Salvation Army on behalf of station's annual fund raising drive for orphans in the city at Christmas Citation presented at annual dinner in St. Louis fortnight ago. . . . TED COTT, NBC vice president and general manager of WNBC and WNET(TV) New York, awarded plaque last week for organization of Dean Martin-Jerry Lewis Telethon to benefit New York Cardiac Hospital.

KGW the People's Choice
in Portland, Oregon.
1,246,540 active, young-minded Westeners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of southwestern Washington.

Represented nationally by Edward Petry & Co., Inc.
FEE FORMULA

Canadian Court Test Seen

Canadian broadcasters are
studying plans to court-test the
ruling of the Canadian Copy-
right Appeal Board under which
ASCAP's Canadian affiliate, Com-
posers, Authors & Publishers Asso-
ciation of Canada (CAPAC) has
been given the right to examine
the books of radio stations to de-
terminre gross revenue on which
their 1952 fees are based.

The Canadian Copyright Appeal
Board's ruling was announced at
Ottawa late March 27, last day of
the annual meeting of the Canadian
Asso. of Broadcasters at Toronto
[B+T, March 31].

Under the new ruling, CAPAC
will collect for 1952 from inde-
dependent broadcasting sta-
tions 1.75% of gross revenue, which
will amount to about $350,000, as
compared to fees collected from
these stations in 1951 amounting
to $152,421. Canadian Broadcast-
ing Corp. will pay CAPAC one cent
per capita of population plus
1.75% of gross commercial
revenue. This will amount to $175,000
as compared to $152,421 in 1951. Previously the fees had
been based on the number of li-
censed radio receivers, at 144
per set, with the total divided
evenly between CBC and indepen-
dent stations.

Greatest increase in cost will be
on the smaller independent stations,
some of whose CAPAC fees will be
increased tenfold. In other years under the licensed receiver
formula, the major market stations
had borne the bulk of the cost.
The large number of small stations
obtain half their revenue from non-
musical programs, and Canadian
stations feel that CAPAC is not
titled to revenue from such pro-
grams.

In a statement following an emer-
gency meeting of CAB, the associa-
tion stated that "the collection agency
for these royalties is incorporated in
Canada but is controlled abroad and
is part of a gigantic international
cartel of publishers. Consideration is
being given by Canadian broadcasters to specific steps that might lead to
litigation of this drain of Canadian
dollars to foreign countries, including

Roy Thompson

WITH 28 years...

RADIO experience and...

RADE know how, operates...

LTOONA's most commu-
unity-conscious station...

...one from community
service comes community
interest in your product.

Represented by Robert Mosher Associates

BROADCASTING • Telecasting

April 7, 1952 • Page 61
TELEPHONE STATUS

Strike Would Complicate

NATIONAL telephone strike a possibility if CIO Communications Workers are required to cross picket lines of installations and sales divisions of Western Electric Co., may add considerably to broadcasting headaches, it seemed last week, but would not disrupt radio and television reception.

Western Electric workers — set to strike in 45 states today (Monday) — as well as any strike sympathizers would be replaced by nonunion supervisory personnel. Although television's use of telephone lines, generally conceded by network personnel and would therefore be free of stoppages during this strike, radio use of telephone facilities for remote pickups might be affected, American Telephone & Telegraph officials reported.

In that case, networks would be asked to limit their number of remote pickups, which would, at worst, effect programming schedules but would not cause noticeable changes as far as the radio audience is concerned. Only real concern of radio broadcasters last week was that if a full telephone strike lasted some months, relay equipment breakdowns might take several days to repair.

WTIC Hartford, Conn., has begun broadcasting at 6:35 a.m. Sunday instead of 7:30 a.m. News and music program fill additional time.

SIGNING of pact for 300 spots per week in the Detroit area for Robert Hall Clothes was announced last week. Those participating include (front row, l to r) William Wardell, CKLW Windsor-Detroit; Jerry Boss, vice president, Frank B. Sawdon Inc., agency; Lee Wolfe, WJBK Detroit; back row, George Millar, WKNM Dearborn-Detroit; H. Y. Levinson, WCAR Pontiac, and Harold Christian, WXYZ Detroit.

CONTROLS

Legislation Marks Time As Steel Strike Pends

CONGRESSIONAL consideration of economic controls reached an impasse on Capitol Hill last week as Senate and House committees marked time on the Capehart cost allowance formula and other unfinished business.

Deliberations on extension of the Defense Production Act beyond next June 30 were sidetracked because of a sudden resignation of Charles E. Wilson as defense mobilizer (see story page 72) and the threatened industry-wide steel strike.

The Senate Banking & Currency Committee has concluded hearings and plans to go into executive session this Wednesday, scheduling study of the Capehart advertising formula and other provisions of the controls law. Chairman Burnet Maybank (D-S.C.) hopes to report out a bill by this weekend.

The House Banking Committee, under Rep. Brent Spence (D-Ky.), has postponed hearings until after the House Easter recess, slated to end April 21. Mr. Wilson originally was scheduled as leadoff witness.

An atmosphere of pessimism has pervaded both committee quarters as a result of the steel strike's indication for this Wednesday. There are predictions that continuation of wage-price controls would make economic control extension difficult. Congress is not the production act will be renewed for another year, as was unanimously by the committee, rather than for two years as sought by the administration.

Cost-Allowance Formulas

Fate of the cost-allowance formula, authored by Sen. Homer E. Capehart (R-Ind.) as a method of permitting manufacturers to compute advertising, selling, administration and research costs, still hangs in the balance. Sen. Capehart has shown no willingness to fight for retention of this amendment.

The Republican Senator was active, however, in attempts to ease credit restrictions for radio-TV buyers. His bid was beaten down in committee by a 7-6 margin. Sen. Capehart originally suggested abo-

TEST AUTHORITY

FCC Claims Legal Right

ALTHOUGH WHIL Medford, Mass., has applied to change from 1540 to 1430 kc, which would eliminate its conflict with WMEX Boston —principle of the legality of FCC program test authorizations is still being argued before the S. Court of Appeals in Washington (B-T, March 17, 3; Feb. 18).

FCC last week replied to WMEX petition that the Commission should withdraw program authority it granted WHIL (B-T, March 3). The Commission claimed that it has the proper legal issue to right program test grants and that WMEX's argument that such authority is illegal has no foundation.

In answer to WMEX's argument that, since the Commission approved proof that overlap of both stations' 25 mv contours existed, (WMEX is on 1510 kc) program authority of WHIL should be revoked, the FCC stated that it felt the public interest required that the status quo be maintained until the issues were decided at the scheduled WHIL license hearings. These hearings were scheduled for today (April 7) but were postponed when WMEX applied to change its frequency.

Oral arguments on the questions are due to be heard by the Court of Appeals in the near future.

Three $200 Wrist Watches for the Best Answers

How Many Square Miles Will KBIG Cover?

Simple, quick and easy! Fill in below, and mail to KBIG, your estimate of how many square miles of land KBIG will cover within its half-millivolt area. Here's some information to help you make your estimate. Estimate: KBIG will focus 10,000 watts of sealed-beam power on 740 kilowatts of power by directing it across the great salt water route to Southern California from tri-power antenna atop Catalina Island.

We have three beautiful $200 Chronograph wrist watches (or if you prefer, 17-jewel ladies' wrist watches)—one for each of those whose estimates come closest to the actual coverage, as determined by an independent FCC-approved consulting engineer. Any principal or employee of advertising agencies or any media buyers or advertisers may enter. Entries must be postmarked no later than May 1. May 1. May 1. Winner announced within two weeks after start of broadcasting in early May. Enter now! 250 duplicate prizes awarded.

MAIL ENTRY NOW—

KBIG
C 640 Sunset Blvd.
Hollywood 28, Calif.

My Estimate is ______ Sq. Mi.

Name __________________________

Company _______________________

Address _______________________

City ___________________________

Page 62 * April 7, 1952

BROADCASTING • Telecasting

CHNS

HALIFAX, NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask JOS. WEED & CO., 350 Madison Ave., New York
About the
Maritimes Busiest Station

5000 WATTS — NOW!
Dr. L. W. Chubb
Radio Scientist Dies

Dr. Lewis Warington CHUBB, 89, director emeritus of Westinghouse Research Labs, died Wednesday at his home in Wilkinsburg, suburb of Pittsburgh.

A world-renowned scientist, Dr. Chubb served Westinghouse 46 years, spending the last 20 as research director. He retired in September 1948.

During his two-score years of service, Dr. Chubb helped develop commercial radio broadcasting for the pioneer station, KDKA Pittsburgh.

In 1920, he was chosen to guide Westinghouse radio activities.

“At that time,” he recalled later, “we were unable to envision the real future to radio. The state of the art indicated that there might be a few million dollars worth of business before market saturation, as radio seemed applicable only to emergency use at sea, ship-to-shore service and for telephonic communications where wires could not be used.”

Among other affiliations, he was a member of the Institute of Radio Engineers.

Surviving are his wife, the former Mrs. Ora Lee McGregor of Pittsburgh; three sons, and four brothers.

WRBL delivers 18.7% MORE COVERAGE than ALL OTHER media in Columbus' 26 county trading area. This booming market with a population of 600,161 spent $310,780,000 in 1950...

and Columbus shows sales increases in every category for 1951. To get your share of the business at the lowest cost per thousand, there is only ONE BUY—the Champ of Columbus—WRBL, the station for audience, coverage and merchandising support.

Foster May

Foster May, 46, former WOW Omaha radio newscaster and commentator and Nebraska political figure, died March 31 in San Diego, Calif., after a lengthy illness. With WOW for many years, May's specialty was man-on-the-street interviews. He ran on the Democratic ticket for U.S. Senator from Nebraska in 1942 and was a candidate for Nebraska secretary of state in 1950. He served on the Omaha Bee-News before entering radio. Survivors are his wife, two daughters and his parents.
GUEDEL, CBS
Sign Five-Year Contract
IN A deal unprecedented in radio-television, John GueDEL Radio Productions and CBS have signed a five-year contract involving more than $30 million in time and talent for the first half-hour daytime strip, coast-to-coast commercial "adjacentcast" emanating from Hollywood.

Starting Sept. 1, Art Linkletter's "House Party", packaged by Mr. GueDEL's firm, will be telesast live to the full CBS-TV network, with a radio version taped at same time and released to CBS Radio immediately following. Show will originate from the Earl Carroll Theatre.

Arrangement, pioneered by GueDEL Radio Productions, in producing "You Bet Your Life", radio and TV shows with Groucho Marx, gives the advertiser complete coverage in all markets via both media with sponsor paying only TV production costs. Pillsbury Mills and Lever Bros. will split the cost under the new "House Party" arrangement, with program continuing through summer on CBS Radio.

Change in billings starts May 5, with program going to full half hour June 1.

Deal gives Mr. Linkletter six half-hours weekly on radio (including NBC People Are Funny) and five half-hours on TV.

D R. ROY K. MARSHALL, educational director, WFIL Philadelphia, presented first annual award of achievement by Fathers Assn. of Strawnrige School, Westmont, N. J., for popularizing scientific subjects on TV.

WALLACE G. RAY, assistant manager of KBLF Red Bluff, Calif., to KFJ Los Angeles as announcer.

PETER JAMIERS to WTTG (TV) Washington on announcing staff.

GERALD A. PIERCE, production chief, WIBU and WCF (FM) Noyette, Wis., to KRES St. Joseph, Minn., as program director.

ALLAN CURTIS, WFGM Fitchburg, Mass., to WNNI Rochester, N. Y., as announcer-disc jockey.

RUTH ANNE FRALEY, WTOP-TV Washington, to WMAL-TV that city, for daily show, Miss Ruth Anne's Kindergarten.

GAYCIEL, staff announcer, KARM Fresno, Calif., to KFJ Los Angeles in similar capacity.

TOM CARY, KFNF Shenandoah, Ia., to announcing staff of KMTV (TV) Omaha, Neb.

BLAINE HANKS, announcer, KMCM McMinnville, Ore., to KOIN Portland, Ore.

SIDNEY NADLER, film editor, WORT-TV New York, to WXEL (TV) Cleveland in similar capacity.

ROBERT E. LEE promoted to program operations supervisor at WAAM (TV) Baltimore, replacing HARRETT GEORGE who joins Red Cross as coordinator of recreation activities in military hospitals.

ROBERT S. KELLER Inc., N. Y., announced national sales promotion representative for WDVN Danville, Ill.

THOMAS BLOCK, WNEW New York, to disc jockey, to write monthly column in Billboard magazine commencing with April issue.

EARL D. DORST, program director at KLIX Twin Falls, Idaho, assembles similar duties at KRJF Miles City, Mont.

DON L. PIERCE, program director, WRRF Washington, N. C., re-elected to board of directors of Washington Junior Chamber of Commerce.

FRED HUCKMAN and HUGH POTTER, WOR-TV New York, to disc jockey, to write monthly column in Billboard magazine commencing with April issue.

CARL ZIMMERMAN, announcer, WSTR Syracuse, father of girl, Terry, March 27.


News • • •
GEORGE SKINNER, WPTZ (TV) Philadelphia, appointed station's news editor.

PAUL LIGGITT, newscaster and director of special events, WBOP Rock Island, Ill., father of girl, Anne Christine, March 8.

MICHAEL HINN, news staff, KFI and KHJ-TV Los Angeles, to Liberty Broadcasting System, Dallas, Tex., as news editor and commentator.

MILO TOWNES, news editor, WAND Canton, Ohio, to WOAY-Teleast, Harrisburg, Pa., as news editor and commentator.

BARBARA WIL- LIAMS joins news staff of WHAS Louisville, Ky.

CHARLES NOR- DING, WTHF Hartford, Conn., to WHCN-TV New Haven as news director.

ROY NEAL, news editor-producer, WPTZ (TV) Phila- delphia, NBC Western Division as news director.

ATOM COVERAGE
More Reporters Allowed
ATOMIC Energy Commission is permitting 30 additional radio-TV news people to the contingent of broadcast network personnel already signed to cover the atomic explosion test in Las Vegas, Nev., set sometime after April 19.

AEC announced its plan last Monday in answer to a protest by the Radio Correspondents Association, Washington, D. C. The association's president, Hollis M. Seavey (MBS), and Bill Shadle, CBS, met with Curter Heslep, chief of AEC's radio-visual branch March 28.

The correspondents noted in their letter that "with a special event of this magnitude in prospect, it is reasonable to suppose that cor-respondents from stations throughout the country will want to report the story first-hand for their re- spective audiences." Deadline for radio-TV newsmen interested in taking part in the coverage was today (April 7). Contact was Mr. Heslep, AEC, Washington, D. C.

ALASKAN RADIO
Four Advertisers Buy Time
SERIES of newscasts, spot announcements and station breaks have been bought by four U. S. stateside advertisers on two Alaskan radio stations operated by the Midnight Sun Broadcasting Co.—KFAR Fairbanks and KENI Anchorage—Gilbert A. Wellington, Midnight Sun's marketing manager, announced March 28.

Proctor & Gamble will sponsor 52-week spot campaign over both stations to advertise Spic 'n Span. Agency is the Biow Co., New York. Newscasts will be sponsored by Lang & Co., Seattle, for its Gold Shield coffee. Pacific National, same city, handled out-of-town.

Station breaks were bought for 52 weeks by Avoset Co., San Francisco, for its Avoset and Qwip. Agency is Harrington-Richardson, same city. Bounder out two-station schedule is J. A. Folger & Co., which purchased 26 weeks of announcements for its Folger coffee. Raymond E. Morgan, Holly- wood, is agency.
RECRUITING

Media Monies Asked

MILITARY recruiting authorities have been assured by a Congressional subcommittee that $1,050,000 would be available for radio, TV and other advertising after July 1 in a "reasonable amount" and will receive favorable consideration.


Despite this favorable development, there were no indications that Congress would lift its current freeze on current '53 monies. Additionally, about $175,000 of an estimated $500,000 remains unexpended from fiscal 1951 budget. From $350,000 to $550,000 was allocated prior to March 1 for an interim advertising campaign involving a spot campaign on some 500 Keystone Broadcasting System stations and 13 other 50 kw outlets [B*7, March 15, February 11].

The controversial '52 ban was not discussed during the brief session on Capitol Hill. Recruiting officials are thus confused over their next moves in the advertising hassle, prompted by Congressional criticism which resulted in withdrawal of network programs. Thus far, no action has been taken to lift '52 prohibition on $2.1 million for national advertising.

Before the recruiting picture clears, these steps must be taken:

1. Authority must be obtained, Journal of Telecasting

2. Congress must consider Amendment 8 of the 1952 Military Appropriations Act unfreezing the $2 million-plus now tied up. Again, broadcasters' allocation hinges on this eventuality. Report that repeal would be sought in the form of a deficiency bill has not materialized yet. MPPS authorities hope for action by May 1.

Congressional Approval

3. Congress must approve the '53 bill. Recommendations of the subcommittee will be forwarded to the full House Appropriations Committee, sent to the House floor, be taken up by a Senate subcommittee and be voted on by the Senate.

The Senate subcommittee is headed by Sen. Joseph C. O'Mahoney (D-Wyo.), under whose leadership the ban was imposed. The Senate is expected to participate in decisions involving the Pentagon's request for lifting the prohibition on the $170,000 and $2.1 million. Permission to spend the $550,000 out of '51 expenditures reportedly stemmed from negotiations between Sen. O'Mahoney and Anna Rosenberg, Defense Dept. manpower specialist.

NARTB has requested a breakdown of all monies spent on radio video since July 1, 1951. Radio is allotted about 18% of current monies and 45% of all funds spent since that date. MPPS authorities plan to submit the breakdown to NARTB President Harold E. Fellows.

Appearing for the recruiting program before the subcommittee were Brig. Gen. Omar Niegarth, MPPS chief; Col. James Banville, deputy chief, and Col. William Berkeley, publicity branch director. They spoke on behalf of voluntary recruiting, induction center and other activities.

These officials asked the subcommittee for a free rein to use '53 funds in a manner best suited to personnel needs, with correspondingly increased allocations for radio, television and other media. Because of Congressional protests, plans now envision spot announcements rather than network productions.

CHARLES MICHELSON, Inc., N. Y., transcription concern, will handle U. S. release of The Happy Gang, daytime musical-variety show carried on Canadian Broadcasting Corp. network by Colgate and Quaker Oats.

AD COUNCIL POSTS

Witting, Trammell Named

CHRIS J. WITTING, director and general manager of the DuMont Television Network, was named to represent the broadcasting industry as one of four new directors elected to the Advertising Council last week. (B*7, March 31).

Simultaneously, Niles Trammell, chairman of the NBC board, was elected a director-at-large, with Dr. George M. Cone, president of Foot, Cone & Belding and former chairman of the Advertising Council board. and William G. Chandler, president of Scripps-Howard Supply Co., similarly designated.

Besides Mr. Witting, the new directors are Harry F. Byrd Jr., publisher of two Virginia papers, and Bennett H. Fisher, New Jersey editor and publisher, both of whom are re-present the newspaper industry, and Richard E. Deem, general advertising manager of Hearst Magazines, magazine industry representative on the Advertising Council board.

Theodore S. Repplier was re-elected president of the public service advertising organization, and Allan M. Wilson and George P. Ludlam were again named vice presidents.

KMPC Hollywood has banned Capitol Records' release of I'm the Boss by Stan Freeberg, the voice of Cecil on KTLA (TV) Time for Beany.

TIME BUYING FOR '52 . . . by WSOY and WTXA

SO YOU BOUGHT ST. LOUIS AND CHICAGO-BUT WHAT ABOUT THAT RICH FARMING AND INDUSTRIAL MARKET IN CENTRAL ILLINOIS?

YOU WERE RIGHT BOSS - I FOUND THE ANSWER WITH WTXA IN SPRINGFIELD AND WSOY IN DECatur! THESE TWO STATIONS DOMINATE THE RICH MARKET THAT BOTH CHICAGO AND ST. LOUIS MISS!

NOTE: The largest market in Illinois outside of Chicago is covered by WTXA and WSOY. This tremendous market has 261,850 families with a population of 733,900. 66,671 industrial workers earn a total of $179,602,000.00 each year. The net farm annual income is $457,433,000.00—$9,018,000.00 per farm family, OVER TWICE the national average—$782,738,000.00 total annual retail sales. This major market is YOURS AT APPROXIMATELY ONE-HALF the cost of any other major market in the U. S.

BROADCASTING * Telecasting

April 7, 1952 * Page 65
‘AMERICA’S HOUR’

Kirby Plan Aid Promised

ADVERTISING is taking up the cudgels on behalf of a campaign to re-establish civilian and military morale and drive across the validity of America’s fighting cause in this election year.

Proponent of the idea is Col. E. M. Kirby, chief, Radio-TV Branch, Dept. of Army, who envisions “an antiphonal America’s Hour . . .” which radio with the leadership of The Advertising Council can bring to ears hoping to hear, and soon.

Col. Kirby appropriately broached the plan with Theodore Repplier, council president, at the annual Voice of Democracy contest luncheon last February. Actually, the Army radio-TV information chief had been toying with the idea since last fall when he conceived the notion of an America’s Hour on radio [CLOSED CIRCUIT, Sept. 3, 1951].

Using simple good old-fashioned patriotism as the theme—against a “cross-fire of political battle and controversial charges” traditional in a Presidential election year—Col. Kirby has called on the broadcasting and advertising industries to approach this “two-way street” of civilian and military morale.

Already, promises of cooperation have been given fortuitously by The Advertising Council, American Assn. of Advertising Agencies, The Advertising Assn. of the West, the Assn. of National Advertisers and such organizations as the Coca-Cola Co., as well as NARTB. Mr. Repplier has contacted Paul W. West, ANA president, and Frederic R. Gamble, AAAA president, on behalf of the Kirby proposal. The results have been gratifying.

Mr. Repplier advised Mr. West that the Army radio-TV chief has posed a “very real problem,” one which concerned him. He suggested the Kirby letter be circulated among ANA members. “For example, there may well be opportunities on many radio shows to introduce a spot which reminds people that there are men in America’s uniforms around the world protecting our right to sit home in an easy chair before a radio or television set.” Mr. Repplier explained.

A nother possibility, he felt, is the use of film from Korea on some shows, with the announcer reminding viewers “that we have a lot of boys in uniform doing a lot of unpleasant jobs.” The boys, seeing such evidence in these shows overseas, “will feel much less like forgotten men,” he added.

Mr. Repplier advised Mr. Gamble that while advertisers are the “controlling factor” in lending assistance, “certainly there are ways in which some of the agencies might help.” He urged the proposal be circulated through the AAAA’s. Mr. Gamble thought the idea “splendid” but suggested distribution through the ad council.

Others Interested

In point of concrete results, Robert C. Coleson, Pacific Coast representative of the Advertising Council, conferred with Neil Reagan, president of the AAW, who in turn asked 42 member ad clubs in 11 western states to publicize the plan at their luncheon sessions. In addition, Art Linkletter promised to promote the idea in his network shows, Mr. Coleson reported.

Mr. Repplier expressed interest in the proposal and promised “we will do everything we can” upon his return from the ANA convention in Hot Springs, Va., held last month (B+T, March 24).

Similar interest was conveyed by Felix W. Coste, vice president of the Coca-Cola Co. He suggested the overall project be under-written by the Advertising Council which “could do the job most effectively.”

Mr. Repplier has expressed interest in the proposal for the 22-hour daily schedule in which Col. Kirby has continued to pioneer is reflected in the TV series, the Big Picture, which has expanded to some 38 TV outlets.

More rural and small-town homes are tuned in to KCDO than to any other station in the area—according to the newly-completed Conlan “Study of Listening Habits” in Mid-America. Your message on KCDO reaches them through programming planned to fit their needs. It’s a big, prosperous, loyal audience—and you can reach it best with KCDO.

The BIGGEST rural and small town AUDIENCE in Mid-America

KCMO

50,000 WATTS • 810 KC
125 E. 31st St., Kansas City, Mo.

THE KATZ AGENCY

AIR FORCE FUNDS

Electronics Projects Asked

FUNDS for electronics—for major procurement including Air National Guard equipment and research and development projects—are contained in an Air Force appropriation bills studied by the House Appropriations Committee.

Air Force officials told an appropriation subcommittee, headed by Rep. George H. Mahon (D-Tex.), that the electronics program calls for monies for research and development, testing of airborne and ground equipment and radio and communications equipment for piloted and piloted aircraft.

Included in the Air Force budget are a request for laboratory funds ($14.1 million-plus), travel costs ($504,000), and research and development ($2.2 million-plus).

Sum of $3.2 million-plus is sought for the Air National Guard, covering such items as “major radio, radar, telephone and communications center equipment” with test equipment. Fiscal 1953 estimates for UFP communications equipment is $39.8 million.

An estimate which placed average cost-per-pound of airborne electronics at $46 and average cost-per-pound of ground electronics or communications systems at $6, was revealed during the hearings.

The Air Force also requested $48.4 million for procurement of "on-base communications" equipment. These include radio relay, facsimile, and other services not provided under authorized allowances.

DEFENSE OPI

House Group Orders Slash

CONTINUING its attack on Pentagon “publicity” operations, the House Appropriations Committee last Thursday ordered the Dept. of Defense to impose a drastic cut in the public information force by over 75%.

The group took this action in reporting out the department’s 1953 appropriations bill, which the lower chamber will take up today (Monday).

There was no immediate indication as to how the reduction would affect media operation of each service or the Office of Public Information’s Radio-TV Branch, should the House and Senate sustain the action. Also directed was a 60% cut in military intelligence. The committee recommended sum of $512,500 for all OPI activities.

The Air Force may drop two public service radio programs as the result of a personnel being in similar personnel directed by Secretary Thomas Finletter [B+T, March 31].
TOP TEN network radio programs, comparing Jan.-Feb. multi-market ratings with those of Nov.-Dec., have been released by Pulse Inc. Listing shows evening, Monday-Friday daytime, and Saturday and Sunday daytime ratings as follows:

### Evening Program Average Rating

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<tbody>
<tr>
<td>Jackie Benny CBS</td>
<td>9.3</td>
<td>9.7</td>
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<tr>
<td>Lux Theatre CBS</td>
<td>9.1</td>
<td>10.0</td>
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<tr>
<td>Bergen-McCathy CBS</td>
<td>9.6</td>
<td>10.2</td>
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<tr>
<td>Amos 'N' Andy NBC</td>
<td>7.6</td>
<td>9.1</td>
</tr>
<tr>
<td>Bob Hope NBC</td>
<td>7.6</td>
<td>7.6</td>
</tr>
<tr>
<td>You Be My Life NBC</td>
<td>7.7</td>
<td>7.7</td>
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<tr>
<td>Dragnet NBC</td>
<td>7.5</td>
<td>7.5</td>
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<tr>
<td>Godfrey's Talent CBS</td>
<td>7.5</td>
<td>7.7</td>
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<tr>
<td>Winskiell, Alexi ABC</td>
<td>7.4</td>
<td>9.1</td>
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<tr>
<td>Fibber McGee &amp; Molly NBC</td>
<td>7.3</td>
<td>7.3</td>
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### Monday-Friday Daytime Program Average Rating

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<tbody>
<tr>
<td>Arthur Godfrey CBS</td>
<td>9.3</td>
<td>9.7</td>
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<tr>
<td>Hal Roach CBS</td>
<td>7.8</td>
<td>8.0</td>
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<tr>
<td>Our Gal Sunday CBS</td>
<td>7.8</td>
<td>7.8</td>
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<tr>
<td>Mr. Parkins CBS</td>
<td>7.8</td>
<td>7.8</td>
</tr>
<tr>
<td>Big Sister CBS</td>
<td>7.3</td>
<td>7.3</td>
</tr>
<tr>
<td>Wendy Warren CBS</td>
<td>7.7</td>
<td>7.7</td>
</tr>
<tr>
<td>Andy Hardy NBC</td>
<td>7.1</td>
<td>7.4</td>
</tr>
<tr>
<td>The Guiding Light CBS</td>
<td>7.1</td>
<td>6.8</td>
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<tr>
<td>Young Dr. Malone CBS</td>
<td>7.1</td>
<td>6.8</td>
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### Saturday & Sunday Daytime Program Average Rating

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<tr>
<td>Theatre of Today CBS</td>
<td>5.5</td>
<td>5.5</td>
</tr>
<tr>
<td>Grand Central Station CBS</td>
<td>5.3</td>
<td>5.5</td>
</tr>
<tr>
<td>The Shadow CBS</td>
<td>5.2</td>
<td>5.6</td>
</tr>
<tr>
<td>Stars Over Hollywood CBS</td>
<td>5.2</td>
<td>5.7</td>
</tr>
<tr>
<td>True Detective CBS</td>
<td>4.9</td>
<td>4.5</td>
</tr>
<tr>
<td>City Hospital CBS</td>
<td>4.6</td>
<td>4.5</td>
</tr>
<tr>
<td>Jack and Jill CBS</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Let's Pretend CBS</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Whitmore and Findlay NBC</td>
<td>4.5</td>
<td>4.5</td>
</tr>
<tr>
<td>Marlin Kane NBC</td>
<td>4.4</td>
<td>4.0</td>
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### Amer. Tobacco Sales

Both unit sales and dollar sales of American Tobacco Co. for the first two months of 1962 were well ahead of those for the corresponding period last year, Paul M. Hahn, company president, reported to stockholders at their annual meeting April 14 at Pittsfield, N. J. All directors were re-elected.

### William J. Staab

William J. STABBAB, 58, media manager for Fuller & Smith & Ross, advertising agency, died Wednesday in Cleveland. Considered dean of Cleveland advertising media directors in years of service, Mr. Staab started with the firm 39 years ago as office boy.

### Baseball Sound Effects

Record 5 1/2-Foot Speedy-Discs Cover All Requirements $10.00 or $12.00.

Order C.O.D. Today While Supply Lasts.

### Bab Roundup (Continued from page 27)

**BAB STRENGTH**

**Told by President Ryan**

MEMBERSHIP of Broadcast Advertising Bureau totals 572 stations for four networks and a group of associates, BAB President William B. Ryan announced at the conclusion of the NABRT Chicago Convention.

This provides BAB with a $665,000 budget as a new fiscal year starts, compared to $340,000 in the past year.

Complete separation of BAB from NABRT April 1 left the sales agency with the 30% share of BAB dues many members of that association had available. Operating independently, BAB now charges half the highest hourly rate per month.

During the convention, BAB signed 125 new station members, Mr. Ryan said. At its peak period under the NABRT dues-sharing plan, BAB had reached a March total of 680 station members. Some of these were lost through NABRT membership default, according to BAB.

Recruiting Is Under Way

Membership recruiting has started under a committee of BAB staff chairman. These chairmen will make station contacts before BAB's 42 area sales clinics open starting in mid-April. Only BAB members are eligible to attend the clinics.

"We're delighted to find that we can now proceed with our plans for an even stronger and more aggressive sales organization during the coming year," Mr. Ryan said. Station reaction during this convention was such that we fully expect to hit the $600,000 budget mark with a comparatively short time.

"As a result, we are proceeding immediately with our plans for the establishment of a Chicago office, to be headed by someone well versed in the fields of sales and promotion. We also plan to immediately strengthen sales, promotion and research staffs at BAB's New York headquarters."


### POLITICAL ADS

**'Institutional' Tag Hit**

BAB at institutional advertising used for "political" purposes was thrown in the Senate last Tuesday by Sen. Hubert Humphrey (D-Minn.).

Sen. Humphrey said he was criticizing an "abuse" of institutional advertising—"I refer to the growing practice of institutional advertising for political purposes being used as a tax deductible business expense."

The attack by the Minnesota Democrat brings to the fore a criticism that has been heard off and on both in the Senate Finance Committee during hearings on tax measures and in Congressional chambers.

Policy now being followed by the Treasury Dept. and the Internal Revenue Bureau is to permit institutional advertising as a deductible business expense providing the amount spent is "reasonable" in comparison with what the individual firm has spent previously.

### Cities Newspaper Ads

Sen. Humphrey said that what set off his attack were two full-page advertisements appearing in the Washington: one by McGraw-Hill Publishing Co. on wages and prices, another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

Both of these advertisements, according to the Senator, had nothing to do with the actual product of these two firms.

"I desire to make perfectly clear that I am not opposing any of a corporation's or anyone's right to make political campaign expenditures, but I do want to see the public and the taxpayers who support the government be able to follow what the money is being spent for. I want to know whether it be Safeway, McGraw-Hill, Standard Oil, or any other corporation."

Sen. Humphrey said he planned to study the matter further and bring it to the attention of the Senate and to the Treasury Dept.

Sen. William F. Knowland (R-Calif.) suggested that Sen. Humphrey might also want to study publications and copy that might be used on billboards and presumably on television and radio programs, as well as in the form of newspaper hand-outs" by the Office of Price Stabilization to "sell" its case to the people.

Sen. Humphrey answered that Congress itself can stop any part of the public's money for this purpose "but I submit that advertising by a corporation is a proper legitimate tax deductible item only when it relates to its own business." The taxpayer, he noted, has no recourse to corporation "political" ads because housewives cannot "place full page ads in the 400 newspapers in the country and deduct the expense from their income tax."

Problem of institutional advertising, Sen. Humphrey said, is "a serious one in the light of recent Congressional interest in campaign expenditures. One of the loopholes in our present laws affecting campaign expenditures is the use of political advertising by business concerns who deduct the cost of this advertising from their tax returns."

### 'Leaky Bucket'

BOTTOM fell out of a leaky Capitol Hill information bucket last week. Report that Sen. Hubert Humphrey's (D-Minn.) subcommittee studying newspaper in the Senate had recommended newspapers should raise their advertising rates was "a mistake by the staff," the Senator said. Word that such a recommendation had been made leaked out over the previous week end. Sen. Humphrey termed the leak "a very tragic thing." Proposed report, he added, was a confidential committee print and "should not have leaked."

He said he was not aware the language on ad rates was in the report when it was sent to the printers and in any case, it had no business being there.

\*\*\* the Triple Cities

\*Binghamton\* Endicott \*Johnson City

NBC in the Southern Tier

George P. Hollingbery, Nat. Rep.

\*\*\* the Triple Cities

\*Binghamton \* Endicott \* Johnson City

NBC in the Southern Tier

George P. Hollingbery, Nat. Rep.
TELEVISION will stimulate rather than retard demand for records by exciting more people to seek entertainment at home, Glenn E. Wallich, president of Capitol Records Inc., stated in his annual report to stockholders.

Convinced that recordings will continue "to enjoy popularity as a major form of entertainment," he revealed that Capitol Records sales and profits in 1951 were "well ahead of 1950."

Sales in the 12 months ending last Dec. 31 were $18,385,548, an increase of $1,069,229 over 1950 total. Last year's net income, he reported, after $437,000 for federal income taxes, was $408,489, reflecting somewhat higher prices and improved manufacturing and operating efficiency, Mr. Wallich said.

The 1950 net income was $201,005, after federal income tax of $73,000.

Working capital on Dec. 31 was $2,760,475, an increase of $158,914 during the year. Compared with the preceding year-end, cash was up more than a half million dollars to $1,202,440, report said.

WGR-FM PLANS
Now Assembling Equipment

FIRST major station in several months to enter FM, WGR-FM Cleveland, after getting FCC approval for- forthnight ago for 99.5 mc (Channel 258), plans to go on the air as soon as equipment is assembled.

Carl E. George, WGR general manager, said the FM adjunct would cost about $50,000. "This demonstrates our belief in the future of the aural medium," he said.

WGR-FM will reverse the history of Cleveland FM, where at one time there were eight stations. Two suspended broadcasting in the last three years. WGR-FM, CBS affiliate, will round out the FM network picture in the area. WGR applied to the FCC for FM several years ago, but application was held up pending outcome of the lengthy G. A. (Dick) Richards case.


FREDERICK BERNER, manager of defense products, American Home Foods, to Industrial Surveys, N. Y., as supervisor of account group and PAUL LIDEEN, client service executive of A. C. Nielsen Co., to Industrial Surveys as account executive.

RUSSELL J. TINKHAM, co-founder and past president of Magnecord Inc., to Ampex Electric Corp., as manager of newly established Chicago office.

R. T. CAPO-DANNO, director of engineering at Emerson Radio and Phonograph Corp., N. Y., elected vice president in charge of engineering.

E. J. BAUGHMAN, electrical engineer, named West Coast representative for TV equipment sales for General Precision Labs.

CLIFFORD C. ROSE, audio-visual technician, to sound studio staff of Hudson Radio and Television Corp., N. Y.

SIDNEY GROVES, assistant sales manager of Macy's, N. Y., named factory representative of CBS-Columbia to cover Connecticut and New York state except metropolitan New York.

W. L. ROBERTS, Inc., Memphis, Tenn., named CBS-Columbia distributor for northern Mississippi, western Tennessee and eastern Arkansas.

ALEX THOMSON, manager of CKL Truro, N. S., appointed representative in Atlantic provinces of S. W. Coldwell Ltd., Toronto, transcription dis.


N. HINKLE BARCUS, manager of Ideal Pictures, N. Y., appointed sales manager of Visual Media Inc. that City.

ROBERT I. GAINES, head of export activities, Instrument Div., Allen B. DeMont Labs, promoted to export manager for newly created International Division.


H. R. LETZTER appointed manager of industrial division of Webcor (record changers, phonographs, magnetic wire and tape recorders).

TED BOISSEMA, Paramount Theatres, Chicago, and TOM McMANUS, Shell Oil sales representative, appointed to sales staff, Telenews Productions Inc., N. Y.

FRED MESSESE, former casting director, King Bros. Hollywood, and JACK MURTON, like capacity M-G-M, Culver City, form TALENT ASSOC., entertainment agency at 6200 Sunset Blvd.

M Mitchell Arn, engineering staff of Hazzelene Electronics Corp., Little Neck, and technical staff of Andrea Radio Corp., Long Island City, N. Y. S. RONALD HACKER joins company's product design and development section.

WILLIAM E. JONES, former radio director of Henri, Hurst & McDonald, Chicago, and head of own program production group, appointed TV recording engineer representative for Charles Michelson Inc., N. Y., TV film distributors.

FRANK COOPER, owner, Indian Agents, Hollywood (talent agency), father of girl, Pamela, 25.

W. J. JILES, credit manager, Crosby Distributing Corp., N. Y., appointed national credit manager.

HAROLD JOVIAN, head of West Coast radio-TV division General Artists Corp., Beverly Hills, joins radio-TV division of Tele○news Corp. (Edgar) a month as manager of new Music Corp. of America, that city.

Mr. Tinkham

Mr. Jiles

Mr. Jones

in charge of western operations for Industrial Surveys Co.

Kaye-Halbert Corp., Culver City (mfrs. TV sets), names Wholesale Radio & Electric Supply Co., San Francisco, as distributors in that area and San Jose Television Supply Co., San Jose, for San Benito, Santa Clara and Monterey counties area.

Otto A. Harbach, president of American Society of Composers, Authors & Publishers, last week named Veterans Hospital Radio Guild's board of governors for 1952 fund drive.

Edward Hendel, general manager of Hendel Fruit Co., joins United Artists Television as Philadelphia representative.


Edward Stasheff, TV supervisor of WNYE New York, and EDGAR E. WILLIS, professor of speech at San Francisco State College, appointed to faculty of Michigan's speech department effective next fall.

Equipment...

AUDIO-MASTER Corp., N. Y., announces development of transcription player combined with PA system called AM 83-PA. Instrument has one-inch detachable loudspeaker with 10-foot extension cord and plays all sizes of records and transcription from 7-1/2 to 30 inches.


PLASTOID Corp., N. Y., announces production of 300 ohm twin lead-in for television antennas designed to produce steadier more dependable pictures.

SIMPSON ELECTRIC Co., Chicago, announces manufacture of new oscilloscope termed Model 276, featuring direct meter readings. Unit is companion piece for Model 476 Microscope which features vertical mounting of cathode ray tube.

Technical...

Kenneth Pendleton returns to WKBE Muskegon, Mich., as technical director after 18 months with U. S. Army.

Parker L. Lavery to KXXO St. Louis as engineer.


Pat Polillo, projectionist, WAAM (TV) Baltimore, appointed cameraman. Leonard Norinovsky, cameraman at WTOP Washington, joins WAAM's staff in same capacity.

Charles Lind, engineer, WSB Atlanta, and June Nixon were married last week.

Sylvania Electric Products is offering magnetic scrivewriters, designed especially to meet the needs of TV-radio servicemen, to service dealers who purchase 100 Sylvania receiving type tubes or four Sylvania picture tubes between April 1 and May 16.

Theres no better way to go straight to your sales targets in the prosperous Jackson market than through popular WJDX.

Page 68  •  April 7, 1952
Our Respects to . . .

(Continued from page 58)

Wholesale Co., Miami. Two years later, in 1921, he became treasurer of that firm.

In 1924, he formed the Wolfson-Meyer real estate firm with Sidney Meyer, his brother-in-law. This was the beginning of a co-equal partnership that has continued to the present time. Mr. Meyer, prior to the merger, had been general sales manager of the Old Fox Film Corp.

The Wometco Theatre Circuit (Wometco Theatre Co.) was established in 1925 with the erection of the Capitol Theatre in Miami. The chain now boasts 37 movie houses.

The motion picture industry, however, did not claim all Mr. Wolfson's activities. From early youth he had been interested in civic affairs. This led to his participation in local politics and his election to the Miami Beach council in 1939.

In 1943, he was re-elected to the council with the highest number of votes received by any contestant up to that time. His high returns and his service in the city council resulted in his installation as mayor of Miami Beach.

Leaves for Service Overseas

Politics were temporarily shelved in September that year when Mr. Wolfson resigned as mayor to enter the U.S. Army. Military service included duty in England, North Africa, France, Germany, Austria and Belgium. Outstanding service won him promotion to lieutenant colonel. He was decorated with the Bronze Star with Oak Leaf Cluster and the French Croix de Guerre.

The war over, Mr. Wolfson returned to Miami and the expanding theatre circuit, again becoming active in various theatre trade organizations both in Florida and nationally.

It was in 1948 that Mr. Wolfson entered the video field. He applied for and received a construction permit for WTVJ, Channel 4, in Miami. The growth of that station is Florida TV history.

In 1950 and 1951, he served as chairman of the TV committee of the Theatre Owners of America. In late 1951, Mr. Wolfson was elected president of this organization, which represents more than half of the 20,000-old movie houses in the nation.

As TOA president, he has urged its members to "join with television to build a new medium of entertainment that will surpass any-

WKOW Would Amend Atlass Contract, Renewal Bid Advises FCC

OFFER to revise its management contract with Atlass Amusement Co. was made by WKOW Madison, Wis., last week in a petition to the FCC.

The petition requested that the Commission reconsider its action last November in denying a renewal of the station's application for renewal of license [B&T, Nov. 12, 1951].

Hearing, which was scheduled to start March 28, was postponed indefinitely.

The petition said that if the Commission feels 50% of the net profits plus travel allowances give Atlass control of the station, the contract will be revised to pay a $1,250 a month to the management consulting firm. It also would be revised to allow cancellation at the end of any year, upon three months' notice.

Hearing on WKOW's license renewal application was set on motions by the FCC that Monona Broadcasting Co., licensee of WKOW, had abdicated its control through the contract with Atlass Amusement Co. The FCC also implied that WKOW secured a CBS affiliation after hiring the Atlass firm. Atlass Amusement Co. is headed by H. Leslie Atlass Jr., son of the CBS Western Division vice president.

Last week's petition recounted the early history of the Madison station, told of $154,597 in operating deficits from Jan. 1, 1948, to Sept. 30, 1950. It also pointed out that the station cost $250,000 to build, almost double the amount estimated.

Income Increase

After Atlass Amusement Co. was signed as management consultant, the station's income rose rapidly, the petition stated. In 1951, WKOW had an net operating income of $293,108.02 plus other income of $3,263.63, and an operating expense of $255,815.84.

Story of WKOW, as related by station executive in affidavits to the petition, was as follows:

Needs of the station in the early days were CBS affiliation and a competent manager. CBS told WKOW officials that its O&O Chicago station, WBMB, covered Madison adequately.

In 1950, Chicago attorney Arthur Morse tried to buy the station for a buyer later identified as H. Leslie Atlass Sr. Stockholders did not wish to sell, set price far above its value. Subsequently, WKOW officials were invited to Chicago to meet Mr. Atlass, where they discussed their need for a CBS affiliation and a manager.

Mr. Atlass turned them over to his son, who had set up as a management consultant. He also told them that recent surveys showed CBS was not being covered adequately in Madison and that it was seeking a Madison affiliate.

After signing a management contract with Atlass Amusement Co., station became a CBS affiliate. Its affiliation contract with MBS was cancelled when Mutual affiliated with WSSC Madison. Sharing affiliation with ABC on that station.

Mr. Atlass Jr. and members of his family acquired 180 shares of stock in the station at no par value, giving them 4% ownership. At one time, Mr. Atlass Jr. had options to buy 800 shares at $30 per share, which would have amounted to 13% to 19% of the ownership. However, he did not exercise these options.

Petition also related that a contract between Michael Henry, present manager of WKOW, and Atlass Amusement Co. was drawn up when Mr. Henry was being considered for employment by the WKOW board. It was drawn, petition stated, to show WKOW principals that Atlass Amusement Co. could deliver the services of the man it recommended to be station manager. Mr. Henry, then manager of WWXL Peoria, Ill., never worked for Atlass Amusement Co., the petition stated, and the contract lapsed when he accepted the offer to manage WKOW.

AMERICAN Newspaper Guild has applied for certification at Ottawa as bargaining agent for Canadian Broadcasting Corp. newsmen across Canada.

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Radio-TV Unity Affirmed  
(Continued from page 68)

point. William B. Ryan, BAB president, and his staff officers were quietly claiming their budget is heading above that of NARTB. Prior to the convention, the bulk of BAB’s revenue had come via a 30% cut from NARTB member dues, if members desired the service. Now BAB membership will cost as much as NARTB in some cases, running half the highest published hourly rate per month.

Have Common Interest

The two groups are competing directly, from a membership viewpoint, but have common interests in stimulation of business for broadcast stations. BAB was separated from NARTB so it could enter the media field without trade association handicaps, and slug openly alongside printed and other advertising media. This separation is designed to strengthen the sales-promotion organization, and BAB responded to the expression of faith by promising an improved service.

Television occupied a heavier share of convention attention, with the industry heartened by the promise of FCC Chairman Walker that they probably will not have to wait much longer for the TV thaw and the new UHF band. The chairman drew an ovation from the convention Wednesday noon after his first formal address in his new commission role.

In the manner of ex-Chairman Wayne Coy, Mr. Walker urged telecasters to avoid pressures for expediency. The TV freeze has lasted a long time, he said, because the Commission is drawing up a plan for development of a leading industry, the dominant medium of mass communication.

His unfreezing promises were tempered by the reminder licensing will proceed “at a snail’s pace.” Staff and budget shortages promise to aggravate the delays, he indicated. Chairman Walker made it clear that all broadcast stations will have to work under the convention. He made many new friends and served to bring the industry and Commission into a new understanding of common problems. Flanking the chairman at the convention were Vice Chairman Rosel Hyde and Commissioners George E. Sterling and Robert T. Bartley.

History-Making Debate

Right after Chairman Walker’s address Wednesday noon a handful of delegates heard a debate that made history in the field of radio and television freedom. Two of the nation’s leading lawyers debated the right of radio and television to report legislative and court proceedings.

The present trend toward curtailment of radio-TV rights to report public proceedings is dangerous and strikes at the fundamentals of free enterprise, it was pointed out in the discussion. Delegates joined James M. Landis and Louis Waldman in the arguing. Even Mr. Waldman, who argued against electronic reporting of some types of hearings and trials, agreed that radio and TV were not competing for money.

Many a delegate, recalling recent legislation tying the hands of radio and TV, winced as Mr. Waldman charged them with gross iniquity in making their position known in legal and legislative halls.

There emerged from the meeting, however, what seemed to be a general agreement that broadcasters and telecasters must wake up or they will find themselves locked out of more and more public proceedings.

Though the Wednesday afternoon program fell apart from an attendance standpoint, with the Code Review Board giving only a few brief minutes, the overall programming of the meeting was praised. James D. Shouse, WLW Cincinnati, was chairman of the convention committee; Robert R. Richards, NARTB public affairs director, handled programming; Neal McNaughten, engineering director, handled the largest technical conference in association history; C. E. Arney Jr., directed the business operations, and President Fellows was the executive head who kept the project moving.

While much of the convention time was devoted to workshop sessions, planning for TV’s expansion, study of equipment and program-
BROADCASTING

works," without that be expressed an survey, would agree, eventual presence, or be shown late that committee, Chairman Morency noted that the network has said a new talking. "We...

Robert Strouse, WIBC lough, Referring presumably In his report, however, Mr. Morency recalled committee confer-

The Voice Admiral asserted, "because it is the only national rating service now available and is the one most relied upon by advertisers, agencies and networks." He added that local rating services have "important weaknesses."

Of rates and rate cutting, Mr. Morency said "what really hurts the industry are the rate cuts—package deals—the absorbing of costs and things of that nature. They are the real menace to your operation and to the health of the entire industry."

Presumably referring to General Mills' current summer saturation spot campaign, he said:

"Recently the largest advertisers has been offering business to stations on a basis which would mean a rate cut of about 75%. Acceptance of business on such a basis could be the most expensive dollars a station ever took in. It would seem that a broad acceptance of such terms by broadcasters might well permanently set new rates on approximately the level of that acceptance."

"This rate cutting is an insidious thing—there is no end to it—it is particularly disturbing to the users of the medium... Just imagine the time that could be spent on really selling radio rather than discussing just what the rate cut would be...

"The networks have not a good

(Continued on page 108)

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WARD PROGRAMS SOLD—ALL NEW FOR '52

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<thead>
<tr>
<th>SHOW</th>
<th>SPONSOR</th>
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<tr>
<td>Your Esso Reporter</td>
<td>Esso Standard Oil Co.</td>
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<tr>
<td>I Was A Communist</td>
<td>Tru-Ade Bottling Co.</td>
</tr>
<tr>
<td>The Fashion Reporter</td>
<td>Kline's Department Store</td>
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<td>Voice of the Turtle</td>
<td>R.C.A-Victor Records</td>
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<tr>
<td>The Admiral Hour</td>
<td>Gateway Television Co.</td>
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<td>Milkmans Mafineen</td>
<td>Corling's Beer &amp; Ale</td>
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BUT, THERE'S ROOM FOR YOU, TOO!

1st RATING RESULTS

CBS RADIO NETWORK MARKET IN PENNSYLVANIA WEED & CO., Representative

2nd RATING RESULTS

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ONE STATION

WHLI DOMINATES THE MAJOR LONG ISLAND MARKET

CONLAN LATEST SHARE OF AUDIENCE: Daytime, February, 1952 Hempstead, Long Island, N. Y.

WHLI 27.5

"A" Network—50 Kw 21.8
"B" Network—50 Kw 18.1
"C" Network—50 Kw 14.2
"D" Network—50 Kw 8.3
All others combined 10.1

Research, Rates Stressed

He reported that the committee's deliberations had indicated "two major fields of greatest importance"—research, and rates.

"Radio still sells merchandise at the lowest cost per dollar of sales," he asserted, "but the advertiser and the broadcaster have become so confused with the mass of contradictory research studies that both have forgotten all about sales, the only reason for the use of any medium."

He commended the ARBI studies as a good step toward measuring radio's selling power, as opposed to the "trap" of using ratings as a precise measurement.

The "popularity rating concept," he asserted, should be discarded.

"Radio should also discard the concept of radio homes and start measuring the number of people who listen to radio," he said. He singled out recent Nielsen measurements as containing "inaccuracies or distortions which are costly to radio," in that they do not, he felt, give a complete picture of listening.

Nielsen was mentioned specifi-
STEELMAN

Wilson Successor No Stranger To Radio-TV Broadcasters

THE ELEVATION of Dr. John R. Steelman to the post of acting defense mobilization director on the heels of Charles B. Wilson's resignation is a no-brainer. Steelman has been intimately identified with broadcasting activities in the current preparedness program.

Dr. Steelman, labor advisor to President Truman and administration troubleshooter, was appointed defense chief on an interim basis after Mr. Wilson's surprise announcement during the heat of the steel squabble.

Mr. Wilson resigned at the close of business Monday, following a news conference during which he cited production achievements in the rearmament program since he took office 15 months ago.

The former president of General Electric Co. told newsmen he had no immediate plans beyond a vacation in Florida. Authorities thought it unlikely that he would return to the electronics firm and would not announce his future association until his return from Florida.

Mr. Wilson resigned his $175,000 GE post in mid-December 1946 to head the nation's mobilization program. He subsequently was succeeded at the top GE post by Ralph J. Cordiner.

Dr. Steelman, special assistant to the President, head of the national mobilization agency, will fill temporarily the vacancy created by Mr. Wilson's departure. The suddenness of his decision invited speculation as to his permanent successor from industry. It was acknowledged that the President would sift through a list of possibilities at length and choose a top executive who has compiled a formidable production record in private industry.

As White House Liaison

Dr. Steelman is no stranger to broadcasters and, particularly, the NBC network. Acting for the Chief Executive, he has been instrumental in solidifying liaison between the White House and the trade association. Out of a series of conferences with industry grew the Broadcast Advisory Council, comprising top radio-TV executives.

The Presidential advisor, who thus ascends to the nation's No. 2 mobilization spot, also has been active on the TV program front. He has been serving as special host on NBC-TV's Battle Report, Washington, which has elicited wide-spread acclaim under White House auspices.

Mr. Wilson came into the rearmament program at a time when petroleum and gas controls first took form—when the Defense Production Administration was created to set policy for allocation of materials to broadcasters and set wages for producers.

During that 15-month period, Mr. Wilson was a protagonist in a number of continuing mobilization issues, primary of which were: (1) The color TV loan program (2) The question of controlling all end uses in radio-TV and other industries; (3) The "butter and guns" controversy on Capitol Hill involving degree of civilian cutbacks and (4) economic controls, including the Capehart advertising cost formula (see separate stories). In the end, however, it was the wage-price dispute in the steel fight that prompted Mr. Wilson's decision to resign.

Mr. Wilson stoutly defended progress of the rearmament program under his leadership and scored those critics who complained that he had sacrificed military preparedness on the altar of civilian economy.

He consistently held out for a long-range defense production plan with a gradual adjustment of the nation's economy rather than all-out controls. In this fight, he emerged victorious with the result that materials availability has eased appreciably in recent months and consumer goods output retains impressively high levels during his tenure.

In the color TV fight, not yet resolved, Mr. Wilson tacitly conceded that, while he felt mass production of color casting equipment should be stopped for the present emergency, regulations should not necessarily spell out a flat a prohibition on the allocation of materials for all TV end products such as existed during World War II.

In resigning, Mr. Wilson expressed belief he could not accept responsibility "for major stabilization action which I cannot control"—acceptance of proposals by the Wage Stabilization Board for settling the steel issue. Mr. Truman praised Mr. Wilson, in accepting the resignation, for his "vigor, competence and effectiveness" in carrying out the defense mobilization assignment.

In bowing out, the defense chief asserted that under the rearmament program the past 15 months saw the U. S. "fast overtaking Russia in the quantity of production of war material"—in fact, "we have already overtaken them.”

Mr. Wilson's tenure stemmed from bottlenecks in the machine tool and component parts delivery fields and the complexity of new military designs, particularly in electronics.

KUTE (FM) on Air

KUTE (FM) Glendale, Calif., went on the air March 22, it was announced last week by the licensee, Robert P. Adams, 1644 Idelwood Rd., Glendale 2. The new station operates on Ch. 270 (10.9 mc) with 11.6 kw ERP, from 3-9 p.m.
make yourself at home...

Southern hospitality is more than a tradition with us at WAFM-TV. It's our stock in trade.

You get the warmest welcome in Birmingham when you're on WAFM-TV. Because Birmingham viewers consistently watch WAFM-TV most often...and are watching it more often all the time.

Over the 14 months Telepulse covers, WAFM-TV's score has been 2,201 quarter-hour wins to its competitor's 1,226 (or 80% more). In February, it was 179 wins to 71. Or 152% more.

In Birmingham, they're always glad to see you on...

"Television Alabama" WAFM-TV
Represented by CBS Television Spot Sales
Count the house any way you like. Television movies in New York—big box-office for advertisers always—are better at getting an audience late at night than any other time. And WCBS-TV’s “Late Show” is best of all.

Better late than ever...

In a new study of TV feature film shows in the New York metropolitan area (we’d be pleased to show you a copy), Advertest finds:

- Of the 78% of New York viewers who regularly watch TV movies, more than half prefer to watch weekdays after 11 p.m.
- They named WCBS-TV more often than all other stations combined as their first-choice station for TV movies.
- More than twice as many viewers tune in WCBS-TV’s “Late Show” as any feature film show, early or late, on any other station.
- Or take the word of advertisers who have already been on “The Late Show”... like the one who recently increased his sales by 73% in just two months.
- And cost is running as low as 78 cents per thousand viewers.

You (and your product) can be the idol of this big home audience. At amazingly little cost. Ask WCBS-TV or your CBS Television Spot Sales representative about participations on “The Late Show” today.

WCBS-TV  CBS Owned
New York, Channel 2
Represented by CBS Television Spot Sales
FCC CHAIRMAN Paul A. Walker brightened the NARTB convention last week with the assurance that the TV freeze would be lifted within the next two weeks—"barring some last-minute snags"—but he warned that licensing "will apparently proceed at a snail's pace."

Speaking to a packed ballroom at Wednesday's luncheon, Chairman Walker also won the broadcasters' commendation with his assertion of faith in the future of "that celebrated bird-in-the-hand," radio, whose local-level service, he said, makes it "the indispensable medium."

He called upon telecasters to enforce a program of strict self-discipline, and praised radio and television broadcasters alike for (1) their contributions to national security through the Conelrad plan and (2) their promotion of the democratic process in acquainting the public with current political issues and their efforts to get out the vote.

On the uppermost topic Mr. Walker said:

"Frankly, I had hoped that here at this convention I could announce the lifting of the television freeze. ... But you will not have to wait much longer. I can give you this assurance: Barring some last-minute snags, we are going to lift the freeze within the next two weeks."

Applications May Hit 1,000

The "time table" on licensing will be slow, he cautioned. After the freeze is lifted, three months probably will be set aside for the filing of applications. In all, he estimated, "1,000 or more" may be on hand when FCC starts processing applications "around the middle of July."

Reiterating FCC's money and personnel plight, he forecast that "Besides the work of examining and passing on uncontested applications, we will be swamped by hearing cases." He expected that hearings will be necessary "in virtually all the larger cities and many of the smaller cities."

To handle these hearings and also the hearings in all other FCC fields, he noted, the Commission now has seven examiners and similarly short staffs of engineers, lawyers and accountants.

"I know this will be a bitter pill for the many communities that have been denied television these long years and that have been hoping that the lifting of the freeze would mean a speedy end to their have-not status," he declared.

Chairman Walker, an Oklahoma who has served on the FCC since its inception in 1934, compared the imminent freeze lift with the land rush in Oklahoma in 1889.

"We are at another kind of frontier—a new frontier in the ether [with] new opportunities for fame and fortune, for adding to the real wealth of the nation, for raising our standard of living, for contributing to the general welfare, for unprecedented access to information, education and entertainment."

But, he added, after pointing out FCC's shortage of personnel:

"Unlike the break-neck speed of the great runs in Oklahoma, television will not leap into its new frontier. It will apparently proceed at a snail's pace."

Mr. Walker noted that TV last year, with 108 stations and 14 million set owners, had in some of its more than $43 million before federal taxes. Independently owned stations (93) made 30 cents on the dollar, he noted, while "the networks obtained a greater proportion of their income from infant TV than they did from 30-year-old AM."

FCC's Solution 'Best'

He said it was his opinion that FCC's solution of the 3½-year-old TV freeze "will prove to be the best that could be reached at this time." It must provide for at least 2,000 assignments, recognize the needs of states for channels and of communities for local channels, while maintaining "a reasonable degree of flexibility" and reflecting "long-range thinking as a protection for the future," he declared.

Calling upon telecasters to "build for the long future" and urging "full support for efforts toward self-regulation such as your television code," Chairman Walker asserted:

"It is true that in the hurly-burly of developing any new resource or service, the public may for a time be too dazzled, too uninformed, to unorganized to realize the shortcomings and the excesses and to deal with them."

"But in the end, let me assure you, the public awakes and when that day comes, there is a day of retribution. It is a day of wailing and gnashing of teeth on the part of those who have betrayed the public interest."

He told his listeners that "the best of American broadcasting is a public service to the public interest."

(Continued on page 88)
TROUBLE brews again along the air lanes. The Air Transport Association is preparing legislation presumably designed to give the FCC specific authority to control antenna heights and locations—this with an eye toward the TV freeze of the right.

Under existing regulations, regional airspace committees must approve towers of more than 500 feet to eliminate air hazards. The proposal now is made that the pending McCarran bill (H.R. 77) be amended to give the FCC legislative authority to deny applicants whose towers run afoul the CAA. The FCC has assumed this power right along and has even won a court action upholding this right.

The proposal of the Transport Assn., however, is only one facet of the aviation industry’s recent campaign that has as its eventual aim the control of the nation’s TV towers. Proposals have already been made covering such matters as single tower location for TV stations in the same market (the Empire State approach) and even use of booster stations to reduce antenna heights.

The air belongs to the people. Broadcasting services now enjoy the FCC to use this air to provide the people with radio and television and communications services. Air lines are franchised by CAA to provide common carrier service at a fee for the people. Each government agency—FCC and CAA—functions under its own enabling act.

Over the years, the air transport people—government as well as industry—have been disposed to look with disdain upon broadcast services as in the “entertainment” field, where as they describe their sphere as involving safety of life and defense. The development of television should not be impeded by arbitrary restraints imposed by aviation interests through star-chamber procedures.

There were no broadcast representatives present at the CAA sessions that already have been held on the subject. Reasonable regulations, evolved with the FCC and employing representatives of the broadcast services exist today.

Through compliance with these regulations there have been few if any serious commercial aviation accidents resulting from tower collision. The Air Board can be more present concern of towers meeting FCC specifications than it can stop the construction of buildings in airport areas complying with local ordinances.

The FCC is the licensing authority from ground system to tower top. The CAA can recommend to the FCC but it cannot reverse its decision. The lines of authority should be kept that way.
MINNEAPOLIS BAN
Newsman Protest Order

MINNEAPOLIS City Council last week issued a ban preventing cameramen of KSTP-TV there to take pictures of city employees or doing city business without council permission after a protest by a union business agent.

The order, emanating from the council's police committee, applies only to KSTP-TV, and followed a formal protest to the council by George Todd, business agent of Local 383 (AFI), representing still photographers employed by the company. He charged a cameraman and newswoman from the station disturbed city laborers on the city who were taking pictures of an ice jam in the river.

KSTP-TV officials, as well as management of other local stations, believe the move is another break-up from the two-year-old KSTP-TV union dispute with the International Brotherhood of Electrical Workers. The station, however, "is taking pictures as usual," one official said.

James Bormann of WCCO Minneapolis, president of the National Assn. of Radio News Directors, wonders if a "whale" is being carved by George Martens of the police committee, saying his group was "seriously concerned" about the infringement of press freedom and free access to news.

He believes the decision "was taken without full consideration of all the points of view," and volunteered to appear before the police committee to explain the NARD position. The group has a regular meeting April 14, although a special conference may be called this week.

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BIBLICAL formula for guidance of those contemplating erection of UHF TV towers were offered by Dr. George Brown, RCA research engineer, at NARTB Engineering Conference in Chicago. Using as his text St. Luke 14: 28, Dr. Brown quoted the passage as follows: "For of whom you intend, to build a tower, sitteh not down first, and count the cost, whether he hath sufficient to finish it."

FAYE EMERSON SHOW
To Be Dropped by Pepsi-Cola

PROGRAM, Wonderful Town owned and produced by its star, Faye Emerson, will be dropped by Pepsi-Cola Co., according to a Thursday announcement by the company president, Alfred N. Stebbins, who attributed the move to "inability to obtain satisfactory time."

Sponsored by Pepsi-Cola since June 15, Wonderful Town is seen on CBS-TV at 9 p.m. EST Saturday when Miss Emerson has been backed by the sponsor since September 1950, and announcement bowed to her dignity and appeal in television performances and identified her personal efforts as "a contributing factor to sales growth."

It was understood that Miss Emerson's final appearance would be April 19. Pepsi-Cola was reported getting its next time slot, plus a new show, for the end of June.

Moore to CBS-TV

THOMAS W. MOORE, vice president and advertising director for Forest Lawn Memorial Park, Glendale, Calif., has been named to new post as head of West Coast sales office, CBS-TV Film Sales.

FEB. TIME SALES

CONTINUING its skyrocketing rise, network television in February did 80.1% more business than in January, according to figures released last week by Publishers Information Bureau. Combined gross time sales of the four TV networks for the second month of 1952 equalled $14,478,047, compared with a gross of $8,216,829 for the same month of 1951.

Two-month 1952 total (January-February) was $29,857,606, against $16,765,282 for the like period of 1951, an increase of 78.1%, PIB reported. Figures for network television were given earlier [§, March 17], PIB gave


ABC  $ 5,210,991  $ 1,254,851  $ 4,411,372  $ 2,583,570
DuMont  5,103,043  2,600,339  10,177,686  5,201,504
NBC  748,544  406,079  1,465,692  841,606

Total  $14,786,047  $ 8,216,829  $29,857,606  $16,765,282

BROADCASTING • Telecasting
BROADCASTING

FORGET about revising the TV multiple ownership rule for a year or so until the freeze is thawed and there are more stations on the air.

That, virtually, is what Senator Edwin C. Johnson (D-Col.) wrote to FCC Chairman Paul A. Walker last week.

In a letter dated March 31, the chairman of the Senate Interstate & Foreign Commerce Committee (which has full control over UHF legislation) admitted that raising the ownership limitation from its present five-to-a-single owner "might accelerate development of UHF, but will it be done at the terrific price of still further concentrating TV in a few powerful hands?"

Senator Johnson answered his own question thusly:

"If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested.

In another part of his letter, the Colorado Senator, who has actively interested himself in the freeze, coined the phrase "the lifting of the freeze" and the allocation of channels:

"First things should come first, and the vital matter right now is the 'lifting of the freeze' and the allocation of channels for the large areas of the United States long denied the benefits of this most desirable medium."

Recommendation that the FCC revise its multiple ownership rules to permit one entity to own five VHF stations and any number of UHF stations was made by NBC last January [B*4, Jan. 7]. At the present time, common ownership of TV stations is limited to five.

Sterling Suspension

The NBC petition came two months after Comr. George E. Sterling suggested that networks be permitted to have "two or three" UHF stations in addition to five VHF stations in order to get their backing for the new channels. Comr. Sterling made the recommendation in a speech to the accredited Persons of the Television Assn. in New York in November 1951 [B*7, Nov. 5, 1951].

Following the NBC petition, second comments were filed with the FCC by:

ABC, which urged that any one owner be permitted five VHF and 2 UHF stations [B*1, Feb. 4].

DuMont, which urged five VHF and three UHF stations [B*2, Feb. 18].

Fort Industry, which urged the limitation rule permit "not less than seven, including five or more VHF stations" [B*2, Jan. 28].

Group of seven Mountain States radio stations, which represented that no distinction be made between limitation on AM ownership, seven, and TV. The stations were KOFR Butte, Mont.; KUTA Salt Lake City; KOYE Boise, KIFI Idaho Falls, KWKI Pocatello, KLIX Twin Falls, all Idaho. [B*3, March 24].

National Appliance & Radio

STATION LIMIT

Dealers Assn., which claimed that retailers would benefit from the improved given UHF through acceptance of the NBC recommendation [B*1, Jan. 28].

Opposition to lifting the limitation was expressed to the FCC by WWV Fairmont, W. Va.; KISE Erie, Calif., and New England Television Co., applicant for TV stations in Fall River, Boston, Worcester and Springfield, Mass.; St. Louis and Kansas City, Mo., and Buffalo, N. Y.

On the FCC Rules book as a proposed amendment is a suggestion that one company be permitted to own in varying degrees more than five TV stations. The proposed amendment spells out degrees of ownership and the number of stations above the maximum that may be permitted. Same proposed spells out degrees of ownership to be permitted for one company to own more than the maximum of seven AM stations, six FM stations.

Text of Sen. Johnson's letter to FCC Chairman Walker follows:

"During the past seven weeks I have worked a great deal about the petition which have been filed urging revision of the FCC rules to include five additional UHF stations. It is said that such a concession would act as powerful incentive in permitting the UHF for usage. I am pleased with the various steps which have been taken by the Commission and the industry to develop UHF. It is flattering to learn that many engineers are now satisfied that high standards for TV transmission and reception are just now being met. Perhaps revision of the multiple ownership rule might accelerate development of UHF, but if it will be done at the terrific price of still further concentrating TV in a few powerful hands! To allow five VHF stations to one network is being most generous with the people's property, and it is very valuable property, too. How, in good conscience, can any network ask for more?

In any event, the monopoly problem which is inherent in the proposed revision of the multiple ownership rule cannot be very carefully considered by the Commission. A hearing on modification of the rule, at which time all parties would be permitted to submit their comments was made. The Commission's multiple ownership problems before it which the Commission must handle during the balance of the year, is the "lifting of the freeze" and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium.

I notice that some of the interests desiring to increase their TV network holdings say that our present UHF rules make it difficult for them to develop useful UHF stations. I think it is desirable that this freeze be removed, and I think we should do it, but not at the price of further concentrating TV in a few powerful hands."

Johnson Suggests Year Delay

"If it appears that UHF is not developing as rapidly as desired, and if smaller communities are not being served by television, and if no other solution is in sight, there will be time enough to take such a drastic step as has been suggested.

Sterling Suspension

The NBC petition came two months after Comr. George E. Sterling suggested that networks be permitted to have "two or three" UHF stations in addition to five VHF stations and any number of UHF stations was made by NBC last January [B*1, Jan. 7]. At the present time, common ownership of TV stations is limited to five.

New Members Elected to one-year terms were: William A. Fay, WHAM-TV Rochester; Henry W. Slavick, WMCT (TV) Memphis; and Kenneth Carter, WAAM (TV) Baltimore.

The four networks reapportioned their representatives to the board: Alexander Stonach Jr., ABC; Herbert V. Akerberg, CBS-TV; Chris Lethby, DuMont Television, and Frank M. (Scoop) Russel, NBC Washington.

The election was part of a TV membership business session that also heard a report from Thad H. Brown, NARTB manager of television operations and counsel to the TV board.

Mr. Brown outlined regulatory and legislative developments in which the association had been active interest in the past year.

He said the NARTB could take credit for speeding the end of the TV freeze by Comr. Walker last January by successfully petitioning the FCC to amend the Third Notice of Further Proposed Rule Making to permit written rather than oral testimony in allocations hearings.

Campaign Is Successful

The membership campaign of the past year paid off, handsomely, said Mr. Brown. As of the 1951 NARTB convention, membership totaled 88 TV stations and two networks. Last week it included 88 stations and all four networks.

The NARTB soon will distribute questionnaires to members soliciting their opinion on several proposals to request an updating of FCC rules and regulations affecting TV operations.

He said some of the rules, inherited from AM operating rules and applied to TV without adaptation, made them much more compatible with TV operation. He said the FCC had advised the NARTB it was receptive to suggestions on this problem.

"Culture" Competition

TELEVISION is cutting into the advancement of culture in Atlantic City, a teachers group says. Samuel Gilliam, program chairman of a winter program series sponsored by the Atlantic City Teachers' Association, said television for $1,100 loss suffered by the series during the past year. He said he will recommend dropping the programs which are made up of lectures, dances and music, designed to further cultural entertainment in the city.

This year, a postponement of this matter for a year or so would prove most satisfactory. Most of the United States does not have any kind of television. First UHF. Anybody in the states that have UHF would have an advantage. And it is a vital matter right now is the "lifting of the freeze" and the allocation of channels to a large area of the United States long denied the benefits of this most desirable medium.

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A MASTER global TV plan to span all NATO countries—initially revealed on Capitol Hill last week in connection with the so-called "Vision of America" project—is gathering momentum under the relatively unpublicized leadership of three U. S. communication experts.

Envisioned in the vast international communications blueprint are varied services—radio relay systems, television networks, AM and FM broadcast stations and facsimile—with international television as the key activity.

The promulgation of international TV is being carried out on the basis that foreign countries accept U. S. video standards (525 lines, 60 fields, 6 mc) and finance installation of equipment.

Aside from the electronics aspect, there are other facets which invite interest, among them:

- The prospect of entertainment and cultural programs on an exchange basis among foreign countries—and between those nations and the United States.
- The potentiality of sponsorship by U. S. industrial firms with a stake in foreign markets, acting through their respective advertising agencies.
- The possibility of program originations overseas and concomitant interest of Hollywood film and studio executives in this facet.

Who are the progenitors and primemovers behind this vast new concept?

The global TV plan originally was brought to light on Capitol Hill by Sen. Karl E. Mundt (R. S. D.), co-author of the Smith-Mundt Act setting up the U. S. information program as a fall-back of a proposed Vision of America to complement the U. S. overseas radio arm. Plans laying the groundwork for a TV network among members of the North Atlantic Treaty Organization, with installations initially in Turkey, were exclusively detailed by Sen. Mundt to Broadcasting TELECASTING last year [B&T, July 25, 1952].

Sen. Mundt has been working with the State Dept., military authorities and foreign embassy delegations in Washington as well as Japanese communications officials on the feasibility of such a plan. They all expressed interest.

But the actual groundwork—diplomatic, engineering and electronic—has been laid by authorities with varied backgrounds. These men are: Maj. Henry F. Holthusen, a New York lawyer-diplomat-educator, who spearheads the mission, lending the diplomatic approach; William Halstead, a consultant associated with Murray Crosby, Crosby Labs, Inc., N. Y., and co-builder of the New York State Rural Radio Network; and Dr. Walter Duschinsky, also with Crosby, as well as other TV facilities, who designed WWJ-TV Detroit studios. Messrs. Crosby, Halstead and Duschinsky are partners in Telecommunications Consultants Inc.

State Dept. Adviser

Maj. Holthusen also is counsel for American electronics firms, and is helping to lay the groundwork for the Voice of America. He consults periodically with the State Dept.

Planning for this vast global project was laid before the Senate last week by Sen. Homer E. Capehart (R-Ind.). He inserted into the Congressional Record copies of an NBC TV brochure appearing in Television Opportunities magazine.

The editorial noted, that under the leadership of the Holthusen-Halstead-Duschinsky triumvirate, Japan had officially adopted U. S. TV standards. A bylined article by Lawrence Levey, was titled "Pathfinders for Telecommunications Blaze Tele Trails Through Europe and the Middle East."

As a result of a trip by this delegation to Japan last fall [B&T, Nov. 19, Sept. 3, 1951], the Japanese Radio Regulatory Commission, Feb. 16 issued a license to the Nippon National Television Network Corp. to operate a 22-station TV network on U. S. TV standards. Mr. Halstead supervised network plans and Dr. Duschinsky studio planning. Japanese industry is sustaining the cost of installation and maintenance.

According to the editorial, two other conditions were prescribed by the New York group: Conduct of the network on private enterprise principles and permutation of network operation with the "democratic way of life." Commercial radio operation also has been authorized in Japan.

"They said it couldn’t be done ... Never have there been obstacles overcome by the electronic mission ... Never has a new industry been launched on an international scale with such brilliant omens for better public relations and otherwise," Television Opportunities remarks.

Having completed the Asiatic plan, the engineers have visited Turkey, Egypt and the Philippines. Since the plan was conceived, Turkey has become a member of NATO with the result that certain difficulties have been minimized.

According to Mr. Levey, these are the next steps:

The master global TV plan, embodying 11 services, but stressing TV, will span all NATO countries. It will be 100 percent—a radio relay telecommunications system combining multi-channel telephone, facsimile, FM and AM broadcasting, 100-mile microwave relay now in successful operation in the Philippines, flying from coast to coast, and built by Bell System, Westinghouse, etc. for $200 million.

The plan will provide a completely integrated telecommunications system extending nearly to the Outer Limits of the North Atlantic Treaty Organization—South America to the Philippines.

The plan reportedly has been broached at Gen. Dwight Eisenhower’s SHAPE headquarters [B&T, Sept. 3, 1951].

Gradually the Voice of America manpower and materials began to grow.

The original TV concept envisaged installation of video outlets in Turkey first at a cost to the U. S. of between $3 million and $4 million and completion of the entire project at between $30 million and $40 million. This includes transmitters, network relays and large receivers. These funds were to be made available through Congressional legislation, or, in the long run, through American broadcasting firms or an advertising foundation.

This concept has been abandoned.

On basis of the Japanese success, the electronics mission is furnishing the blueprint and advice and local countries the money for putting a TV project on a working basis. Mr. Halstead feels that for global TV to exist and thrive, a one-world approach is necessary. The Mundt plan envisaged manufacture of TV sets on a foundation to buy time on overseas TV stations to merchandise their wares. Advertisers would receive their money back in sales and interest including the publicity, which is included in a regular approach to advertising on an international scale. In return for blueprinting and

## CONSTRUCTION

**NPA's Fowler Gives Assurance**

HENRY H. FOWLER, National Production Authority administrator, told the NARTB meeting Tuesday that materials controls would be made enough to permit construction of new television stations "on a fairly regular scale."

Mr. Fowler's announcement, made during a speech on the general subject of the Controlled Materials Plan, confirmed earlier reports that NPA intended to approve TV construction after the FCC freeze is lifted [B&T, March 24].

Though he emphasized that copper would remain in short supply, Mr. Fowler put the new steel for building TV stations would be in good supply. He said he could not give assurances that every application would be "immediately approved," but he did think "the situation on approvals can be characterized as reasonably unfrozen."

**CBS-TV SHOWS**

**Sunday Cuts Are Made**

CBS-TV is dropping its Sunday afternoon program schedule, effective April 20, when it will begin to feed programs to its TV affiliates at 5 p.m., leaving the earlier hours free for local programming.

Move was officially explained by a network official as one generalized and contributed to a variety of causes—advent of the baseball season with many TV stations preferring to telecast ball games on Sunday afternoons instead of network programs, preference of other stations for NBC-TV's commercial programs over the CBS-TV schedule, and always good reason of "economy."

The one commercial on the CBS-TV Sunday afternoon schedule, See It Now, sponsored by Aluminiun Foil of America, will move to April 20 from its current time of 3:30-4 p.m. to 6:30-7 p.m. The Sam Levenson Show, now in that slot, will be slated to Tuesday, 8-9:30 p.m., following the withdrawal of the Frank Sinatra Show which was unable to weather the competition of Millon Berle on NBC for an "entirely new approach to advertising on an international scale."

Program for the second half of the 9-9:30 p.m. hour on Tuesday is not set, but it will not be "Our Town, science fiction series which was considered for the full hour."

Realignment of other Sunday CBS-TV offerings also includes a new Unto My Gentlemen at 5-5:30 p.m. (from 5-5:30 p.m.); What's My Line? at 3-4 p.m. (from 3:30-4 p.m.); Mr. Peabody's Adventures at 4-4:30 p.m. (4-4:30 p.m.); Man of the Week at 6-6:30 p.m. (from 6-7 p.m.); and Miss America, at 1-2 p.m. (from 12-1 p.m.). A new program will be introduced, however in the 6-6:30 p.m. Sunday period, will move April 19 to Saturday, 7-8 p.m. and this program will not be sponsored.

Mr. Fowler also said other CBS sustaining network broadcasts Sunday afternoon are being discontinued. Among these is Present, Now; Where Do You Stand? (now on 2:30-3 p.m.); Quiz Kids (5:30 p.m.); Columbia Workshop (4-4:30 p.m.).
financing the installation, the U.S. would buy times commensurate with Turkish programming hours on these stations. The programs would be in cultural and educational nature.

Mr. Levey notes that since "sponsoring is a required corollary to TV," manufacturers' and distributors' involvement in foreign countries "would doubtless sponsor program series and shorts on an intercountry, worldwide scale." Some 300-plus ad agencies are involved in the U.S. who advertise abroad (as much as 90% overseas), Mr. Levey notes, and such a plan would stimulate the industry.

Other points made in the magazine article:
- Global TV would make possible "rapid transmission by FM of the new techniques of facsimile." Material facsimiled would augment TV.
- Europe is beset with lack of cohesion and uniformity in radio broadcasting. "Ragional TV and FM stations atop mountains, as outlined in the Master TV plan would, of necessity, go in for better reception in homes... ."
- Air and surface transportation can be enhanced through use of conventional VHF.
- "Electronic experts believe that better television will be telescopic on an international scale," with Latin and Central American countries joining the U.S. and Canada in a Latin American network.
- There is great need for "world adoption of U.S. technical standards," and programming points or "television solutions" for Hollywood, producers, sponsors and advertising agencies.
- "Large-screen TV, on a global basis, is also in the offing... . Universal television of feature films in world theaters would augment grosses of film producers, stimulate production... ."
- The global TV project will help unify NATO nations, assist electronic industries of other countries and open up avenues of employment, according to Maj. Holthusen.
- The countries need only apparatus and guidance from the world's leaders in electronics—the U.S.—to receive democracy's "message" and better their way of life.

HM TV Test
METRO-GOLDWYN-MAYER, in keeping with plans announced in mid-March [B*7, March 24], on a test basis and to promote its new movie "Singin' in the Rain," has started the use of 60-minute and 30-second filmed commercials on TV stations in 10 key cities. They include Memphis, Nashville, Providence, Richmond, Rochester, Syracuse, Toledo, Buffalo, Dayton, Houston and Indianapolis. Agency is Donahue & Cee, New York.

Motorola Seeking
MOTOROLA Inc., Chicago, manufacturer of radio-TV sets, is in the market for a 26-half-hour TV series. Top dramatic talent is wanted, in addition to a narrational m.c. Agency for Motorola is Ruthrauff & Ryan, Hollywood.

HILL TELECASTS
CHAIRMAN Emanuel Celler (D-N.Y.) of the House Judiciary Committee warned that "there would be compulsion for payment somewhere" if TV covered sessions and committees of Congress, in a simultaneous March 30 of the American Forum on the Air on NBC (Sunday, 2:30-3 p.m.).

Rep. Celler, who offered the chief argument made by Rep. Celler, who admonished: "I do not want to make a speech on the floor and before a speech have some commercial saying I should take a laxative."

Sen. Tobey quipped: "That might be true. You might need it."

Rep. Celler questioned whether telecasting of congressional investi- gation hearings may not be inad- equate rights of witnesses. An exam- ple of holding the witness up to ridicule and trying him by the public rather than in the courts was the Kefauver Crime Commit- tee, Rep. Celler intimated.

Sen. Tobey, who served on the crime-busting committee, took ex- ception. The Republican said he doubted the list of his reasons that "television hearings are merely another form of reporting the hearings... . If the reporters can't come to see, let us take down the facts and put in their own words in the paper the next morning, why should not the people in the humble homes of America have a chance to see these things graphically portrayed before their own eyes, through the mir- ace of television... ."

PARIS TV MEET
UNESCO Advisers Attend
DAVIDSON TAYLOR, NBC-TV general production executive, and two other delegates of a UNESCO advisory committee left New York last week to attend an international TV meeting in Paris starting today.

They will confer with representa- tives of nine countries on the im- portance of television as a medium of communications. Meeting will be held April 7-12, the first such international conference under UNESCO auspices.

Other committee members are Richard N. Hull, director of the TV Association, and Robert H. Hud- son, Urbana, Ill., TV consultant to the Ford Foundation's Fund for Adult Education. The three mem- bers are to present a TV network, a university which has experimented in educational TV and a research institution which has studied influence of TV on society, UNESCO pointed out.

They were chosen by UNESCO from a 13-member advisory group in "recognition of the advanced development in this field of televi- sion," according to Luther Evans, Librarian of Congress and chair- man of the U.S. National Com- mission for UNESCO, who made the announcement in Washington, D.C.

Purpose of Meeting
Purpose of the meeting is to fur- nish a forum for exchange of views among experts of countries which have experimented with video or plan to launch TV service. UNESCO is exploring ways in which television can be developed interna- tionally for education, science and culture.

"Television itself is no panacea for achieving [the] things by means of the cathode ray tube, it has to be judged against the older established methods of press, film and radio, and involved only where it seems likely to secure a better result," a UNESCO statement explained. Even so, it was conceded that TV "has to be ranked with the other medium. In this respect, influence on the public that can be used to aid international understanding, or to impair it... ."

UNESCO said it plans to concen- trate his efforts in nations which will help individual TV organizations rather than on large-scale projects by UNESCO itself.

On the agenda are questions of international TV program exchange, including standards of defi- nition and film; methods of cir- cumventing language barriers, tax and customs laws, export regula- tions, copyrighted and contract rights, and censorship or moral codes.

BROADCASTING • Telecating

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LONG DISTANCE TV

TODAY, Monday, April 7, is the 25th anniversary of long distance television.

On April 7, 1927, Herbert Hoover, Secretary of Commerce, in Washington, D.C., was in New York by Walter S. Gifford, AT&T president, and an audience of about 50 scientists and newsmen in the first public demonstration of simultaneous transmission of voice and image.

The signals were received on two receivers, one with a picture 2x3 inches, the other 2x3 ft.

The Gifford conversation was carried, sight-and-sound, over telephone wire facilities of AT&T's long lines department. The second half of the demonstration, a telecast vaudeville show, reached New York by radio from its point of origin in the Bell Telephone Labs in Whippany, N.J.

The first long distance TV program, forerunner of today's nationwide video program service, was a mile-24 mile long program of research in television carried on by Bell Labs with the goal of paralleling for vision what had already been done for voice in long distance telephony. Dr. Herbert E. Ives, director of electro-optical research for Bell Labs, was in charge of the project, which stemmed from the interest in television by the Bell Labs long lines department had first demonstrated in the summer of 1924.

Sight, Sound on One Band

Within ten days of the Washington-to-New York demonstration, on April 16, 1927, AT&T transmitted both image and sound on the same frequency band by a single radio transmitter, setting a precedent for Bell Labs in New York. Two years later, May 23, 1929, AT&T filed the original patent application for coaxial cable, to be a wide-band long distance transmission medium for both TV and telephony.

The next spring, April 9, 1930, two-way sight-and-sound communication was publicly demonstrated over a two-mile connection between special booths between AT&T headquarters and Bell Labs in New York. This demonstration was continued for more than a year.

In the mid-30's AT&T installed a coaxial cable link between New York and Philadelphia over which TV images of 240 lines were transmitted on Nov. 9, 1937, a year after the cable had been tested for multi-channel telephone use. On May 21, 1940, video pictures of 441 lines, using a frequency band of 2700 kc, were transmitted over the cable from New York to Philadelphia and back to New York, nearly 200 miles. A month later the National Convention in Philadelphia was televised and transmitted over the cable for broadcast by NBC's experimental TV station in New York.

First Intercity TV transmission of 525-line pictures (present standard) occurred on Dec. 1, 1945, when the Army-Navy game from Philadelphia's Municipal Stadium was sent to New York for broadcast there. Two months later, Feb. 12, 1946, Lincoln memorial services in Washington were transmitted to the New York transmitters of CBS, DuMont and NBC in a pooled telecast that inverted TV service between New York and Washington via coaxial cable. April 19, 1946, marked the first intercity color transmission over coaxial from New York to Washington back—450 miles—in tests of the CBS color system.

Boston Completed Network

TV transmission between New York and Boston over a 4,000 mc radio-relay system was launched experimentally on Nov. 13, 1947. This, plus the New York-Washington intercity coaxial system, formed the Bell System Eastern TV Network. On May 1, 1948, commercial intercity TV service was authorized; on Sept. 20 the Bell System Midwestern TV Network over a 11, 1949, the eastern and midwest- ern networks were united to connect TV stations from Boston to St. Louis. Augmenting the coaxial connections, a New York-Chicago microwave radio-relay system was put into service Sept. 1, 1950.

Coast-to-coast TV was inaugurated within a month of the signing of the Japanese Peace Treaty Conference in San Francisco, Sept. 4, 1951, and on Sept. 29, 1951, the first commercial transcontinental TV program was aired. Of the 66 cities with TV stations, 54 are already linked via Bell System facilities and eight more will be added in time for them to receive the telecasts of the national political

TV STAFFS

A SUGGESTION that present television broadcasters help new ones to train staffs was made last week by E. K. Jett, vice president and director of television, WMAR (TV) Baltimore.

Appearing on a television management panel Wednesday morning at the NARTB convention, Mr. Jett said that unless the 108 stations now on the air provide assistance to new stations that will spring up in numbers after the lifting of the freeze, the stations will find their own staffs raided by new telecasters seeking trained personnel.

The question of how to recruit personnel for the expanding telecasting industry was one of several dealt with by the management panel under the chairmanship of Dr. John W. Doherty, its president, WLWT (TV) Cincinnati.

Most of the panel members, all of whom are operating telecasters, said they recruited their own staffs mostly from radio backgrounds, and by various means gave them the additional instruction necessary to adopt their talents and training to TV.

As new TV stations are authorized, in some abundance, they saw a serious problem of personnel recruitment arising, and it was to solve this without wholesale raiding of existing stations that Mr. Jett advanced his proposal.

The union jurisdictional difficulties that beset TV were discussed by the panel, which included, in addition to Mr. Jett, Lawrence Rogers, general manager, WSAY-TV, Huntington, W. Va.; Willard Wood, president, station WJZ, TV Detroit, and Victor A. Sholis, vice president and director, WHAS-TV Louisville.

Mr. Walbridge reported that at his station five different unions were represented, a situation which could create constant hazards were it not for an agreement which WWJ-TV had managed to reach

HELP NEW STATIONS TRAIN, JETT SUGGESTS

KJH-AM-TV ELECTIONS

IATSE, IBEW Beat NABET

BY VOTE of 7 to 1, IATSE became bargaining agent for production-program department personnel of KJH-AM-TV in an NLRB supervised election contest with NABET on March 27 [B.T., March 10].

IATSE was chosen representative for makeup and scenic artists, set erectors, stage hands, construction workers, sign painters and lighting men. One vote was challenged by NABET on the ground that the voter was not on the original list of names submitted.

IBEW Local 45 was named bargaining agency for engineers and technicians of KJH-AM-TV the following day when 36 votes were cast in its favor as against 18 for NABET. There were two "no union" votes. Latter election also was NLRB supervised.

TVA ELECTS ON COAST

Manning Succeeds Carpenter

KNOX MANNING, TV actor and moderator, KTTV (TV) Hollywood, was elected permanent chairman of West Coast section of national board of TV Authority last Monday. He succeeded Ken Carpenter, Hollywood radio-TV announcer, who resigned.

Elected to the West Coast board of directors by the membership were Lee Hogan, star of KNBH (TV) Hollywood Lee Hogan Presents; Peter Prouse, radio-TV actor and former West Coast executive of TVA; Vincent Price, TV-stage-film star; Lee Millar, radio-TV actor. They will serve for an indefinite period until the future of TVA is settled.
In Philadelphia more people

tune to WPTZ

than any other

TV Station

When ARB measured the TV viewing habits of Philadelphians for the entire year of 1951, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations combined!

WPTZ—Philadelphia

NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales
BRINK RULING

Upsets TV Movie Royalty

BREAKDOWN of the AFM 5% royalty formula and re-recording fees for use of sound tracks of old movies released to television is seen if a ruling made March 28 by U.S. referee-in-bankruptcy Benno M. Brink is sustained.

Mr. Brink ruled that four theatrical feature films recently returned to George and Jan. Nester by United Artists through court order can now be released to TV without payment of the royalty formula and re-recording fees, but said AFM might seek damages if estimates are caused by recording of the sound track.

The ruling came when Mr. Brink refused to grant at AFM request an injunction restraining the brothers from selling the films to video unless union demands were met [B&T, March 17]. An upholding of the opinion possibly could see other Hollywood film producers following footsteps of the Nesters in releasing old films to television.

Mr. Brink said the 5% royalty demand was unreasonable since no percentage provision was provided in the original contract, and that an "agreement to agree" in the prosecution of AFM claims before the films were sold to TV was merely so stated and its ambiguity made it unenforceable.

He said an injunction could not be granted because AFM held no actual interest of property rights in the films, having failed to record any liens against them.

The injunction would be inequitable, he said, because it would give AFM "a powerful weapon which in effect would require the producers to agree to any terms prescribed by AFM."

Mr. Brink said any damages

KRON-TV GRANTED

Directional Antenna

KRON-TV San Francisco has become the second TV station in the country to get FCC permission for a directional antenna. The only other directional pattern used by a TV outlet belongs to WNBNK (TV) Cleveland.

Directional TV operation is usually not permitted by the Commission, but KRON-TV showed that its coverage could be increased at no loss to areas now receiving service. This is the only change from omnidirectional operation which the FCC allows. The Commission will not permit the use of a directional antenna to squeeze in another channel to a community.

WNBNK TV at Parma, Ohio, was permitted to change its coverage from a circle-like area, which would waste half the signal over Lake Erie, to a directional pattern in order to cover Akron and Northeast Ohio more effectively.

At the same time KRON-TV switches to its DA, its ERP will be reduced from 14.5 kw visual to 9.6 kw visual.

sought by AFM could be estimated at prevailing rates of pay for musicians who would actually re-record the sessions demanded. An AFM appeal was expected.

Although AFM might be "deemed" to have a form of lien or mortgage against the film when the sound track is recorded, union failure to record it as provided for under California law voids any interest on its part in the pictures, Mr. Brink said. AFM attorney Leonard Horwin was granted an extension of time for reviewing the findings and the Nasser's attorney, George T. Goggins was given 10 days from filing date to answer.

AFM 5% DEMAND

Elimination Requested

ELIMINATION of AFM demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment for re-recording of those films have been asked for by Independent Motion Pictures Producers Assn.

J. E. Chadwick, head of IMPPA revealed last week that his group requested James C. Petrallo to name a special committee to re-negotiate AFM demands in Hollywood "where the producers reside and where facts are more obtainable."

Request was based on the decision handed down by U.S. referee-in-bankruptcy Benno M. Brink in the George and James Nasser vs. AFM hearing (see story this page).

Mr. Chadwick pointed out that the referee-in-bankruptcy scored the looseness of the current contract calling for TV negotiations at a future time on uncertain conditions.

"It is well to understand that in the future the producer-musician agreements must be specific and conclusive," Mr. Chadwick said. "At this time it is evident that the entire matter has to be renegotiated."

INTERCONNECTION

Eight More Cities July 1

SEATTLE, Phoenix and Albuquerque. Those are the only cities which won't be TV-interconnected after July 1, when 104 of the 108 U.S. television stations will be able to receive instantaneous network service—including live coverage of the political conventions in Chicago [B&T, March 24].

AT&T Long Lines Dept. will interconnect eight additional cities, bringing the total number of cities on the coaxial cable or microwave relay to 62 [B&T, March 24]. This number includes six cities interconnected with privately-owned radio relay microwave facilities—Lansing, Grand Rapids and Kalamazoo, Mich.; Bloomington, Ind.; Nashville, Tenn. and Huntington, W. Va.

The eight cities to be interconnected by AT&T in time for the political conventions are Miami, New Orleans, Dallas, Fort Worth, Houston, Oklahoma City, Tulsa and San Antonio.

Dallas and San Antonio will have two-channel service before the end of the year. The other six cities will have single channel circuits. Facilities for the eight southwestern cities were originally scheduled for the end of the year, but completion dates were moved up to meet the July political convention dates.

AT&T has no plans for interconnecting Seattle, Phoenix or Albuquerque this year. Of the three, Phoenix might be interconnected by year's end if interconnection is ordered by a network, since it is on the southern transcontinental coaxial cable. Albuquerque is 330 airline miles from Phoenix. There is also a coaxial cable running northward on the west coast from Sacramento to Portland, Ore. This could also be adapted for TV, but facilities from Portland to Seattle would have to be installed. Seattle is 145 miles from Portland.

Actually, one other two TV cities not interconnected. They are Newark, N. J. (which is considered part of the New York area) and Brownsville, Tex. Brownsville's TV transmitter, however, is in Matamoros, Mexico, and the AT&T has had no discussions with the Mexican authorities.

A TV link between Washington and Charlotte was put into service April 2 for telephone use, with TV service to be available when that line is fully developed. The final section of a $6 million project connecting Washington, Charlotte and Atlanta. The Charlotte-Atlanta leg was opened for phone-TV service March 17.

Political Audience

SIXTY million persons—approximately 40% of the U. S. population—will be able to attend this summer's Presidential conventions via television, CBS TV director of news and public affairs, estimated in a speech at New York's Freedom Sales Rally for Westinghouse Electric Corp., CBS convention coverage sponsor.

MBS MEETING

Hears Television Plans

TELEVISION services being planned by MBS will offer "in many respects" the same programing to small and large video stations "as are enjoyed" by Mutual radio affiliates, according to Thomas F. O'Neil, MBS board chairman [CLOSED CIRCUIT, March 31].

At a meeting of the Mutual Affiliates Advisory Committee in Chicago March 29 prior to the NARTB convention, Mr. O'Neil said studies to develop Mutual's TV service are now under way. It was his first meeting with the group since General Tire and Rubber Co. acquired a controlling interest in Mutual.

He expressed satisfaction with the manner in which Mutual, under President Frank White, "is fulfilling more than ever its primary obligation to the affiliated stations."

MBS network representatives present included: Mr. White; William H. Finefriehrter Jr., executive vice president; Earl M. Johnson, vice president in charge of station relations and engineering; Robert Schank, president in charge of advertising, public relations and research, and Charles A. Corbet Carpenter and Roy Dutch, station relations executives.

Advisory committee members in- included: Gene Cagle, KEZV, Fort Worth, chairman; John Cleghorn, WHBB Memphis; Victor Diehm, WAIZ, Detroit; Fred Flesher, WHAL, Raleigh, N. C.; George Hatch, KALL Salt Lake City; Rex Howell, KYW, Philadelphia; John, JR. McKenna, KYXO, Montebello, Calif.; Robert McRaney, WCBI Columbus, Miss.; Hugh Potter, WONY-200, Paris, S.C.; Dick Porter, WRAL, Raleigh, N. C.; \( \ldots \)
BROADCASTING

Materials
(Continued from page 29)
num they will receive for the third and fourth quarters. While estimates for each metal are earmarked below current levels, manufacturers were assured they will receive sufficient allotments to meet industry goals and civilian demand for AM-FM-TV receivers this year. Set demand currently is being met and inventories of TV receivers are good for a two weeks' supply.

Manufacturers reported a serious shortage of senior engineers, draftsmen and semi-skilled technical help. Some firms are using up to 85% of engineering personnel on military orders, it was reported. Lowest level is 35%.

It was emphasized that military orders are not being delayed, however, for lack of skilled technicians. Greatest bottleneck, set makers reported, is in fulfillment of orders for component parts because of the long lead-time requirement.

J. A. Milling, chairman of the Electronics Production Board and director of NPA's Electronics Division, who sat in as an observer, told the set group that industry could use at least 1,500 more highly-skilled technicians and that some companies are training semi-skilled junior engineers (processing, testing help) for senior positions.

Mr. Milling said the military electronics program was valued at $1.5 billion as of last January and now is at a going rate of $2.5 billion for mid-1962 and $3.5 billion by next January.

Set-makers will receive the following allotments for the third quarter: 55% of carbon and alloy steel (compared to 50% for the second quarter); 35% of brass (now 30%); 40% of copper wire (35%), and 45% aluminum (now 30%). Despite these and earlier cutbacks, industry has maintained high output through conservation and substitution under impetus furnished by Radio-Television Mfrs. Assn. As a result, set makers reported, orders are using some of the allotted materials.

RTMA TUBE DATA

Small Size TV Is Down
SUBSTANTIAL slump in sale of small radio-TV receiving tubes from a year ago and data on size of TV picture tubes sold to receiver manufacturers last February was reported by Radio-Television Mfrs. Assn. Friday.

Receiving tube sales for February 1952 reached 28,262,407 units valued at $19,923,287 compared to 36,821,794 units in the same month last year. Breakdown showed sale of 90,107,792 entertainment-type tubes and 2,154,625 allied or non-entertainment tubes for last February.

Of the 28.2 million units, 17,669,182 tubes went into new equipment, 6,623,708 for replacements, 1,153,270 for export and 2,877,177 to government agencies.

The TV picture tube report was highlighted with disclosure that, for the first time, tubes rectangular in shape and sized from 18 inches up represented over half of purchases by manufacturers. A year ago they represented only 6% of all sales.

RTMA reported that 53% of the tubes fell in this category. Units sold were estimated at 330,431 with value of $7,715,256.89 compared with 634,980 tubes at $17,565,375 the same month last year. Sales for January-February 1952 now stand at 670,023 tubes with value of $15,467,115.27, RTMA noted.

GETS 'ALICE' FOR TV

Crown Pictures Buys Rights

CROWN PICTURES International, Hollywood, has acquired exclusive TV distribution rights in the western hemisphere to Lou Bunin's feature film, "Alice in Wonderland." Negotiations, representing several hundred thousand dollars, were completed last week by Maxwell J. Fenmore, president and general counsel of CPI, and Henry Souvaine of Souvaine Selective Pictures, France.

Feature, filmed in 35mm color over a period of five years and combining animated puppets with live cast of English actors, will be offered for national sponsorship this year only as Thanksgiving and Christmas programs.

Crown Pictures, formerly known as Exclusive Distributors Inc., has already subtitled prints of the film in Spanish for South American distribution.

Poole to Visit BBC

LYNN POOLE, creator and producer of the Johns Hopkins Science Review on DuMont TV Network, has accepted an invitation from the BBC in London to visit its studios and consult with British TV personnel. Mr. Poole is scheduled to leave April 22 and return to the U. S. late in May.

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

BUFFALO

WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5

For more information call ... THE KATZ AGENCY, INC.

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AAA. Analyzes Radio-TV

(Continued from page 25)

film also is better than live on other counts, he said.

"The great problem of live television is rehearsal time," he said. "If you've ever attended the first rehearsal of a Broadway show, however great the cast, you know the vast difference between a well-rehearsed performance and a careless one.

"As we know, Broadway shows seldom if ever are brought into New York short of four weeks rehearsal and out of town performance time. I know of no television show that well-rehearsed.

A live TV show, he said, is by its very nature a "continuous stream of first takes." Not one first take in a dozen is good enough to print in the average 'A' picture.

A live TV show "is a show that hasn't been polished or rewritten or edited for pace," he said. "A filmed show is a rewritten, polished and edited show in performance form. And even the great 'spontaneous' performers, the Grouchos, Bing and Jerrys (Lewis), prefer it for that reason."

Summing up, Mr. Reagan said: "All other things being equal, a live TV dramatic show compared to the same drama with the same actors placed on film is as inferior to its celluloid counterpart as a 'B' picture is to the average 'A.' One bad break, fluff or mike boom shadow will destroy the gossamer fabric of belief on which all drama depends hopelessly and irretrievably.

Commercially speaking, TV is not show business: It's selling. And as such, it needs more advertising know-how injected into it.

"This was the substance of a talk by Robert Foreman, BBDO, New York.

"We all know that one of the most obvious advantages of television is that it's the first advertising medium which comes close to the most effective type selling there is: That is, person-to-person selling," said Mr. Foreman. But too few advertisers are taking full advantage of TV's potential, he noted.

Cites Godfrey, Dick Stark

"How many announcers are there who leave us with anything but the impression, 'Here's a guy who is just able to memorize his lines and deliver them with all the conviction of P. S. 8's valedictorian?'"

Mr. Foreman asked:

"How many of our announcers have that vacant stare which shows that they are reciting from a memorized script or looking at a visualizer from out of the corner of their eyes?"

Mr. Foreman cited Arthur Godfrey and Dick Stark, the announcer for Ammident commercials, as outstanding TV salesmen.

"Because TV advertising is so new, the creators of TV commercials are still more concerned with technique than with advertising content, Mr. Foreman said.

One reason for this is that many TV commercial writers have come from radio and have not learned to attach proper importance and perspective to the visual part of TV advertising. Others have come from films or other entertainment fields and they are without adequate background in advertising, the speaker observed.

"Cut tricks fascinate many novice TV writers, said Mr. Foreman, and they are apt to use tricks in such abundance that simplicity and clarity are lost.

Animation is another tempting device to amateurs. As for him, Mr. Foreman said he was "damn sick" of seeing "beer bottles sing and tooth paste tubes congah and soap boxes jitterbugging."

Agencies Bypass Realism

"Why do so many smart advertisers and agencies bypass realism and completely avoid demonstration of their products?" he wondered. "Why—when they've got a medium here which for the first time permits reality in motion and demonstration in product?" What is needed to improve the effectiveness of TV commercials generally, said Mr. Foreman, is the acquisition by all in the industry of this point of view:

"Television is just another advertising medium."

"If that attitude is thoroughly developed, he said, "we're sure to build a sound television copy department."

"As for the copy those folks turn out, well it'll turn handsprings for our clients simply because no advertising medium had so much to do with it."

Keynoting a panel discussion of television rating services, Fred B. Manchee, executive vice president of BBDO, who made a speech on the same subject at the AAAA meeting last spring, remarked:

"A year ago we talked about two big factors that were contributing to the confusion in audience measurement research: Confusion and the frightening costs of research. Now both have mounted."

Mr. Manchee said, however, there was "one new hope" for resolving the research muddle: The Advertising Research Foundation which, he hoped, would undertake soon a study of radio TV.

Such a study received top priority among agency subscribers of ARF in a recent questionnaire asking subscribers to enumerate their preferences for a number of projects that ARF might do.

Of the 35 agencies responding, 80% picked that study at the head of the list.

Discussions by other experts on the panel, which included some of the leading agency researchers, reflected the general feeling of hopelessness over the present research situation that prevails among the customers of broadcasting.

Charles A. Poole, vice president of marketing, Benton & Bowles, New York, said it was impossible to make a clear choice among present services "because all of them seem to have flaws."

In answer to the question: "If all have serious question marks against them, why use any?" Herbert A. Vitriol, vice president in charge of media and research, Grey Advertising Agency, New York, said the only reason all were used was that:

"We're attempting to wrap up complex problems with simple yes or no answers."

That, he felt, was impossible.

The best that can be done at the moment, he thought, was to pick the service that seemed to provide the particular kind of information that was needed for a particular show.

Mr. Vitriol said that one important research project that ought to be carried out at once was that of measuring the habits of consumers before television enters their homes.

'Last Chance' Investigation

He said that once the freeze is lifted and a host of new stations go on the air, this "last chance" to make a thorough investigation of pre-TV habits will be gone. The reason for such an investigation would be to have facts on hand against which to measure habits after TV has arrived.

That is one project Mr. Vitriol would like to see ARF do.

Lyndon O. Brown, vice president in charge of media, merchandising and research, Dance-Fitzgerald-Sample, New York, said one area in which current reading services fall down completely is in measuring radio listening in multi-set homes and out-of-home.

He said that most recent reliable information was that some 40% of radio homes have one set, 35% have two sets and 25% have three sets or more. He compared the distribution of Nielsen Audimeters with those figures and found that multiple-set homes were being short-changed.

The Nielsen sample, he said, counted far too large a percentage of homes in the one-set class.

Commenting on forthcoming cov-
erage studies by Standard Audit and Measurement Bureau and A. C. Nielsen Co. [BT, March 24], Mr. Pooler of Benton & Bowles said it was regrettable that two firms were setting out to do the same thing, though, admittedly by different techniques he said.

It was to be hoped, Mr. Pooler said, that somehow Standard and Nielsen would join together in one study.

At a Friday morning session, B. B. Geyer of Geyer, Newell & Ganger, New York, and chairman of the board of Advertising Research Foundation (on which both the ANA and AAAA pin so many hopes), reported that to date ARF has 125 subscribers and an annual subscription income of $150,000.

He summed up the ARF plan and reminded AAAA that it had been given in greater detail at the recent convention of the ANA [BT, March 24].

“What Does the Advertising Dollar Buy Today?” was the subject of Melvin Brorby, Needham, Louis & Brorby, Chicago. Answer: Ten percent less than it did a year ago.

Mr. Brorby reported on an updating of an advertising cost study done by his agency last year. He warned that this study could not be used to compare media since there was variation in the accuracy of the figure and since the study was prepared in an index form rather than with dollar figures.

Must Spend 10% More

Overall, the study shows, the advertiser must spend 10% more now to get the same advertising impressions he got a year ago.

Trends within the various media, comparing 1951 with 1952, showed that costs-per-thousand for magazines has risen 7%; for trade publications 1%; for newspapers (milline rate) 7%; for outdoor advertising 5%; for network radio time 10%; for spot radio time 22%. For network TV, cost per thousand has decreased 14% and for spot TV it has gone down 5%.

Average talent costs for radio and television have remained unchanged in 1951-52, he said, counting only the union scale talent.

Ethical problems in radio-television were discussed Friday morning by Robert D. Swezey, executive vice president, WDSU-AM-FM-TV New Orleans, chairman of the NARTB committee which drafted the television code.

The only way the code can be enforced, said Mr. Swezey, is “with the sympathetic cooperation of you advertising agencies and your clients.”

Without such cooperation, he said, telecasting will be beset by conflicts of pressures—“pressures brought upon us by the public and by militant special interest groups and the pressures which we in turn will be forced to place upon you.”

An omnipresent problem in broadcasting, he said, is that of trying to reconcile moral standards with economic facts of life.

“Many of us just can’t seem to

BROADCASTING • Televcasting

AAAA Officers

Elected at W. Va. Meet

NEW officers and directors were elected by the AAAA at its spring meeting in White Sulphur Springs, W. Va., last Thursday. At the organizational meeting of the new board after the election, Frederic R. Gamble was engaged as AAAA president.

New officers and directors follow:

John F. Cunningham, executive vice president; Cunningham & Walsh, N. Y., elected chairman of the board.

Harry M. Stevens, vice president, J. Walter Thompson Co., N. Y., vice chairman.

Harold Cabot, president, Harold Cabot & Co., Boston, secretary-treasurer.

Others elected were:

Directors-at-Large

Clifford L. Fitzgerald, chairman of the board, Dance-Fitzgerald-Sample, N. Y.; Robert E. Grove, executive vice president, Ketchum, MacLeod & Grove Inc., Pittsburgh (elected to fill Mr. Stevens’ unexpired term); Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; Lawrence Valenstein, president, Grey Adv., N. Y.

Directors Representing AAAA Sections:


Atlantic Council—Don W. Lindsey Jr., partner, Lindsey & Co., Richmond; Michigan Council—Elliott E. Potter, vice president, Young & Rubicam, Detroit.

Central Council—John M. Willem, vice president, Leo Burnett Co., Chicago.


Continuing in office are the following directors-at-large:


say no to a big name or big account, even though we are convinced in our own mind that what they ask us to do does not conform to industry standards,” Mr. Swezey said.

“Sometimes this is just a fear complex, but more frequently it is tied up with economic considerations.

“It takes a lot of courage to tell a big performer that the show he’s set his heart on is out; it takes a lot of courage to tell a big advertiser that you’re not willing to cut your rate for him.

“I’m worried about us,” he said. “No advertising standards, nor radio or television code, can be successfully observed unless all of us who participate in air programming—stations, the networks, the advertiser, and their agencies—have intelligence and mettle enough to set up appropriate standards and to enforce them...”

Since December 11, 1948, the growth and development of television receivers in Memphis and the Mid-South has been truly amazing. Look at these figures.

Dec. 11, 1948 - 1444 TV Sets

March 1, 1950 - 24,172 TV Sets

Dec. 1, 1951 - 108,780 TV Sets

Feb. 1, 1952 - 118,000 TV Sets

In the Memphis market area—and this is an undivided audience, too!

WMCT is the only television station these sets can tune to. This means an undivided audience, means, too, a far better buy for your TV dollar than you would get in many multiple station markets.

*Based on latest Memphis distribution figures

Pattern of progress
IF NO THAW... We Will Legislate, Johnson Says

CONGRESS must act if the TV freeze is not lifted within two weeks, Sen. Ed C. Johnson (D-Col.) declared last Thursday.

Sen. Johnson is chairman of the Senate Interstate & Foreign Commerce Committee which has jurisdiction over radio-TV legislation. His remark climax a growing demand in Congress that the freeze on new TV outlets be thawed immediately.

The Coloradan's comment came on the heels of a request from Sen. James P. Kem (R-Mo.) that (1) the Senate committee hold hearings and (2) if necessary Congress should legislate. In order to break the ice, Kem is a member of the Senate Commerce Committee. His suggestion was contained in a letter last Monday to Sen. Johnson, recapitulating the predictions on the freeze lift which have come from top-level FCC officials.

At the same time, Sen. Spezzard L. Holland (D-Fla.) turned over his "file" to Sen. Johnson of correspond-ence he has had with FCC the past two years on the freeze. Sen. Holland suggested that the committee study the files "for whatever action they deem advisable at this time."

Sen. Johnson said FCC Chairman Paul A. Walker's speech in Chicago last week indicating the freeze will be lifted in the next two weeks (see story, page 76) was being taken verbatim.

"So far as I am concerned this is the last postponement... if it is not lifted Congress will have to legislate," Sen. Johnson said.

Sen. Holland deplored that "it would appear that not much progress is being made by FCC toward lifting the freeze which has been imposed on the nation as a whole over a period of years." The Senator's file revealed that three letters from FCC, two from Chairman Walker (March 28 and March 29) and one from then Chairman Wayne (September 26, 1951), contained the same language in answering the Floridian's complaints.

This was noted by both the Senator and by his office assistant who has been keeping a record of the correspondence.

Sen. Holland in his letter of March 31 to Chairman Walker said in part: "...this most recent letter from you is in content the same as the one which was received from the Commission in December 1951..." Consequently, the Senator asserted, the FCC did not seem to be making any progress.

Constituents Up in Air

In his letter to Sen. Johnson, the Floridian complained that the "lifting... has been quite regularly postponed from one date to another. To until my constituency is all beginning to get up in the air about the matter. I... feel that the attitude taken by the FCC is not altogether satisfactory."

His files also revealed that the Senator on Feb. 26 had written the FCC saying the people, "particularly in the Palm Beach area and the Orlando-Daytona Beach area, are getting more and more exasperated about the failure of FCC to approve TV stations which would serve them direct and acceptable service." The Senator concluded "delay has now become so great as to be indefensible."

Complaints to Sen. Holland were from people representing a portion of business pursuits ranging from broadcaster to airline operator. One of the complaints was the existence of only two TV stations in the state, both of them on the same channel. [WMBR-TV Jacksonville and WTVJ (TV) Miami, both Channel 4 (66-72 mc.).]

In the House, Rep. Oakley Hunter (Ga-Calf.) released his constituent's letter in which he is circulating to his constituents explaining the current situation as described to him by the FCC.

WNBQ (TV) Sales Up

FIRST QUARTER sales this year rose 50% above sales for the same period in 1956 at WNBQ (TV) Chicago, NBC station, Sales Manager John McPartlin said last week. The three-month period was climax with sale of a half-hour program, "Noontime Comics," to Jewel Food Stores five days weekly through Herbert S. Laufman Agency.

CONGRATULATIONS are extended by Sig Mickelson (r), CBS-TV news and public affairs director, to two staff members on their appointments within CBS Television Network. Francis N. Littlejohn Jr. (l) was named managing editor for CBS-TV news and Paul C. Leviten (c) was named special events producer.

Freeze Lift Imminent

(Continued from page 76)

which is unrivaled anywhere on this globe. Let us take as our standard this highest achievement in the broadcast industry which has within its ranks the vision and the statesmanship to help guide it along the high road of the future."

The FCC chief expressed certain that "the growth of television will pose new problems affecting the public interest which the Commission must consider if it is to be faithful to its trust."

Turning to the growth of radio from less than 1,000 stations to more than 2,300, he construed it as meaning "that radio is firmly entrenched and it is entrenched because it is rendering a local service to those communities that they need and want. Radio to them is the indispensable medium. They will never again be without this ready, efficient, powerful means of local expression."

He felt that "Economically, the present overall status of radio is excellent" and that the prospects for the future are also encouraging." He noted that radio's revenue last year were over $450 million—"almost no loss from the total of the year before"—even though TV at the same time was taking in $240 million.

Revenues—Some Up, Some Down

While revenues and profits of networks and their owned radio stations dropped "somewhat," he said, "the revenues of more than 2200 broadcast stations were up" and "more radio stations operated at a profit last year than in 1950."

Radio's answer to TV's emergency, he said, "is not surrender but readjustment," involving "more versatile programming, greater attention to local needs, and more development of the things that radio can do better than television or other forms of entertainment," and he also suggested "more aggressive, more daring, more realistic employment of FM."

He said he regards it as "the duty of the Commission in the years ahead to take every appropriate step to preserve, perpetuate and promote radio."

Each of the broadcasters' service in national defense through the Conelrad plan and their contributions to the education of the public on political issues, Chairman Walker said.

"These services remind us again that under the American system of broadcasting, it is primarily broadcasters that broadcasting that we base our hopes for a service that will best meet the needs of the community and the nation—in peace and in war."

Tribute To Sen. White

He paid special tribute to former Sen. Wallace H. White Jr., co-author of the Radio Act of 1927, whose death occurred Monday (see story page 30).

"American broadcasting will be forever indebted to Wallace H. White Jr. for his leadership in formulating the fundamental law that has served the broadcasters and the public so well for a quarter century," the Senator added.

He offered this credo: "To perform our respective duties according to the true voice of our conscience; To consider our mutual problems in a spirit of fairness and tolerance; To labor unremittingly to improve broadcasting as an instrument of democracy." 

The program was introduced by NATRB President Harold E. Fellows.

Preceding the FCC chief's address, Dwight C. Jr., a high school student and an announcer for KCOL Fort Collins, Colo., won an ovation with the "I Speak for Democracy" speech which made him the national winner of the National Federation of this year's Voice of Democracy contest, sponsored by the NATRB, the Radio-Television Mfrs. Assn. and the U.S. Junior Chamber of Commerce.

ASCAP, TV MUSIC Settlement Seen Possible

PROSPECT that ASCAP will reach a settlement with the all-industry TV Music Committee developed Tuesday at a committee meeting held during the softer ASCAP Chicago convention. Dwight W. Martin, WLTV (TV) Cincinnati, presided as committee chairman, with some two-score telecast present.

Judge Simon Riffkind, chief counsel, and Stuart Sprague, counsel to the committee, reported on the status of litigation. The committee adjourned to the N.A. District Court, Southern District of New York, for establishment of terms and conditions for TV music licensing under terms of the amended ASCAP consent decree.

The committee is going ahead with its plans to obtain court action. ASCAP is reported to have expressed a desire to settle the TV music controversy by negotiation.
COY SPEECH

"FULL OPPORTUNITY for educational institutions to have use of radio and television outlets as a supplement to, but not a substitute for commercial outlets was advocated by FCC Chairman Wayne Coy, making his first public address since resigning that post [B.T., Feb. 85]. He spoke on "The Future of Educational Radio-TV" at New York's Cooper Union Forum.

Mr. Coy suggested that education's greatest contribution to programming might be the study of ways to improve broadcasting, "especially when you think of the many other unresolved problems of public broadcasting."

Required Know-How

Lacking trained technicans, trained programmers, trained producers and writers—as well as money—educators must somehow acquire these persons in competition with professional rates to produce effective TV programming, he warned, talking to radio listeners via WNYC New York.

Educators' best interest might be served, he suggested, if they get together to produce in combination programs to be made available to commercial outlets, which would be less expensive than operating individual educational outlets—"even if the educators have to purchase commercial air time.

Mr. Coy suggested forming a private organization for development of arts and radio in the public interest to study improvement and development of television programs, to make possible participation in program criticism and to collect money for new programs coupling high audience interest with educational content. The group might open its fund for TV use by state and local groups educationally and even by commercial sponsors of newer program ideas.

His own programming suggestions included having Mr. Coy said, he had long wanted to center, on the use of film to preserve and circulate "great sermons by great preachers" (as well as complete religious services), "great lectures by great university instructors" such as Albert Einstein, and "great statements by great statesmen such as Herbert Hoover and Bernard Baruch. "There are many others, he reported, but these could contribute to "a better general understanding" if they were distributed through a central educational TV organization, to all stations throughout the country.

At the outset of television, educational institutions were not particularly interested in video, to judge by the number of station applications, Mr. Coy recalled, adding that only one college (Iowa State at Ames) currently is operating a TV outlet.

To consider the future of educational TV as very bright is, for Mr. Coy, "an impossible assertion," but he is encouraged by educators' recognition of the medium. He is more encouraged, however, by prospects of TV use as studied by the Joint Committee on Educational TV, the Ford Foundation and the proposed mid-April educators' meeting at Penn State.

Conceding "nauseating" soap opera on AM and "offensive variety shows on TV," he nevertheless maintained that the proposed cure—operation of channels by educational institutions—is "an over- sold- idea."" 

Broadcasting Successes

"I, for one, have difficulty in accepting the thesis that radio and TV failed," Mr. Coy asserted, "even if you admit nothing more than that broadcasting has provided news—"the most unbiased in the United States—for the past 30 years." Bowling also presented music from NBC and radio in 1949.

In the next two years, it is probable that between $500 million and a billion dollars will be required for capital investment by the 2,000 television broadcasters in prospect," Mr. Mullens said. "The work we have already done in the field has convinced Mr. Kersta and myself that by joining our efforts we can provide a complete consulting service in all respects, not only to the new broadcasters entering television but also to the radio broadcasters now ready to get into television with both feet."
High TV Towers (Continued from page 77)
the March 5 meeting of CAA, FCC and ATA officials, held under the auspices of the Airspace Utilization Branch of CAA, were the recommendations of the Airline Pilots Ass'n, made at a March 18 meeting of the Chicago Regional Airspace Subcommittee. "Because ALPA believes that the erection of steel 'needles,' 1,000, 1,500 and 2,000 ft. above the surface ... will seriously affect the safety and efficient operation of present and future air transportation," it proposed that all TV antennas be required to be placed on one tower and that "known areas of obstructions," such as on top of buildings or within the confines of a city, also be suggested that a height limit be placed on radio TV towers. ALPA observed that lighting of towers was not sufficient during weather conditions requiring planes to operate in low-visibility conditions. At some later meeting, it recommended that a radio warning device "such as the 75 mc fan marker" be located at the tower sites.
Fact that jet-powered planes would soon be in commercial use was stressed by ALPA. It pointed out that an aircraft travels five miles in one minute when it is flying at 300 mph; 10 miles in one minute when flying 600 mph.
"Definite Criterion" Needed Chicago airspace subcommittee did not concur in all the ALPA recommendations, but agreed that something had to be done immediately to establish a "definite criterion" for radio TV towers. The subcommittee comment stated that ALPA "had received quotations from tower builders for 3,000 ft. structures and they [the broadcasters] do not consider the cost prohibitive when evaluated in terms of the safety of the public." FCC Planning Officer D. D. Thomas, nominated to coordinate the CAA's study of the situation, last week reported to the all 14 of the CAA's regions asking for comments and recommendations. When replies are received, they will be correlated and a specific set of criteria is expected to be evolved for the guidance of all regions.
Purpose, it is understood, is to recommend to CAA executive officials that they adopt the same set of standards in evaluating applications for TV towers. According to Mr. Thomas, the same problem exists in both the U.S. and Canada in their interpretation of existing regulations, while others are more liberal.
Mr. Thomas, confering with FCC officials, stated that his committee is not "in the move of his 'exploration' of the situation."
Exaggerated belief by air industry officials that the legislation after the TV freeze is lifted will be 2,000 TV stations under construction—all with 1,000-2,000-ft. antennas—is believed at the root of the controversy. Among the cities such towers are being considered are Chicago, Boston, Norfolk, Nash- ville and Cincinnati. Applications are from $400,000 for a 1,500-ft. tower to $815,000 for a 2,000-ft. structure.
All radio-TV towers over 500 ft. high have been submitted to regional airspace subcommittees, under Part 17 of the Commission's rules. CAA regulations require that plans not be submitted unless the structures are higher than the highest structures in the area.
What the aviation industry has had was spelled out in full in the following comments of the Airline Pilots Ass'n, included in the minutes of the March 18 meeting of the Chicago Regional Airspace Subcommittee:
"The number of applications for the erection of TV towers already received, plus those anticipated, will generate serious hazards to enroute and terminal navigation unless some workable plan is adopted to serve as a guide in solving the problem. Erection of steel 'needles' 1,000, 1,500 and 2,000 ft. or immediately adjacent to airport towers and sites and at airports will seriously affect the safe and efficient operation of aircraft. The problem is not so much the height of the tower as the location. Erection of steel 'needles' 1,000, 1,500 and 2,000 ft. or immediately adjacent to airport towers and sites and at airports will seriously affect the safe and efficient operation of aircraft. The problem is not so much the height of the tower as the location.
Fact that jet-powered planes would soon be in commercial use was stressed by ALPA. It pointed out that an aircraft travels five miles in one minute when it is flying at 300 mph; 10 miles in one minute when flying 600 mph.
"Definite Criterion" Needed Chicago airspace subcommittee did not concur in all the ALPA recommendations, but agreed that something had to be done immediately to establish a "definite criterion" for radio TV towers. The subcommittee comment stated that ALPA "had received quotations from tower builders for 3,000 ft. structures and they [the broadcasters] do not consider the cost prohibitive when evaluated in terms of the safety of the public." FCC Planning Officer D. D. Thomas, nominated to coordinate the CAA's study of the situation, last week reported to the all 14 of the CAA's regions asking for comments and recommendations. When replies are received, they will be correlated and a specific set of criteria is expected to be evolved for the guidance of all regions.
Purpose, it is understood, is to recommend to CAA executive officials that they adopt the same set of standards in evaluating applications for TV towers. According to Mr. Thomas, the same problem exists in both the U.S. and Canada in their interpretation of existing regulations, while others are more liberal.
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Text of ATA Letter

WJIM-TV Expansion

WJIM-TV Lansing, Mich., filed with the FCC an application to incorporate a new tower at Aviation Circle, 200 ft. to 800 ft. and install a new six- bay antenna to replace its present three-bay radiator, General Manager W. C. Finch announced last week. CAA approval has been obtained, Mr. Finch said.

Also ready to be filed with the FCC is an application to install a new tower at Community House in Pontiac, according to Mr. Finch. Upon FCC approval, the higher transmitter power and antenna height and gain will improve service for the central Michigan area, the station's president pointed out.

Consistent noise-free reception and increased viewing power will be provided to such cities as Saginaw, Bay City, Jackson and Battle Creek, he said. Additional TV service will be provided to Dearborn, Grand Rapids, Kalamazoo, Battle Creek and Ann Arbor, he added.

W AUGUSTA, Ga., announced last week that it plans to file for TV but is waiting until the end of the TV freeze. Melvin Purvis, Jr., WJRF 15, WJRF 15, WJRF 15, 1050 kc, said that since the formation of the company two years ago it has been a "firm objective" to apply for TV. Augusta has a population of 71,508 and is about 140 miles east of Atlanta. WJBF has a TV bid pending at FCC.
"What's Cooking"
is Hot Stuff in
FORT WORTH-DALLAS!

Last September the Bowman Biscuit Company of Texas started TV advertising on WBAP-TV exclusively in the Fort Worth-Dallas market. Only five daytime announcements weekly were used, mainly participations in WBAP-TV's own local kitchen show "What's Cooking" with Margret McDonnal, from 1:00 P.M. to 2:00 P.M. early in the afternoon.

After two months, "Four times as many Mayfair Cookies have been sold in the Dallas-Fort Worth Area as ever before during a comparable time period" reported Mr. J. J. Sanders, Vice President and Division Sales Manager of Bowman--"This record constitutes the largest output of any single item ever sold out of the Fort Worth Branch." Grocer cooperation was excellent resulting in many tie-in displays and the comment "Customers say, 'I saw it on Television, and it looked so good!'"

Yes, Spot Television Sells Goods!
For Further Facts, Ask:
FREE & PETERS, inc.
Pioneer Station Representatives
Since 1932

NEW YORK  CHICAGO  DETROIT
ATLANTA  FT. WORTH  HOLLYWOOD  SAN FRANCISCO

APRIL 7, 1952Page 91
### Comparative Network Showsheet

#### Sunday

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#### Telecasting

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<td>Goodyear Greatest Story Ever Told (see note)</td>
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<td>Battle Report (Co-op)</td>
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Want Reaction... from the Small-Fry Faction?

Here's a constructive youth program with a strong public service angle—Bob Penny's "ACTION UNLIMITED"

"Action Unlimited" talks on even terms with a full-sized audience of half-sized halfbacks and keen-minded teen-agers—emphasizes the importance of fair play, sportsmanship and education. Penny handles his popular sports and hobby program the way kids (and their parents) like to see it handled. Penny's pointers help realistic youngsters to understand the fundamentals of sports—the pleasures of educational hobbies. They pick up background information on class work and scout work—they get the right answers to their own questions—they see and hear big name guest stars they admire.

Thousands of these young citizens look and learn when "Action Unlimited" hits TV screens in this area from 5:30 to 5:50 p.m. Monday through Thursday. What they learn comes in handy when Mom's washer—or Dad's car—needs fixing. And they earn a strong vote when it comes time to replace them, too.

So here they are—an interested, influential audience of tomorrow's adults—tuned four times a week to the station that's made a name for itself with a long, long list of public service programs. They're all yours on WHIO-TV's "Action Unlimited." George P. Hollingersbery, national representative for WHIO-TV, can give you market data and availabilities.
CBS will install what it calls the largest stage-lighting control system at its television city in Hollywood in August. At a recent meeting, CBS-TV Vice President Harry S. Ackerman announced last week at the NARTB convention. Mr. Ackerman is in charge of network programs originating in Hollywood.

The C-I system, named for Century Lighting, which built it, and George C. Izenour, the inventor, is the only all-electronic system of its kind, Mr. Ackerman said. It can control 5½ million watts and achieve a gradual effect of a brilliant sunset, he said. The inventor claims the C-I extends "the 10 human fingers many, many times," with its "memory board" enabling the operator to remain at least 10 light cues ahead of the performance at all times.

Mr. Izenour claims the system "eliminated the hit-and-miss method of light cueing, and makes possible a system of light cueing equivalent to that of music cues in radio." Stage designer Jo Melziner was quoted as saying the control system "is in my opinion the most important single development in the theatre during the past 25 years." The system was designed to point up camera action and to aid the artist in his expression, Mr. Izenour said. Previewed at the NARTB convention, it was described in a paper at the engineering session Wednesday afternoon.

---

**Huge Stage-Lighting Plan Set By CBS-TV (Report 210)**

**Late Feb. Nielsen Topped by Godfrey, 'Lucy'**

CBS-TV's I Love Lucy, reaching 8,261,000 homes and Arthur Godfrey's Talent Scouts, being viewed by 57.8% of homes, were the leading programs in A. C. Nielsen's second TV report for February [1952, March 10].

Ratings are based on two weeks ending Feb. 22. Complete ratings follow:

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<th>Rank</th>
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<td>1</td>
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<td>2</td>
<td>Red Skelton (NBC)</td>
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<td>Texaco Star Theatre (NBC)</td>
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<td>Colgate Comedy Hour (NBC)</td>
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<td>10</td>
<td>Fireside Theatre (NBC)</td>
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**Godfrey, Lucille Ball Lead March ARB Ratings**

ARTHUR GODFREY'S Talent Scouts was the nation's top TV show percentage-wise but I Love Lucy, starring Lucille Ball, reached the greatest number of homes, according to ratings for March by the American Research Bureau.

Percentage-wise, Talent Scouts drew a rating of 62.1; I Love Lucy followed closely behind with a rating of 80.6%. Difference may be traced to Mr. Godfrey's show being telecast in 26 cities, and Miss Ball's in 62.

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**Weekly Television Summary—April 7, 1952—Telecasting Survey**

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**City** | **Outlets on Air** | **Sets in Area** | **City** | **Outlets on Air** | **Sets in Area**
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<tbody>
<tr>
<td>Austin</td>
<td>KTXD, KXAC, KXGT, KOVR</td>
<td>90,000</td>
<td>Louisiana</td>
<td>WAVE-TV, WHAS-TV</td>
<td>221,700</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-AM, WSB-TV, WSB</td>
<td>180,000</td>
<td>McAllen</td>
<td>KMEO-AM, KMOR-TV</td>
<td>80,000</td>
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<tr>
<td>Bakersfield</td>
<td>KFBB, KDFC, KFAB, KFBA</td>
<td>73,977</td>
<td>New York</td>
<td>WOR-TV, WPIX</td>
<td>5,000,000</td>
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<tr>
<td>Baltimore</td>
<td>WBAL, WJZ</td>
<td>53,000</td>
<td>Memphis</td>
<td>WMCT</td>
<td>122,000</td>
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<tr>
<td>Boston</td>
<td>WJAR, WRGB, WGBH, WGB</td>
<td>11,16,366</td>
<td>Miami</td>
<td>WTVI</td>
<td>5,500</td>
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<tr>
<td>Buffalo</td>
<td>WKBW, WGR, WGR</td>
<td>675,976</td>
<td>Milwaukee</td>
<td>WITI-TV</td>
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<tr>
<td>Chicago</td>
<td>WBBM, WGN, WPX</td>
<td>2,000,000</td>
<td>Minneapolis</td>
<td>KSTP-TV, WTCN-TV</td>
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<tr>
<td>Cincinnati</td>
<td>WCMH, WOUB, WZCD, WOSV</td>
<td>3,916,000</td>
<td>Nashville</td>
<td>WSM, WSM</td>
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<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WSN</td>
<td>95,000,015</td>
<td>New Orleans</td>
<td>WWL-TV</td>
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<tr>
<td>Columbus</td>
<td>WOI, WSN</td>
<td>225,000</td>
<td>New York City</td>
<td>WABC, WJZ, WNY</td>
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<tr>
<td>Dallas</td>
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<td>165,345</td>
<td>Oklahoma City</td>
<td>OKC, KOC, OKC</td>
<td>800,000</td>
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<tr>
<td>Denver</td>
<td>KOA, KVER, KTVT</td>
<td>120,000</td>
<td>Phoenix</td>
<td>KOOL, KOL, KOL</td>
<td>250,000</td>
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<tr>
<td>Detroit</td>
<td>WXYZ, WJB</td>
<td>250,000</td>
<td>Philadelphia</td>
<td>WCAU, WITF, WPTZ</td>
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<td>ERIE</td>
<td>WICU</td>
<td>318,999</td>
<td>Providence</td>
<td>WJAR, WPRO</td>
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<td>Ft. Worth</td>
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<tr>
<td>Kansas City</td>
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<td>Rochester</td>
<td>WHEE, WHEE</td>
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<tr>
<td>Oakland</td>
<td>KRON, KRON</td>
<td>36,000</td>
<td>Rock Island</td>
<td>WHBF</td>
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<tr>
<td>Pittsburg</td>
<td>KDKA, KDKA</td>
<td>36,000</td>
<td>Salt Lake City</td>
<td>KTV, KTV</td>
<td>72,000</td>
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<td>San Antonio</td>
<td>KRON, KWOI</td>
<td>135,000</td>
<td>San Diego</td>
<td>KFMB</td>
<td>120,000</td>
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<tr>
<td>San Francisco</td>
<td>KGO, KPIX, KRON</td>
<td>345,000</td>
<td>Sarasota</td>
<td>WJAZ</td>
<td>175,000</td>
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<td>Milwaukee</td>
<td>WITI-TV</td>
<td>11,000</td>
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**Total Markets on Air 64** | **Total Stations on Air 109** | **Estimated Sets in use 16,761,792**
|-------|-------------------|-----------------|-------|-------------------|-----------------|

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**Editor's Note:** Totals for each market represent estimated sets within television area. Where area coverage overlaps set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. They are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
For the first time current TV feature films are receiving prominent motion picture awards. *Seven Days to Noon*, produced by Alexander Korda and distributed by Snader Telecisions Sales Inc., won recent Academy of Motion Picture Arts & Sciences "best original film story" award for 1951.

Southern California Motion Picture Council cited another Korda film, *Bonnie Prince Charlie*, also distributed by Snader. It is now being released to television.

Jerry Fairbanks' special hour-long Biblical TV programs, *Hill Number One* and *That I May See*, have been released for Easter weekend. They were filmed for *Family Theatre* and are set for 142 presentations on 66 stations. Arthur Pierson directed both pictures.

Sponsorship plans have been offered without charge. Sponsorship plans have been cancelled due to religious nature of programs.

Frank Wisbar Productions, Hollywood, to film Procter & Gamble's *Fireside Theatre* series in approximately six months in order to cut costs. By using a single production crew, additional savings will be effected.

Mel Ronson, Hollywood film writer, acquired TV film rights to *New York's Finest* from New York Police Benevolent Assn. PBA, sharing in proceeds of series, will suggest retired policemen whose stories may be film possibilities.

**Production**

Tele-Vox Studios, at Burbubusco Studios, Mexico City, plan May 6 production of *Gloria Swanson Show* on 13 half-hour TV film series. Miss Swanson, under contract to Simmel-Meservey TV Productions Inc., Beverly Hills, will receive salaries plus residual rights.

Hal Roach Jr. Productions signs Joan Harrison, producer at Universal Pictures, as associate producer on new half-hour dramatic TV film series, *Sunday Nights*, to be distributed by Official Films.

Mr. Roach also preparing *Guns of Destiny*, half-hour TV film series with Kenneth Noyes as associate producer. Format concerns gun collector dramatizing story of each gun in collection.

Official Films announces that negotiations have been completed with film stars Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea and Robert Cummings to make half-hour television films.

Messrs. Boyer, Powell and McCrea and Miss Russell will appear in Official's *Four Star Playhouse* produced by Don Sharpe.

The *Robert Cummings Show* features the actor and Julie Bishop in a comedy-mystery series.

*Doug Fair Productions* has finished filming *Treasure in the Pirates* for TV audiences. Doug and officials have concluded arrangements for distribution of the series.

Judy Canova, star of NBC's radio's *Judy Canova Show*, completing TV pilot film at Republic Studios for proposed NBC-TV version. Cast includes Mel Blanc, Franklin Pangborn and Mari Blanchard. Del Lord is directing.

Film People

George Giroux Jr., recently resigned staff director *KTTV* (TV), Hollywood, appointed West Coast television program supervisor Proctor & Gamble Productions Inc. Mr. Giroux has been associated with motion picture radio and TV for the past 10 years.

John H. Mitchell, director of United Artists Television, announced that Bernard Hendel, general manager of the Hendel-Brut, Rominger Company, has been appointed sales representative of UA-TV in Pittsburgh, Johnstown, Erie and Huntingdon, Pa.

Mr. Mitchell also announced that Edward J. Potter has been appointed sales representative of UA-TV in San Antonio.

Charles Kerr signed by Phidian TV Productions as production manager on half-hour film series based on Ernest Haycox stories. Mr. Kerr has been associated with RKO, Walter Wanger and Frank Melford in similar capacities.

Bob Benet joins Jerry Courneya Productions, Beverly Hills, as film writer for 26 quarter-hour TV films starring Noah Berry Jr.


Screen Televideo Productions, Hollywood, signed Georgia Johnstone, secretary to Agnes Moorehead, as casting director.

Lorraine V. Hanley, production department at WROK Rockford, Ill., to Jerry Fairbanks Productions, Hollywood, as research editor of creative department.

Jane Nigh (Lorelei in CBS-TV *Big Town*) married Lt. James Baker March 16.

**ROLE FOR BANKS IN TV**

**Cited by Banks Trust**

THERE'S a place for the bank in the television industry, according to Alex Ardrey, executive vice president of Bankers Trust, New York, who said that the bank’s role will not only be financing of video productions, but other business services as well.

State of the industry and lack of bank participation to date raises questions that can only be investigated now, he pointed out, but Bankers Trust is considering names in the next three months—probably from among its own staff—to see what possibilities are.

"The big problem is to find someone who knows about banking interests as well as television," he said, "so it may mean that only after five years' active study will we really know where we stand."

George Messer

GEORGE MESSER, 50, head of Herriman Productions, producer of films for television, died Sunday, March 5, in New York. Mr. Herriman started his film career in 1925 when, with his brother, he operated Herliangraf Studios to process motion picture film, a business sold to Consolidated Films in 1930. He moved to the West Coast where he was a producer for Republic Studios and, independently, Caledonia Films. Returning to New York, he founded Herriman Productions and Film Classics, a rental library later sold to United Artists.

**NEW SERIES**

Three series of 3/4-minute films, *In the Fashion Spotlight*, featuring fashions of America’s top designers and filmed in cooperation with leading women’s magazines and fashion houses, is being distributed by DuMont TV network’s film department.

**Pennant Group**

**Forms in Hollywood**

INCORPORATED for $100,000, new Hollywood television—radio production and packaging company, Pennant Productions Inc., has been organized with headquarters at 112 N. Olive St., Hollywood.

Ed Woodworth, formerly production supervisor for Commodore Productions Inc., who recently formed Citation Productions, heads group as president. Harrison Dunham, attorney and former general manager of KTTV Hollywood, is secretary and counsel.

New company involves four half-hour TV film series, first to be *Date With Destiny*, which was to have been produced by Citation Productions. Pennant will establish New York and Chicago offices, it was said.

Mr. Dunham also is spearheading formation of General Television Network, and reportedly backed by a group of nationally known TV station owners and financiers, has been negotiating purchase of General Service Studios from George and James Nasser for $24 million.

**Telecourse Expands**

TELEVISION extension to western Michigan of college courses by television given by the U. of Michigan on its Television Hour (Sunday, 1 p.m.) is planned and taught by faculty members, has been announced. WKZO-TV Kalamazoo, in an arrangement with Manager John E. Petzer and WWJ-TV Detroit’s Manager W. E. Walbridge, will broadcast to western Michigan. WWJ-TV, where the program originates, and WJIM-TV Lansing already carry the program.

**WTVJ (TV) Expands**

WTVJ (TV) Miami, Fla., is renovating the Capitol Theatre in the city to give it additional space for studio, office, storage and maintenance facilities. The structure will contain three stories when it is completed, the station has announced. It is adjacent to a three-story building which already houses WTVJ.

**CBS-TV Rodeo**

CBS-TV has announced plans for a weekly hour telecast of its own rodeo featuring top talent if auditions pass a test. Rodeo will be filmed April 13 at Knotts Berry Farm near Santa Ana, Calif.

THE COAXIAL CABLE ARRIVES IN HOUSTON
JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! Complete coverage of these vital events will SKYROCKET an already booming TV market in the Great Southwest!

BEGINNING APRIL 26 and continuing through JULY 1, KPRC-TV and The Houston Post will cooperate with television distributors and dealers in a GIANT promotion and merchandising campaign to stimulate TV set sales in the Houston area.

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

Channel 2 • Houston
JACK HARRIS
General Manager
Nationally Represented by
EDWARD PETRY & CO.
GOLF TOURNEY
Higgins, Roche Winners

BRAVING inclement weather, more than 80 divot diggers fought the battle of Bunker Hill Country Club in Chicago March 30
to decide the Walter Thomas 18th annual BROADCASTING • TELECAST-
ING-NARTB golf tournament at convention opening last week.

The golfers returned excellent scores despite the weather, with
Joe M. Higgins, WTHI Terre Haute, Ind., shooting a 79 for low
first place. NABC Chicago President C. Marion Davis won 61, aided by a blind bogey handicap of 30, to win low net honors.

The two received silver trophies from BROADCASTING • TELECAST-
ING, which entertained with its annual "19th hole party." Tom O'Connell of J. Walter Thompson Co., Chicago, took second low gross score, was an 80 and S. (Bud) Fantle Jr., KELO Sioux Falls, S. D., totaled 81 for third place.

Theolling Bo's John Coy, Chica
go, shot a net 64, helped by a 30 handicap, for second low net, while Glenn Wilkinson of Wilkinson, Boyden & Crogun, attorneys, Washington, took third net honors with a 71.

Tom O'Neil of General Tire & Rubber Co., Akron, Ohio, and Tom Wilson of Dow, Lohes & Albertson, attorneys, Washington, won free subscriptions to the Golf Digest which were donated by John Barnett, editor, for the most pars in the first nine holes.

FLORIDA BROADCASTERS
Schedule Meeting May 22-23

TWO-DAY meeting of the Florida Assn. of Broadcasters will be held May 22-23 at the Royal York Hotel, Miami Beach. Officers and two new directors will be elected for the year commencing July 1. Current president and secretary-treasurer are S. O. Ward, WLAK Lakeland, and John Browning, WSPB Sarasota, respectively.

Speaking at the Thursday night dinner meeting, Friday banquet and business sessions have not been announced. Program chairman for the meeting is George Thorpe, WVCQ Coral Gables.

Sixty six of the state's 75 stations are members of the FAB, said to be the oldest state broadcasters group in the country.

WINS SCHOLARSHIP
KURT F. W. MOELLER, electrical engineering major at Polytechnic Institute of Brooklyn, graduate of RCA Institutes, was announced Wednesday as winner of a four
year university scholarship offered by RCA. Schreiber consisted of Dr. Alfred N. Goldsmith, consulting engineer; Dr. Ernst Weber of the Polytechnic Institute, and Maj. Gen. George L. V. Walker of 17 RCA Institutes president, with final selection approved by the RCA education committee.

SECOND-TIME winner Joe Higgins (r) of WTHI Terre Haute, Ind., in BROADCASTING • TELECASTING's annual golf
tournament conducted during the NARTB convention, congratulates Steve Roche of NBC Chicago, who won the low net trophy with a 61 score on a 30 handicap. Mr. Higgins took the low gross cup with a 79. The tournament took place Sunday preceding the meeting in Chicago.

POPEPPE CHOSEN
Heads Radio Pioneers

JACK R. POPEPELE, WOR New
York, was installed as president of the Radio Pioneers Club at the club's annual dinner held Tuesday night during the NARTB Chicago convention. He succeeded Carl Haverlin, BMI, in the office.

Other officers elected were: Paul W. Morency, WHTC Hartford, first vice president; Martin Campbell, WFFA Dallas, vice president; Ray
don Guy, NBC, vice president; O. H. Caldwell, Tele-Tech, vice presi
tent; Charles A. Wall, BMI, vice president; Samuel R. Dean, CBS, secretary; James E. Wallen, BMI, treasurer.

Citations for unusual contribu
tions to radio were awarded Dr. Lee de Forrest, radio inventor; Brig. Gen. David Sarnoff, RCA; Hon. Herbert Hoover; Dr. Alfred
N. Goldsmith, consultant, and Charles Fangmiller, inventor. Mr. Guy made the presentations, with Mr. de Forrest responding. The post
humous Radio Hall of Fame award went to Reginald Aubrey Pessen
den for pioneering inventions in transmitting light, sound and elec
tric waves. William S. Hedges, NBC, announced the selection. Dr.
Christopher Crittenden, director, North Carolina Dept. of Archives and History, accepted the award.

Ex-President Hoover greeted the club by tape recording.

Mr. Haverlin announced that Victor C. Diehl, WAZL Hasleton, Pa., had been elected a life mem
ber in the club. The station staff surprised him by sending the $100 fee to the club.

Thomas K. Finletter, Secretary of the Air Force, delivered the principal address of the evening, reviewing progress of the air con
struction program.

CBS has donated offices in recently

GOOD MUSIC GROUP
Plans Audience Study

AUDIENCE surveys on listener
ship, composition, family habits and income level will be completed
by the Good Music Stations which include WFLN (FM) Philadelphia, WEW St. Louis, WEAW (FM) Evansville, Ill., WQX New York, WQMS Washington, WXRH Bos

Report will be ready in June for use by the group's national stations
organization. Results of two local studies made in New York and New
York will be correlated with surveys being done in St. Louis, Raymond Green, chairman, an
nounced last week.

Sales strategy was outlined by managers of Good Music Stations who met during the NARTB con
vention. Meeting was centered around attracting more local and national business to the stations, new outlets which are both AM and FM.

Combined sales presentation will deal with "discriminating listening and buying audiences" which the group claims to have.

ALAN REED, who portrays Mr. Clyde, and John Brown, who portrays Al on CBB Radio My Friend Irma, are partners
in manufacture of new speaker system to be demonstrated at Sound & Electronics Show in Long Beach, Calif., this summer.

BROADCASTING • TELECASTING

Page 98 • April 7, 1952
Argued in Chicago

Landis said, and all legislators and committee lawyers know them, arranging testimony accordingly. "If Senator McCarthy (R-Wis.) were after me, I would want television coverage," Mr. Landis said. "If the government is run badly, put congressmen and senators on the scene where we can look at them. I'm deeply sincere in that conviction."

Mr. Waldman said protection must be given people whose lives and rights are involved. "We can't use public education as a device to kid people around," he argued. During the question period Lester L. Gould, WJNC Jackson-ville, N. C., criticized Mr. Waldman's bar group. "You acted without my consent, you deprived me of my rights," he said. Again Mr. Waldman struck at the industry, saying, "You should have insisted on public hearings in the New York legislature. You were asleep." Mr. Waldman conceded he would not have opposed telecasting of such hearings.

Due Process Clause

R. Russell Eagan, Washington radio attorney, asked how coverage could jeopardize the due process clause. Mr. Landis termed the constitutional law "is really only horse sense and statesmanship."

Mr. Waldman finally observed that the New York statute is border-line in its application though constitutional in regard to the way it was drafted.

"What power has a senator to call a witness a racketseer before 20 million people," Mr. Waldman asked, drawing a quick response from Mr. Landis who termed this one of the foundations of free government.

Rex Howell, KFXJ Grand Junc- tion, Col., long a leader in the fight on behalf of editorializing on the air, raised this point, drawing from Mr. Landis the harsh criticism of the former FCC policy.

Ralph W. Hardy, NARTB government relations director, said there was a tendency to confuse closed and open hearings. "If a

What Has TV Done to RADIO in Syracuse?

in spite of the fact that Syracuse is a two-station city—even though 71% of the homes in the Syracuse area have TV sets—separate surveys show that radio is very much alive and kicking.

3.07 Hours a Day

is the average daily radio-listening time in TV homes in Syracuse. These some homes watch TV on average of 4.22 hours a day. Non-TV homes listen to radio 4.4 hours a day. TV has not replaced radio in Syracuse—merely supplements it as a source of entertainment and information.

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What Has TV Done to RADIO in Syracuse?
RADIO'S ECONOMIC FUTURE

"Strictly Marginal"—Shouse

RADIO, which almost alone among U.S. businesses continued to expand during the depression '30s, may now face an economic future in which its gains will be "strictly marginal," James D. Shouse, chairman of the board of Crosley Broadcasting Corp., said last week.

In a major address to the NARTB convention, Mr. Shouse saw signs of a general U.S. recession.

"I might as well come right out and say it," he said. "I do not think our economy is healthy by any standard that I can determine."

Mr. Shouse said that whereas a year ago "virtually every plant in the country was straining for capacity production rather than relying upon consumer demand as the limiting factor," now there was a definite lull in consumer industries.

"In a wide and growing range of consumer industries," he said, "plant capacities are idle. Employment and hours of work are reduced. Raw material prices have broken and now many retail prices are shaky."

Profits Compared

Generally, he said, corporate profits in the first quarter of 1952 are down about 20% from profits in the first quarter of 1951. In consumer industries "that provides your income and mine" the decline in profits has been greater than 25%.

Mr. Shouse, who is also vice president and a director of Avco Mfg. Corp., said that tax increases have added to consumer spending, particularly for durable goods.

"The pyramiding of two tax increases has caught the whole country completely unaware," he said.

Its effect has been to hit a "really big segment of the population" with big taxes "for literally the first time in the history of the country."

In this economic atmosphere, Mr. Shouse said, broadcasters "need to exercise extreme caution, extreme care and extreme adroitness if we are to survive in the highly competitive era which I am sure we are approaching."

"I do think," he said, "that it is always well for us in broadcasting to continuously remember that we have never yet run into a really depressed year in our industry."

"The rest of the country had a depression through most of the '30s, but we were an infant industry and we continually showed gains when almost every other business was in trouble."

"That can happen only so long. "It could be that radio broadcasting has reached something approaching a point of stabilization. We could anticipate in radio some gains in the future. My guess is that they will be strictly marginal."

Television, Mr. Shouse said, is now in a position somewhat like that of radio in the '30s: "It has more of its future ahead and lacks most of radio's 30 years of past."

Though he "would be the last person in the world to try to evaluate the ultimate future relationship between radio and television," Mr. Shouse said he was "glad that I have both kinds of stations and I am sure there will always be both in the industry."

Impact of TV on Radio

One reason that radio was the first of the major media to feel the impact of TV was that "radio has had a terribly bad break from the time that television really got started," Mr. Shouse stated.

"There is literally no more reason for radio budgets to be cut in favor of television than for magazines or newspapers to be cut in order to provide funds for television," he said.

"But the tragedy has been in the sheer mechanical facts of the way advertising is bought."

At the outset of TV, television buying was taken as a prerogative of radio departments and time-buyers in advertising agencies, Mr. Shouse pointed out. Psychologically, this had a profound effect within the agencies and upon their clients, for TV interest distracted from radio interest within the time-buying departments and hence TV was emphasized. Had TV buying been lodged with spacebuyers, newspapers and magazines would have suffered instead of radio.

Mr. Shouse thought there is now a tendency to disassociate radio and television timebuying within some agencies, a trend which he hoped would be encouraged.

Mr. Shouse said the uncertainty "must arise in the minds of every one of us as to whether our advertising economy can continue to support the thousands of stations we now have in our business."

In his opinion, these stations must continue to exist if what he described as a trend toward statism in the U.S. is to be abated.

The majority of radio stations are operated as proprietorships and they, along with most newspapers, small retailers and farmers represent the "last great proprietorship class left in the United States."

"You are a part of the remaining bulwark which stands between this country and statism in whatever modified form it may appear," he told the broadcasters. "Your importance as a vital and pervading force in the small but hard core of the proprietorship class in this country cannot be overstated."

He said that broadcasters "knew long before most of the rest of American business what it was to be regulated."

"We have been regulated by Congress since 1928 and I think it is a peculiar commentary on what has happened in this country to find that the Communications Act, under whose provisions and interpretations we have, from time to time, been restive, has through these past 24 years actually supplied us with a degree of protection from further encroachment that almost every other business wishes it had. It has been in these later years just as much a charter of freedom as it has been an act of restriction."

MANAGEMENT

Panel Airs Problems

EXCHANGE of ideas on improve- ment of station management prac- tices marked a forum held Tuesday afternoon during the NARTB convention in Chicago. Panel moderator was Chet Thomas, KXOK St. Louis.

The four panel members set the pace by discussing current prac- tices. William B. McGrath, WHDH Boston, urged managers to hire carefully, pay well and make the station a happy place to work.

Simon R. Goldman, WJTN Jamestown, N. Y., suggested careful checkup on costs and sales.

Robert T. Mason, WMRN Marion, Ohio, and Leslie C. John- son, WHBF Rock Island, Ill., dis- cussed problems in their areas.

Topics discussed included talent fees, development of personalities, special problems in different markets, impact of television, use of budgets, turnover, pooling of talent fees and pirating of personnel.

GEORGE LEWIS, director of National Assn. of Gag Writers, will address Washington, D. C., branch April 11. Founder of NAG, which sponsors comedy development centers in cities throughout the U. S., will discuss "Careers in Comedy."

ASSOCIATED PRESS Broadcasters of Arkansas elected new officers at Little Rock meeting March 16. They include (front row, I to r): Ray Dexter, station manager, KDRS Porogoud, president; Oliver Gramling, AP assistant general manager for radio; Fred J. Stevenson, general manager, KGRH Fayetteville, director. Standing (I to r): W. N. Mc Kinney, general manager, KELD El Dorado, director; L. B. Tooley, manager, KNAR Hope, director, and Mark Weaver, news editor, KLRA Little Rock, vice president.
LETTER PLUGS PROGRAM

REPRINT of congratulatory letter written by a satisfied sponsor has been distributed by KYW Philadelphia to promote its "Air Feature Drugs," merchandising idea worked into a program by Hal Moore of station's staff. Copy states enthusiastic response show has received from drugstore workers who are participating in the plan.

CONVENTION COVERAGE

FIRST hand information on goings-on at both Republican and Democratic national conventions will be supplied to listeners of WHIM Providence, R. I., by one of state's newsmen who will be present at both party meetings. Fifteen minute program daily will be taped and recorded on the station's new studio to be available for the next day's broadcast. Recorded telephone interviews have also been planned by the station.

PRO-RADIO CAMPAIGN

STANDARD Radio Transcription Services Inc., L. A., slogan, "Get More For Your WHIM for Broadcasting," is being given full promotional treatment in company's advertising. Company's newest idea is Sponsor-Tailored Idea Cards, containing suggestions for use of Standard Program Library material in its subscriber stations' campaigns.

KXOK GOES TO HOME SHOW

UNIQUE among exhibits seen at Billions Home Show which opened March 29 in St. Louis was display devoted to KXOK-AM-FM that city as well as station's advertisers. Remote were conducted every afternoon and two monitor-speakers carried KXOK programs throughout the show which closed April 6.

WDSM SPONSORS CONTEST

NAVIGATION. Jackpot Contest has been launched by WDSM Superior, Wis., based on opening of navigation in the Duluth, Minn.-Superior, Wis. harbor. Person most closely guessing exact arrival time of the first boat into the harbor wins $500. Registerants also have chance to win prizes valued at over $1,000 which have been contributed by sponsors. Time buyers and agency people from all over the country are also able to enter the contest to compete for special $100 navigation jackpot prize.

KBIG'S COAT-OF-ARMS

COAT-OF-ARMS dignifying KBIG Avalon, Calif., new station starting May 1, consists of two crossed sticks, all that remains of two Eskimo Pies. Reason for such heraldic blazonry is that Golden State Co., Ltd., San Francisco (Eskimo Pie Co.) was the first national sponsor with purchase of $2 minute and half-minute spot announcements through Guild, Bascom & Bonfigli Inc., that city.

ADDED ATTRACTION

NEW cast member has been added to Paul Dixon Show on WCPO-AM-FM Co. to co-host "Pamela Dixon," Mr. Dixon's daughter, has been chosen to play the part of "Miss Bonnie Nu Maid" in the Nu Maid commercials in addition to assisting her father in pantomiming of latest records. Pamela, incidentally, is three years old.

POLITICAL INFORMATION

PROGRAM package designed to acquaint listeners with election mechanics from the "precinct to the national level" is being aired by WMT Cedar Rapids, Iowa. "Politics Is Your Business" will be heard in 20 half-hour installments. In addition to featuring candidates from the state, 900 high schools are participating in contest conducted by the station to stimulate political interest among students.

KSL ANNOUNCES CODE

TEARSheet has been mailed out by KSL-TV Salt Lake City picturing seal adopted by NARTB TV Code as well as reprint of text of code itself. Copy announces that KSL-TV subscribes to the code and that practices it outlines are adhered to by the station.

TELEVISION SERIES ON MAN

SIX-PROGRAM television series on general subject of "man" will be shown when NARTB television network and American Museum of Natural History, New York, Scientists and explorers associated with museum will appear on programs on physical, social and psychological aspects of man and the earth, sea and universe he lives in. Project may be completed by the end of the year.
MARCH 28 DECISIONS

March 28 Decisions...

March 28 Decisions...

March 28 Applications... ACCEPTED FOR FILING

AM—1460 kc

Paul A. Brandt, Big Rapids, Mich.—Application for CP new AM station on 1550 kc, 1 kw D, AMENDED to change frequency to 1460 kc, power to 500 w D, etc.

AM—510 kc

WKVM San Juan, P. R.—CP to change trans. location and change trans. location and DA pattern.

AM—919 kc

KSDN Aberdeen, S. D.—Mod. license to change from DA-DFN to DA-N.

March 31 Decisions...

March 31 Decisions...

March 31 Decisions...

March 31 Applications... ACCEPTED FOR FILING

AM—410 kc

WKVM San Juan, P. R.—Mod. CP, as mod., which authorized frequency change, power increase, DA-DFN, change trans. location and modify "W" for extension of completion date from 1150 kc to 1280 kc, increase power from 10 kw, install DA-DFN, change hours of operation from 600 w D to unlimited, and change trans. location, etc.

April 2 Applications... ACCEPTED FOR FILING

AM—810 kc

WKLY Jackson, Mich.—Application for CP for extension of completion date to 8-30-52.

AM—2930 kc

WNJW-TV New York—Granted CP for extension of completion date to 9-30-52.

AM—1590 kc

KXOC Chico, Calif.—CP for change frequency from 1060 kc to 1066 kc, power increase of 5 to 10 kw, etc.

AM—1590 kc

KYNW Des Moines, Iowa—Application for CP to change frequency from 1070 kc to 1150 kc, change trans. location and modify "W" for extension of completion date to 1190 kc to 1260 kc, etc., to unlimited, and change trans. location, etc.

April 3 Applications... ACCEPTED FOR FILING

AM—1019 kc

WASI Ferndale, Wash.—Application for CP for new FM station.

AM—1070 kc

WJKY Jackson, Miss.—CP for extension of completion date to 8-30-52.

AM—1590 kc

WDJU Marquette, Mich.—Application for CP for extension of completion date to 9-15-52, etc.

AM—1019 kc

WBOC-WLJ Wilkes Barre, Pa.—Application for CP for new FM station.

AM—1019 kc

WVOZ Laredo, Tex.—Application for CP for extension of completion date to 9-15-52.

AM—1590 kc

WKBW-T Nebraska City, Neb.—Mod. CP, as mod., which authorized frequency change, new DA-DFN, etc., to change studio location and transmitter location.

License for CP

KFUD Nampa, Idaho—License for CP which authorized power increase and change from DA-DFN to DA-N. KIOA Des Moines, Iowa—License for...
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
A.D. Adams 2414
Member AFCCE *

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1. 1319
WASHINGTON, D. C.
P.O. BOX 7037 JACkSON 5302
KANSAS CITY, MO.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE *

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 Bankers Investment Bldg.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-7545

Member AFCCE *

BROADCASTING • Telecasting

CP which authorized changes in DA-
D.

KTOE Mankato, Minn.—License for
CP which authorized increase in D
power, etc.

KALE Yakima, Wash.—License for
CP, as mod., which authorized fre-

quency change, hours of operation, in-
stallation of DA-N, etc.

W6BTV-Arlasca—License for CP, as
mod., which authorized new TV sta-
tion.

WTGV-FM Claremont, N. H.—Li-
cense for CP which authorized changes
in FM station.

WFBC-FM Greenville, S. C.—License
for CP which authorized changes
in FM station.

Modification of CP

KPOI, Los Angeles, Calif.—Mod. CP,
as mod., which authorized new AM
station, for extension of completion
date.

KNBR North Platte, Neb.—Mod. CP,
as mod., which authorized new AM
station, for extension of completion
date.

Application Amended

WOK—Washington—Application for
CP synchron., AMEND. TO specify
N operation only.

Jackson Bestg. Co., Jackson, Miss.—
Application for new TV station
AMENDED to change trans. location
from Lamar Life Bldg. to Deposit
Guaranty Bank & Trust Co. Bldg.,
Jackson.

Extension of Authority

Following request extension of au-
thority to transmit programs from
their studio and facilities to Canada:
WHYN Holboke, Mass., to CFRM
Ottawa; WITH Baltimore to CFRM, and

Church of Universal Triumph, Domi-
nion of God, Detroit, to CKLN Windsor.

License Renewal

KXDL Glencoe, Minn.—License to
CFM which authorized changes in

KPYU Payzallup, Wash.—Mod. li-
cense to increase power from 100 W to
250 W.

(Continued on page 107)

April 7, 1952 • Page 103
Help Wanted

Managerial

Manager—teacher to be halftime executive secretary Oregon State Broadcast-er's Network. Professional graduate training and experience in radio-television management—sales background plus teaching experience. Must have an independent position here. Up to $600 monthly salary. Write or call Express Broadcasting, Portland, Oregon. Salary and benefits. Box 729M, BROADCASTING TELECASTING.

General manager, functional manager, transit, organizing, store carrying back major market. East. Exceptional opportunity right man. Box 729M, BROADCASTING TELECASTING.

Sales manager, with experience essential. Must know New York agency and be able to close sales and make sales. Box 729M, BROADCASTING TELECASTING.

Help Wanted

Managerial

Competition—announcer—engineer, on station here. Will require state license and have had some experience. Must be hard worker, dependable and willing to work. Must be capable of covering all programs. Box 612M, BROADCASTING TELECASTING.

Manager—staff announcer for daytime or night shift. Immediate opening. Box 619M, BROADCASTING TELECASTING.

City manager—radio station in major city, needs experienced manager. Box 629M, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Manager.

Help Wanted

Salesman

Excellent opportunity for salesman around 30 for key independent Midwest station. Guarantee 15% or more commission. Last month's calls at $4000. Box 620M, BROADCASTING TELECASTING.

If you think sales, breathe sales, sell sales, you're the man for us. Salary plus commission, Texas ARC station. Box 620M, BROADCASTING TELECASTING.

ANNOUNCER: if you're experienced, good voice, good appearance, send photo — references. Box 621M, BROADCASTING TELECASTING.

For information about possible openings, send your resume to Box 622M, BROADCASTING TELECASTING.

WANTED—Announcers to fill vacancies on ABC network station. Salary $4500 plus commission. Box 623M, BROADCASTING TELECASTING.

Newspaper photographer, who can travel and work at night. Box 624M, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Managerial

Salesman—Must be thoroughly experienced in advertising. Salary and commission. Must be a newsman. Immediate opening in Kentucky. Average earnings will be $1000 to $1200 weekly. Box 625M, BROADCASTING TELECASTING.

Selling experience wanted to sell and service accounts for live wire sub-contractors. Box 626M, BROADCASTING TELECASTING.

WANTED: Continuity engineer. Excellent opportunity. Box 627M, BROADCASTING TELECASTING.

Opportunity for a "take charge" man. High salary. Box 628M, BROADCASTING TELECASTING.

Salesman

Help Wanted

Managerial

Manager—radio station in Kansas City. Must have at least 5 years experience in radio. Salary plus commission. Box 630M, BROADCASTING TELECASTING.

Boxes must be sent at owner expense. Broadcast—Telecasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager—contact WGN, Chicago, for details. Box 631M, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Managerial

WANTED: Continuity engineer. Excellent opportunity. Box 632M, BROADCASTING TELECASTING.

Opportunity for a "take charge" man. High salary. Box 633M, BROADCASTING TELECASTING.

WANTED: Continuity engineer. Excellent opportunity. Box 634M, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Managerial

WANTED: Continuity engineer. Excellent opportunity. Box 635M, BROADCASTING TELECASTING.
Situations Wanted (Cont'd)

Salesman: salesmanager. Experienced national, local, regional; well-known; interested personnel. Box 718M. BROADCASTING TELECASTING.

Announcers

Sportscaster, baseball, football. Box 718M. BROADCASTING TELECASTING.

Announcer, married, draft exempt. Presently employed. Northeast preferred. Box 718M. BROADCASTING TELECASTING.

Announcer: News. DJ, console, also good on copy. Disc speaks for me. Box 718M. BROADCASTING TELECASTING.

Announcer: 14 months experience all phases. Disc, sports color, dance band, record changer. Available immediately. Tape on request. Box 718M. BROADCASTING TELECASTING.

Announcer, deep clear voice, college graduate, experienced on radio. Available immediately. Tape on request. Box 718M. BROADCASTING TELECASTING.

Announcer: Currently chief engineer, Box 728M, BROADCASTING TELECASTING.

Experienced announcer, operate board. Excel friendly. Shows informative Q & A. Inject plenty 'will' into any type commercial. Knows how in news. Capable all staff duties. Presently employed, not interested in leaving. Will work to a draft exempt. Air check, photo, details available. Box 718M, BROADCASTING TELECASTING.

Announcer/copywriter would like night staff to grow so he can devote daytime to local news. Has 6 mos. experience. Will work day or night at rota. Box 718M, BROADCASTING TELECASTING.

Commercial newscaster, 8 years experience. Married, young family. Now employed. $800 minimum. Box 718M, BROADCASTING TELECASTING.

Announcer, vet. single. Deep mature voice that sells. Two years experience. Box 718M, BROADCASTING TELECASTING.

Announcer, 2 years experience Armed Forces Radio Service. 2 1/2 years schooling all phases. Can copy write, marry prefers Southwestern. Available immediately. Box 718M, BROADCASTING TELECASTING.

Announcer, with nine years experience. Complete background in news and special events. Married, draft deferred. 25 yrs old, university degree. Excellent references. Travel. Box 718M, BROADCASTING TELECASTING.

Announcer, experienced all phases with Mutual affiliate. News, DJ; operate board. Single, capable. Box 718M, BROADCASTING TELECASTING.

Hold it! More than “salesman”!! Five years experience in all phases announcing, production, etc. Very capable, friendly. Box 718M, BROADCASTING TELECASTING.

Announcer, 12 years experience. College educated. Singles, interested in buying stock or small percent. Box 718M, BROADCASTING TELECASTING.

Experienced young announcer, draft exempt. Seeking connection with station interested in integration, integrity, versatility, local, regional, talent, egotism, popularity, classical music. Available immediately. Miscellaneous offers, photo. Box 718M, BROADCASTING TELECASTING.

Available April 1 st for six years experience. Single, 25 or under. If interested, will travel. Box 718M, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)

Experience-play by-play baseball and football sportscaster available shortly. Experienced in major league and college. Will consider top salary offer. Box 718M, BROADCASTING TELECASTING.

Excellent radio voice, they say. First class license. Combo operation experience all phases. East Coast or west coast. Box 718M, BROADCASTING TELECASTING.

Resume Announcer, and sales position. Experienced in television. Will handle disc on request. Box 718M, BROADCASTING TELECASTING.

Announcer, experienced, operate panel, mature voice; friendly approach. DJ shows collection. Available immediately. Write Julian Bronstein, 2141 29th Street, Galveston, Texas for tape etc.


Announcer, operated board. Age 27, draft exempt. Salary nominal. Contact E. H. Osborn, phone 784-1, P.O. Box 290, Tampa, Florida.

Announcer, experienced, operate panel, mature voice; friendly approach. DJ shows collection. Available immediately. Write Julian Bronstein, 2141 29th Street, Galveston, Texas for tape etc.

Technical

This cost a buck. I cost more. Combo job. Currently chief engineer. Box 728M, BROADCASTING TELECASTING.

West coast. Five years commercial radio, current affiliation. Specialise in audio. Married. 29, Car. $550.00 minimum. West coast. Box 728M, BROADCASTING TELECASTING.

Program-Production, Others

First phone license, no experience. Established TV and radio company. Experience foremost. Salary nominal. Contact E. H. Osborn, phone 784-1, P.O. Box 290, Tampa, Florida.

Wanted: Experienced TV Repairman. Resume Box 728M, BROADCASTING TELECASTING.

Wanted (Cont’d) - Technical

Recent S.R.T. graduate looking for go- anywhere small market radio and video engineering background and experience in small market TV cameras. Veteran, age 28. Photos on request. Box 729M, BROADCASTING TELECASTING.

TV engineer, chief or staff - 4 years TV experience. Must have license, own network owned station. Interested in asking for range. Box 728M, BROADCASTING TELECASTING.

Experienced technician, 5 years aerial transmitter experience to 100 kw. Seeking position with California television station. Experienced in the operation of video cameras. Presently employed, married, 25, car. 22 Hanover St., San Francisco.

Production-Programming, Others

Young man with unusually full radio and television background wishes one of the large Hollywood television networks. Box 729M, BROADCASTING TELECASTING.

Production-Programming, Others

For Sale

Southwest. 250 watts. Well equipped. Groom $600. Box 730M, BROADCASTING TELECASTING.


For Sale—Broadcasting stations. Leon D. Turpin, 7 Green St., Champaign, Ill. Phone 9694.

Equipment, etc.

Tower—Winch, model 300, galv- anumzed, 130 feet. Complete incl. winch, winchman, winchman. Box 730M, BROADCASTING TELECASTING.

Sale—radio owner at bargain prices, transmitter, relays, antenna, C & D, etc. Tower, 3-260 foot towers. Box 730M, BROADCASTING TELECASTING.

For sale: 10 kw Western Electric frequency modulation transmitter, model 300 B-2. Never been used. Box 730M, BROADCASTING TELECASTING.

Wanted—300 watt transmitter, 3000 watts, Marconi, 15 kw. Secondhand. Box 730M, BROADCASTING TELECASTING.

Have tower, 250 feet, 400 kw. Transmission and relay power supply, 330 kw. Box 730M, BROADCASTING TELECASTING.

Magnetic/strip tape recorder, 3 track, 10 inches wide, 1000'H. Amplifier—P.H. P.E. 2000 vac, 700 watts. Buy 1000'H. Box 730M, BROADCASTING TELECASTING.

A 300 foot Andrew 2 inch angle wrought iron tower. Offers accepted for quick disposition. Sold from previous ad. KGBK, Tyler, Texas.

Wanted to Buy

Stations

The owners of a successful small market radio station in a middle Atlantic state desire to purchase additional TV or radio stations through the purchase of additional properties preferably in the east or south. If you are interested in selling your station to experienced broadcasters who will operate it in the best interest of your community, please write Box 731M, BROADCASTING TELECASTING and your letter will be treated with confidence.

Wanted to buy. Radio station on Florida east coast. Prefer 250 watt or better. Make offer on paper. Must be confidential. Address Box 731M, BROADCASTING TELECASTING.

Equipment, etc.

Wanted: Flasher for single tower, tower 2-260 foot, or auxiliary tower. Will arrange personal interview. Box 732M, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

WANTED

Local Sales Manager

5,000 watt independent needs young experienced local Sales Manager. Terrific potential as yet not wholly developed. Wonderful opportunity for the right man. Box 642M, BROADCASTING TELECASTING.

WANTED

Managerial

Now looking for replacement in our Sales Department. Must be man with proven sales experience. Salary and com- missions should run in excess of $7,000. Reply to interested representatives: Vice Manager, Radio Station KERO, Bakersfield, California.

Situations Wanted

Television

Production-Programming, others

AVAILABLE IMMEDIATELY

Top tv programming executive EXPERIENCED NETWORK AND LOCAL OPERATIONS

Formerly program manager newspaper owned station, N. Y. Formerly program manager network flagship station, N. Y.

Holds of program directors midwest divi- sion of national network, Chicago

EXCELLENT REFERENCES AND RECORD:

Ralph H. Frazier

Top Chicago network origination

Outstanding local programs

Responsible for syndication of first major feature film package in TV and creating first inter- national TV Newsreel

Can build impregnable network or locally as you desire and back up support before FCC.

Please contact: Box 743M, BROADCASTING TELECASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers; Chief Engineers; Engineers; Account Executives; Saleswomen; Carpet Specialist. Delays are costly; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants

(Continued on next page)
WWL MARKS 30TH ANNIVERSARY
Ceremonies Recall Station's Humble Start

WWL New Orleans celebrated its 30th anniversary March 31 in ceremonies which recalled its growth from 10 w to its present status of a 50 kw clear-channel station.

As early as 1907 the Jesuit fathers began their work in radio. The success of the pioneer station, KDKA Pittsburgh, later fired the imagination of the radio-minded faculty and plans were envisioned for a similar station to serve New Orleans.

As time went by, a radio school was set up in the physics laboratory under the direction of young Father Edward Cassidy. Father Cassidy's "hams" did their part in helping defeat the enemy during World War I.

Father Cassidy and his co-workers were determined to build a broadcasting station but they had little money. A small sea captain who had been admiring the Jesuits' work in wireless offered $400.

A wireless trunk set discarded from an old government ship was bought by Father Cassidy. Then on March 31, 1922, when the nation was cheering Dempsey's victory over Carpentier, and still mourning the untimely death of Enrico Caruso, WWL was born. President of the university, Father Edward Cummings, made the initial broadcast. Then a phonograph record of John McCormick singing "When Irish Eyes Are Smiling" was played.

During the trying years of World War II, both Loyola and WWL had at their helm the Rev. Thomas J. Shields, S.J., who is given much credit for the station's progress.

WWL also has applied to FCC for TV Channel 4.

Father Shields is soon to receive a change in assignment and his duties will be shouldered by the Rev. W. P. Donnelly, S.J.

General manager of WWL is Howard (Slim) Summerville, a veteran of 38 years of broadcasting, who joined the station in 1939. Another veteran is Chief Engineer J. D. Bloom, who joined the staff in 1924.

Other present staffers include Larry Baird, commercial manager; Ed Hoerner, program director; Ray Liuzza, promotion manager; Don Lewis, news director; Flo Shannon, farm director; Bill Bringle, sports director, and Jill Jackson, women's director.

Strictly Business
(Continued from page 18)

oustic advertisers at that time, went into radio first in 1932 with sponsorship of Ida Bailey Allen and her women's commentaries.

Today, National Biscuit products—Premium, Ritz, and Graham crackers, Triangle Thins, etc.—are represented by Arthur Godfrey on CBS. (Company salesmen, Mr. Oliva, report that he does them a lot of good.) National Biscuit also sponsors a newscast on the full Don Lee network and is planning spots on local stations.

"We're new in television," the advertising head explains, but his organization sponsors Kubla, Fran and Ollie and was surprised at the volume of mail it received when the show was cut to 15 minutes. "We answered all letters," Mr. Oliva said, "telling them we could only buy what the network offered—and that we were taking two segments to replace our former half hour."

The advertising executive's office—located in the largest manufacturing area of Manhattan—overlooks the Hudson River, but the busy Mr. Oliva says he doesn't look out very often. He has other things to survey, if he wants, such as the just-awarded grand medal from the Art Directors Club, which means that one National Biscuit poster was judged best in all classes, receiving the grand award. Other company posters won first, second, and third prizes in the bake goods classification.

Mr. Oliva and his wife, the former Ruth Schiele, live in Englewood, N. J., where, in his spare time, Mr. Oliva prefers golf to other activities. They have one son, George J., who is working on radio-TV for McCann-Erickson, Cleveland.

A member of the Assn. of National Advertisers, Mr. Oliva serves on the steering committee of the outdoor group and has just been named a director of Traffic Audit Bureau.

"ALERT AMERICA" SPOTS
Radio and TV Being Used

SERIES of radio and TV spot announcements featuring radio-TV personalities is being distributed to stations by the Federal Civil Defense Administration to promote its touring Alert America convoys.

Transcribed and filmed spots were made by John Cameron Swayze, John Cameron Swayze, Jay Jostyn, Quintin Reynolds, Lowell Thomas and others. Stations are using the 50-second announcements in advance of the arrival of the convoy in New England, the Midwest, Southwest and Far West. Produced by FCDA's Audio-Visual Division under Jesse Butcher, the spots urge local citizens to see the convoy and learn about civil defense.

Southwest Scenic Mountain Area
$65,000.00

Network station serves isolated market. Ideal living conditions in RCA plant and equipment. Liberal financing. Profitable under absentee ownership.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn Ray V. Hamilton Lester M. Smith
Washington Blvd. Tribune Tower 335 Montgomery St.
Box 2541-2
BROADCASTING • Telecasting

ALERT AMERICA SPOTS
Radio and TV Being Used

SERIES of radio and TV spot announcements featuring radio-TV personalities is being distributed to stations by the Federal Civil Defense Administration to promote its touring Alert America convoys.

Transcribed and filmed spots were made by John Cameron Swayze, John Cameron Swayze, Jay Jostyn, Quintin Reynolds, Lowell Thomas and others. Stations are using the 50-second announcements in advance of the arrival of the convoy in New England, the Midwest, Southwest and Far West. Produced by FCDA's Audio-Visual Division under Jesse Butcher, the spots urge local citizens to see the convoy and learn about civil defense.

BROADCAST day has been expanded one hour to 1 a.m. at CKB Brandon, Man.
Docket Actions

FINAL DECISION

Brazosport Becht, Co., Freeport, Tex.—No action taken by the FCC on their application for a license to operate a TV station on channel 8. (FCC 47-96)

Opinions and Orders

Applications Supplement

Broadcasting * Telecasting

Broadcasting will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT. Subscribers will receive the report at no extra charge. Extra copies will be available, as long as the supply lasts, at $3 each.

AM Applications

Roanoke, Va.—Cy N. Bahlke, 1410 kt., day, daytime, power cost $31,450.45, first year operating cost $40,000, revenue $60,000. Mr. Bahlke is licensed to operate KWOZ, 99.5, and has an option to buy KWMX, 99.7, the station operated by WJUN, which is to change its frequency to 99.7. First year operating cost and revenue not estimated. Application filed March 13.

AM Applications Summary Through April 3

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<td>Licensed</td>
<td>CPs</td>
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<td>TV Stations</td>
<td>108</td>
<td>71</td>
<td>11</td>
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CALL ASSIGNMENTS

ELW0 Dallas, Tex. (Lakewood Becht, Co., 1400 kt., 1 kw, AM-FM KCSJ Pueblo, Colo.; 1 kw, AM-FM KCSJ Colorado Springs, Colo.; 1 kw, AM-FM KCSJ Denver, Colo.; 1 kw, AM-FM KCSJ Kansas City, Mo.; 1 kw, AM-FM KCSJ San Antonio, Tex.; 1 kw, AM-FM KCSJ El Paso, Tex.; 1 kw, AM-FM KCSJ Oklahoma City, Okla.; 1 kw, AM-FM KCSJ Dallas, Texas; 1 kw, AM-FM KCSJ Kansas City, Mo.; 1 kw, AM-FM KCSJ San Antonio, Tex.)

Applications have been filed for assignment of call letters to stations in these markets.

Record Brush

A SMALL record brush, which attaches to the tone arm of any pick-up and sweeps the disc clean as it is being played, is now being marketed nationally. Brushes are being made by Permo-Fideliton, Chicago, after the product was introduced on a limited basis by Swift Adhesive Products, Chicago. Firm says brush is made of hair from ears of Chinese mountain goats.
SEVENTH ANNUAL reunion of the U. S. Radio Mission to European Theatre of Operations was held in Chicago March 30 in connection with the annual convention of NAB. Present were (clockwise from left) William S. Hedges, NBC vice president; Martin S. Campbell; WFAA Dallas; NAB Board Chairman Justin Miller; J. Leonard Reinsch, managing director, Cox Radio and TV Stations; Toi Smith, editor and publisher, Broadcasting * Telecasting; Clair R. McCollough, Steinman Stations, winner of VIP-ers award for meritorious service to radio for 1952; Joe Ciska, editor, The Billboard; Col. Harry Wilder, WSYR Syracuse; Morris Novik, radio consultant; Col. E. M. Kirby, Army radio-television director and escorting officer of the 1945 mission; Joseph H. Ream, executive vice president, CBS; and Robert D. Sweeney, WDSU-AM-FM-TV New Orleans. Not present were John E. Fetzer, WKZO Kolomazne, and William H. Warwick, Abel Green, Variety; and Jack Allocato, Radio Daily.

Affiliates Committee

(Continued from page 71)

Record in

works consider affiliates’

ators,” willing

tion concerning the proper steps

make upon

relationships

They

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Hedges, the

factor

objectively

their

reasons for

strengthen,

radio.

“Therefore, the

regularly

are

radio stations

completely:

“Therefore, be it resolved, that

network affiliates . . . reaffirm

their confidence in the power and

efficiency of network radio, and

assert their willingness fairly and

objectively to consider any and all

efforts reasonably calculated to

strengthen, improve or protect the

position of network radio as a

public service and advertising

medium; and

“Be it further resolved, that said

affiliates earnestly petition the

networks to refrain from any action

which might in any respect modify the

pattern of network radio or the

basic arrangements between

networks and their affiliates, with-

out full and frank consideration

with their respective affiliates of

the reasons for such action and the

end to be attained by it, with due

regard to long-term industry values

as compared with immediate com-

petitive gains or curtailment of

temporary losses, and with like

regard to the encouragement of the

solidarity of the industry in-

cumbent upon them as a dominant

factor in it; and further petition the

networks to exert their greatest

efforts to re-establish the es-

ential dignity, prestige, and sta-

bility of network radio.”

The rate-card resolution noted

“a tendency on the part of certain

individual stations, involved in

competitive situations, to look with

favor on . . . proposals to desert

their published rate cards, in fact

in some cases to have approached

both local and national advertisers

with solicitations for future busi-

ness at rates well below their pub-

lished figures.”

Such practices, the resolution con-

tinued “have as their ultimate

result the depreciation of the value

of individual radio stations, and

the confirmation of the belief

already held in some quarters that

radio as a medium is in desperate

circumstances and that individual

station operators are ready and

willing to prostitute their prop-

erties in order to obtain revenue,

the combination inevitably leading

to the inflation of the Dunway.”

“Therefore, be it resolved that all

radio station operators give

thought to this dangerous situa-

tion, take effective measures to in-

sure the maintenance of their own

rate cards, and use such methods

of persuasion as seem most desir-

able to inhibit such practices.”

There was no call for further

financial contributions toward com-

mittee activities, Treasurer George

B. Storer reporting that $19,083

had been collected and $7,298 spent.

Expenditures include fees for legal

counsel and reimbursement of com-

mittee members at the rate of

seven cents a mile for their most

recent meetings. They paid their

own expenses at initial sessions. A

total of 354 stations had sup-

ported the committee financially.

REGULATION W

Appliance Dealer Views

APPLIANCE retailers are about
evenly divided on the question of
whether Regulation W (consumer
credit restrictions) should be ex-

tended with other controls after

June 30, according to a survey by

the National Appliance and Radio-

TV Dealers Assn.

The membership survey revealed

that 45% favored retention and

45% favored abolition of the credit

regulation. The remaining 10% re-

quested it be kept on the books as a

“standby” measure. The survey

was based on a questionnaire issued

with NARDI’s newsletter, Ap-

pliance & Radio-TV Dealers News.

Members also were polled on

wage-price controls. A majority of

61.3% felt they no longer are neces-

sary and only 11.3% wanted con-

tinued. Another 27.4% favored

controls on a standby basis.

Regulation W in the Defense

Production Act now calls for a

minimum 15% down payment and

18 months maturity on installment

purchases of radio and television

receivers.

KTLA (TV) Leases Films

KTLA (TV) Hollywood has leased

20 feature films, produced or re-

leased by Lippert Pictures Inc. dur-

ing 1949-50, from Tele Pictures,

Los Angeles, under two-year con-

tract of unlimited runs.

Resolutions

(Continued from page 26)

a one-TV-station market and that

in D-F-H where there are three

stations, WWJ’s radio volume was
down 20% last year.

Somebody wanted to know how a

TV station fares at its initial rate.

Mr. Hough observed that “between you and God.”

Mr. Compton made clear that he

felt that “any man who gives in to

the demand that [a union] is going to wreck us,”

and that it should be made clear to

unions that “minimum or maxi-

mum crews are a prerogative of

management.”

Radio’s Impact

Cited by Zeckendorf

“IF WE woke up tomorrow morn-

ing and found that no advertising

was permitted on radio, we

would know that one of the great

financial catastrophes this country has ever known,” William Zeckendorf, presi-

dent of Webb & Knapp, New York

radio丰胸 director of ABC, told the Sales Executives

Club in New York Tuesday.

Mr. Zeckendorf’s talk was the re-

sult of his being included in the

list of “America’s 12 Most Sales-

men,” which is the title of a book

being issued by B. C. Forbes Pub.

Co.

Radio’s master salesman was

Mary Margaret McBride, ABC

commentator and the only woman

included in the book, who, to pro-

ve her point that women are not ne-

cessarily more efficient, gave a

luncheon speech at the same

luncheon meeting.

“The frontiers of business are

greater now than they ever have

been before, in fact, crucially in-

finite,” Mr. Zeckendorf said. Citing

the important role in American

economy played by selling, he

felt that the relationship as “per-

haps the greatest factor in this

nation which raises our standard of

living above that of the rest of the

world.”

To prove his point “in reverse,” he

said he made the supposition that

advertising not be permitted on radio,

which, he said, would result in eco-

nomic catastrophe. Volume of cig-

arette sales, alone, would drop 25%,

he estimated.

“I believe that the stimulant

from advertising has caused and

created that vast volume of busi-

ness for most corporations dealing

in advertised products,” Mr. Zeck-

endorf continued. “And those who
don’t deal in advertised products

gain no benefit of the progress in

success and prosperity of those who do.”

Again referring to broadcast ad-

vertising, he said he could not even

estimate, least in terms of employ-

ment, what would happen “if the

hundreds of products that have

been introduced since it has become

possible to reach into a home” were
denied access to radio.

Page 108 • April 7, 1952
ATTEMPT to saddle American Broadcasting-Paramount Theatres Inc. directors with the burden of anti-trust violations of Paramount Pictures Inc. was made by Leonard H. Goldenson, president of United Paramount Theatres Inc., last week at the FCC hearing on the proposed merger of UPT with the American Broadcasting Co.

Two-day cross-examination of Mr. Goldenson was marked by acrimonious exchanges between DuMont Counsel Morton R. Galane and UPT Counsel Duke M. Patrick.

FCC hearings were recessed until April 14, following the completion of Mr. Goldenson's cross-examination. When they resume, the following schedule of witnesses will be followed:

1. Gordon Brown, owner of WSAY Rochester, N. Y., and long-time foe of networks, will appear as a public witness to oppose the merger.

2. DuMont officials will appear in rebuttal to the testimony favoring the merger.

3. Witnesses in the issue concerning the transfer of Paramount Pictures, half-interest in WSMB New Orleans to UPT will be heard.

4. Cross-examination by FCC Counsel Frederick W. Rhyne of Paramount Pictures UPT directors concerning specific theatre acquisitions will be undertaken.

Denies Responsibility

Denial that the responsibility of Paramount Pictures anti-trust violations can be laid to ABPT executives was made by Mr. Goldenson on cross-examination of the 18 ABPT directors ever had anything to do with the producing company. They were, he said, himself, John H. Blint, Walter W. Gross, Robert H. O'Brien, Robert W. Wilby.

Of the other 12 directors, five of them will come from ABC, Mr. Goldenson pointed out. They are Edward J. Noble, Robert E. Kintner, Earl E. Anderson, Robert H. Hinckley, Owen D. Young.


“ABC will have prudent business practices because of the men who are operating that business,” Mr. Goldenson said. “Mr. Kintner is president and will continue to be president of the ABC broadcasting division. He is subject to the control of the board of directors, composed of seven who are independent and had no previous connections with Paramount Pictures before for military use associated with ABC, and six of whom have been associated in the past with the management of the theatres of Paramount Pictures Inc. “It is and has been our desire to operate our business in the spirit and in the principles laid down in Article IV, Paragraph IV, Paramount [the consent decree] as president, sound and fair management operating these respective businesses—whether they be theatres or whether they be the American Broadcasting division . . . .”

During his cross-examination, Mr. Goldenson was asked how the value of $14.70 per ABC share was arrived at when Mr. Collins testified that the stock was worth $8 per share. He answered that ABC with five TV stations in five of the six networks was assumed to have a potential of about five times its book value.

In his answers regarding the future of radio and TV, Mr. Goldenson stated: “I think the real vitality in the future of TV is in live broadcasting. TV has the opportunity to do things I do not think any other medium has. It is unlike the stage, it is unlike motion pictures, it is unlike radio. I think it has the opportunity of getting behind the scenes, such as the Kefauver hearings indicated, such as MacArthur arriving in San Francisco, and things of that kind.”

The future of radio is still bright, Mr. Goldenson declared. He repeated what he had said in his direct testimony—that there are radio stations and automobile radios; that there are multiple receivers in homes, that people can listen to the radio while doing other things.

“Radio, by pinpointing itself to its particular markets, in my opinion, can develop a great vitality and serve a great need which TV cannot serve,” he said.

“I find that a great number of people who formerly watched TV to a great extent are now shifting back to radio when they want to read magazines or books. They may want to do other things in the home and they may be listening to the radio while they are doing those other things.”

Is it possible that TV will grow to such an extent that the broadcasting division will contribute more to the merged company's earnings than theatres, Mr. Goldenson was asked by Mr. Ford. He answered that that is possible.

In the course of his cross-examination, Mr. Collins said that the capital strength of the merged company would leave DuMont trawling a "bad fourth" among TV networks. Mr. Goldenson, who had been appearing in behalf of DuMont, was asked if he had anything to say. Mr. Reesnick was prompted to remark: "I am not prepared to say that leaving DuMont a bad fourth has no effect on the competitive situation. DuMont does appear to be the remaining unmarried sister in the family of four and is objecting to the engagement of the American Broadcasting Co."

Recommendation that the FCC look into the question of whether the proposed merger of ABC and UPT is against the public interest under the Paramount consent decree, which forbade the combination of producers and exhibitors, was made last week in a letter to FCC Chairman Paul A. Walker by the American Civil Liberties Union. The ACLU had an observer at all the hearing sessions.

On the other hand, the ACLU also recommended that the Commission consider whether approval of the merger would strengthen ABC’s ability to compete with the two dominant networks [NBC and CBS] and thus enlarge the area of diversification.

ZENITH on ABC

ZENITH Hearing Aid Division of Zenith Radio Corp., Chicago, will sponsor 10 minutes of Monday morning "Business Today" on ABC radio from 8 to 8:10 a.m. Sunday from April 20 through BBDO, same city. Show is broadcast for 15 minutes weekly at a different time for each zone. See- man-Walton-Wick, sponsors opening five minutes.

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ABC-UPT MERGER

Hearings Recessed

VOA MONEY

LARGELY on the strength of vigorous military support and radio's effectiveness in piercing the Iron Curtain, the Voice of America could be a financially stronger operation after July 1.

A glowing testimonial to the "enormous benefit" of U. S. transmitter bases abroad for radio’s effectiveness of shortwave broadcasting could very well turn the tide money-wise for the Dept. of State in fiscal 1952.

VOA transmitters would aid the U. S. armed forces and other friendly nations "in time of war" and overall are vital in the "psychological warfare for men's minds," Gen. J. Lawton Collins, Army chief of staff, had advised a House Appropriations subcommittee.

Proof of the efficacy of the Collins testimony was evidenced by the full House Appropriations Committee in a mid-week report voting more funds for VOA operations during the coming fiscal year.

The House was to vote on the expenditures later Friday.

Large appropriations were approved by the House group, which noted that recent reprogramming of VOA broadcasting "is our most effective way of reaching the people behind the Iron Curtain." The committee allotted $27.5 million of $30 million requested for this activity. The reduction, it was explained, "will in no way interfere with the effectiveness of that operation." VOA received $19.8 million plus in regular appropriations this fiscal year.

Additionally, the committee earmarked $20.5 million for nine station projects—a parting of $16,227,086—covering more than 14 radio relay stations and five overseas transmitter projects looking toward establishment of a ring of overseas broadcasting facilities... .(in) critical target areas throughout the world." A bid for two new one-megawatt (1 million watts) home base domestic stations at $7,225,790 each was denied. Two such transmitter units already are under construction on the east and west coast [CLOSED CIRCUIT, March 31].

The House group thus voted
HOPE TO CONSOLIDATE FILM STANDARDIZATION

INDUSTRYWIDE action by technical groups to bring all TV film standardizing studies under one roof to be started by joint committee created under NARTB auspices.

Move started by NARTB Recording and Reproducing Industry committee, held last week with Neal McNaughten, NARTB engineering director, as chairman. Inactive several years, committee studies during last decade ended confusion in disc and tape recording by setting up uniform standards. Proposed changes in these standards based on practical use will be considered by committee.

Film standards, both optical and sound, now being worked out piecemeal by Institute of Radio Engineers, Society of Motion Picture and Television Engineers, Radio-Television Manufacturers Assn. and NARTB. Work is to be correlated and results analyzed on systematic basis.

NARTB group has created two new subcommittees covering disc and magnetic recording. Heading disc subcommittee is K. R. Smith, Allied Record Mfg. Co. Topics to be studied include size of pressings, fine grooves, speeds and reference discs.

W. Earl Stewart, RCA-Victor division, heads magnetic subcommittee. Topics cover timing limits, frequency response at different speeds, reel thickness, reference tape, half-track recording and signal-to-noise ratio.

THEATRE TV PLANS

REQUEST for information on plans for common carrier facilities for theatre TV was asked of AT&T, Western Union and Independent Telephone Assn. in letter from FCC last Thursday. Identical letters asked that following information be worked up for presentation at hearing, scheduled for May 5: (1) Existing or planned intercity TV links; (2) new developments in underground transmissions; (3) ability of common carriers to expand TV networks to provide for theatre TV requirements; (4) experiences in providing theatre TV services; and (5) intracity plans for theatre TV pickups and remote pickup facilities.

CIVIL LIBERTIES COMPLAINT

QUESTION of black listing in radio-TV because of alleged associations or beliefs will be put up to FCC in complaint to be filed this week by American Civil Liberties Union, citing specific persons, stations, and networks. Complaint, being prepared last week, is based on radio-TV blacklisting report made for ACLU by Merle Miller and being published Wednesday by Doubleday & Co. as book titled The Judges and the Judged.

WESTERN UNION REPORT

WESTERN UNION Telegraph Co. reported Friday February gross revenue of $16,675,219, amounting to net of $245,154 after provision of $389,000 federal income taxes, as compared to February 1951 gross of $15,314,235 with net of $471,497 after $264,000 for taxes. Revenues for first two months this year totaled $34,318,566—increase of $2,552,596 or eight per cent over comparable period last year. Gross net of $528,712 after provision of $767,000 for taxes.
"IN THE HEART OF AMERICA...
It's The
KMBC KFRM
Team and It's
Wholehearted"

7½ MILLION “HANDS HIGH”...

Measurement, in equestrian vernacular, is expressed in “hands.” By these standards the KMBC-KFRM Team is well on its way to 7½ million “hands high.” Why 7½ million? Because that is the number of hands on the 3½ million people living within the half millivolt contour of The Team — and those are the hands which daily take the measure of The KMBC-KFRM Team and which have applauded and lifted The Team to the number one spot in the Heart of America!

The tremendous lead of The Team is now being increased by the affiliation of KFRM with the CBS Radio Network. That means the addition of CBS service to the outstanding local programming of KFRM by KMBC of Kansas City that has made KFRM the favorite of the people of Kansas. It means a host of new listeners are joining the thousands who daily ride the wagon drawn by The KMBC-KFRM Team. In this step, The KMBC-KFRM Team becomes “CBS for the Heart of America” and in doing so brings about a greater sales potential for KMBC-KFRM advertisers, for those same measuring “hands” also hold the purse strings in the Heart of America! Write, wire or phone KMBC-KFRM, Kansas City, Missouri, or your nearest Free & Peters Colonel!

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
Namesakes of a voice...

And they're all real—the thoroughbred West Highland White Terrier duly registered with the American Kennel Club as "Lady Laura"; the baby "Laura" who arrived a few hours ahead of schedule while her parents tuned in WWJ to while away anxious moments futilely waiting for a cab to take them to a hospital; the Flushing, Michigan, farmer who listened nightly and showed his appreciation by naming the queen of his dairy herd "Laura Heifer." Real, too, are the thousands of 2:05-6:00 A.M. listeners to "Lovingly Yours, Laura". You can reach those thousands at surprisingly low cost.

Ask any Hollingbery man.