Watch your pennies, mister!

When you buy radio time these days, you want to make every penny count. In Baltimore, the way you do it is simple. You just buy WITH—the BIG independent with the BIG audience!

Every penny you spend on WITH helps produce exactly what you want from radio—low cost results! Because WITH delivers more buying listeners-per-dollar than any other radio or TV station in Baltimore.

No wonder WITH is so popular with the local folks! Their advertising must produce immediate, economical results. And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town!

Let your Forjoe man give you the whole WITH story today!
This letter from a WLS listener is just a routine order... or so it appears as you read it:

Peoria, Illinois, January 16, 1952

Dear Sirs;

Please send me the jigsaw puzzle you advertise on the National Barn Dance. I would like to have 100 of them.

But the letter is dated 1952... and the merchandise ordered was offered over WLS 19 years ago... in 1933!

Yes, WLS advertising pulls... and pulls and pulls! We're out of jigsaw puzzles now, of course. But we do have availabilities... for advertisers who like advertising that brings results... today... tomorrow... and years from now.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

WLS The PRAIRIE FARMER STATION

CHICAGO 7
We’ve Brought The Bottle Back...

not for the nickel deposit—but to illustrate the exciting fact that WTRY continues to be the best buy in the cream of your market!

WTRY is the number one station in Albany—Troy—Schenectady—27th of the nation’s top 43 markets.

* “The Cream of your market”, J. Walter Thompson’s booklet listing the markets wherein over 3/4 of the nation’s sales are made.

ALBANY—TROY—SCHENECTADY

WTRY
980 Kc—5000 w

The CBS Radio Network
HEADLEY-REED
Recently completed Pulse survey for York CITY and COUNTY shows

- WORK preferred in 55 out of 72 rated periods.
- WORK has rating superiority as high as 17% in some choice time periods.

Pulse survey shows NO OUTSIDE STATION effectively covers the York trading area in ANY of the 72 rated periods.

Most powerful station in the York area, WORK's 5 KW delivers a bonus coverage in nine surrounding counties with a population of more than one million.

Advertisers — both local and national — expect and get outstanding results on WORK. Many advertisers have been using this station since its founding twenty years ago.

This long and successful experience has resulted in know-how that assures you profitable sales for every advertising dollar.
THREE OR MORE RADIOS FOUND IN 35% OF HOMES

Pulse survey on radio-ownership in Metropolitan New York indicates 35.1% of families have three or more radios in their homes. Of 1,576 families checked in New York's five boroughs, radios were found in all homes but 1.8%. Only 35.4% of families had but one set, while 27.7% owned two radios. Whereas, total of 35.1% owned three or more radios, 29.1% had three sets, 8.5% owned four sets, 4.2% had five sets, and 2.5% owned more than five radios.

Dr. Sydney Roalow, director of Pulse, said survey conducted during January for J. Jacobs Advertising & Merchandising Inc., would have shown higher multi-set ownership if study had been extended to suburban counties, where radio ownership is normally higher than in city proper.

PALEY Sells Shares

CBS Board Chairman William S. Paley has sold 50,000 of his shares of CBS Class A stock, New York Stock Exchange records showed Friday. Shares sold (in March) were in block he owned through holding company, of which he retained 37,380. He also owns 830 shares direct, plus 222,500 directly owned shares of CBS Class B stock. Total CBS shares issued as of last Dec. 31 were 1,288,700 Class A and 1,069,196 Class B (including shares reserved for conversion of outstanding scrip certificates).

Nbc Campaign Series

Nbc on May 4 will launch Hats in the Ring, half-hour Sunday radio and tv series featuring legally qualified candidates for Presidential nomination of major parties to whom time is being donated by NBC. Series will originate in Washington and will be on NBC-TV 5-2:20 p.m. and NBC-Radio 10:30-11 p.m.

Don't Lag in TV, Walker Tells Schools

FCC has given no "assurance" that educational channels will be reserved "as long as grass grows and water runs," FCC Chairman Paul Walker warned educators Friday. He addressed luncheon session of National Assn. of Educational Broadcasters at Columbus, held during Institute for Education by Radio-Television (early stories pages 35, 44, and 92). In first speech since release of FCC TV allocation plan Chairman Walker reiterated that commercial TV stations must not let noncommercial outlets "carry the burden of meeting educational needs." They are governed by same rules as commercial stations, he said. He reminded educators they still may compete with commercial applicants for any commercial VHF or UHF channels assigned to their cities. "Not all possible assignments have been made," he added.

Contending efforts are under way "to initiate an organized campaign for the commercialization of these noncommercial educational assignments," Chairman Walker told educators "you have won only the first round" and "do not . . . let these reservations of 1952 go by default." He described reservations as a "fabulous inheritance."

FCC Chairman said the Commission's new plan provides "a high degree of protection" against excessive interference between stations, adding: "We refused to sacrifice a margin of safety for the sake of jamming in a few extra stations." He held up possibility of reducing mileage separations as well as additional assignments.

Some differences in propagation characteristics of UHF and VHF bands "are not nearly as significant as some have thought," he said. FCC has been assured that equipment will be available for UHF stations "in time for fullest development" of its potentials.

"UHF is going to grow because it has to grow. It is needed," he declared.

The Chairman was presented with a certificate for life membership in NAEB and lauded (Continued on page 109)

March 21, 1952 • Page 5
In this Issue—

Though some attorneys and engineers side with dissenting Comr. Jones in raising the FCC TV allocations a failure and others hint of court actions, there is no clear indication that anyone is intending to tie up the TV thaw in the courts. Page 25.

Seventy million dollars in that conversion to UHF won't be very painful. And government authorities are optimistic about the availability of materials to build new TV stations. Page 25.

Fifteen applications for TV stations are filed in the vanguard of a promised post-thaw deluge at the FCC. Pages 12-14.

With 242 stations theirs for the asking, educators are wondering whether they can afford the costly gift. Page 80.

Can two or more AM operators in a given community join in a common application for a scarce TV channel? FCC Chairman Walker gives the hint of an answer. He's concerned over "concentration of control" over broadcasting. Page 69.

Did the radio network rate cuts last July accomplish their intended purpose? Here's a box score on new advertisers that have entered network radio since the cuts and old ones who quit anyway. Page 23.

Radio took in more revenue in 1951 than it ever had before, but its income (before federal taxes) was lower than in 1950. The official FCC estimate of the 1951 financial record is on Page 83.

A remark by President Truman at his special news conference for the American Society of Newspaper Editors, is interpreted to mean he has the right to seize newspaper and radio-TV any time he wants to. Page 27.

Last February, TV network gross again outstripped radio network gross—$14,786,047 to $13,580,948. It's not only that clients spend more money on TV; there were also more clients. Page 27.

Among big advertisers, news programs are becoming favored broadcasting buys. Page 26.

A Senate Subcommittee worrying about political campaign costs, thinks broadcasters ought to block out time segments for paid political programs to avoid costs of paying regular sponsors whose times are preempted by politics. Page 26.

Building-minded broadcasters have been given what amounts to a blank check on materials allotments by the National Production Authority. Page 85.

Upcoming

April 21: BAB Sales Clinic, San Francisco.
April 21-26: Educational TV Programs Institute, Pennsylvania State College, State College, Pa.
April 25-26: BAB Sales Clinic, Portland, Ore.

(Other Upcomings page 36)
"The Tulsa Spirit" is a phrase long famous in the Southwest and it is rich with meaning for there really is such a thing! This spirit is just one of the many plus factors which make Tulsa the heart of Oklahoma's No. 1 market. There's a difference—an important difference—in markets, and pride is one of them. Tulsans are proud of their city! They are willing to back up that pride with money! Tulsa is a market where spendable income is great and the folks spending that money are great too!

We of KVOO are mighty happy and proud to have had a part in helping the Tulsa market develop and grow since 1925!

If you want to tell the fine people of this area about your product, tell them best over the station most of them listen to—most of the time—KVOO, The Voice of Oklahoma for more than a quarter of a century!
"The Prestige Station of the Carolinas"

GREENSBORO, NORTH CAROLINA

Look at part of WBIG's potential out-of-home audience! In addition to 186,870 radio homes in WBIG's Sixteen County Market,* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:
* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
Va. Dept. of Highways
** Greensboro & High Point Police Depts.
Member, High Point Fire Dept.
Hege, Middleton & Neal

Represented by Hollingbery

5000 Watts
CBS Affiliate

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1022

IN THIS BROADCASTING

Agency Beat
Allcasters
Altered Arts
Editorial
FCC Actions
FCC Roundup
Feature of the Week
Front Office
New Business
On All Accounts
On The Dotted Line
Open Mike
Our Respects to
Programs, Promotion, Premiums
Strictly Business
Telestatus
Upcoming

TELECASTING Starts on page 67

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: John H. Kearney, Patricia Kiely, John Osborn, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalezyk, Don Mortimer, Jean S. Henry, Hilda Tole: Gladys L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Assistant Advertising Manager; George L. Dant, Adv. Production Manager; Harry Stevent, Classified Advertising Manager; Eleanor Schell, Doris Kelly, Joan Sheehan; B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, Manager; Doris J. Buschling, Ruth D. Ebert, Madeleine Tress, Eiwood M. Sloc, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22.
Plaza 5-4365; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Buchta, Lis Thackston. Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor K. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1.
Central 6-4116; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU Taf Building, Hollywood and Vine, Zone 28, B. E. (B) Bldg. 811; David Glickman, West Coast Manager; Marjorie Ann Thomas.
TORONTO: 417 Harbour Commission, Empire 4-0775 James Montages.

Annual subscription for 52 weekly issues $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) $9.90, or TELECASTING Yearbook (54th issue) $9.00.
Annual subscription to BROADCASTING * TELECASTING including 54 issues $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING — The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING • TELECASTING
The price of pork chops is one item in the "cost of living" that almost any woman—or economist—can quote off hand.

Although this figure has become almost symbolic of the level of meat prices, only about 5% of a pig is center cut pork chops!

A 240-pound porker, when dressed by the meat packer, comes down to 180 pounds of wholesale weight—unprocessed fresh meat cuts and fat for lard. Some of these cuts lose more weight when they are boned, cured, smoked or otherwise prepared. This leaves only about 150 pounds of pork products for the retailer to sell. And only 10 pounds are center cut pork chops.

That's why you pay more for pork chops than for most other cuts of pork. For, from sausage to pork chops, the price of each cut is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping." They compare, pick, choose. In a free market, their choice sets the values.

**AMERICAN MEAT INSTITUTE**

Headquarters, Chicago  •  Members throughout the U.S.
The Great Thaw

EDITOR:
I want to compliment you on the prompt and splendid piece of work you did in getting out, on time, copy of our report and order lifting the television freeze.

Paul A. Walker
Chairman
Federal Communications Commission
Washington, D. C.
*  *  *

EDITOR:
I have been leafing through your publication of the final TV report. It is the most complete job that I have seen and I want to add my thanks and appreciation and congratulations to the many others you will receive for this outstanding bit of publishing enterprise.

Edgar Kobak
241 Park Ave.
New York City

open mike

EDITOR:
MANY THANKS FOR SENDING COMPLETE REPORT WHICH IS A WONDERFUL SERVICE. THE ENTIRE INDUSTRY SHOULD BE GRATFUL TO YOU AND MORE ESPECIALLY WE WISH TO EXPRESS OUR HEARTFELT THANKS.

GEORGE B. STORER
PRESIDENT
THE FORT INDUSTRY CO.
MIAMI
*  *  *

EDITOR:
Congratulations to you and your staff upon the April 14, 1952, Part II issue of Broadcasting • Telecasting, reporting the final television allocations of the FCC, which arrived here this morning.

It is a monumental job, produced with amazing speed and accuracy, quite typical of your journalistic enterprise.

George W. Bailey
Executive Secretary
Institute of Radio Engineers
New York
*  *  *

EDITOR:
It's 2 a.m. and I have been working so hard on Cancer Crusade publicity that it's only now I have had a chance to pick up the unfrozen edition of your magazine— a day late.

I don't know when I have held more admiration for a team than I have for all you people.

What a job!

What a team!

As one night worker to others, you have my deepest admiration, gentlemen, for a job that will go down in trade magazine history!

Cody Pfanzehl
Director of Audience Promotion
WTOP-AM-FM-TV
Washington, D. C.
*  *  *

[EDITOR'S NOTE: Space limitations prevent our publishing all the thoughtful messages received from readers whose appreciation makes the hard job done over an Easter weekend by our staff and próofreaders seem rewarding and worthwhile.]

How to Help Orphans

EDITOR:

... The radio industry in general has before it an opportunity to show its spirit of cooperation and desire to further expand its chosen profession. ... Today there is before the FCC a backlog of AM applications and many of them have been in the files for a year and over. A minimum of these applications are from non-station markets and are at present static while the FCC is slowly working on applications from one and more station markets. The non-station markets that must wait and go without primary and oftentimes good secondary service while processing goes on in favor of markets that are adequately covered. ... Would not the processing of these orphan markets be more fair?

An interest in their clients would be displayed if all equipment sales concerns would offer to the FCC the services of their engineering staff for a period that would clear up the backlog that the FCC acknowledges is 10 months behind in its processing. ... With such help provided, the FCC could clear up the backlog of AM applications and after they are cleared could concentrate almost fully on the huge TV problems that lie ahead. Perhaps this system could be extended to TV applications also.

Daniel J. Hyland
General Manager
Israel Putnam Broadcasting Co.
Putnam, Conn.
*  *  *

Let's Be Vital

EDITOR:

Is the relative merit of "come down" as "go down" the most important question which can be presented for the consideration of copy writers today? Apparently so, since that is the first copywriting question dealt with to any appreciable degree by B•T, the major voice of the industry.

Apparently so, since such a recognized specialist as author Laemmle chose (Continued on page 64)
If you're picking Pennant Winners for your radio message, then you'll have to include the teams guided by that "Bambino" of the radio industry, Vic Diehm... who can knock out a home run sales story on any of his three teams that will make you an enthusiastic fan for life. Just get in touch with any one of these teams when you want your sales message "pitched" to a responsive audience.

**Man on First, Second and Third with the Great Diehm Up to Bat!**

**WAZL**
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).

**WHOL**
ALLENTOWN, PA. CBS

**WHLM**
BLOOMSBURG, PA. LIBERTY
(Owned and Operated by Harry L. Magoo).
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**Audience's growing nation's**

**SAN DIEGO**
-first in

cence in the

fastest

major market

GO

KCBQ - CBS for San Diego
Charles E. Salik, President
REPRESENTED BY AVERY-KNOBEL
CALIF. PACKING Corp., S. F. (Del Monte canned fruits, vegetables), starts alternate CBS Radio Newsroom, Sunday Desk on 11 Columbia Pacific radio stations, Sun., 5:30-6 p.m. PST, for 52 weeks from May 4. Agency: McCann-Erickson Inc., that city. Co-sponsor is HOFFMAN RADIO Corp., L. A., through Foote, Cone & Belding Inc., that city.

PUREX Corp., Southgate, Calif. (Trend detergent), started Jack Owens Show on 11 Columbia Pacific radio stations, Thurs., 4:15-4:45 p.m. PST, for 13 weeks from April 3. Agency: Foote, Cone & Belding Inc., L. A.

CELLA VINEYARDS, Fresno, Calif. (Betsy Ross grape juice), starts House Party Spot on 11 CBS California radio stations, Sat., 6:30-7 p.m. PST, for 52 weeks from April 22. Agency: Thomas Adv., that city.


SWIFT CANADIAN Ltd., Toronto (all Swift products), starts live show on 6 French radio associates stations on May 5 for 26 weeks, Mon. thru Fri., 9-9:15 a.m. Agency: J. Walter Thompson Co., Toronto.

GAYLORD PRODUCTS of Canada Ltd., St. Hyacinthe (hair products), has started one minute spot announcements til November, on 18 Canadian stations. Agency: Cockfield Brown & Co., Montreal.

Network . . .

TIDE WATER ASSOCIATED OIL CO., N. Y., renews Broadway to Hollywood on DuMont Television Network for eighth time. Show is telecast Thurs., 8:30-9 p.m. EST. Agency: Lenman & Mitchell, N. Y.


BOYLE-MIDWAY Inc., division of American Home Products Corp., N. Y., has purchased quarter-hour Sports Showcase segment of Saturday Night Wrestling on DuMont, Sat., 10 p.m.-12:30 a.m. EST, effective April 12 for 26 weeks. Agency: W. Earl Bothwell, N. Y.

PALM BEACH Co., N. Y., to sponsor Palm Beach Round Robin Invitational Golf Tournament on CBS-TV on May 18, 4-6 p.m. Agency: Ruthrauff & Ryan, N. Y.

GILLETTE SAFETY RAZOR Co., Montreal (Toni division), on April 12 starts for 11 weeks, with option to renew for summer months, Twenty Questions on 35 Dominion network stations, Sat., 8-8:30 p.m., replacing Canadian comedy program Wayne & Shuster. Agency: Spitzer & Mills Ltd., Toronto.

MINUTE MAID, N. Y. (frozen orange juice), to sponsor Wednesday segments of Gabby Hayes Show on NBC-TV, effective June 1. Agency: Ted Bates Inc., N. Y.

Agency Appointments . . .

VERMONT BLUE RIBBON DEALERS Assn., L. A. (used car dealers), names Yambert-Prochnow Inc., Beverly Hills. Radio spot announcements will be used.

BEAUTIFUL BRYANS Inc., Chattanooga (nylon hosiery), names Abbott Kimball Co., N. Y., effective May 1.

DUFF’S LINE OF MIXES, acquired by Pillsbury Mills, names Ted Bates & Co., N. Y.

ASSOCIATED FREEZER DEALERS, L. A. (retail home freezers), (Continued on page 88)

Page 14 • April 21, 1952
"We increased fringe area coverage by 29% — at a cost of less than 3¢ per family!"

General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

This G-E Amplifier cost WOLF, Syracuse, $897. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest House of Shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 332-21, Electronics Park, Syracuse, New York.

*S Price today slightly higher.

...Says the station manager

"In a recent campaign, with three stations dividing the advertiser’s schedule, WOLF (250 watts) out-pulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

...Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Moir, Station Engineer

You can put your confidence in... GENERAL ELECTRIC
JOHN GIBBS, head of the firm bearing his name, is shepherd of a three-fold enterprise whose apparent complexity is controlled by the fundamental simplicity inherent in the word “quality.”

Packager, producer and talent representative, Mr. Gibbs has built his principle into one of the most profitable ventures of its kind in the industry.

As a packager, he is the source of approximately a $12 million flow of revenue to the radio and TV networks. As a talent representative, his clients include, among others, actors Charles Laughton, Raymond Massey, Hume Cronyn and Jessica Tandy; emcees Tommy Bartlett and Johnny Olsen; and writers Somerset Maugham, Sandra Kent and Jane Cruisingberry.

The television production efforts of his firm center on the NBC TV hour-long Robert Montgomery Presents program, produced each week in conjunction with Mr. Montgomery for the American Tobacco Co. and Johnson's wax.

Mr. Gibbs made his entry into radio in Milwaukee in 1926 while still an undergraduate at Marquette U. in that city. He became sports announcer and finally chief announcer at WISN Milwaukee.

Three years after his graduation from Marquette, following successive jobs as promotion manager of a newspaper and program manager of a radio station, he joined the Cramer-Kassell Co., Milwaukee, as director of its radio department. He remained with the agency until 1940 when he sold the first of a string of radio serials, Against the Storm, to Procter & Gamble. The program, still on the air, was originated and written by his wife, Sandra Michael.

On the strength of its success, the Gibbs moved to New York where Mr. Gibbs established his own production agency. Within six months he had sold another serial, Lone Journey, and was clearly on his way as a recognizable radio entity.

Currently the complete list of his properties includes Against the Storm, sponsored by Philip Morris Co. on ABC radio; Lone Journey, sponsored by Lever Bros. on ABC radio; When a Girl Marries, underwritten by General Foods; Mary Martin and Marriage for Two, sustaining on ABC radio; Welcome Travelers on NBC radio, sponsored by Procter & Gamble; Robert Montgomery Presents for Lucky Strike cigarettes and Johnson’s wax on NBC-TV and Johnny Olsen's Rumpus Room on Dumont, sponsored by Premier Foods.

Mr. and Mrs. Gibbs met when both were working at WISN, she as a staff writer. They now live in Greenwich, Conn., on a 32-acre farm. In addition, the couple own a ranch in Montana and the Gibbs agency also has bought a ranch in La Quinta, Calif., to make television and motion pictures.

Mr. Gibbs' hobby is raising toy poodle dogs. In fact he served one of his poodles, Lena, as talent agent. Lena has starred on many a TV show and her earnings to the firm, Mr. Gibbs computes, come quite properly to about 10% of the money invested in her.

HERMAN S. THONEBE, vice president-creative director, John Falkner Arndt & Co., Phila., elected to board of directors.

E. C. BRADLEY rejoins Biow Co., N. Y., as vice president and member of executive management group.

PEG ODLUM BENDER, Dan River Mills Inc., N. Y., to Ellington & Co., that city, as account executive.

ARTHUR CARROLL JONES, BBDO, N. Y., to Benton & Bowles, same city, as account executive.

GEORGE OSWALD, Cecil & Presbrey, N. Y., to Kenyon & Eckhardt, that city, as account executive.


HENRY J. VOLKER Jr., recently with Remington Rand and International Nickel Co., to G. M. Basford Co., N. Y., as account executive.

ARTHUR WEINBERG, formerly with General Electric Co., joins Basford publicity department.

LAWRENCE SCHWAB Jr., previously with J. Walter Thompson Co. and Young & Rubicam, to Harry B. Cohen Adv., N. Y., to produce and direct Lights Out on NBC-TV for Ennds Chlorophyll Tablets and supervise Police Story on CBS-TV.

WILLIAM McQUILLAN, McCann-Erickson, N. Y., to Robert W. Orr & Assoc., that city, on copy staff.

WILLIAM G. CHALKLEY, Fuller & Ross & Smith, Cleveland, appointed manager of media department. C. W. BILLINGSLEY to direct media in agency's Chicago office, succeeding L. J. BOYCE, transferred to media staff at Cleveland office.

RICHARD H. EYMAN, sales staff, WNLK Norwalk, Conn., to timebuying department, McCann-Erickson, N. Y.

JOHN M. WILLEM, vice president of Leo Burnett, Chicago, elected a director of AAAA, representing group's Central Council, headquartered in Chicago.

ADRIAN BRYAN MACK, formerly with Cecil & Presbrey Inc., and William H. Weinstein Inc., both N. Y., to copy department of Sherman & Marquette, that city.

MILTON H. HOFFMAN Adv., Denver, has merged with BEN BEZOFT & Co., that city. Agencies will continue under latter firm's name.


DOROTHY KUHRE promoted to production manager-art director, Axel- sen Adv., Denver.


ASSOCIATED Adv., Montreal, changes name to Burns Adv., Ltd.

LEO BURNETT Co., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hillside 7374.

WAYNE R. LELAND, account executive, House & Leland, Portland, elected chairman of board of governors of Portland Chapter of AAAA. Other officers include: T. BRYCE SPRUILL, Botaford, Constantine & Gardner, vice-chairman; GEORGE E. CLINTON, partner and media director, Joseph R. Gerber Co., secretary-treasurer, and WILLARD E. WIL- SON, manager, McCann-Erickson Inc., board of governors.


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LAWRENCE SCHWAB Jr., previously with J. Walter Thompson Co. and Young & Rubicam, to Harry B. Cohen Adv., N. Y., to produce and direct Lights Out on NBC-TV for Ennds Chlorophyll Tablets and supervise Police Story on CBS-TV.

WILLIAM McQUILLAN, McCann-Erickson, N. Y., to Robert W. Orr & Assoc., that city, on copy staff.

WILLIAM G. CHALKLEY, Fuller & Ross & Smith, Cleveland, appointed manager of media department. C. W. BILLINGSLEY to direct media in agency's Chicago office, succeeding L. J. BOYCE, transferred to media staff at Cleveland office.

RICHARD H. EYMAN, sales staff, WNLK Norwalk, Conn., to timebuying department, McCann-Erickson, N. Y.

JOHN M. WILLEM, vice president of Leo Burnett, Chicago, elected a director of AAAA, representing group's Central Council, headquartered in Chicago.

ADRIAN BRYAN MACK, formerly with Cecil & Presbrey Inc., and William H. Weinstein Inc., both N. Y., to copy department of Sherman & Marquette, that city.

MILTON H. HOFFMAN Adv., Denver, has merged with BEN BEZOFT & Co., that city. Agencies will continue under latter firm's name.


DOROTHY KUHRE promoted to production manager-art director, Axel- sen Adv., Denver.


ASSOCIATED Adv., Montreal, changes name to Burns Adv., Ltd.

LEO BURNETT Co., L. A., moves to 1680 N. Vine St., Hollywood. Telephone is Hillside 7374.

WAYNE R. LELAND, account executive, House & Leland, Portland, elected chairman of board of governors of Portland Chapter of AAAA. Other officers include: T. BRYCE SPRUILL, Botaford, Constantine & Gardner, vice-chairman; GEORGE E. CLINTON, partner and media director, Joseph R. Gerber Co., secretary-treasurer, and WILLARD E. WIL- SON, manager, McCann-Erickson Inc., board of governors.
Completely **NEW** 5-kw AM...

New small size...

*RCA ALL-NEW 5-kw AM transmitter, Type BTA-5G. The 10-kw Type BTA-10G is same size, same appearance. Maximum floor area, only 33 sq. ft. Both transmitters are completely air-cooled.
with a "10-kw" future!

New operating convenience - New operating economy

2. Up to 40% less floor area than previous "5 kw's"

3. Power tube costs reduced

Just read these exclusive features...

1. It is a 5-kw AM transmitter you can increase to 10 kw—easily—inexpensively—quickly. No lost air time for conversion. One simple kit makes it easy to increase power overnight. (Yes, you can buy this transmitter ready-built for 10 kw, too).

2. It requires less "operating" floor space than other 5 kw's—saves up to 40% floor area. Entire transmitter is only 84" high, 130" wide, 32½" deep.

3. It's the ONLY "5 kw" with such low tube costs. Power and modulator stages use the new small size, lightweight RCA-5762—costing less than half that of power types in most "5 kw's".

4. It's the ONLY "5 kw" with "split-cycle" overload and voltage protection—using thyatron-controlled rectifiers. Circuits work so fast audiences cannot detect "off-air" breaks.

5. It holds power bills to the LOWEST in the "5-kw" field—through smaller power tubes, fewer stages, fewer tubes (only 24 tubes and 8 different types).

6. It's the ONLY "5 kw" with horizontally-sliding doors front and back. Benefits:
   - Saves over 60 square feet of floor area
   - Provides more elbow room for operator
   - Makes it easier to get at transmitter

For all the facts about this basically new transmitter... newest of nearly three hundred RCA "5-kw's" now on the air... call your RCA Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
feature of the week

IT WAS 7 a.m. and disc jockey Bill Lowry, driving to the WGST studios in Atlanta for his morning record program, switched on his car radio. As he himself tells the story: "I heard the announcer: "Watch out for cancer's seven danger signals. Do you have a lump or thickening anywhere in your body? Do you have a sore that will not heal?"

"That was enough to start me thinking. I had a lump on my left leg. I had been there for eight months. Could this be cancer?"

Instead of going to a football game for which he had tickets the next day, announcer Lowry went to his doctor. Four days later, the father of two small daughters and "a little red-headed son" learned that what he suspected was true: He had cancer.

Mr. Lowry was operated on shortly after and became one of the 70,000 people in the U.S. to be pronounced cured of the disease last year.

To point out that an equal number—70,000 others—died needlessly of the same disease (as part of the total 210,000 cancer fatalities in America), Mr. Lowry has recorded his story on a 5½-minute platter, being distributed to other disc jockeys throughout the country by the American Cancer Society.

Described as a "somewhat reluctant" radio chairman of his local cancer drive last year—before he knew of his own illness—Mr. Lowry also has taped a request to fellow jockeys, explaining why they should play his story on the air. Their program, like the one Mr. Lowry had heard while driving to work, might also prevent a cancer death.

strictly business

NEW director of sales for DeFrenes Co., Philadelphia producer of television and motion picture film, is Col. Edward Davies, who should have much to contribute to a successful future for the company. Col. Davies was one of the first to make commercial spot film for television.

In the early days of TV, he charged $600 to $1,000 for a spot commercial and was amazed when advertising agencies paid the price. Col. Davies' wide experience in radio and television dates back to the crystal set days, when he was an employee of Gimbel's in Philadelphia and Ellis Gimbel suggested the crystal radio might be a good addition to the toy department.

The mistakes made in television, according to Col. Davies, are very few compared to those made at the beginning of radio. "I was present at the birth of radio," he said, "and now feel like a midwife at the birth of television."

Edward Davies was born in Philadelphia where he attended Central High School and U. of Pennsylvania evening school. After graduation in 1911, his first position was with Gimbel's personnel department in Philadelphia. He left in September 1917 to join the Army in World War I. An infantryman, he received a battlefield commission.

He returned to Gimbel's after the war and in March 1921 helped to

WROTH Crowing about...!

KWK is the radio buy in St. Louis!

Combining the St. Louis Market? Then you'll find KWK does have something to crow about... that LOW, low cost per 1000 radio homes delivered.

Your Katz men has the details—based on Pulse figures.

Globe-Democrat Tower Bldg.
Saint Louis

They know at home
MORE $$ VOLUME
IN LOCAL BUSINESS
THAN ANY OTHER STATION IN TOPEKA!

WREN offers you
- top ratings
- wide coverage
- lowest cost per listener

WREN
5000 WATTS
ABC TOPEKA
Represented Nationally
by Weed & Co.
To sell Baby Foods to inland Californians (and western Nevadans)

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

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

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

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

KFBK
Sacramento (ABC)
30,000 watts 1530 kc.

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

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (ABC)
3000 watts 1280 kc.

A million people listen to the Beeline every day
Head 'n Shoulders—

30% Above Station B*

68% Above Station C*

152% Above Station D*

*Total rated time periods, share of
  Radio Audience Index. Hooper Radio Audience Index
  Report, February 1952.

NBC and TQN on the Gulf Coast

JACK HARRIS, General Manager
  Represented Nationally by
  EDWARD PETRY and COMPANY

KPRC
HOUSTON
By BRUCE ROBERTSON

LAST spring, when the radio net-
works announced that they were putting a 10% overall rate reduc-
tion into effect July 1—CBS and
NBC a direct cut in rates, ABC and
MBS a change in discount on three that amounted to the same
thing—a major argu-
ment for the move was that it
would serve to attract new business
to radio network, advertisers who had not previously used this means of
advertising.

Nine months have elapsed since
those rate reductions were intro-
duced and the question arises as to
how well (or decreased) these have
accomplished their assigned purpose of adding new names to the list of
radio network sponsors.

BROADCASTING * TELECASTING last
week checked the network rosters for
an answer and came up with the
fact that, since July 1, 1951, a
total of 19 advertisers who were
not previously network clients have
taken time on any of the four
major national networks. Of
these, 19, all but one are still using
network time, to the sum of 11
hours a week.

Clients Added

The 18 new advertisers now on the
networks represent annual
advertising bills of about $7.5 million.

By networks, ABC has added three
new network clients, using a
total of one hour and five minutes of
network time; CBS, seven clients,
using two hours and 25 minutes;
MBS, five clients, using three hours and
15 minutes; NBC, five clients,
using four hours and 15 minutes.

(AMERICAN CHICHE Co. has programs on
three of these networks, so the
figures add up to 20 instead of 18
advertisers.)

These figures are, of course, no
guide to the amount of advertising
each network is carrying in com-
parison the volume before July
of last year. As always, advertisers
have switched programs from one
network to another and have
increased or decreased the amount
of time purchased from any one
network. And at least 24 sponsors
have dropped out of network radio
since last July, not counting those
that sponsored one-time shows or
such seasonal features as football.

The 18 new advertisers now on
the networks are companies that
either have never used network
radio before or have been away from
it for many years. Their names and the approximate total
annual billings are
represented by each follow:

AMERICAN BAKERS ACO. $400,000,
AMERICAN CHICHE Co. $1,000,000,
AMERICAN PROFM CORP. $500,000,
AVCO CORP. $700,000, BORG-WARNER
CORP. $200,000, CREDIT UNION Natl.
Assn. $600,000, ECONOMICS LAB
$125,000, EX-LEX $1,500,000, KIGAN
& CO. $250,000, LA MAUR PRODUCTS
$30,000, LESLIE SALT Co. $35,000,
MORTON SALT Co. $100,000, NORTH
AMERICAN V LINES $15,000,
ORANGE CRUSH $350,000, REYNOLDS
METALS Co. $550,000, SEABROOK
FARMS $115,000, STOKELY-VAN CAMP
$725,000, SYLVANIA ELECTRIC Prod-
ucts $375,000.

Programs and networks used by
these newcomers are listed in
this table which begins on this page.

Comparing the number of the
newcomers with the number of
sponsors who have quit network
radio since last July, it would seem
that if the rate cuts achieved the
result of enticing new money into
radio networks, they were not
wholly successful in retaining the
money already coming in.

Business Lost

Following are the 24 sponsors
who used networks on or since the
date of the rate reductions but who
have since that date taken their
business elsewhere without the
knowledge of advertising: This list does not include cancellations since last
February. It was made up from
Publishers Information Bureau re-
ports which do not go beyond that
month.

AMERICAN DAILY ASSN. had David
Lawrence on NBC Sun., 15 min.,
April-Dec.

AMERICAN SOUL CLINIC had
WITNESS TIME on ABC, Sun., half-hour,
May-Sept.

HAZEL BISHOP Inc. (lipstick), had
INSIDE NEWS OF HOLLYWOOD on ABC,
5 min., MON.-FRI., Sept.-Dec.

BLOCK DRUG CO. (toothpaste) had
ELMER Peterson on NBC, Sat., 15
min., March-Aug. and NO SCHOOL
TODAY on ABC, Sat., 15 min., June-
Sept.

BUDDY PACKING Co. (Old Dutch
Cleanser) had NICK CARTER on
(Continued on page 36)

Boon or Boomerang?

Droops 9.4% in 1951

FM stations (excluding the 25
network O&O stations) were $381.3
million in 1951 compared to $334.0
million in 1950, a gain of 5.2%. Income for
these stations was $51.0 million in
1951 compared to $49.2 million in 1950, a
jump of 3.7%. There were 2,561 FM
stations in 1950.

Commission reported that total
FM revenues for 602 stations in 1951 was
$3.2 million compared to $2.8 million for
669 stations in 1960.

Total revenue in 1951 was.

Total FM stations in 1950
was $381.3 million. Income for
these stations was $51.0 million in
1951. FM stations' revenue was 8.9% more.

Commission showed that in 1951:

1. AM stations took in 2.4% less in total revenues compared to

2. Decrease in total revenues was

3. Increased loss or decreased

4. TV accounted for 45.5% of

(Continued on page 34)
**RE-BUYS WLAC**

Insurance Firm Acquires WLAC

RE-PURCHASE, after 17 years, of WLAC Nashville by its former owner, Life & Casualty Insurance Co. of Nashville, was reported last week. Seller is J. Truman Ward. The insurance firm is paying $1,250,000 for the 50-kw Class I-B station on 1510 kc. Sale is subject to FCC approval.

Included in the terms of the contract is a life-time management contract for Mr. Ward at $30,000 per year. Provision is made that if Mr. Ward dies before 17 years from date of purchase, the $30,000 per year will be paid to his heirs until the seventeenth year of the contract.

WLAC, which is now a CBS affiliate, was established as WDAD-WLAC in 1925. It was owned by Dave’s Auto Accessories Inc., a subsidiary of the Life & Casualty Insurance Co. Its first assignment was on 1330 kc with 500 w unlimited time, but in 1927 it was granted 1 kw day, 500 w night. This was increased to 1 kw day and night soon thereafter.

In 1928, during re-allocation of AM stations, WLAC was assigned to 1460 kc with 6 kw, sharing time with WRAW Nashville. WRAW was then owned by the Waldrum Drug Co. It was later sold to Tennessean Publishing Co. (Nashville, Tennessee) with call letters changed to WTNT. WTNT was deleted in 1931, and WLAC was authorized unlimited time.

In 1935, the station was sold to Mr. Ward for $75,000. During the 1941 reallocation due to NARRA, WLAC was changed to 1510 kc. In 1941, it received a construction permit to go to 50 kw, with directional antenna at night.

Mr. Ward is a noted breeder of famous Tennessee walking horses. He owns the Maryland Farms, where he breeds these well-known show horses.

Change of ownership will not affect any personnel, it was said. F. C. Sowell is general manager of WLAC.

**FAIRBANKS NAMED**

Succeeds Ensign at ABC

APPOINTMENT of William F. Fairbanks as ABC’s eastern radio sales manager was announced last week. He succeeds William H. Ensign, who resigned to rejoin CBS Radio’s Network Sales Dept. as an account executive, effective today (Monday).

With ABC since November 1950, Mr. Fairbanks is a former director of planning at Mutual Network and before that was associated with NBC’s Research and Sales Promotion and Advertising Dept. from 1933 to 1942.

Mr. Fairbanks

**GANGER ELECTED**

President of P. Lorillard

ROBERT M. GANGER, who joined the P. Lorillard Co. in March 1950 as executive vice president, director and chairman of the operations planning committee, was elected president of the company last week.

Mr. Ganger succeeds Herbert A. Kent, who now becomes chairman of the board, and is succeeded as vice president by William J. Haley, previously vice president in charge of finance. Lewis Gruber, general sales manager, was elected vice president.

Previously Mr. Ganger served for 22 years with Geyer, Newell & Ganger, New York.

**FEDERAL ADV.**

Executive Split Set

AN AGENCY shift involving more than $3.5 million in billings will take effect shortly when a new executive is named on Federal Adv. Agency officials and employees, headed by President Gordon E. Hyde, leave that agency to join D’Arcy Adv. Co., New York.

In an executive capacity with Mr. Hyde will be Kenneth W. Plumb, vice president and secretary, and Douglas Boyd, vice president and art director, plus about half of the Federal personnel.

Among clients to move along with these personnel will be Gerber Baby Foods, Stromberg-Carlson Co., American Optical Co.’s sunglass division, and Davol Rubber Co.

Meanwhile, Jules B. Singer, vice president and major stockholder of Federal, is expected to decide early this week whether he will continue under the Federal name or take his accounts to another agency. He supervises the Gem account for American Safety Razor Corp., Docskin, General Cigar and United Distillers.

Mr. Fairbanks

**OPPENHEIM**

To New CBS Radio Post

NEW administrative manager of advertising and sales promotion for CBS Radio Network is Charles J. Oppenheim, it was announced in New York by George Bristol, CBS Radio director of advertising and sales promotion.

Mr. Oppenheim is director of program promotion for CBS Radio since October 31, 1949. Mr. Oppenheim will continue directing program promotion and trade promotion. Before April 1948 he had been WOR New York publicity director and WINS New York promotion and research director. Born in New York in 1916 and a graduate of Cornell U., he is married and father of two daughters.

Mr. Oppenheim

**WTCN IS SOLD**

Ex-Ambr. Butler Acquires

SALE of WTCN Minneapolis-St. Paul to former U. S. Ambassador to Cuba and Australia Robert Butler and associates for $335,000 by Mid-Continent Radio-Television Inc. was announced last week. Transaction is subject to FCC approval.

Associated with Mr. Butler, who resigned as U. S. Ambassador to Cuba about a year ago, are Alvin Glueck, brewer; Robert Mitchell, attorney; Quinten David, advertising man, and Carl Schuneman, department store executive. Mr. Butler will own 55% of ABC-affiliated WTCN, which operates on 1280 kc with 5 kw day, 1 kw night. He is president of the Builders Trust Co., St. Paul, and of Walter Butler Co., architectural, engineering and construction firm.

Sale of WTCN comes just about one month after CBS merged its WCCO Minneapolis with WTCN-TV, accepting a 47% interest in the dual operation [B*+T, March 10]. At the time that announcement was made, it was reported that WTCN would be sold in order to comply with the FCC’s non-compete rules.

Mid-Continent is now 50% owned by Northwest Publications (St. Paul Pioneer-Press and Dispatch) and 50% owned by Minnesota Tribune Co. Northwest Publications is part of the Ridder newspaper chain which also owns WDSM Superior, Wsi.; controls KIL0 Grand Forks, N. D. and KSDN Averdeen, S. D.

Application for FCC approval of the merger of CBS and Mid-Continent has not been filed.

**Rorke Leaving JWT**

HAROLD RORKE, radio-television director of J. Walter Thompson Co., Chicago, for seven years, resigns July 1 to move to Hollywood, where he owns a home. He will return to business after a vacation, but has no plans at this time. Mr. Rorke worked for six years as CBS publicity director for the Pacific Network in Hollywood and as an assistant department manager in New York. He is a former managing editor of the Los Angeles Daily News. No replacement has been selected by the agency.

**CBS-Guild Talks**

CBS Hollywood negotiations with Guild last week dragged into the 17th week as the union offered a counter-proposal to CBS’s offer of a wage boost of 15% across the board and $55 weekly starting salary. The guild made another proposal, on which the network has not acted, requests a 20% wage boost and $92.40 starting salary.
Easy Conversion To UHF Promised

WHEN UHF television stations take the air, VHF receivers can be easily and cheaply adapted to receive the new band.

This is the promise of the set manufacturing industry following the FCC's April 14 action ending the 3½-year freeze [B&T, April 14].

Leading set makers contacted by Broadcasting • Telecasting said they had long ago starting preparing for the arrival of UHF by designing and/or testing various types of conversion equipment. At least two-score types of tuners, adapters and converters have been built and tested.

No fears have been expressed about ability of present sets to pick up UHF signals of VHF quality with the use of conversion techniques. With arrival of UHF service, manufacturers will be marketing sets that tune the 12 VHF channels along with the new UHF channels.

Price Range $10 to $50

In general, the prices for conversion range from as low as $10 up to $50, depending on the type of receiver. Many manufacturers using turret tuners explain that simple addition of tuning strips or plugs will permit UHF reception on two or more of the VHF channels in present tuners. In the case of continuous tuners, addition of a coil plus possible other changes will do the job.

Where sets have been built without thought of UHF, simple converters can be attached to receivers. These, of course, are more complicated and expensive than tuners. One type of adapter for continuous tuners adds an extra concentric knob with belt-driven channel selector.

"Radio-television manufacturers have solved the engineering problems involved in making UHF transmitting and receiving equipment and are prepared to take and fill orders promptly," said Glen McDaniel, president of Radio-Television Mfrs. Assn.

"UHF converters and tuning strips will be available to VHF set owners wherever UHF stations are constructed, and receivers with built-in UHF reception facilities will be ready for new television areas. It does not appear that any shortage of materials will restrict the supply of these devices in the immediate future.

Materials Outlook Good

"While the effect of lifting the TV freeze will be psychological at the outset rather than an actual upsurge in business, we anticipate a gradual and steady increase in the production and sales of TV transmitters and receivers for a number of years," added McDaniel.

The TV station freeze thaw will not find telecasters wanting for raw materials the last half of this year. The industry has been re-assured on this score by Henry H. Fowler, National Production Authority Administrator, who described construction controls as "reasonably unfrozen." He had told NARTB convention delegates early this month that construction will be permitted "on a fairly regular scale" [B&T, April 7].

Despite the current steel upheaval, structural steel probably will remain in ample supply for new TV stations and current alteration projects after July 1. NPA authorities foresaw no appreciable change in the picture at the end of last week.

This means that the handful of new TV stations expected to commence operation by year's end will receive sufficient materials to meet their goals. Additionally, NPA already has indicated that construction now underway by existing TV broadcasters will be completed and that other major projects not yet begun may be planned with reasonable assurance of materials [B&T, March 4].

Further tipoff was given by the government last week with issuance of approvals for virtually all radio TV applicants (see separate story page 28).

In instances involving minor alterations or remodeling, broadcasters may continue to write their own tickets for steel, copper and aluminum.

There is less of a problem concerning metals for radio-TV receivers and related products, with manufacturers expecting to meet their 1952 set quotas. No question will arise until 1953 when the growth of new TV station markets could pose a materials problem, it was felt.

Stromberg-Carlson Co. was one of the first manufacturers to put a UHF converter on the market, said Stanley H. Hanson, manager of advertising and public relations. The unit retails for $49.50 and is in production. The new line of Panoramic vision models includes a strip tuner. Set owners can put in as many as six UHF strips.

Crosley Plans Ultratuner

Crosley Division, Avco Corp., also has a UHF continuous tuner or converter on the market, according to Leonard F. Cramer, assistant general manager. It is known as the Ultratuner. When UHF reception is available, he said, Crosley will make available two-hand continuous tuners receiving both VHF and UHF. These will cost possibly $20 or $30 more list, depending on cost of new tubes not yet in

(Continued on page 88)

Legal Scientific Opinion Divided

IS ANYONE going to take the FCC's final TV allocations report to court?

That was the $64 question last week, following issuance of the long-awaited end-of-freeze announcement [B&T, April 14].

The answer seems to be: There's lots of talk about going to court, but none among the Washington legal and engineering fraternity can say for sure yet.

There is less question, however, on whether anyone will go to court in specific city instances. Several pre-freeze applicant for Channel 2, virtually promised to take just that action.

One prominent attorney flatly stated that he would go to court on a freeze appeal of one channel in the city. "The other major projects not yet begun may be planned with reasonable assurance of materials [B&T, March 4]."

FURTHER TIPOFF was given by the government last week with issuance of approvals for virtually all radio TV applicants (see separate story page 28).

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(Continued on page 88)
More Sponsors Are Signed

THOMAS F. O'NEIL (I.), president, Thomas S. Lee Enterprises, shakes hands with Harry Wismer, radio-TV commentator, after signing contract which Mr. Wismer joined the Lee firm in an executive capacity
[8T, April 14].

Block' Periods Suggested

the big issues which face the American people. We hope to present the dramatic picture of the current political scene each week.

The editors also emphasized that Life will act solely as the program producer and that this arrangement does not constitute joint sponsorship.

Young & Rubicam, New York, is the agency for Gulf and Life.

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POLITICAL TIME

BLOCKING of time periods for paid political radio and TV programs during the pre-election weeks was advocated Thursday by members of the Senate Subcommittee on Privileges and Elections.

The subcommittee is studying ways of modernizing election laws, including upward revision of the already established limits on the sums that can be spent in political campaigns.

Legislation to give radio and TV stations and networks liberal relief because of their inability to control commercials by candidates also is being considered by the subcommittee.

Spokesmen for CBS opposed legislation designed to give relief. This is contrary to the position taken by most of the industry.

The need of giving aside time periods during Presidential campaigns was offered by Sen. A. S. Monroney (D-Okl.), subcommittee chairman, as a means of saving money and obtaining desirable hours. Like Chairman Guy M. Gillette (D-Iowa) and Thomas C. Hennings Jr. (D-Mo.), he was searching for ways to keep down the cost of telecasts and broadcasts.

Subcommittee members wondered about payment of the 15% agency commissions on network time which is offered to a station or program as pre-empted by political programs. They questioned, too, the non-cancellable talent costs that go along with pre-empted time periods.

Adrian Murphy, president of CBS Radio, and Joseph V. Heffernan, NBC financial vice-president, expressed interest in the time-blocking idea though Mr. Murphy doubted if much money would be saved parties and candidates. Sen. Monroney suggested that industry representatives get together and review political time in the autumn.

Mr. Murphy presented the broadcasting case to the subcommittee, defended his firm's political control. Mr. Heffernan gave the TV story. He was accompanied by Hugh M. Bevillé, NBC director of program research; Davidson Taylor, general production executive, and James E. Greeley, counsel.

Asked his views on the idea of blocking time in advance during Presidential campaigns, Mr. Heffernan said it might be possible “to work something out.” He added that NBC confines its privilege of pre-empting sponsors' time and selecting hookups to political advertising.

Industry Speaker

When Sen. Monroney asked if the industry had an association that could make such arrangements, Mr. Heffernan said NARTB serves the industry as a trade association. He noted, too, that NARC's SPAC committee meets later this month and perhaps could consider the idea.

Subcommittee fears that commercial sponsorship of the national conventions on TV might be dominated by beer plugs at exciting moments. Some members were eared by Messrs. Murphy and Heffernan. They ex-plained that the major parties have veto power over the three sponsors—Philco (NBC), Westinghouse (CBS) and Admiral (ABC). They explained the video sponsor would be dignified and plugs will not be inserted at critical moments.

Sponsorship insures the largest possible number of stations on the networks, the subcommittee was told, with advertising only partly compensating for cost of installations and coverage.

In the discussion of radio's liberal dilemma, Messrs. Brauner and Murphy said CBS prefers the hazards of damage suits to the protection of legislation that might force the network to refuse its facilities to a candidate. Most of the radio-TV industry members, including NARTB, advocate protection by state and federal statutes because of their lack of control over libelous statements. Many states have enacted such statutes.

On behalf of radio, Mr. Murphy said it is still the most economical medium for reaching the people. Only an “insignificant increase in cost-per-thousand” has occurred since 1944, he said.

Mr. Heffernan said TV may be able to deliver an audience “for about three-tenths of a cent for each person of voting age reached. With the exception of network radio, we believe this is a lower cost than that of any national medium. Our studies and those of others also indicate that television is the only national medium for

(Continued on page 32)
MEDICAL SEIZURE

RADIO and television stations can be seized by the government any time the President sees fit, judging by the tenor of a statement made Thursday by President Truman.

Newspapers, too, face the same prospect, according to some interpretations of the President’s comment, made as a news conference held in connection with the convention of the American Society of Newspaper Editors, held in Washington.

This is believed to be the first time such a threat to newspapers has been implied by President Truman.

Col. J. H. Steinman, co-publisher of the Steinman newspapers which own the Steinman radio and television stations in Pennsylvania and Delaware, asked the question that inspired the presidential observation.

“You have seized the steel mills, Mr. President,” Col. Steinman said. “Can you also seize newspapers and radio stations?”

The President, obviously not relishing the query, answered quickly in this way: “There are circumstances the President must act in the best interest of the country. He then turned quickly to another editor who had taken the floor to ask a question on another subject.

Radio and TV stations under Sec. 606 (C) of the Communications Act are subject to seizure in case of war threat or other national disaster, or to preserve neutrality. The President upon proclamation may close or commandeer.

ENGINEERING FIRM

Establishment of the radio-TV consulting engineering firm of Vandivere, Cohen & Warren in the Everett Building was announced last week. The three partners had been associated with the engineering firm of Weldon & Carr.

Edgar F. Vandivere was graduated from Emory U. in 1934 and earned a graduate degree at Duke U. in 1935. After teaching at Clemson College, he joined the FCC in 1942, leaving in 1945 to accept a position as a branch chief in the Technical Research Division to join Weldon & Carr as senior physicist.

Jules Cohen was graduated with an E.E. from the U. of Pennsylvania in 1938. He served with the Navy during World War II, attaining the job of executive officer of the Electronics Division, Commander, Service Forces, Office of Censorship. He joined Weldon & Carr in 1945.

Wilson C. Wearn, Jr., is a 1940 electrical engineering graduate of Wilson College. He served with the Army during World War II and then taught electrical engineering at Clemson. He later was a technical expert with the FCC Hearing Division. He joined Weldon & Carr as a senior engineer.

TRUMAN VIEW HELD ‘YES’

FEBRUARY GROSS

GROWTH of television as an advertising medium is spotlighted by Publishers Information Bureau’s reports on the volume of advertising on the radio and TV during February. Totals for both radio and TV were less than in January, however.

Not only does the February TV network gross time sales revenue of $14,786,047 top the month’s radio network gross of $13,560,948, but the TV networks during the month broadcast programs sponsored by 192 advertisers, 16 more than the 176 who sponsored programs on the four major radio networks.

And, although the maximum number of stations carrying any sponsored TV network show was 62, in contrast to the 536 stations broadcasting the most widely disseminated network radio programs, with the average radio network comprising three or four times as many stations as the average TV network included, the average ex.

(Continued on page 28)

TABLE I

TOP TEN RADIO NETWORK ADVERTISERS FOR FEBRUARY 1952

<table>
<thead>
<tr>
<th>Network</th>
<th>Weekly Network Gross</th>
<th>April-Monthly Gross</th>
<th>Previous Monthly Gross</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co.</td>
<td>$3,213,600</td>
<td>$1,297,927</td>
<td>$1,273,927</td>
</tr>
<tr>
<td>2. Steel Drum</td>
<td>$317,946</td>
<td>$120,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>3. General Motors</td>
<td>$851,086</td>
<td>$349,586</td>
<td>$348,586</td>
</tr>
<tr>
<td>4. Lever Bros.</td>
<td>$570,256</td>
<td>$260,256</td>
<td>$260,256</td>
</tr>
<tr>
<td>5. General Mills</td>
<td>$479,904</td>
<td>$230,904</td>
<td>$230,904</td>
</tr>
<tr>
<td>6. Lipton &amp; Myers Tobacco Co.</td>
<td>$442,551</td>
<td>$222,551</td>
<td>$222,551</td>
</tr>
<tr>
<td>7. American Home Products Co.</td>
<td>$385,184</td>
<td>$195,184</td>
<td>$195,184</td>
</tr>
<tr>
<td>8. Philip Morris &amp; Co.</td>
<td>$338,240</td>
<td>$172,240</td>
<td>$172,240</td>
</tr>
<tr>
<td>9. Colgate-Palmolive-Peet Co.</td>
<td>$303,467</td>
<td>$155,467</td>
<td>$155,467</td>
</tr>
</tbody>
</table>

Further reflects TV rise

TABLE II

LEADING RADIO NETWORK ADVERTISERS IN EACH PRODUCT FOR FEBRUARY 1952

<table>
<thead>
<tr>
<th>Network</th>
<th>Weekly Network Gross</th>
<th>April-Monthly Gross</th>
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<tr>
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<td>$303,467</td>
<td>$155,467</td>
<td>$155,467</td>
</tr>
</tbody>
</table>

TABLE III

COMPARATIVE GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR FEBRUARY, JANUARY 1952 AND JANUARY 1951

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$60,039</td>
<td>$120,000</td>
<td>$95,354</td>
<td>$118,250</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Leather</td>
<td>$32,300</td>
<td>$64,610</td>
<td>$121,211</td>
<td>$253,642</td>
</tr>
<tr>
<td>Automotive, Automobiles, Acc., Equip.</td>
<td>$375,547</td>
<td>$1,490,150</td>
<td>$231,339</td>
<td>$828,293</td>
</tr>
<tr>
<td>Aviation, Aircraft</td>
<td>$570,256</td>
<td>$570,256</td>
<td>$570,256</td>
<td>$570,256</td>
</tr>
<tr>
<td>Building Materials, Pipe, Fittings, Con.</td>
<td>$187,499</td>
<td>$286,766</td>
<td>$302,582</td>
<td>$446,344</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$65,670</td>
<td>$132,346</td>
<td>$79,979</td>
<td>$210,297</td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>$41,246</td>
<td>$908,496</td>
<td>$490,429</td>
<td>$1,072,327</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$172,445</td>
<td>$400,195</td>
<td>$218,814</td>
<td>$354,545</td>
</tr>
<tr>
<td>Drug Stores, Drug Stores, Drug Stores</td>
<td>$287,525</td>
<td>$642,416</td>
<td>$430,959</td>
<td>$724,416</td>
</tr>
<tr>
<td>Food &amp; Food Products, Food &amp; Food Products</td>
<td>$2,283,286</td>
<td>$6,691,416</td>
<td>$2,743,100</td>
<td>$4,776,405</td>
</tr>
<tr>
<td>General &amp; Office Supplies</td>
<td>$446,579</td>
<td>$912,807</td>
<td>$519,623</td>
<td>$892,301</td>
</tr>
<tr>
<td>Other Foods</td>
<td>$11,096</td>
<td>$210,000</td>
<td>$210,000</td>
<td>$210,000</td>
</tr>
<tr>
<td>Household Equip. &amp; Appliances</td>
<td>$329,887</td>
<td>$461,409</td>
<td>$712,735</td>
<td>$871,115</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$97,380</td>
<td>$266,442</td>
<td>$136,446</td>
<td>$136,446</td>
</tr>
<tr>
<td>Industrial Equipment</td>
<td>$202,063</td>
<td>$419,408</td>
<td>$172,908</td>
<td>$365,395</td>
</tr>
</tbody>
</table>

TOTALS | $13,560,948 | $28,062,498 | $14,957,775 | $31,649,184 |

Eric W. Stockton

ERIC W. STOCKTON, board chairman, Stockton-West-Burkart Inc., Cincinnati-New York advertising agency, died unexpectedly April 16 at his home in Cincinnati. Survivors include his wife, two sons and a sister.

April 22, 1952 • Page 27
NATIONAL SPOT

NARTSR Shows Advantages

The national spot radio's flexibility in meeting advertisers' individual needs economically and effectively is being strengthened. As in a new presentation announced by the National Association of Radio & Television Station Representatives last week and being shown now to advertisers and agencies.

The presentation emphasizes that markets differ individually, product distribution varies from market to market, markets desired in sales campaigns often vary, high listenership periods are not uniform among stations, and listening tastes are different. In NARTSR's view, the best way for an advertiser to recollect all these and other variabilities to his own advantage is to purchase time on a national spot basis.

"For most advertisers most of the time," the presentation asserts, national spot is the "most effective medium," affording "complete flexibility" in time, programs, markets, stations and budgets.

It also suggests that national spot and network radio should be regarded as separate media.

Spot, it notes, is the only national advertising medium that has enjoyed continuous growth for 15 years—having gained in volume from $13.8 million in 1938 to an estimated $134 million in 1951. Spot's 1955-1950 gain of 771% is compared to a 269.7% rise in network business during the same period.

As evidence of national spot's effectiveness, NARTSR cites advertisers who have used the same station or stations for 10 years or longer, including Household Finance, BC Headache Cream, Ray-in-Wax, Texas Co., Stanback, J. A. Fogler, Carter Pills, Dr. Caldwell, McKesson & Robbins, Phillips Petroleum, St. Joseph's Aspirin, Conoco Motor Oil, Socony-Vacuum and Colgate.

It is pointed out that Esso Reporter, as another example, was placed on 11 stations in 10 markets in 1938, whereas in 1951 it was on 52 stations in 49 markets.

FCC Figures Cited

From the station's standpoint, it is stressed that 70% of the spot dollar goes to the broadcaster, compared to 30% of the network advertiser's dollar.

FCC figures are cited to show that, in 1949, clear-channel station income came 27.2% from network business, 50.7% from spot and 22.1% from local sales. For regional stations: 19.4% network, 31.4% spot, 49.2% local. For local stations: 9.9% network, 13.5% spot, 76.6% local.

Emphasizing the market-to-market variations in brand popularity, NARTSR officials reported that despite its 1,159-spot market, the network's spot campaign for Ajax put Ajax in first place.

An evidence of spot's flexibility in choice of markets, the presentation notes that the Borden Co. uses one station to promote its cheese, 55 stations in 51 markets for Star- loc, 75 stations in 51 markets for evaporated milk and 86 stations in 68 markets for Borden products. Of the latter 86, it is pointed out, 24 are CBS affiliates, 23 ABC, 15 NBC, 11 Mutual and 13 are independents.

The presentation was developed by Murray Grabhorn before he left the NARTSR staff for directing radio programs to join the Edward Petry & Co. representation firm a few weeks ago. It was shown to newsman at the Rockefeller Center in New York. The program was directed by Edward F. Flanagan, the station management director of the association. Other NARTSR leaders on hand included Joseph J. Lippincott, president; Eugene Katz, Katz Agency; Robert D. C. Meeker, Robert Meeker Assoc., and Russell Woodward, Free & Peters.
EIGHT BELLS, ALL’S WELL FOR SEABOARD

By WILLIAM A. THOMPSON
FOUNDER AND CHAIRMAN OF THE BOARD, SEABOARD FINANCE CO.

IT WAS a tribute to the penetration of radio advertising when newsboys sounded bicycle bells and sang out “Eight bells and all is well” as they smacked their newspapers against entrances of Seaboard Finance Co. offices in California back in 1940.

Seaboard had been a radio advertiser for three years, first by purchasing time signals and then with sponsored programs. From the beginning, the ringing of ship’s bells marking the hour had been the maritime theme preceding the Seaboard commercial.

Proof that the company’s advertising dollar had been well spent was on more businesslike and authoritative records in its files. The bicycle bells, however, were still a pleasant dramatization of the statistics.

By this time we were quite thoroughly sold on this medium of advertising in areas in which we had tried it. We gave every credit except one—in the beginning we elected to buy radio time; no station or network representative had approached us to sell us so much as a spot announcement.

First in Field
Seaboard Finance Co. was first in its field in the Los Angeles area to become extensive radio advertisers. We believe that we were also first nationally. We have never checked for verification.

When we embarked on a testing program of radio time in 1937, Seaboard was then a comparatively young company (we celebrate our 25th anniversary on July 1, of this year), with 22 offices in California only and an annual volume of business of $349,000.

Today Seaboard is represented by 150 offices in 23 states. Volume of business for 1951 was $123 million.

When Seaboard opened the doors of its first office, a small frame house at 2514 So. Figueroa St., in Los Angeles, on July 1, 1927, personnel consisted of two—my wife and me.

Our capital was my experience as general manager of a small chain finance company, a small amount of money, and a fair amount of credit. The latter was important since we had only $2,750.

Seaboard not only weathered the depression when sturdier firms failed, but it grew. The personnel was expanded to include 975 employees. Among those who came to us in our first years, six are still with the company. First earnings went back into the company to provide working capital. In 1936, Seaboard for the first time sold stock to persons not employed by the company.

We attribute our present place in the finance field (fourth largest in the United States) in large measure to adhering to one rule in every phase of operation—absolute honesty. And we believe that it was this rule applied to our advertising copy for radio which has brought, and continues to bring us, successful results.

Seaboard specializes in small loans—loans for radios, refrigerators, other household appliances and furnishings (hard goods); accumulated bills, medical expenses and money for other human emergencies. We also loan large sums of any denomination, in states where there is no loan limit, but it was and is to the small borrower that we direct our radio advertising copy.

In our thinking, it was poor business to encourage anyone to ask for an unwarranted loan or to permit him to borrow beyond his ability to repay without hardship. Either would be a disservice, instead of the personal service on which the policy of our company is predicated.

Some years prior to 1937, we had made one abortive venture into radio advertising. Our returns seemed slight for the money spent. We learned, however, in the light of later experience that we had spent more the over-all returns would have been more satisfactory. But as it was, we pigeon-holed the idea of radio for us.

Then at a dinner, I met Frank Bull and Dick Smith, partners in the advertising firm of Smith & Bull, with whom I had had a slight earlier acquaintance.

They were both crusaders for radio advertising and pointed to its successful use by many of their agency clients. Mr. Bull, a sports-caster and disc jockey as well as advertising specialist, was extremely articulate.

Soliciting or Net?

And the emphasis of both men was consistently on “radio time rightly placed and rightly used.” Neither was soliciting the Seaboard account—or perhaps they were. I’ve never been quite sure.

I believe I closed the discussion that night with a polite, “Well, you may be right but our one experience with radio was unrewarding.”

Three days later, after thinking over the conversation, I phoned the advertising partners and asked them to come to my office to discuss the matter further. Before they left my office that night, Smith & Bull were advertising representatives for Seaboard. And we were committed to trying radio again.

The initial program laid out for testing was the purchase of time signals on Independent Los Angeles stations. The ship’s bells insignia, which so amused us when newsboys took it up and which we still use, were fixed on as our signature.

And it was agreed that results both as to applicants directly traceable to our radio advertising as well as true representation were to be checked and analyzed thoroughly.

To do this, our loan application blanks were changed to carry a detachable portion on which was indicated whether the applicant had been sent to us by word-of-mouth, or some one advertising medium. (We also used direct mail and newspaper advertising.) Interviewers were then instructed to give a detailed report of each applicant’s picture of borrowing possibilities.

Information relative to applicant sources and inferences drawn from advertising copy were then relayed to Smith & Bull. Any announcement that in any way could be considered misleading, was changed immediately.

Back in 1937 semantics was not so popular a subject as it is today. We soon learned, however, that a single word, though technically correct, could produce an erroneous picture in the mind of the hearer.

Those round-the-clock time signals on local stations proved (Continued on page 68)
NEWS AWARDS
For Smith, Murrow, Davis

"EXCELLENCE of presentation and interpretation of foreign news" was basis for judging seven annual awards of the Overseas Press Club, announced Friday.

Three of the awards went to broadcasters:
Howard K. Smith, CBS Radio European news chief, won for "the best consistent radio reporting from abroad." Mr. Smith is on CBS Radio from 12:30-12:45 p.m., Sundays during World Affairs Report and at frequent intervals on the 7 a.m. daily World News Roundup and other CBS Radio newscasts.

Edward R. Murrow, CBS Radio newsmen, editor of CBS-TV's See It Now, and, with Fred Friendly, co-producer of the same program, won the Overseas Press Club award for "the best consistent television presentation of foreign news." Mr. Murrow has been honored by the group previously in 1940, 1948, and 1959.

Elmer Davis, veteran news analyst of ABC, won the award for "the best radio interpretation of foreign news." Mr. Davis' analyses aired on ABC radio Monday through Friday, 7:15-7:30 p.m. EST.

Other awards, voted by secret ballot of 700 present and former foreign service representatives, went to:

William Oates, pioneer of the Communists in Czechoslovakia, who won the $500 George Polk Memorial Award for consistent demonstration of courage beyond the call of his profession. (Mr. Polk was an American newswoman who disappeared mysteriously in Norway a few years ago.)

Frank Noel, Associated Press photographer now a prisoner of the Chinese Reds, for "the best interpretation of pictures, of foreign news of the year.


Presentation of the awards will be made at the club's annual dinner, to be held at New York's Waldorf-Astoria Hotel, May 7, the seventh anniversary of VE Day. John Daly, club president and moderator of CBS-TV's What's My Line? will preside.

PLANNING final details for retail sales campaign which opened yesterday (Sunday) are George Johnston (seated), general manager of Drug Merchandise Guild, and (standing, l to r) Frank J. Miller, treasurer, Maudsley-Miller Adv.; Homer Griffin, agency account executive; Aliee Toste, manager, WFFA-TV Dolles; Robert Sherry, drug firm district sales manager; Terry Lee, WFFA-TV sales manager, and Buell Herman, Dallas manager for Edward Petry & Co., station's national representative. Contract calls for 12 quarter-hours weekly on WFFA-TV plus a nightly sportscast plus a weekly film over WFFA-TV.

BMI CLINICS

Eight Meetings Set On West Coast

WITH regional or state broadcaster associations acting as host and involving two separate sets of speakers, eight BMI radio program clinics are to be held in the western states starting next Monday (April 28) through May 9.

R. C., on May 6 and follow balance of the circuit.

The traveling speakers and topics are:

Two regional broadcasters will augment the Seattle clinic at the Olympic Hotel. Robert Wesson, program promotion, and promotion, KHRQ Spokane, will discuss "Importance of Teamwork Between Programmers and Sales." Jerry Geehan, station manager, KMOT Tacons, will talk on "Building an Audience on Local Spots."

The Portland regional speakers are to be Frank Loggan, general manager, KBND Bend, Ore., with topic "Promoting Local Sales" and Lee W. Jacobs, president KBKR Baker, Ore., discussing "The Inflation of Broadcasting." Portland clinic will be at Hotel Benson.

Regional speakers at San Francisco BMI clinic in Clift Hotel on May 9 will be Russ Coglin, program director, KROW Oakland, with topic "A Locomotive Named Programming," and Fred Russig, program director, KCBS San Francisco, discussing "Radio's Inferiority Complex."

Under auspices of the Televising Broadcasters of Southern California, BMI has also scheduled a special two day TV clinic session in Hollywood Roosevelt Hotel, May 28-29, with specialists in their respective categories from all parts of the country. Program will follow similar BMI television clinics being held in San Francisco May 19-20 and Chicago May 22-23.
Morgan Beatty meant to say: "And that's the News of the World," but "old disaster man" Beatty was nonplused by a news story. The story? A baby born to a 79-year-old mother and an 80-year-old father.

It isn't easy to confuse Morgan Beatty. He earned the title "old disaster man" on the 1927 Mississippi flood story and has covered most of America's violent upheavals since. As a Washington analyst, Beatty had a two-year beat on the 1937 Supreme Court battle. He accurately forecast the successful Russian resistance in 1942.

Now America's leading interpretive reporter, his NEWS OF THE WORLD for Miles Laboratories is the highest rated daily news show on radio. In this vital election year, Beatty's primary assignment, and that of 100 other NBC men of news, is to cover the primaries, the conventions, the elections as they've never been covered before.

Beatty, Swayze, Chaplin, Hicks—big names in news—but only a part of the thousand-man, news-gathering force which makes the NBC News Center supreme in broadcasting.

Nearly everyone in America learns the news first from radio or television. And the fact that NBC, day after day, broadcasts the highest rated news shows on radio and television proves most people learn news first from NBC. They learn more news, too, because regularly, on radio and television, NBC broadcasts more hours of news than any other network.

In this, the most intense political campaign year since 1932, all news assumes larger significance and quickening importance. As before, most Americans will learn the news first and learn more of it from NBC.
February Gross
(Continued from page 27)

On the average, radio network program sponsors spent $77,011 for network time (gros). Comparing Tables III and VI (gross network time sales by product groups for radio and television) shows that for February 1952 advertising of only 11 of the 26 categories accounted for greater expenditures of network time than of television network time, 15 of the groups spending more for video than radio network.

Tables I and IV show the top 10 advertisers for the month in each of the network broadcasts, both lists headed by Procter & Gamble Co. and both also including General Foods Corp., Lever Bros. Co., General Mills, Liggett & Myers Tobacco Co. and Colgate-Palmolive Corp.

Tables II and V show the leading advertiser in each product group for February on the radio and TV networks, respectively. Tables III and VI, also already noted, show the total expenditures for network time—radio and TV—with February and January-February 1952 compared to the like periods of 1951.

Table VII compares the monthly network gross figures for radio and TV since last August.

Political Time
(Continued from page 26)

which the cost per person reached has declined in the last year.

He said all but three cities (Seattle, Phoenix, Albuquerque) of the 63 areas with TV are to be on the interconnected network this summer. But Gliedstein added that the 17 million TV sets in the hands of the public, with another million or two to be added by November. The TV audience in the 1948 campaign watched through 400,000 sets served by 30 stations in 18 cities.

Industry witnesses were questioned by John Moore, committeeman counsel, about the danger of forming political programs, repeating a compo-site photo used in a Maryland senatorial campaign. He suggested rules against fear should apply to radio and television but was reminded of the Communications Act and FCC regulations.

Roe urged "to give the industry libel protection (S-2539, HR-7062) are pending before the Senate and House Interstate and Foreign Commerce Committees."

Danger of antagonizing the public toward candidates who appear in place of popular programs was stressed by Sen. Monroney.

Present law limits national committees to $3 million expenditure in the campaign. Senatorial candidates are limited to $25,000 and House candidates to $5,000.

KICKOFF at Poor Richard Club luncheon, Philadelphia, entertains Fulton Lewis Jr. (third from 1), of Family Finance Corp.'s sponsorship of his 7 p.m. radio show on Saturday through May 18. Among those present are (1 to r) Howard Hopson, president of Hopson Adv.; Harold LeDuc, Poor Richard president; Mr. Lewis; Alan K. Dillidor, sponsoring firm's president; John LoGerfo, luncheon chairman, and Clyde Spitzer, WIP local commercial manager.

Harold Essex Elected

HAROLD ESSEX, vice president of the Piedmont Pub. Co., Winston- Salem, N. C., in charge of the company's broadcast operations (WSJS- AM-FM Winston-Salem), has been elected chairman of the company's senior management board, it was announced last week.
FOR THE BROADCASTER
STATION MANAGERS - PROGRAM DIRECTORS
SALES MANAGERS - PRODUCTION MEN
For all who seek the answers to Better Programming

BMI PROGRAM CLINICS
APRIL 28 - MAY 12

A concentrated cross-country schedule brings the BMI Program Clinics to you in your own area. Thirty-eight Clinics in 37 States under the auspices of your State Broadcasters Associations. Five additional clinics in Canada complete the Itinerary.

Past BMI Program Clinics have been hailed as "the most comprehensive job of spreading info about latest programming techniques and ideas"—(Variety) and "BMI Clinics spark local showmanship"—(Sponsor). This 1952 series will be bigger and better.

CHECK YOUR STATE OR NEARBY STATE AND HAVE YOUR KEY PERSONNEL ATTEND

<table>
<thead>
<tr>
<th>State</th>
<th>Date</th>
<th>City</th>
<th>Meeting Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALABAMA</td>
<td>May 12</td>
<td>Montgomery</td>
<td>Jefferson Davis Hotel</td>
</tr>
<tr>
<td>ALASKA</td>
<td>May 2</td>
<td>Little Rock</td>
<td>Marion Hotel</td>
</tr>
<tr>
<td>ARIZONA</td>
<td>April 28</td>
<td>Phoenix</td>
<td>Jokake Inn</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>May 9</td>
<td>San Francisco</td>
<td>Clift Hotel</td>
</tr>
<tr>
<td>CALIFORNIA</td>
<td>April 9</td>
<td>Hollywood</td>
<td>Hollywood Roosevelt Hotel</td>
</tr>
<tr>
<td>COLORADO</td>
<td>May 7</td>
<td>Denver</td>
<td>Cosmopolitan Hotel</td>
</tr>
<tr>
<td>FLORIDA</td>
<td>May 10</td>
<td>Gainesville</td>
<td>University of Florida</td>
</tr>
<tr>
<td>GEORGIA</td>
<td>May 8</td>
<td>Athens</td>
<td>University of Georgia</td>
</tr>
<tr>
<td>IDAHO</td>
<td>May 9</td>
<td>Boise</td>
<td>Boise Hotel</td>
</tr>
<tr>
<td>ILLINOIS</td>
<td>May 7</td>
<td>Chicago</td>
<td>Sheehan Hotel</td>
</tr>
<tr>
<td>IOWA</td>
<td>May 5</td>
<td>Des Moines</td>
<td>Hotel Savery</td>
</tr>
<tr>
<td>KANSAS</td>
<td>April 28</td>
<td>Iowa City</td>
<td>Broadview Hotel</td>
</tr>
<tr>
<td>KENTUCKY</td>
<td>May 5</td>
<td>Augusta</td>
<td>Owensboro Hotel</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>May 12</td>
<td>Baltimore</td>
<td>Bentley Hotel</td>
</tr>
<tr>
<td>MAINE</td>
<td>May 5</td>
<td>Augusta House</td>
<td>Augusta House</td>
</tr>
<tr>
<td>MAINE</td>
<td>May 5</td>
<td>Augusta House</td>
<td>Augusta House</td>
</tr>
<tr>
<td>MASSACHUSETTS</td>
<td>April 30</td>
<td>Atlantic City</td>
<td>Bentley Hotel</td>
</tr>
<tr>
<td>MICHIGAN</td>
<td>May 7</td>
<td>Battle Creek</td>
<td>Boston</td>
</tr>
<tr>
<td>MINNESOTA</td>
<td>May 9</td>
<td>Battle Creek</td>
<td>Boston</td>
</tr>
<tr>
<td>MISSISSIPPI</td>
<td>May 6</td>
<td>Jackson</td>
<td>Radisson Hotel</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>April 27</td>
<td>Jackson</td>
<td>Radisson Hotel</td>
</tr>
<tr>
<td>MONTANA</td>
<td>May 1</td>
<td>Kansas City</td>
<td>Radisson Hotel</td>
</tr>
<tr>
<td>NEBRASKA</td>
<td>May 6</td>
<td>Omaha</td>
<td>Radisson Hotel</td>
</tr>
<tr>
<td>NEW JERSEY</td>
<td>May 12</td>
<td>Omaha</td>
<td>Radisson Hotel</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>May 2</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>NORTH CAROLINA</td>
<td>May 8</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>OHIO</td>
<td>May 8</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>OKLAHOMA</td>
<td>May 7</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>OREGON</td>
<td>May 6</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>SOUTH CAROLINA</td>
<td>May 8</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>SOUTH DAKOTA</td>
<td>April 29</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>TENNESSEE</td>
<td>April 29</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>TEXAS</td>
<td>May 1</td>
<td>Oklahoma City</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>UTAH</td>
<td>May 8</td>
<td>Richmond</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>VIRGINIA</td>
<td>April 29</td>
<td>Richmond</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>WEST VIRGINIA</td>
<td>May 5</td>
<td>Richmond</td>
<td>Oklahoma City Hotel</td>
</tr>
<tr>
<td>WISCONSIN</td>
<td>May 2</td>
<td>Richmond</td>
<td>Oklahoma City Hotel</td>
</tr>
</tbody>
</table>

BROADCAST MUSIC, INC. 580 Fifth Avenue, New York 19, N.Y.
TABLE 2
BROADCAST REVENUES, EXPENSES, AND INCOME OF AURAL BROADCAST SERVICES
1950-1951 (Millions)

<table>
<thead>
<tr>
<th>Percentage Increase or (Decrease) in 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of stations</td>
</tr>
<tr>
<td>---------------------</td>
</tr>
<tr>
<td>4 Network-wide networks and 3 regional networks (including owned and operated stations)</td>
</tr>
<tr>
<td>Other AM and FM Stations</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

In Table 4, station revenues are stated in total for all stations reporting. The data, however, were requested to report separately, if any, attributable to FM station operation if such data were readily available. In only a few instances did AM-FM licensees state they were unable to segregate the revenues.

TABLE 3
Broadcast Revenues, Expenses and Income of Frequency Modulation (FM) Stations
1950-1951

<table>
<thead>
<tr>
<th>FM stations operated by:</th>
<th>AM licensees</th>
<th>National networks (including owned and operated stations)</th>
<th>Non-AM licensees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reporting no FM revenues</td>
<td>351</td>
<td>351</td>
<td>420</td>
</tr>
<tr>
<td>Reporting FM revenues</td>
<td>475</td>
<td>475</td>
<td>519</td>
</tr>
<tr>
<td>Non-AM licensees</td>
<td>65</td>
<td>65</td>
<td>86</td>
</tr>
<tr>
<td>Total</td>
<td>520</td>
<td>520</td>
<td>606</td>
</tr>
<tr>
<td>Information total</td>
<td>1,040</td>
<td>1,040</td>
<td>1,226</td>
</tr>
</tbody>
</table>

TABLE 4
Comparative Broadcast Revenues of 1,834 Identical AM Broadcast Stations1 in Markets With and Without Television Stations, 1950-1951

<table>
<thead>
<tr>
<th>Type of Market</th>
<th>Number of AM Stations</th>
<th>Broadcast Revenues of AM Stations (1950)</th>
<th>Increase or (Decrease) over (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets with television stations and estimated television set saturation of:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 30% (16 markets)</td>
<td>98</td>
<td>$231.0</td>
<td>$20.1</td>
</tr>
<tr>
<td>30%-50% (27 markets)</td>
<td>162</td>
<td>428.3</td>
<td>42.8</td>
</tr>
<tr>
<td>50% and over (20 markets)</td>
<td>199</td>
<td>94.3</td>
<td>96.6</td>
</tr>
<tr>
<td>Total (47 markets)</td>
<td>459</td>
<td>$768.0</td>
<td>$169.5</td>
</tr>
<tr>
<td>Markets without television stations</td>
<td>1,295</td>
<td>170.4</td>
<td>137.5</td>
</tr>
<tr>
<td>All Stations</td>
<td>1,844</td>
<td>$728.4</td>
<td>$227.0</td>
</tr>
</tbody>
</table>

1 In operation full year in both 1950 and 1951.

TABLE 5
Percentage Change in Broadcast Revenues Between 1950 and 1951 of 1,834 Identical AM Broadcast Stations1 in TV and Non-TV Markets

<table>
<thead>
<tr>
<th>Percentage change</th>
<th>Total (1)</th>
<th>In TV markets (2)</th>
<th>In non-TV markets (3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decrease in broadcast revenues</td>
<td>30% or more</td>
<td>80</td>
<td>28</td>
</tr>
<tr>
<td>10-19%</td>
<td>160</td>
<td>52</td>
<td>88</td>
</tr>
<tr>
<td>5-9%</td>
<td>171</td>
<td>47</td>
<td>124</td>
</tr>
<tr>
<td>0-4%</td>
<td>256</td>
<td>86</td>
<td>170</td>
</tr>
<tr>
<td>Increase in broadcast revenues</td>
<td>50% or more</td>
<td>86</td>
<td>30</td>
</tr>
<tr>
<td>10-19%</td>
<td>167</td>
<td>39</td>
<td>128</td>
</tr>
<tr>
<td>5-9%</td>
<td>72</td>
<td>16</td>
<td>56</td>
</tr>
<tr>
<td>0-4%</td>
<td>50</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>

TABLE 6
Changes in Income (Before Federal Income Tax) Between 1950 and 1951 of 1,834 Identical AM Broadcast Stations1 in TV and Non-TV Markets

<table>
<thead>
<tr>
<th>Type of Market</th>
<th>Number of Stations Reporting</th>
<th>Broadcast Revenues</th>
<th>Increase or (Decrease) over (Millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Markets Reporting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>75</td>
<td>$17.0</td>
<td>41</td>
</tr>
<tr>
<td>Increased in 1951</td>
<td>54</td>
<td>$9.0</td>
<td>20</td>
</tr>
<tr>
<td>Decreased in 1951</td>
<td>21</td>
<td>$8.0</td>
<td>21</td>
</tr>
<tr>
<td>Lat. in 1950 and 1951</td>
<td>100</td>
<td>$25.0</td>
<td>6.5</td>
</tr>
<tr>
<td>Sub-total</td>
<td>100</td>
<td>$25.0</td>
<td>6.5</td>
</tr>
<tr>
<td>Decreased in 1951</td>
<td>1</td>
<td>$1.0</td>
<td>10</td>
</tr>
<tr>
<td>Total</td>
<td>101</td>
<td>$26.0</td>
<td>6.5</td>
</tr>
<tr>
<td>Total</td>
<td>1,834</td>
<td>$728.4</td>
<td>$227.0</td>
</tr>
</tbody>
</table>

1 In operation full year in both 1950 and 1951.

TABLE 7
Broadcast Revenues of All Broadcast Services (AM, FM and TV) in 1951, Percentage of Revenues of All Stations Accounted for by TV, 1949-1951, and Percent Change in Audible Revenue, 1950-1951 for Specified TV Markets

<table>
<thead>
<tr>
<th>Metropolitan Areas or Communities</th>
<th>Number of Stations</th>
<th>Broadcast Revenues1 (AM &amp; FM)</th>
<th>TV</th>
<th>All Services (AM, FM &amp; TV)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1,834</td>
<td>$728.4</td>
<td>$227.0</td>
<td></td>
</tr>
<tr>
<td>Los Angeles</td>
<td>26</td>
<td>3</td>
<td>253</td>
<td>7,243</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>52</td>
<td>52</td>
<td>412</td>
<td>12,182</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>5</td>
<td>5</td>
<td>412</td>
<td>4,412</td>
</tr>
<tr>
<td>Baltimore</td>
<td>10</td>
<td>10</td>
<td>412</td>
<td>7,400</td>
</tr>
<tr>
<td>New York</td>
<td>35</td>
<td>35</td>
<td>412</td>
<td>49,900</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>16</td>
<td>16</td>
<td>412</td>
<td>8,377</td>
</tr>
<tr>
<td>Cleveland</td>
<td>7</td>
<td>7</td>
<td>412</td>
<td>9,383</td>
</tr>
<tr>
<td>Chicago</td>
<td>20</td>
<td>20</td>
<td>412</td>
<td>28,087</td>
</tr>
<tr>
<td>Denver</td>
<td>12</td>
<td>12</td>
<td>412</td>
<td>14,328</td>
</tr>
<tr>
<td>San Francisco</td>
<td>18</td>
<td>18</td>
<td>412</td>
<td>10,513</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>7</td>
<td>7</td>
<td>412</td>
<td>10,513</td>
</tr>
<tr>
<td>Atlanta</td>
<td>10</td>
<td>10</td>
<td>412</td>
<td>10,513</td>
</tr>
<tr>
<td>Total 12 TV markets</td>
<td>196</td>
<td>196</td>
<td>412</td>
<td>162,694</td>
</tr>
<tr>
<td>Whole AM broadcast industry</td>
<td>1,834</td>
<td>1,834</td>
<td>412</td>
<td>$832,276,000</td>
</tr>
<tr>
<td>Total 36 metropolitan areas or communities</td>
<td>524</td>
<td>524</td>
<td>412</td>
<td>$1,040,000</td>
</tr>
</tbody>
</table>

1 Jointly operated AM-FM stations counted as one station.

AM-FM Income
(Continued from page 82)

the total revenues of AM-FM-TV stations in all 63 TV markets in 1951, compared to 26.2% in 1950 and 10.7% in 1949. Revenues of 524 AM-FM stations and 108 TV stations in these cities totalled $482,276,000 for 1951, of which $148,086,000 was attributed to TV.

(5) For the first time, total AM-FM revenues exceeded total AM-FM revenues in six TV cities—Columbus, Los Angeles, Philadelphia, New York, Cleveland and Baltimore.

By age of station, the FCC reported what has been reported previously that pre-World War II stations are making out better than post-war stations. Of the 800 stations established before 1942, only 83 or 11.6% reported a loss in 1951. Of the 1,988 stations established in 1942 or subsequently, 380 or 23.8% reported a loss in 1951. Greatest number seem to be in the 1946-48 class. 184 reported a loss in 1951.

The 800 pre-war stations had total revenues of $283,8 million in 1950, income of $44,6 million. This compared to the 1,988 postwar stations' total revenue of $122.8 million, income of $11.0 million.

Commission called attention to the fact that one network (believed to be CBS) was revising its financial data which would reflect more completely the division of expenses between AM and TV. This might mean that the final AM network income data for 1951 may be higher than shown in last week's report on estimated 1951 income.

The Commission also reported the total revenues of 524 AM-FM stations which reported losses in 1951 represents the smallest proportion of losers since 1946.
Four-Day Session Held in Columbus

EDUCATORS, commercial radio-TV broadcasters and government agency officials convened in Columbus, Ohio, the past four days for Ohio State U.'s 22d Institute for Education by Radio-Television.

While the recent surge of television in view of FCC's lifting of the allocation freeze, a myriad of varied subjects ranging from international broadcasting to small college station problems occupied a crowded agenda. Sessions were held at the Deschler-Wallick Hotel Thursday through Sunday.

The theoretical approach to broadcasting was reflected in a series of panel discussions touching on news and special events aspects of commercial radio-TV stations, tape recordings, youth discussion broadcasts, organized listeners' groups, programming of music, religious and other broadcasts, international broadcasting and communications research, educational radio, fare offered by government agencies and national organizations and numerous TV panels.

FCC was represented by Chairman Paul A. Walker and Comrs. E. M. Webster and Frieda Hennock. Other government participants were to include Jack T. Johnston, assistant administrator, Federal Civil Defense Administration; John Meagher, acting chief, Radio-Television Division, Dept. of State.

Symposium on TV Held

Opening conference session last Thursday evening was a symposium on TV programming and a similar general session was held Friday on "What the Educational Administrator Expects from Television." (See separate story page 80 and AT DEAdLINE.)

A number of allied groups also held concurrent meetings with the institute, which last year, in acknowledgment of the growth of the visual medium, incorporated television for the first time in its title.

Among those organizations meeting were the National Assn. of Educational Broadcasters, Assn. for Education by Radio-Television, New York Times Youth Forum, Intercollegiate Broadcasting System and Ohio Assn. of Radio News Editors. FCC Chairman Walker was to address the Times forum Friday.

Comr. Webster was to address a Saturday session on "Broadcasting to Foreign Countries," which included a talk on international radio consumer studies by Leo Lowenthal, chief of the Voice of America's Program Evaluation Division on collaboration of international broadcasting systems, by Pierre Cremesse, director of the French Broadcasting System's North American branch; and shortwave coverage of the world audience by Gen. Frank E. Stoner, VOA communications coordinator.

Comr. Webster told a work-study group that "frequency demands of virtually all nations have far ex-

ceed the spectrum space available... and countries thus far appear to have been unable collectively to tailor their demands to the restricted space."

"Large and powerful nations must accept full responsibilities for the present 'chaotic condition' in international broadcasting can improve," he asserted.

Not Hopeful

The FCC Commissioner was not overly optimistic. He expressed belief that the original Atlantic City frequency agreement in 1947 was not intended to "provide for the international broadcasting requirements of a deeply troubled world using high frequencies as a means of engaging in a heated propaganda battle."

Noting successes and failure of international conferences since World War II, Comr. Webster called on larger nations to assume world leadership in radio, despite their reluctance, and "see to it that the high frequency broadcasting problem is equitably resolved."

Planned use of international frequencies had become inequitable by 1949 because the number of stations had increased to "fantastic proportions," he observed.

A session on "Communications Research" was scheduled Saturday under chairmanship of Merritt C. Ludwig, supervisor of the Fund for Adult Education television project at WOI-TV Ames, Iowa. Dallas W. Smythe, research professor, Institute of Communications Research, U. of Illinois, was to discuss the significance of findings in the TV monitoring studies sponsored by the National Assn. of Educational Broadcasters.

Mr. Lowenthal planned to tell the work group that international communications research is a relatively new field requiring new skills. His advance talk described field studies in the Near East where, he said, the Voice of America commands a faithful audience. Those studies, he added, pose difficult questions on national attitudes in relation to broadcasts of political programs and propaganda.

Use of radio frequencies for education was to be covered by Franklin P. Dunham, chief of radio-television, U. S. Office of Education, in a session on the subject with respect to commercial stations. Noting that the U. S. places a high value on education, Mr. Dunham in his prepared talk emphasized that not only do commercial outlets have a legal obligation to "serve the public interest, convenience and (Continued on page 86)

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Network Rate Cuts' Effect
(Continued from page 28)

MBS, Sun., half-hour, through Sept.
--- Emerson Drug Co. (Bromo-Seltzer; had Hollywood Star Playhouse on CBS Radio, Mon., half-hour, through July.
--- Glorion Corp. (cosmetics) had Chemtune on ABC, Thurs., 15 min., Sept.-Dec.

Goodnews Broadcasting Ann-)
Back to the Bible on ABC, Sun., half-hour, May-July.
--- International Tel. & Tel. Co. (radios, TV sets, clocks) — Van De-
ers on MBS, Sun., half-hour, Aug.-Oct.
--- National Optics Co. (Rayte Nite Glasses) — Sidney Walton on ABC,

* * *

NEW MONEY IN NETWORK RADIO AND WHERE IT GOES

<table>
<thead>
<tr>
<th>Program and Stations</th>
<th>Time &amp; Content Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hollywood Star Playhouse NBC-183</td>
<td>Sun., 5:30-6:30 p.m.</td>
</tr>
<tr>
<td>Far Min. Comeback of Gregory Hood, Top Guy</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>ABC-255</td>
<td>Tues., 6:30-7:30 p.m.</td>
</tr>
<tr>
<td>The Sheriff, Defense Attorney, ABC-249</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>ABC-251</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Will Rogers, ABC-179</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Bobby Benson MBS-929</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Big Show MBS-167</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Martin &amp; Lewis NBC-167</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Mr. Keen, Tracer of Lost Per-</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>NCB-178</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Health Quiz MBS-322</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Father Knows Best NCB-154</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Red Skelton CSS-54</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Gabriel Heatter MBS-322</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>M. W. F. 1:30-2:15 p.m.</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Sun. 11:15-11:30 a.m.</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>1:30-2:15 p.m.</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Gabriel Heatter MBS-322</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>CSS-186</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Dr. Jerry. CSS-54</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Arthur Godfrey and His Roundtable CSS-74</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>George Fisher Hollywood Report CSS-30</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Meet the Misses CSS-18</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Violin Time CSS-17</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Joy Stewart's Fan Mail CSS-36</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Green Hornet MBS-233</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>The Big Show NBC-187</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>NBC Symphony NBC-178</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Private Files of Matthew Ball NCB-192</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>John Conte Show ABC-234</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Sammy Kaye Sun. Serenade ABC-101</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
<tr>
<td>Golden Voice CSS-64</td>
<td>Thurs., 7:30-8:30 p.m.</td>
</tr>
</tbody>
</table>

Niresk Industries (dolls) — Sidney Walton on ABC, Mon.-Fri., 8:30 min., in eight broadcasts in Nov.
Norwich Pharmacal Co., Robert Trout on NBC, Sun., five min., through July.
--- Puritan Co. of America (foods) — Julian Bentley on CBS Radio M-F, five min., through July.
--- Stoppenway Show (milk) — Memo From Molly on CBS Radio, Sun., half-hour, to Sept.
--- Schenley Industries (beer) — Blate Reporter on ABC, Mon.-Fri., five min., Annual and separate story on Mutual Newsreel on MBS, Monday-Friday, 15 min., July and Aug.

--- Nov.

IERT
(Continued from page 35)

necessity, but they have found it is "good radio business." Independently-operated commercial stations glory in their opportunity to serve the public with instantaneous news flashes, excellent community programs, top sports coverage and programs of general educational merit and high public acceptance," Mr. Dun- ham said, noting the opportunity afforded under the American system of broadcasting.

Another highlight of Saturday sessions was to be an exploration of ways in which in presenting TV news and special events (see separate story page 44).

National organizations' use of ra-
---dio was planned Saturday to in-
clude Robert K. Richards, NABTE public affairs director, and Jerome Reeves, program director, WBNB Columbus.
--- Music was to dominate another session in a discussion by Walberg Brown, general manager, WDOK Cleveland. Contention was advanced that music can compete effectively with other fare for radio listeners.

--- Annual institute dinner was slated for Saturday evening in the grand ballroom of the Deschler-Waldorf-Astoria, with Jacob B. Taylor, vice president of Ohio State U., as toastmaster. "Oliver J. Dragon" ("Get on the Dragonwagon this election") and Royalty of Rubal, Fears & Ollie was to address the assemblage on "The Cultural and Educational Possibilities of Television." Burr Tillstrom, director of the NBC-TV Network, Lewis Gomawitz, direc-
---tor, and Beulah Zachary, producer, were to appear.

--- Highlight of dinner was slated demonstration of The Standard Hour and The Standard School Broadcast by the Standard Oil Co. of California with concert orchestra and soloists under direction of Car-
---men Dragon.

--- District meeting, Arlington Hotel, Buffalo, N.Y.
--- May 1: BMI Program Clinic, Omaha.
--- May 1: BMI Program Clinic, Salt Lake City.
--- May 1: BMI Program Clinic, Little Rock.
--- May 2: BMI Program Clinic, Denver.
--- May 2: BMI Program Clinic, Boise.
--- May 3: BMI Program Clinic, Jackson, Miss.
--- May 3: BMI Program Clinic, St. Louis.
--- May 5: BMI Program Clinic, Battle Creek, Mich.
--- May 5: BMI Program Clinic, Richmond, Va.
--- May 5: BMI Program Clinic, Columbus.
--- May 5: BMI Program Clinic, Boulder, Colo.
--- May 5: BMI Program Clinic, New York.
--- May 5: BMI Program Clinic, Los Angeles.

--- NBC radio promotion-press-
---merchandising workshop, Waldorf-
---Astoria, New York.
--- May 1-2: NBC radio promotion-press-
---merchandising workshop, Waldorf-
---Astoria, New York.
--- May 1-2: NS Club, Radio and Tele-
---vision Engineers, management and sales clinic, Deshler-Waldorf Hotel, Colum-
---bus.
--- May 2: BMI Program Clinic, Little Rock.
--- May 2: BMI Program Clinic, Denver.
--- May 2: BMI Program Clinic, Boise.
--- May 3: BMI Program Clinic, Jackson, Miss.
--- May 3: BMI Program Clinic, St. Louis.
--- May 5: BMI Program Clinic, Hotel	
---Vancouver, Vancouver, B. C.
--- May 5: BMI Program Clinic, Alexandria, La.
--- May 5: BMI Program Clinic, Milwaukee.
--- May 5: BMI Program Clinic, Columbus, N.Y.
--- May 5: BMI Program Clinic, Columbia, B. C.
--- May 5-6: Missouri Broadcasters Assn.
---spring meeting, including May 5: BMI Program Clinic, Hotel Jefferson, St. Louis.
--- May 5-6: NBC radio promotion-press-
---merchandising workshop, Chicago.
When it came to radio, there was only one choice

"Who is the top salesman in your field?" That was the question put to hundreds of executives by Forbes, distinguished publishing firm, in a recent informal poll.

The answers are now out, for everyone to read, in a fascinating new book, "America's Twelve Master Salesmen." Here, the greatest salesmen of our time—in real estate and retailing, cigarettes and securities—tell their secrets of getting results.

When it came to selling by radio, the master salesman turned out to be a woman... MARY MARGARET McBRIE.

That's no surprise to Mary Margaret's millions of faithful followers... to her happy sponsors... or to ABC. First Lady of Radio, Lady Aladdin of Broadcasting, number-one miracle of modern radio—whatever she has been titled—Mary Margaret McBride is undoubtedly the greatest single selling force in radio history. She is believed and beloved as no other person in advertising.

Wouldn't it be wonderful if you could hire one of America's twelve master salesmen? It so happens, you can! Mary Margaret McBride is now available for sponsorship—local, regional or national—on all ABC Radio Stations except in the Chicago area!

For details, get in touch with The ABC Cooperative Program Department.
Easy Conversion to UHF Promised
(Continued from page 25)

production. Production of UHF-only sets is planned for markets where no VHF service is available. Admiral Corp., Chicago, plans to bring VHF-TV sets to markets by giving free tuning strips to more than two million owners of sets with turret tuners and to all new buyers in 1952, Vice President Richard C. Atwood said. All external and internal converters but has not decided when actual production will start, spokesmen reported. Nor have probable prices been revealed, but they will be "competitive" with those of other manufacturers. Many models of the DuMont VHF line contain built-in provision for converters or substituting tuning strips for local UHF channels.

Spokesmen for Emerson Radio & Phonograph Corp. said their company has been at work on development of adapters or converters but they were not in a position to discuss details.

Sylvania Electric Products has developed a converter which is reported to be "in or ready for" production, with retail price to be around $40.

Stewart-Warner Corp., Chicago, said sets have been convertible to UHF by addition of tuning strips since 1949. No plans for making converters were disclosed.

RCA-Victor said it has been in production several months with UHF receiving equipment. For VHF sets it has an all-channel UHF selector to be added to a set. Two low-cost selectors are designed for areas with only one or two UHF stations. The selectors are said to function on any make TV set, with simple installation.

Six years have been spent testing and experiments have gone into the equipment, it was added, based on Washington and Bridgeport UHF reception. Reception will be as good as in the VHF band, according to RCA.

Fred D. Ogilby, Philco Corp. vice president in charge of TV, said, "All Philco television sets have been equipped to accept adapters for a number of years. As soon as the UHF stations are in operation and the adapters are needed, they will be available in any quantity, since they have already been developed and perfected. We plan to make no profit on the adapters but sell them as a service to our customers when needed."

This Summer wherever you go
There's Radio
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF
SELLING POWER

BROADCASTING • Telecasting
876 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Please send ... copies of the Final Television Allocations Report at $3.00 each.

M/O, check please bill

NAME

COMPANY

STREET

CITY ZONE STATE

Page 38 • April 21, 1952

$24.95 and Mr. Sloan said volume production is expected to bring this down. The units will be available in each area when UHF broadcasting commences, he added. No price has been set for the continuous tuner covering all UHF channels.

DuMont feels the costs of both internal and external converters but has not decided when actual production will start, spokesmen reported. Nor have probable prices been revealed, but they will be "competitive" with those of other manufacturers. Many models of the DuMont VHF line contain built-in provision for converters or substituting tuning strips for local UHF channels.

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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.
 Separate awards will be given in radio and television to network and local entries in these classes: (1) programs—drama, variety, music, audience participation, juvenile, disk jockey; (2) commercial announcements, including station breaks and (3) new program created during the year. A fourth radio category is for special features, such as sports, public service, women’s shows, news and veteran’s shows.

Radio judges include Al Bland, WBBM-CBS; Kenneth Craig, CBS; June Daly, Earle Ludgin; Bruce Dennis, WGN; Fred Harm, WJJD; Homer Heck, WMAG-NBC, Irae Hess, Ruthrauff & Ryan; Lee Petrolli, WCFL; Bob Pulitzer, Leo Burnett and Dick Woollen, WENR-ABC, all Chicago.

Judges for TV entries are Jack Arnold, Henri, Hurst, McDonald; Bill Blackett, Grant Adv.; Bob Brewer, McCann-Erickson; Dave Dole, Leo Burnett; Fred Klein, Toni Co.; Jack Quat, Quaker Oats Co.; Karl Stephcoh, BBDO, and Alan Wallace, Needham, Louis & Brody.

Representing radio and television, respectively, on the general awards committee are Howard B. Meyer, manager of the O. L. Taylor Co. and George A. Vermont, TV network sales manager for ABC.

ABC CHICAGO
Moves to New Studios

ABC CHICAGO completed a $300,000 move last weekend, transferring its merchandise Mart facilities to the Chicago Daily News Bldg. across the river from its Civic Opera Bldg. headquarters [BWT, March 31]. WENR, ABC’s owned and operated radio outlet, has what Vice President John H. Norton Jr. terms “a completely new broadcasting setup” with six modern studios, five of which are now being built on the 24th and 25th floors.

One of the new studios will be used both for radio and WENR-TV, while another, now a TV room, will be converted to radio use also.

New facilities in addition to the AM studios include a master control unit and an engineering equipment maintenance shop, as well as 12 tape recorders. Modern portable equipment for remotes is being purchased also, including microphone stands, amplifiers and cords.

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Fourteen Radio

Radio entries competing for awards in four classifications each in network and local groups should be in the form of a letter with descriptive and factual matter concerning the program or commercial (data on ratings, sponsor identification and accomplishments) all accompanied by 33 1/3 transcriptions, the judges request. TV entries on shows or commercials will be judged on the basis of letters and/or film.

"one of our greatest assets...public relations program built largely around WSGN and WSGN-FM"
The GATES 52-CS Studioette is ideally suited for smaller stations because it provides complete studio operation for present AM, FM and TV service — yet is often incorporated into a larger master control type of installation.

In design and construction, the GATES 52-CS Studioette is modern in every respect. At modest cost, it possesses many features usually found in only the most comprehensive and expensive consoles and is intended for service where fidelity, noise and distortion requirements are exacting.

The 52-CS Studioette provides four mixing channels, two for microphone service and two for turntables. Both turntable channels are provided with cue attenuators so that turntables, network or remote lines may be connected to an external cueing amplifier where desired. The Studioette will accommodate three remote lines with complete override and cue facilities.

Four amplifiers are provided; two 2-stage preamplifiers, one 4-stage high gain program amplifier and one 3-stage, 50 Db. gain, monitoring amplifier. Power supply is self-contained.

Some high quality components as in all GATES speech equipment.
Input transformers have multiple mu-metal shields.
All transformers impregnated and moisture sealed.
Shock mounted tubes in preamplifiers and first stage high level amplifier.
Self contained power supply.
Attractive steel cabinet tilts back for changing tubes, cleaning attenuators and reaching terminal strips.
Under-chassis wiring quickly exposed by removing top.
Large, illuminated 4" VU meter.

Write today for GATES SPEECH INPUT CATALOG where the functional block diagram and complete specifications of the GATES 52-CS Studioette will better acquaint you with the complete facilities provided in this versatile, yet inexpensive, speech input equipment.

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

WESTERN UNION strike did not affect baseball game reconstruction service to stations and networks so far as major league play was concerned, but wired reports of minor league games were halted completely by the line tie-up, company spokesmen said last week.

It was reported that supervisory personnel and, in some cases, non-union women telegraphers had coupled with sportswriters at baseball fields to feed play-by-play descriptions to radio outlets. Caught in some instances without any workers of its own, Western Union was understood to have resorted to its arch rival, telephone, to fulfill its sports services, with result that even news copy was being "wired" from baseball parks by the end of last week when service was restored to 1,104 cities throughout the nation.

$100 JACKPOT for best guess among 149 media men in 14 states on arrival time of first ship to pass through ice-clogged Duluth Harbor into Great Lakes goes to Clifford E. Bolgord (seated), media director at Sherman & Marquette Adv., Chicago, from John Erickson (right) of Free & Peters, same city, station representative for WDSM Duluth.

Station also conducted a local promotion, counting 50,000 entries from the public for $500 in cash prizes and $1,500 in merchandise. Other Free & Peters Chicago radio salesmen are (l to r) Art Bagge, Dean Milburn and Ray Neihengen.

NEW YORK ADWOMEN
Contest Winners Announced

WINNERS in the 23d annual advertising course conducted by Advertising Women of New York were presented $100 and $50 defense bonds as first and honorable mention prizes at New York's Waldorf-Astoria last Monday.

Helen Berg, ANNY president, made the presentations.

Winners include: Carol Brock, hostess editor of Good Housekeeping magazine, first prize in merchandising; and Doris Strandfield of Mambus, advertising department.


NIELSEN-SAMS
To Make Separate Surveys

A. C. NIELSEN CO. and Standard Audit & Measurement Services last week were proceeding with individual station and network coverage surveys, following failure of attempts toward a merger of the two audience measurement services.

Announcing that it had proved impossible to work out an agreement between Nielsen and SAMS, A. C. Nielsen, president of his company, said Monday that "Negotiations have been discontinued and we are proceeding at full speed and with all the resources of our organization to produce—for the benefit of the radio and television industries—the most accurate, impartial and useful coverage service ever developed."

BMB Is Praised

Praising BMB as a "well executed pioneer effort," Mr. Nielsen declared that the seven years since BMB's first survey show that a "vastly improved technique" is needed today to give stations measurements which will do them full justice. The problems which existed "even in the old days" have been "greatly magnified by the growth of television," he averred.

Without entering into the respective merits of the two systems of audience measurement used by the two organizations, industry observers noted that Nielsen's use of a probability sample and personal interviews will give results quite different from those obtained by Standard through a quota sample and a mail ballot. Fear was expressed that attention of the buyers as well as the sellers of broadcast time would be focused on the differences in individual network or station coverage data as reported by the two measuring services, rather than on the up-to-date picture of today's radio and TV station and network audiences both services are designed to produce.
KBIG announces the appointment of ROBERT MEEKER & ASSOCIATES, Inc.

as exclusive national representatives

And what does that mean to you? It means, if you're an advertiser intent on selling Southern California, a new, easy, low-cost way to get what you want:

BUY KBIG, Giant Economy Package of Southern California Radio, directing 10,000 watts of sealed-beam power over the Great Salt Water Route to cover Southern California like the sky


New York Chicago Philadelphia
San Francisco and Los Angeles.

When You Think Southern California, Think BIG (5,000,000 people)
When You Think BIG, Think K-BIG (10,000 Watts—740 kc.)
When You Think K-BIG, Think MEEKER (other end of your phone)

* remember KBIG and MEEKER

a complete coverage combination for Southern California
NEWS RIGHTS

MEMBERS of the National Assn. of Radio News Directors will strive in the 83d Congress for a clarification of House rules spelling out rights of radio-TV reporters in covering Congressional proceedings, NARND President Jim Borman, WCCO Minneapolis, promised last week.

Mr. Borman also said the association will work closely with the American Bar Assn. to set up a "code of decorum" for radio and video coverage of legal trials and legislative hearings.

NARND objectives were outlined by Mr. Borman in a talk prepared for delivery during a session of Ohio State U.'s 29d Institute for Education by Radio-Television at Columbus last Saturday. The WCCO news and public affairs director was to serve as chairman for this panel discussion of "New Techniques in Presentation of News by Radio and Television."

Mr. Borman decried the House ban on radio-TV coverage and a resolution adopted by ABA's House of Delegates recommending legislation to prohibit similar reporting of trials and hearings.

These twin developments, he asserted, "constitute a serious transgression of the people's right to know what their government and its courts are doing" and are aimed at restricting full access to the news. He described the actions as a "cause of serious concern" to radio-TV newsmen and declared NARND will attack them.

NARND members will seek clarification early next year, in view of early adjournment of the 83d Congress, in hope of spelling out rights of reporters to use their "tools of trade freely, but with discretion." They also plan to devise a code with ABA assistance that would "modify the obtrusive features" of full radio-TV coverage "without extinguishing the people's right to be fully informed."

Role of news coverage as a factor in successful station operation and public relations was explored by Charles Day, WGAR Cleveland, during that session. He cited "tremendous growth" of stations since World War II and noted that many, particularly in smaller areas, geared their operation to good news coverage. Adequate news operation automatically solves public relations problems, he added.

"Better friendships mean a deeper understanding of what the community problems are and enable a station to bear its shoulders to the wheel in common with people and organizations—civic, fraternal or educational," he asserted.

Other panel members scheduled were John Shelley, WHO Des Moines, and James Byron, WBAP-TV Forth Worth, on news and special events coverage for radio and TV, respectively.

Gift of WDET

Accepted by Wayne U.

DETOUR Board of Education, acting on behalf of Wayne U., has formally accepted WDET (FM) Detroit as a gift from the UA-W-OIO (BET, April 7).

Without conditions, the land, tower, transmitter, studio building and equipment were given free and clear to the university. Total evaluation was estimated at $25,000.

Dr. Paul B. Rickard, head of the university radio-TV department, will manage the station.
It isn't often that just three figures can pack such a sales wallop as these Hooperatings on the WGBI audience: 56.6 in the morning... 59.0 in the afternoon... 72.0 in the evening.* These ratings—which set a record for all CBS stations—become even more impressive in view of the extremely high sets-in-use percentages in all three time segments!

This remarkably heavy listening occurs in Scranton, which is situated in the Scranton-Wilkes-Barre market where WGBI is the favorite station among 694,000 people who are eager to listen and able to buy. And there's also a bonus from Hazleton, where WGBI has the largest share of listeners in some time periods in the Wilkes-Barre-Hazleton area.**

In fact, the only things that's low at WGBI is the rate structure... which warrants calling your John Blair man today!

*Figures from Hooper Scranton Radio Audience Index, March-April 1951.  
**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951.
ABC-UPH MERGER
Gordon Brown Opposes

OPPOSITION to the proposed ABC and United Paramount Theatres merger was voiced during the FCC hearings last week by Gordon Brown, owner of WSAV Rochester, who appeared as a public witness [B&T, April 14]. Mr. Brown has been an enemy of radio networks ever since he and ABC disagreed on the network's rate practices several years ago.

Also testifying were Harold M. Wheelahan, general manager of WSMB New Orleans, and Paul Raibourn, Paramount Pictures vice president in charge of television.

Today (Monday) Leonard H. Goldenson, president of Paramount Pictures, was slated to appear, and A. H. Blank, UPT director, will probably be cross-examined a week from today.

Mr. Brown last week predicted that instead of increasing network competition—as ABC President Robert E. Kintner said would happen if ABC merged with UPT—there would be less competition between networks. He said that Mutual and Liberty networks, now behind ABC on the competitive ladder, would be left even farther back if ABC were allowed to zoom ahead with the aid of UPT's resources.

Mr. Brown claimed that the merger of ABC and UPT looked, to him, like the merger of two monopolistic groups into a much larger group.

He is concerned about the merger of ABC with a motion picture distributing company because he fears feature films—which might otherwise be used by the independent station owner for pay-as-you-see TV—will be used by the network adjunct of the ABC-UPT combination for network programming.

Mr. Brown said he thinks pay-as-you-see television will be the salvation of independent TV outlets, asserting that cost of programming cannot be met by advertisers.

Mr. Wheelahan appeared Tuesday afternoon and spent most of his time under direct examination. Major portion of his testimony concerned WSMB programming and public service record. WSMB is now owned by City Stores Mercantile Co. and United Paramount-Richards Theatres. What is sought is Commission approval of transfer of control from E. V. Richards Jr. to UPT.

Mr. Raibourn, who appeared the last half of the week, underwent a grueling cross-examination from FCC counsel Arthur Gladstone.

Mr. Gladstone is a Commission attorney regularly assigned to the Common Carrier Bureau but "drafted" by Frederick W. Ford, chief of the FCC Hearing Division.

He seemed to be trying to establish a basis to prove that Paramount Pictures attempted to hold back television development by control of certain electronic devices, through its relationship with Scophony Corp. of America. SCA controlled rights to certain electronic developments, principally large-screen theatre TV. Paramount Pictures at one time was a 25% owner of Scophony with General Precision Equipment Corp. also holding 25%. The other half of SCA was owned by British interests.

WJBK GRANT
Gets 1500 kc, 10 kw

WJBK Detroit got FCC approval last Wednesday to increase its power and change its frequency from 250 w, 1490 kc, to 10 kw day, 5 kw night, on 1500 kc with directional antenna [B&T, April 14].

Cost of the project will total $299,535.

Simultaneously, two other applications—contingent on the WJBK frequency shift and power boost were approved by the Commission. WABJ Adrian, Mich., got a CP to change from 1500 kc to 1400 kc, and from daytime to fulltime operation. And WMRN Marion, Ohio, got permission to install a new antenna and ground system and make other changes; however, it keeps its present frequency of 1490 kc with 250 w fulltime.

Last fall FCC Hearing Examiner Fanny Litvin issued an initial decision looking toward the grant of WJBK's application and the other two dependent applications, but the FCC Broadcast Bureau subsequently objected to the proposed eight-element array, WJBK plans to build towers from hollow tubing, running the wires inside the tubing to the warning lights. In addition, all transmission lines and couplings are to be buried underground to insure a true pattern.

With the power increase, the Fort Industry Station will serve 7,980 more people than it does now during the day, and 1,197,344 more at night.

WABJ Adrian, operating fulltime, will provide the first nighttime primary service to its area. The change in WMRN Marion's antenna will cover 98.4% of Marion at night instead of 85% of the city, its present nighttime coverage. The increased area includes 8,192 persons, daytime and 4,873 persons nighttime.

NEW rate card has been issued at WHAS Louisville, Ky., effective May 15, according to Neil Gline, sales director at the station. Card provides new time bracket from 6 to 7 a.m. with A and B Class unchanged.

IN SYRACUSE

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

<table>
<thead>
<tr>
<th>Survey</th>
<th>Date</th>
<th>Number of Homes Said</th>
<th>Number of TV Homes</th>
<th>TV Homes Only, Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td>No. 1</td>
<td>Oct. 51</td>
<td>763</td>
<td>493</td>
<td>2.90</td>
</tr>
<tr>
<td>No. 2</td>
<td>Dec. '51</td>
<td>704</td>
<td>493</td>
<td>3.24</td>
</tr>
<tr>
<td>Combined</td>
<td></td>
<td>1467</td>
<td>986</td>
<td>3.07</td>
</tr>
</tbody>
</table>

WSYR ACUSE
570 KC

NBC Affiliate. WSYR-AM-FM-TV...the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

The Survey Also Showed:
1. An average of 2.4 radios per TV home, television.
2. 61 radios purchased after the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV viewing time was 7.59 hours per day proves that TV has not replaced radio—merely as a source of information.

Another Significant Fact...

WSYR BLANKETS RICH CENTRAL NEW YORK

Page 46 • April 21, 1952
FOR YOUR INFORMATION:

U.S. oil men found more new oil in 1951 than ever before in any one-year period in history, but they had to buck big odds and invest vast sums of money to do it.

They drilled nearly 45,000 new wells in 1951 (another all-time record), and spent more than two billion dollars in their ceaseless search for new oil reserves. The result was more than five billion barrels of new oil for the wings and wheels of America.

Indicative of both the odds and the costliness of the great quest for liquid petroleum, however, is the fact that 16,500 of the 45,000 wells turned out to be nothing but dry holes—holes which represented a loss of time, labor and capital.

Much of 1951's two billion dollar investment went down the drain in this fashion, but for oil men and for America there is no alternative.

Only a drill will determine whether a well will be a producer or a dry hole, and oil men must drill thousands of them to expand known fields and to bring in new fields.

The chances of finding oil in commercial quantities in an area where it never has been found before are long and hard. The basic odds are eight to one against success; the chances of bringing in a field with an ultimate recovery of a million barrels or more are 43 to one; the odds against finding a field that will yield 50 million barrels or more are 966 to one.

Even if an oil man is lucky enough to beat these odds and bring in a well, here are some additional facts which must be considered: one million barrels of oil is equivalent to only four hours' supply for the United States; 50 million barrels is enough for only eight days' supply.

Last year, oil men drilled 6,189 new-field exploratory wildcats and of these 5,505 were dry holes. Since their average cost is $90,000 or more, it is readily apparent why the search for oil is both hazardous and expensive.

Finding oil is only part of what it takes to keep the family car rolling, and to fill other demands for petroleum products. Year after year, oil men plow back into their business more than 50 cents out of every dollar earned. This plowing back, which was the biggest in history in 1951, helped oil men to set new crude supply records, and enabled them to add new refinery capacity, new transportation and marketing facilities, and to expand their operations extensively to keep pace with consumer demand.

Planning, foresight, private enterprise and competition make such feats possible.

Edwin W. Esmay, Acting Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.
get a grant or be heard in comparative hearings.

But, a divided and vehement minority of the several dozen Washington practitioners contacted by Broadcasting • Telecasting during the week dissented sharply from this position.

"The FCC decision is one of the lowest points in the history of radio regulation," declared one attorney noted for the pithiness of his observations.

"From an engineering or an economic point of view, this is ludicrous," said a well-known consulting engineer.

Composite of opposition views run the gamut. Some of these views are as follows:

1. The primary purpose seems to be to establish a system of TV allocations to deprive applicants and licensees of their rights as set forth in the Communications Act. For example, there is nothing in the final TV report regarding protection of stations against interference, nothing about service, no penalties against non-use of a channel.

2. The Commission has abdicated its responsibility for choosing between applicants on the basis of demand. It has instituted in place thereof a "mumbo-jumbo" of separations, etc. The document withdraws from the FCC the responsibility of deciding between competing applications on the basis of service and equitable distribution, etc.

3. Separation criteria are too rigid. For example, Jackson, Miss., is 218 miles from Pensacola, Fla., which is assigned VHF Channel 3. Therefore, Jackson cannot have the same VHF channel. But the FCC started drawing up its assignments from east to west, instead of vice versa, Jackson would have had Channel 3 and Pensacola would not. Thus, an accidental drafting decided the assignment. Even with the FCC's own admittance of the rigidity of its minimum separations, it does not adhere strictly to them.

4. Monopoly now existing in one and two-station markets is perpetuated. Desirability of VHF is enhanced through the extra-wide coverage it is permitted and the scarcity of such channels in key markets. Fact that in most major cities there are less than four VHF channels means that TV is doomed to have two or more channels in all. Such cities as these have over 50 VHF stations.

5. "From an engineering or a public protection point of view, this is a waste of time. In the view of the people, the expense and time involved was not worth the minute chance of changing the FCC's mind."

Many observers were certain that the three-and-half year freeze was totally unnecessary (see editorial, Four Wasted Years?, B&T, April 14). They feel the same results could have been accomplished by a simple resolution passed by the Commission.

By minute law in Washington is chortling over its precession: It advised its clients not to file anything on the ground that the expense and time involved was not worth the minute chance of changing the Commission's mind.

Atitude Dates From 1948

Opponents of the document rallied round Comr. Robert F. Jones and his bitter dissent. They referred him to his previous comments, which are predicated on previous expressions of his attitude—going back as far as 1948 when he opposed the Commission's action denying the Yankee Network the right to apply for a Hartford, Conn., channel for Bridgeport, Conn.

The Commission at that time ruled that Yankee Network would have to petition for rule-making procedure in order to change a channel from Hartford to Bridgeport. When Yankee did so, it turned the New England radio chain down.

They emphasized that he iterated the same viewpoint in the Third Notice last year (B&T, March 29, 1951). In that case, Comr. Jones referred to his previous stand that a fixed allocation was illegal and invalid.

When the Commission asserted its right to make a fixed allocation last year, after FCBA had attacked the legality of the proposal, Comr. Jones repeated the same position, they pointed out.

Essence of Comr. Jones' dissent is this: The Commission, in precipitating the application proceedings on an abstract basis without considering the differences in terrain, size of cities, trading areas, cultural areas, etc., does not provide an equal allocation for each city in the country.

General attitude of those opposing the Commission's final report is that the FCC lacks courage to accept it as it is.

Since there will be no processing until July 1, they say, there is still time for an enterprise to be released from the shackles and bonds of an abstract allocation plan which evades competitive hearings on applications and ignores the basic elements required to be decided between cities pursuant to Section 307(b) of the Communications Act.

The FCC's statement of the Commission's report disagreed with Comr. Jones' dissent in this manner:

 Basically, he said, Comr. Jones disregarded the FCC majority on two counts—legality of fixed allocations and separations.

Separations Can Be Reduced

Legality of fixed allocation may be a debatable question. It can only be finally decided until the courts have the matter in rule-making procedure.

On separations, Comr. Jones' essential point is that they can be reduced. Such a move would, he felt, reduce the annoyance of pairwise interference. It would eliminate the safety factor which the FCC put into its assignments for future use where more is known about propagation. Therefore, to reduce separations now is too great a risk.

He also claimed that Comr. Jones considered neither separations in the Commission's rule-making assignment to charge the FCC with inconsistency. But, cities do not arrange themselves evenly, he declared. Therefore, it would be impossible to equalize separations throughout the country. What the FCC has done has been to set up minimum separations, he pointed out.

N.Y. RADIO, TV CLUBS

Proposed Merger Protested

UNEXPECTED protests to the proposed merger of Radio Executives Club of New York and American Television Society led I. E. Showerman, REC president, Thursday as the special post-season meeting of his organization for May 15, time and place still to be announced. Protests arose after mailing of ballots to REC and its members for vote on the merger [B&T, April 14], Mr. Showerman said.

Besides asking votes on the merger, endorsed by officers and boards of both organizations, letter requests members to indicate preference of a name for the combined association, listing suggested names.

LOW HURDLE

A race occurs whenever ad
Are set in type or spoken.
The winner (properly in plaids)
Sees low-cost records broken.

If you would win this profit-race,
Watch Mister PLUS in action:
Per dollar spent, he's in first place
In audience reaction!

—the difference is MUTUAL!
NEW LIGHT on time-buying in Detroit...

The best time to drive a sales message HOME is between the hours of 6 P.M. and midnight. WWJ delivers more Detroit listeners* during those six impressionable hours — Monday through Friday — than any other station.

And WWJ's average cost-per-thousand nighttime listeners is 28% lower than the average cost-per-thousand for nighttime radio in Detroit.

So—if you've got something to sell, do a WWJ-sized job. Cover a marketplace that sold over 4 billion dollars worth of goods in 1951...

*based on Pulse ratings

WWJ
AM-FM

FIRST IN DETROIT
Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

AM—590 Kilocycles—5000 Watts
FM—Channel 29B—97.1 Megacycles
WCAU CENTER

WCAU-AM-FM-TV Philadelphia will formally open its new radio-video center at dual ceremonies also celebrating WCAU's 50 years of radio broadcasting and four years of television programming. Date is to be set sometime in late May.

With major construction completed and installation of technical and office equipment proceeding on schedule, Donald W. Thornburgh, WCAU stations president-general manager, announced last week that the new center will be ready for the anniversary celebration.

WCAU is now located at 1622 Chestnut St., which, in 1931 when it was built, was reportedly the first building in the country constructed exclusively for radio.

Both buildings are a far cry from the small Market St. building where the station first went on the air in 1922.

The new center will boast 100,000 sq. ft. of floor space and is completely air-conditioned.

Ground floor of the new building houses an 80-seat cafeteria, dressing and make-up rooms, a printing and photography shop, heating, air-conditioning and power switch-rooms, and a music room.

Second floor contains executive offices, sales and auditing offices and program and public relations departments.

TV studios have been designed to meet all requirements for present and future techniques. The three studios are 60x80 ft. and two stories high with a clear height of 20 ft. A fourth studio, slightly smaller, will be available for programs or rehearsals.

Many improvements in studio facilities have been incorporated in the new building. Each of the three TV studios has a client booth. Also there are two comfortably furnished, acoustically-treated-conference-audition rooms, one adjacent to the TV sales department and the other next to radio sales.

A third conference-audition room, for television production personnel, is located in the TV production department.

The auditioning rooms have adjoining booths with film and sound projection equipment. In addition, there will be a completely equipped commercial film department.

Mr. Thornburgh commented, "WCAU's new building, which is the most complete radio and television center in the world, will house unlimited potential for radio and television broadcasting."

"WCAU has always been at the forefront in facilities, engineering and programming, and, as we start our 30th year, we stand prepared to meet any challenge the art of broadcasting may present."

DOMINICAN REPUBLIC

Opens New Radio Network

FIRST steps in the Dominican Republic's plans for expansion of its commercial radio services have been completed with the opening of a country-wide radio network and will be supplemented in August by a TV station now under construction in Ciudad Trujillo, the capital, RCA Vice President Meade Brunet, managing director of the RCA International Div., has announced.

Both the radio network, known as La Voz Dominicana, and consisting of an AM and two short-wave stations in Ciudad Trujillo linked via VHF repeater stations with an AM outlet in Santiago, and the new TV station are equipped by RCA.

SHARED TRANSFERS

Sought by Canadian Outlets

SEVERAL Canadian stations are requesting share transfers at the May 16 meeting of the board of governors of the Canadian Broadcasting Corp. at the Chateau Frontenac Hotel, Quebec. Requesting transfers are CKRS Jonquiere, CKBW Bridgewater, CJLS Yarmouth, CFAR Flin Flon, CJBR Rimouski, CCNB Campbellton, CHNC New Carlisle, CHEX Peterborough, CKWS Kingston, CKLN Nelson, CKCK Regina and CJOB Winnipeg.

Recapitalization is being requested by CJBR Rimouski and transfer of license from individual licensee to incorporated company is being asked by CKOM Saskatchewan and CHUB Nansamo. Transfer of control in licensee company is requested by CJNT Quebec, and CKXL Calgary. Emergency transmitter licenses are sought by CHLP Montreal and CJON St. John's, Newfoundland.

ABC Regional Meet

REGIONAL meeting of radio affiliates will be held by ABC at the Fort Worth Hotel, Fort Worth, on May 5. network spokesman announced last week. About 70 persons representing radio stations in Arkansas, Louisiana, Oklahoma, Southern Kansas and Texas are expected to attend.

BRAIN'S FIELDS

Wherever Mister PLUS sows seeds

(Broadcasting them, of course)

His sponsors' crops are minus weeds;

"No-Waste" the rule in force.

"Ye shall sow on MBS

Just where ye want to reap!"

Flexibility? Heck, yes!

Time costs hay? Dirt cheap!

—the difference is MUTUAL!

+++ FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N.Y. ++++++

BROADCASTING • Telecasting
THE "FIVE ALARM FOLLIES"
sells more than fire prevention!

If you were a schoolchild in the busy, bustling Fort Wayne area, you'd recognize the Do-Funny Players as the stars of "Five Alarm Follies"... the WOWO-sponsored puppet performance that's traveling this Indiana school circuit with its remarkably effective message of fire prevention techniques.

Efforts like this, conceived and executed in the public's behalf, do much to keep WOWO in the minds and hearts of the 2 million people who make up its loyal audience. Folks here have learned to expect the best of this station, on the air and in the area.

That's why WOWO stays on top as one of America's great selling forces. That's why you should get the facts on WOWO's influence in this important 49-county market. Check with Paul Mills at WOWO or Free & Peters.

FORT WAYNE
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS INC
SERVING 25 MILLION

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

RADIO—AMERICA'S GREAT ADVERTISING MEDIUM
THE LATEST WCKY STORY

WCKY HAS CINCINNATI'S tremendous OUT OF HOME AUDIENCE

IN THE JANUARY 1952 CINCINNATI OUT OF HOME PULSE

WCKY IS IN FIRST PLACE OR SECOND PLACE

97.9%

OF THE QUARTER-HOURS FROM 7.00 AM TO 7.00 PM MONDAY THRU FRIDAY

on the air everywhere

24 hours a day 7 days a week
With Spring Here, and Summer on the Way, out of home listening will rise like the temperature. Sets in cars, portables at the beach and in the country, prove that radio is everywhere!

Here is a Small Sample of WCKY’S Out of Home Audience:

225,316 RADIO EQUIPPED CARS IN METROPOLITAN CINCINNATI ALONE.

ALSO
39.1% OF CINCINNATI HOMES HAVE PERSONS LISTENING ONCE OR MORE A DAY OUT OF HOME.

Get this big PLUS for your spring and summer schedule on WCKY

CALL COLLECT: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado S-1127
TWX: NY 1-1688
or
C. H. “Top” Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Cl. 281
National Collegiate Athletic Assn. whose silly restrictions on the telecasting of college football look even sillier now that the full statistics

Television isn't going to destroy any other recreation form that amuses people. There's no need to break up the college stadia for scrap or burn the fieldhouses. We doubt that many printing presses will be melted down to be re-made into television broadcast towers. It's a big country, big enough to let TV in without crowding anything else out.

TV's Zero Hour

THE TV FREEZE is ended—on paper. From now until the Zero Hour July 1, when the waiting period ends, all eyes will be turned toward the FCC and the courts for any moves designed to

enjoin the FCC's final allocations report, released a week ago today.

Lawyers are talking litigation. So are distraught applicants who futilely sought new VHF facilities in their markets. And those who had VHF facilities assigned only to see them deleted in the final report.

The FCC majority is confident that the courts will stand by that decision. But, we doubt, however, exude the same confidence as to piece-meal quests for injunctive relief. It doubts whether any court, confronted with the issue of blocking nation-wide television, would issue a consent decree, despite the threat of effect re-freezing TV, after a four-year drought.

Comr. Robert F. Jones, in his hard-hitting dissent, has won over a lot of attorneys and engineers. They say it would be better to start over again with the Jones philosophy of applications based on supply and demand, rather than follow the FCC majority's "planned allocation scheme." To do so, they contend, would save time in the long run.

There's doubtless considerable merit in the Jones plan. We said last week that it is a "lost cause." This is refuted by Jones proponents. They disagree with the FCC majority that the entire allocation cannot be enjoined. They insist it is a final order and is subject to court review.

In the furor over procedures, there's the tendency to lose sight of the most revolutionary and dangerous aspect of the thaw—the capitalization of the educators to the tune of 242 assignment "reservations."

Most schools function under the aegis of government, state or local. Thus, the government, once removed, places itself in competition with private business. That is socialism.

Hearings are scheduled before special boards set up in New York and Pennsylvania on what to do about educational reservations to those states. Broadcasters should appear. They should blast the fallacy of noncommercial education nation-wide. They should recite the history of AM educational stations, which dwindled from 150 to a half-dozen before TV's advent. They should raise the question of government education competing with private enterprise which is ready and willing to supply all of the time needed to meet school requirements—time now being offered but which most schools eschew because they haven't the money to finance the programs or the will to produce them.

The politico-pedagogues already are talking about "semi-commercial" or "non-profit" operation. No member of the FCC—with the possible exception of the educators' darling, Comr. F. Jones—has fallen for this hoax. But remember, a few months ago no one thought the FCC would tumble to those socialistic education reservations!

FOR the past four years one of the nation's outstanding UHF television enthusiasts •

has been KMXAZ which operates on Channel 22, covering Los Angeles area from atop Mt. Wilson.

Besides directing early developments of UHF receivers and transmitters on the Pacific Coast he also played a prominent role in forming the national VHF-UHF Association.

Now with his early faith all but justified as the broadcasting industry opens upon a nation-wide advance into the UHF spectrum he is going to prove that the KMXAZ is indicative of Mr. Poole's fresh approach to engineering problems, KBIG's transmitter is located at Avalon, on Santa Catalina Island, 20 miles off Southern California's populous coast. Station is scheduled to start operating in early May.

Mr. Poole claims "Sea water conducts radio waves over amazingly long distances, and the 10 kw AM transmitter will give 50 kw coverage of the mainland."

Early schooling was in Pasadena and Los Alamos, N. M. (later the home of the atom bomb), with two years in Gunnery School, Washington, Conn., earlier the alma mater of Robert Meeker. However, these two didn't meet until 1955 when Robert Meeker Associates became KBIG's national representatives.

It was in school at Los Alamos that Mr. Poole was hard bitten by the radio bug. At 14 he became a ham operator. It remains his hobby today.

Graduating Gunnery School in 1937 Mr. Poole enrolled in University of California at Los Angeles, and about this time, also earned his FCC commercial radio telegraph operator's license. At this time he became imbued with a burning urge to channel his future into the electronics field. He left college in 1938 to enter R.C.A. Institutes in Chicago and completed a course in practical radio engineering.

By this time, young Mr. Poole held the highest licenses issued by FCC for all classes of radio station operation. He has kept them up to date by constant service and renewals.

Three months after Pearl Harbor, Mr. Poole

(Continued on page 90)

BROADCASTING  *  Telecasting

JOHN HUDSON POOLE

Copyright 1952 by Broadcasting Publications Inc. All Rights Reserved
for "Cementing International Relations"

"... the New York multi-lingual station, faced with the dual competition from radio and television in the world's largest market... jumped the gun on all of them by making its own unique niche in establishing direct relationship with the homeland in serving its 2,000,000 listeners. Here was ample testimony that radio has its place, and people with the know-how to maintain it."

VARIETY, April 9, 1952

AGAIN... for the fifth time... Variety honors WOV with its coveted Show-management Award. In accepting this Variety Award, and the challenge that goes with it, we give further impetus to a policy of public service in the belief that radio serves best when it serves listeners and sponsors alike.

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

BROADCASTING • Telecasting

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VOA FUNDS CUT
Hope for Senate Aid

DESPITE the critical reversal in the House, State Dept. authorities are hopeful that sharp cuts in the Voice of America program will be restored in the upper chamber.

The International Information Administration plans to appeal the House action when its officials appear before a Senate Appropriations subcommittee early in May.

Reasoning behind this hope is the belief of department authorities that the Voice has more friends on the Senate side—among them Sens. William Benton (D-Conn.) and Karl Mundt (R-S. D.)—and the knowledge that the broadcasting budget traditionally has fared better in the upper chamber.

The House, in effect, knocked out $36 million-plus for five new overseas shortwave stations and two seagoing transmitter projects (actually $20.5 million on the floor). Additionally, it chopped overall information funds from $153 million to $85.5 million.

Two May Suffer

IIA authorities said that if the cut is sustained, two of seven stations slated for completion this year would be unable to begin operation. Moreover, broadcasting funds would be slashed to provide for absorption of other operations, including proposed Japanese programming taken over from the Army. New language projects would be abandoned, too.

During House debate, it was the understanding that VOA funds would be cut back to fiscal '52 levels—or about $19.8 million. Thus, the actual amount would be substantially less than this sum.

The twin death blows were delivered in the lower body by Rep. Charles B. Brownson (R-Ind.) and Rep. Thomas B. Curtis (R-Mo.) whose amendments sparked a heated debate on the '53 budget.

Congressmen took pot shots at various phases of the information program, but the chief criticism was that VOA is not effective propaganda—say, like Radio Free Europe—and is too costly to the taxpayer. Content of programs also was savagely attacked. Confidence was expressed, however, in Dr. Wilson Compton, new IIA administrator, and in radio and other advisory committees.

On April 17 in a speech before the Southern Pine Assn. of New Orleans, La., Dr. Compton predicted that if within a few years we are able to complete these powerful radio broadcasting and relay installations, we will be able to reach over 98% of the world's population. "Failure to carry on a vigorous offensive," he said, "would invite calamity."

But he added, perhaps wistfully: "Whatever Congress' final decision, we will get along. I am more interested in our doing a good job... than in complaining because it did not appropriate more." Dr. Compton's speech was prepared before the House wielded its big axe.

W. WHITING, assistant sales manager, KTTV (TV) Hollywood, named sales manager. He succeeds FRANK KING who transferred to KECA-TV Los Angeles in similar capacity. JOHN R. VRBA, KTTV promotion manager, named to newly created post of national sales manager.

JOHN ALTMUS, CBS-TV Spot Sales, N. Y., to sales staff of WCAU-TV Philadelphia.

GEORGE W. CLARK, Chicago, station representative firm, appointed by WNAM Noonah-Menasha, Wis.

J. RUSSELL McELWEE Jr., salesman, WIS Columbia, S. C., named sales representative in North and South Carolina for that station, WSPA Spartansburg, S. C. and WIST Charlotte, N. C.

ALLEN PARR, program manager, CBS-TV New York, transfers to Hollywood program department as business manager, effective early May.

MURRAY ROBERTS, Reiss Adv., N. Y., to sales staff, WWRL Woodside, N. Y.

L. D. GOOD, salesman, Portland (Ore.) Oregonian, to KPOJ there as account executive.

MARION R. HARRIS, account executive, Don Lee Broadcasting System Hollywood, named manager, KGB San Diego, Calif. He succeeds WILT GUNZENDORFER who transfers to KJH-TV Hollywood as manager of operations.

HENRY T. SJOGREN, divisional controller of NBC, and ROBERT R. COSNER, controller of Stewart-Warner Electric Division, elected to membership of National Controllers' Institute.

Mr. Gunzendorfer ship of National Controllers' Institute.

Mr. Harris

JOHN E. PEARSON Co., N. Y., appointed station representative for WAKE Greenville, S. C.

BRANHAM Co., station representative firm, moves Chicago office to 360 N. Michigan Ave.

LIBERTY BROADCASTING SYSTEM, Hollywood, moves to 6253 Hollywood Blvd. Telephone is Hudson 2-7471.

PERSONALS...

KEITH KIGGINS, former ABC vice president and until recently half-owner of WIKK Erie, now living at La Jolla, Calif., where he plans to make his home.... JUNIE ZOLP, salesman, NBC-TV Chicago, elected president of NBC Athletic Assn., employees' social group.... DOROTHY LEWIS, coordinator of U. S. station relations for United Nations Radio, presented achievement plaque by New York alumnae chapter of Theta Sigma Phi, national fraternity for women in journalism.


LOREN R. STONE, manager, KBBB Bremerton, Wash., elected chairman of Washington State Advertising Commission, public service agency created to advertise state's resources and recreational advantages.... WARD D. INGRIM, executive vice-president, Don Lee Broadcasting System, and DONN B. TATUM, director of television, ABC-TV Western Division, elected to board of directors of Hollywood Chamber of Commerce.... MORT SILVERMAN, general manager, WMRY New Orleans, appointed to members council and publicity committee of city's Chamber of Commerce.

JOHN F. PATT, president of WGAR Cleveland, WJR Detroit and KMPQ Los Angeles, grandfather of boy, James Patt Thompson.... FLOYD FARR, general manager, KEEN San Jose, Calif., elected member of Santa Clara County Fair Assn.... JAMES D. SHOUSE, chairman of the board, Croasley Broadcasting Co., Cincinnati, named chairman of city's Summer Opera Assn.... WALTER HAASE, general manager, WDRC Hartford, appointed director of public relations for civilian defense group in Westerfield, Conn.... DAN PARK, general sales manager of WIRE Indianapolis, named chairman of governor's radio committee for the Indiana Council of Children and Youth.
THE GEORGIA PURCHASE

only a combination of stations can cover georgia's major markets.

ATLANTA
WAGA
5000w CBS 590kc

MACON
WMAZ
10,000w CBS 940kc

SAVANNAH
WTOC
5000w CBS 1290kc

the TRIO offers advertisers at one low cost:

- concentrated coverage
- merchandising assistance
- listener loyalty built by local programming
- dealer loyalties

... IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

BROADCASTING • Telecasting

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the value of radio advertising, rightly placed and rightly used, as Smith & Bull insisted, within a matter of three months. We had contracted for this time for a year. We were now ready to expand it.

Our next step was to be non-network time on the larger network stations. When one of these was approached, we were told that our business—finance—made us unacceptable as advertisers. A few loan companies had a number of years before fallen into disrepute. Their poor reputations were still remembered.

We might have had satisfactory results for the same dollars spent with small local independent stations who took no such stand. However, we felt strongly that public education was indicated. This seemed the place to begin.

A company loaning money with which to buy a stove is operating on the same business premise as the company which sells the stove. In order to stay in business, the stove merchant must have a markup sufficient to return a profit.

And for the same reason, a finance company must also have a markup on its merchandise, which is money. The one major difference is that the purchaser of the stove is usually not aware of how much he pays over the dealer's cost. But when he borrows money to pay for that stove, he knows exactly what that money costs him because he pays a fixed and stated rate of interest.

The station manager accepted this logic the moment it was voiced with: "You know, I never thought of it that way before, but you're right."

With the time we bought and the continued careful policing of copy, it soon became evident that radio was a highly valuable advertising medium for a finance company. Others in this field began to follow us onto the air.

And that our copy was well thought out and effective was attested by the fact that some of our competitors picked it up verbatim with only change of name and address of the advertiser instead of ours.

The ship's bells, however, did remain individual since a maritime theme was not adaptable to the name of any company other than Seaboard.

After testing radio for a year in the Los Angeles area we began to work our way up the coast with stations in Bakersfield, Fresno, Modesto, San Jose, Oakland and then San Francisco. From there we expanded to Portland and Seattle and fanned out East and South.

In 1939 we sponsored our first program—the 8 p.m. news with Pat Bishop on KFI Los Angeles. The 15-minute program was introduced with the briefing familiar ship's bells and theme line "Eight bells and all is well."

At about the same time, we also commenced a sponsored newsmagazine on KMPC Los Angeles, with Frank Hemingway at the microphone. And as the "eight bells" reached even the newsboy levels of penetration with a program aimed primarily at adult audiences, Mr. Hemingway's imitations a few years later of such war criminals as Hitler, Mussolini, were still subjects for popular imitations among news carriers of all ages, both literally and figuratively.

Our third sponsored newscast series was over KSFO San Francisco, with Brooke Temple reporting 15 minutes of news at 8 o'clock each morning and evening. These programs were followed by others, Seaboard Finance presenting such personalities as Singin' Sam, Elton Britt and the Squeakin' Deacon.

Fan Mail Flowed

At this point in our radio programming, it would be needless to say again that we were quite sold on the benefits of air advertising.

"But our experiences with the Squeakin' Deacon, as an example, revealed a secondary benefit to be gained from employing a radio personality.

The Deacon's fan mail, as did that of the other radio personalities, came in in bales. The Deacon had a unique personality, a unique style and a unique way to talk to his listeners. Through his recommendation to his fans, he pointed them to radio advertising.

Through thousands of letters which came to him, we were able to analyze, with the same thoroughness that we had applied earlier in our radio copy, our method of client relations. Sometimes we asked for the compliments and in other instances—well, we made changes in our mode of operation.

KSFO, without interruption, has been for more than 10 years, and still is, giving San Franciscans their morning and evening news with Seaboard the sponsor.

Our other West Coast sponsored programs have ceased for various reasons, and at present we have concentrated our radio budget on spots. This does not, however, mean that this will remain our established policy.

Effective radio advertising, like good radio reception, is never static, we've learned.

Seaboard has never bought network time, though we have long since been extensive national radio advertisers. Rather, we have confined our time buying to a local basis, and believe our reasoning is correct as it applies to us, though this too could change.

We consider Seaboard's 150 offices throughout the country to be offices for those communities, and in no way branches of a large concern. The complete structure of these offices and their methods of conducting business are in each instance adapted to the community in which it is situated. Therefore, it only follows logically that advertising should likewise be individualized on the local level.

A healthy portion of Seaboard's advertising dollar today goes for radio the same way that we spend as much as 80%. In other communities, because of checked results, we have found it necessary to apportion the budget differently.

Some areas in which there are Seaboard offices are under-stationed area-wise. In others, by careful check, we have established that results are more favorable when we indicated that our advertising dollar is best spent if it is budgeted for a variety of mediums.

Over the nation, however, radio stations in ever increasing numbers are receiving the lion's share of our advertising since those initial purchases of time signals in Los Angeles in 1938.

Our current radio and television budget is between $250 and $300 thousand.

In addition to West Coast radio and networks, Seaboard's television, Seaboard has spot schedules going on stations in some 15 other markets. They include the South, Mid-West and East Coast.

Television as a medium for us is today in the same testing stage as was radio at the turn of 1938. Smith & Bull, still our advertising agency, is placing TV spots for Seaboard in Los Angeles, and keeping careful records of the traceable returns from them.

Courtship Period for TV

When we have established to our own satisfaction its place in our advertising plans, as well as types of programs best suited for us, Seaboard intends to test TV in other cities.

In all honesty, we feel that with television we are in what could be called courtship period. We'd like to learn whether or not we are compatible with this newcomer before we become engaged—or in other words, sign time contracts.

Our first impression of the medium is good, but we still don't feel we are sufficiently well acquainted with the potential of the medium to branch out further at present. Our friendship with radio, however, is based on a long-time intimacy.

In fact a cycle in Seaboard's radio advertising was completed last September in one of our downtown Los Angeles offices.

A young man, expecting his first child, applied for a loan to finance hospitalization for his wife. As credit reference in addition to his job, he gave Us, Smith & Bull and Seaboard Finance Co, although he said he had never before been a borrower.

In February 1940, he rammed his bicycle through the panel of

(Continued from page 29)
ELECTRIC FURNACE METHOD OF STEELMAKING.

Electric furnaces which, in a single operation, can reduce beneficiated iron ores to steel are now receiving new and intensive study by research engineers. They would take the place of the traditional coke oven and blast furnace steps in today’s conventional type of open hearth operation. Electric furnaces may offer the steel industry a way to expand its capacity with far less capital investment than required by present methods. The coal industry is directly concerned, too, because electric furnaces in steelmaking would create new demands for electric power, which in turn mean more coal.

CURRENT TREND IS TO COAL FOR STEAM GENERATION.

Technical trends reported by Power Magazine indicate that pulverized-coal firing still dominates utility practice and that in industrial and institutional plants there is a significant rise in choice of stokers and pulverized fuel systems. "For boilers of 50,000 lbs. per hr. and over," Power reports, "use of stoker firing has doubled and pulverized-coal firing quadrupled" in industry, exclusive of the electric utilities. These facts come from Power’s recent survey of steam plants in the U. S., representative of design and construction work in progress in 1951 and early 1952.

COAL COMPANIES DOING BIG JOB IN LAND RECLAMATION.

More than 100 thousand acres of marginal land underlaid with coal have been reclaimed by the nation’s surface coal-mining companies. Before the mining operation much of this land was too hilly for plowing, or too poor to support crops. But after mining, this reclaimed land is given new usefulness. This land now supports young hardwood and pine forests, clover, alfalfa, grasses and other foliage crops and is dotted with artificial lakes stocked with fish.

COAL COMPANY GIVES $10,000 FOR MINER’S SUGGESTION.

Recently a foreman in one of America’s coal mines won a ten-thousand-dollar prize from his coal company for a suggestion that substantially raised production. He solved a problem involved in conveying coal from the working face by devising a method that avoids the shifting of heavy equipment and the removal of roof supports. His method saves two-thirds of the time formerly required and greatly increases the amount of coal produced by each shift.
glass in Seaboard Finance Co.’s entrance door when his bicycle belt jammed on the seventh ring and he looked down to adjust it. He offered to pay for the damage. When it came to terms it appeared that sum involved would be a lifetime obligation for him. Best he could do, he said, from his paper route, was 50¢ a week.

As it turned out, the manager of this office had boys of his own, and anyway the glass was insured.

The expectant father thought this should be proof of character and willingness to repay his debts. To do the interviewer to whom he told his story. We also thought that it was additional proof, if more were needed, of the value of radio advertising today even if the most effective penetration in this instance had occurred 12 years earlier.

The young man said that in the intervening years, each time he heard our ship’s bell insignia on the air, he had had in the back of his mind that if he ever needed to borrow money, Seaboard was the place to come.

And that is exactly the point of view among listeners that we have always aimed for with our radio copy.

POWER increase from 250 w to 1 kw has been announced at CJEJM Edmundson, N. B.

**ISLAND NETWORK**

**Signs Baseball Contract**

**CONTRACT** covering the broadcast of major league baseball and Puerto Rico’s professional league games was signed last week between the Puerto Rican Network Inc., San Juan, and the McCann-Erickson office located in that city for two of its clients, R. J. Reynolds Tobacco Co. and Blatz Brewing Co.

News officials report the contract represents the largest radio program package in the history of island radio. Broadcasts, co-sponsored by Blatz beer and Camel cigarettes, began April 16 with the opening game of the New York Yankees, to which exclusive broadcast rights were obtained for Puerto Rico. All Yankee games will be relayed direct from the ball parks. The contract runs through the end of the season.

Details for the national and local baseball coverage were completed by Ed Harwood, network’s general manager; Theodor Saba, San Juan manager of McCann-Erickson, and Don O’Meara, local radio director for the agency.

The Federal Dept. of the Interior. ABC radio’s Headline Edition and the later News of Tomorrow both stressed the flood results throughout the week, providing such particulars as details of Red Cross work by the director of the New York chapter and a business analysis of flood havoc by the midwest editor of Business Week.

ABC television audiences saw pictures of the floods at Pierre, S. D., Sioux City, Iowa, and Omaha—plus screen documentation on such programs as John Daly and the News and Nightcap with Dorian St. George.

Mutual, which had kept pace with other networks’ news bulletins of flood damage, was cleared by week’s end for any public service announcements within the succeeding 10 days that pertained to the flood relief for victims.

Locally, WOW Omaha made one-to-ten-minute tape recordings along the river at disaster points, averaging about 18 a day, with 35 newsmen, announcers and engineers operating from the station’s newsroom, while more news was being picked up from 128 other newsmen along the river. WOW personnel picked up the flood in North Dakota, following it with airplanes, autos, a helicopter and telephone.

KOWH Omaha was broadcasting 24 hours daily and said it would maintain the schedule until the flood crest reached the Omaha-Council Bluffs area and the clean-up begun. During the first part of the flood the station recruited trucks and drivers to evacuate families from the potential flood area.

**FLOOD**

**News Coverage, Relief Aid Are Given by Radio, TV**

COMPREHENSIVE coverage of the midwest floods was provided Americans last week as a public service by radio and television networks and local stations alike.

NBC sent newscaster Morgan Wednesdays as a passenger on the Presidential plane’s special flight over the devastated Omaha area. Mr. Beatty’s reports, aired via WOW Omaha, were broadcast on his regular 7:30 and 11:15 p.m. network broadcasts.

Other special radio reports pro-

Present at signing of baseball contract are (seated, l to r) Jose Ramirez Quinones, president of Puerto Rican Network; Mesers. O’Meara and Saba, McCann-Erickson; (standing, l to r) Jose Ramon Diaz, network sportscaster; Mr. Hull, and Miguel Angel Torres, sports announcer.

8. **SOUTH WEST VIRGINIA’s PIONEER RADIO STATION**

**What Station, please?**

**Hooper Radio Audience Index, Dec. 1951-Jan. 1952**

<table>
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<tr>
<th>TIME</th>
<th>Radio Sets in Use</th>
<th>WDJB</th>
<th>B</th>
<th>C</th>
<th>Other</th>
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<tr>
<td>M-F 6-2</td>
<td>23.3</td>
<td>59.0</td>
<td>27.6</td>
<td>13.1</td>
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<td>69.2</td>
<td>19.5</td>
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<td>64.0</td>
<td>14.1</td>
<td>18.6</td>
<td>3.4</td>
</tr>
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</table>

Get the entire story from

**FREE & PETERS**

**WDBJ**

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 990 KC
FM • 41000 WATTS • 94.3 MC
ROANOKE, VA

Owned and Operated by the TIMES WORLD CORPORATION
FREE & PETERS, INC. National Representatives

**BROADCASTING * Telecasting**

Page 50 • April 21, 1952
Don't overlook F.M.

You're working in the city. Turn on your radio. Listen to one of your AM commercials. It's coming through, clear as a bell, from that big transmitter nearby. Sounds fine, doesn't it?

But there are many places in the country where that commercial of yours can't be heard at all—even though it's broadcast from an AM station right in the neighborhood.

For in many places "radio climate" is such that the AM signal is torn to pieces by static, garbled by interfering "crosstalk." The folks you're trying to sell can't hear your message at all.

FM solves that problem for you in many areas. FM is clear as a bell whatever the "radio climate." So in making your time schedules—Don't Overlook FM.

NOTE: During its recent spot radio campaign on Zenith Hearing Aids, Zenith used separately keyed spots on FM and AM stations in many cities.

In several cases, returns from FM outnumbered those from AM.

In others, FM was—on the basis of cost per inquiry—the best broadcast buy. Here's real proof of the growing importance of FM!
Suit Names CBS

SUIT for $1,850,000 damages has been filed against CBS in Los Angeles Superior Court by Bill Anson, KFWB Hollywood disc jockey. Charges listed in the action are unfair competition, infringement of common law copyright and breach of contract. The suit alleges that the CBS Radio and TV program Songs For Sale is identical in nature as Mr. Anson's Song Jury and Music Is My Business which he had on radio and television respectively.

JACK NELSON, formerly with Erwin, Wasey & Co., N.Y., to WXYZ New Haven, Conn., as continuity chief and director of promotion.

TOM GEORGE, WOR New York, to WC00 Columbus, Ohio, for daily Inquiring Reporter show.

JACK FRAZIER, sales manager for Cincinnati district of Post Cereals, division of General Foods Corp., to WLWT (TV) that city, in merchandising department.

GENE NORMAN, KNBR-TV Hollywood disc m.c., to KHK-TV that city for daily two-hour program.

STAN EDWARDS to announcing staff of CHUM Toronto.

DR. ROY K. MARSHALL, educational director, WFLM-AM-FM-TV Philadelphia, to receive award from Temple U., that city, on April 23 for "contribution to education through the media of radio and television."

ROY MAYPOLE, special events reporter and m.c., KTTV (TV) Hollywood, made an honorary chieftain of United Scottish Societies as "outstanding television personality of Scottish descent."

BURNIS ARNOLD, former associate farm director, KYOU Tulsa, Okla., to KHAS Columbia, Ky., as farm program director.

PETER GRANT, WLW Cincinnati announcer, awarded plaque for "outstanding contributions to the growth of art and music in Cincinnati" by United Fine Arts Fund.

FLORENCE MELODY, program director, WSEW-Woodside, Nev., to traffic manager.

BOB BYE, announcer, CKRM Regina, appointed production supervisor.

KEITH MCKENZIE, formerly of Seattle Post-Intelligencer, to continuity staff of CHUB Nanaimo, B. C.

DON L. PIERCE, program director, WRF Washington, N. C., appointed public relations for Beaumont County Fat Stock Show, May 2.

DUNCAN MILLER, Washington Evening Star, Washington, D. C., to WWDC that city as assistant to program director.

ST. GEORGE BRYAN, Tufty News Bureau, joins station as department, WWEL Woodside, N. Y., to traffic department of WWDC.

RUSSELL C. MOCK, assistant director of public relations for mid-west district of Borden Co., to WTVN (TV) Columbus, Ohio, as director of public and community relations.

CARLTON HOWARD FISHER joins announcing staff of KAFP Petaluma, Calif.

Mr. Mock

DON BRADLEY, WKAN Kankakee, Ill., to announcing staff of WJOL Joliet, Ill.

JIMMIE KENT named chief announcer at WSIX Nashville. ROBERT CHAUDOIND returns to staff as traffic manager continuity chief.

GIL STRATTON Jr., who portrays Junior Young on Columbia Pacific Network Remember the Time, assigned role in 20th Century-Fox feature film, Monkey Business.

ROBERT HILL, announcer, CKRM Regina, named program director replacing FRED LAIGHT who transfers to CBC Winnipeg. T. L. HILL, CKRM announcer, promoted to production supervisor.

JOHN MINKOWSKY, supervisor, accounting department, CBS Hollywood, adds duties of comptroller.

JIM GATES, associate director, CBS-TV Alan Young Show and George Burns & Gracie Allen Show, to KTTV (TV) Hollywood as staff director.

CURT MARSHALL, WCRA Effingham, Ill., to announcing staff, KFSB Joliet, Mo.

GUY WILLIAMS, New York TV actor, assigned role in Universal-International feature film, Bonzo Goes to College.

GENE F. SEHAFER, assistant professor of journalism, U. of Missouri, to CBS Chicago as market research counsel.

JOHN H. BROCK, formerly district manager of Libby, McNeil & Libby, Columbia, S. C. territory, to WIS that city, as merchandising manager.

Newsmen at station are CHARLES MELTON and ART TATE. FRANCES BROCKINGTON named music librarian replacing RAYE RICE who resigns to be married.

CAROL CUBINE to continuity staff, WPGM Pittsburgh, Pa., replacing PEGGY DEAN who has resigned.

JOHN WILSEY, program director, WFQM Fitchburg, Mass., father of girl, Kathleen.

LYLE WHITE, assistant production supervisor, ABC Chicago, and MARY LAGEN, former ABC receptionist, were married April 5.

BIL HUFFMAN, WLWT (TV) Cincinnati producer, and ILENE MAR- TIN, station vocalist, will be married June 14.

RICHARD QUEEN, continuity director, KFSP Joplin, Mo., father of girl, Kristin Ann. SAM RABCOCH, station's chief announcer, father of girl, Lisa Louise.

BUD WILSON, disc jockey, WKBR Manchester, N. H., father of girl, Debra Louise.

GLENN RAMMANN, WGAR Cleveland sportscaster, father of boy.

Jack Simpson, sports director, WSIX Nashville, named station's news editor in addition to present duties.

RULON B. BRADLEY, news editor, KUTA Salt Lake City, to KSL that city, in same capacity.

RON FRASER, press and information director, CBC Toronto, on sick leave for one month.

ARTHUR E. PATTERSON Jr., director of public affairs, WILL Hamptead, L. I., to WOR New York, on news staff.

J. S. VANSICKLE, KWKB Shreveport, La., news director, father of boy, James.

PUBLICISTS Guild has voted to increase dues at general membership meeting in Hollywood. Averaging raise of one-third in the several classifications, senior members, now paying $16 per quarter, will pay $18; apprentices, now paying $4 per quarter, will pay $5.33.
NATIONAL ADVERTISERS GO LOCAL WITH WINS!

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

That means WINS to a blue list which includes:

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

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

1010 WINS

50,000 watts

Day and Night ... New York

CROSLEY BROADCASTING CORPORATION

BROADCASTING * Telecasting

BRAND NAMES

Two-Day Meet Held in N.Y.

FRANK WHITE, MBS president, was reelected treasurer, and Barry T. Leithhead, president of Chubet, Peabody & Co., N. Y., was elected chairman of the executive committee for Brand Names Foundation, when the foundation’s officers were Don Francisco, vice-president of J. Walter Thompson Co., N. Y., listed among the new directors, and William O’Neill, president of General Tire & Rubber Co., voted among incumbent directors to serve until April 1, 1953.

Paul West, president of the Asso. of National Advertisers, and William B. Ryan, president of B.A.B. were named by the executive organizations to serve for one year on the foundation’s board.

Frank M. Folsom, RCA president, will continue to serve as an honorary director, having previously been elected a board chairman.

High point of the two-day event was the granting of "Brand Names Retailer of the Year" awards to dealers in 16 different merchandising categories, with certificates of distinction also distributed in each group. Certificate in the department store classification was won by the William F. Gable Co., Altoona, Pa., and accepted by its president, George P. Gable, who is also president of WFBG, NBC affiliate in Altoona.

All delegates and their wives were NBC breakfast guests Wednesday—Brand Names Day—in the Rainbow Room of the RCA Building. In welcoming the guests, John K. Herbet, NBC radio vice president and general sales manager, accredited the sales efforts of local merchants with making mass production an economic possibility.

In a letter to breakfast guests—published in a booklet of Brand Names advertisers on NBC radio, their programs, and their program times, NBC President Joseph H. McConnell reminded the merchants that "Radio helps you to sell brand-name products to your customers." After the breakfast, which included entertainment by NBC’s Bob and Ray, the guests were taken on a tour of the New York NBC radio and television studios.

The Brand Names Foundation meetings ended with dinner Wednesday at which James A. Farley, board chairman of the Coca-Cola Export Corp., gave the keynote address. Entertainment was provided by cast principals from NBC-TV’s Your Show of Shows in an hour-long Max Liebman production.

GENERAL FOODS Corp., New York, will break ground for a new general offices on a 45 acre tract in White Plains, N. Y., about July 1. Building is scheduled for occupancy in the spring of 1954.
The shocking full-scale report on black-listing in radio, television, and the entertainment industries!

It investigates thoroughly RED CHANNELS COUNTERATTACK

The JEAN MUIR Case and others "Defamation as a commercial enterprise"

THE JUDGES AND THE JUDGED
including the statements of both

by MERLE MILLER for the American Civil Liberties Union

Foreword by ROBERT E. SHERWOOD

"A terrible exposure and indictment."—Virginia Kirkus

At all bookstores, $2.50

Open Mike (Continued from page 10)

"come down" vs. "go down" as a fitting subject for this innovation in B*T features... 

By all means, let's do have more articles on the vital subject of advertising copy writing. But let's have nothing of AT's significance and value... There must be more B*T readers who can help improve this heretofore neglected aspect of the... 

Let us hear from them in B*T. 

William A. Vaughn
Asst. Program Director
WFBM-TV Indianapolis

[EDITOR'S NOTE: The article to which Mr. Vaughn refers, "Inviting Action in Radio Copy" by Jack W. Laemmear, N.T.V., March 31, was not intended as a comprehensive study of copy writing. It was the first of a series which will appear periodically. And as Mr. Vaughn suggests, others will be heard from.]

* * *

Policy Statement

EDITOR:

I wish I knew how many pounds of P. I. deals we have carefully filed in the wastebasket. I'd like to know how many hours I have wasted being sure that I'm not throwing away a legitimate offer. I imagine the P. I. mailing lists are made up from your YEARBOOK [or] your MONTHBOOK...

I wonder how many stations would like to join me in making a notation in our new listings that would state plainly and unmistakably "No P. I. accepted."

I'd further like that statement to include everything except straightforward, legitimate offers. No "30 one minute spots for a one-half hour rate." No payments in merchandise, dollars per postcard, letter, 'phone call or box top.

Would you include such data in your listings if sufficient stations requested it?

W. E. Bradford Manager
KSST Sulphur Springs, Texas

[EDITOR'S NOTE: Yes, if the number of requests warranted it.]

In Employment

GREENVILLE 45,056
Columbia 26,718
Charleston 24,277

NBC affiliate for the Greenville-Anderson- Spartanburg Markets
Represented by Avery-Knodel

Page 64 * April 21, 1952
RACE PROGRAMS
WHIM Asks FCC Opinion

DOES broadcasting a feature race-of-the-day—with a summary of horse racing news and interviews with celebrities of the sports world about 6 p.m.—jeopardize a station's license?

That, in essence, is what WHIM Providence, R. I., has asked the FCC.

The Commission's answer to this may have a bearing on the entire question of horsing racing broadcasts and upon the status of the 16 stations that were set for hearing because of horsing racing programs [B* T, March 5].

In a letter to the Commission, WHIM pointed out that FCC's statement at the time it renewed WANN Annapolis' license created doubt as to the propriety of any kind of horsing racing broadcasts.

WANN was on temporary license for nearly a year while the FCC considered how to deal with racing programs. WANN discontinued the broadcasts and was granted a renewal a few weeks ago [B*T, March 5].

What WHIM wants the Commission to do is issue a declaratory ruling on whether the broadcasting of a feature horserace and a summary of the results will close the day is contrary to the rules.

The Providence station pointed out that the programs proposed "could not conceivably be of any interest to bookmakers or their patrons since the resume of the day's racing would be presented . . . after the tracks had closed" for the day.

WHIM said in its letter that an FCC ruling on the matter will have "a vital effect upon the entire broadcast industry" because many stations throughout the country have presented programs of the type it proposes.

WHIM asked for the ruling within the next two weeks so that it could make appropriate arrangements for carrying the daily feature at Narragansett Park at Pawtucket, R. I., three miles from Providence. The season opens there June 30.

Last month, the FCC put 16 stations on temporary license to determine, at a hearing, whether the stations are aiding gamblers by airing odds, giving scratches, track conditions, prices paid, etc. [B*T, March 3].

Since then, a few stations have been granted regular renewals after notifying the Commission that they had discontinued the broadcasts before the notice was received [B*T, March 10].

GOOD NEIGHBOR
KWBB Spots Aid Drive

POWER of radio spots alone to win community support for a local project has been demonstrated by KSWB Hutchinson, Kan.

The Dragon Club of Hutchinson Junior College sponsored a "Good Neighbor Day" to "help a young man who is helping himself." Candidate chosen was a young service station operator who had been a polio victim as a child.

Verne Powell, assistant superintendent, Hutchinson Recreation Commission, wrote Mrs. Bess Wyse, KWBB president: "The whole-hearted and enthusiastic response by KWBB has swept the city and tremendous amount of business for Vernon Miller has resulted."

Mrs. Wyse explained the local newspaper had been contacted but turned the project down on the basis that it 'smacked of commercialism.' The promotion was all done by radio.

"In one morning," added Mrs. Wyse, "the gas distributor had to fill tanks at the filling station three times because of our radio spots."

INSTITUTION ADS
Sen. Johnson Comments

CENSORSHIP was Sen. Ed C. Johnson's reaction last week to a controversial proposal made on Capitol Hill a fortnight ago that newspapers might raise advertising rates as a means of discouraging "extravagant" advertising [B*T, April 14, 7].

Sen. Johnson (D-Colo.), who is chairman of the Senate Interstate & Foreign Commerce Committee, said, "When the government starts to tell the newspapers what kind of advertising and how much of it they can carry, it's moving toward the day when it will seek to control their news columns, too."

Suggestion for the raise in rates was contained in a report released by the Senate Small Business Committee on Newsprint headed by Sen. Hubert H. Humphrey (D-Minn.).

However, Sen. Humphrey who has launched a drive to have so-called "political" institution advertising cut down, if not eliminated, stated that the newspapers what kind of advertising and how much of it they can carry, it's moving toward the day when it will seek to control their news columns, too."

Benjamin Gottlieb

BENJAMIN W. GOTTLIEB, 66, of B. W. Gottlieb Assoc., Philadelphia advertising agency, died April 10 of a heart attack. Mr. Gottlieb was a former managing director of the old Jewish World. He produced and appeared on foreign language programs over WDS Philadelphia. Surviving are his wife, Bessie W., a son, Maxim B. and three daughters, Mrs. Ruth Bril, Mrs. Sophie G. Cooper and Mrs. Jeanne Elion.

Who's on First?

CAN coffee pour out of musical clock? It wasn't that easy a certain day in April in Albany, Ga., but almost. Two top disc jockeys in town did a quick switch. WGPC's Bill Fowler moved his Musical Clock to competing station, WALB, whose Bill Bowick took over Mr. Fowler's time slot with his Coffee With Bill. Listeners were agog, switched from one station to another. But Messrs. Fowler and Bowick were a step ahead. They played identical tunes throughout the morning. Oh yes, the date: April 1.

PERFECT TRACKING

..without tone arm resonance

- That's what you get with the versatile Gray Transcription Arms. Take your pick: There's the new specially designed--viscous damped--Gray 106 B Arm for all speed, all size records. There's the Gray 106 B Arm ensuring fidelity of tone for every speed record. Both use GE or Pickering Cartridges.

- For highest tone quality and new record reproduction from old records, use Gray Equalizers—preferred by leading broadcast stations.

- Remember—for professional broadcast equipment, Gray shows the way. Write for bulletin describing the above equipment.

BROADCASTING • Telecasting

BROADCASTING • Telecasting

BROADCASTING • Telecasting

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This Summer wherever you go There's Radio See Centerpread This Issue ON THE AIR EVERYWHERE 24 HOURS A DAY 50,000 WATTS OF SELLING POWER
Caveat Emptor—let the buyer beware if he thinks caviar can substitute for bread and butter—or glamour TV for dollar value.

Let him beware if he is paying fancy television prices—and getting little for his money but fancy.

Either TV works for you at a reasonable, economical cost—either you get dollar-for-dollar advertising value for your investment—or it’s not worth a salty roe.

Du Mont has no champagned attitude towards television. Whether it’s time, program, facility or production costs—item for item, Du Mont gives sponsors real value for their money. Because Du Mont costs are always realistic, always reasonable, an advertising budget on the Du Mont Television Network pays off in results, not in fancy.

If you find that you are paying for glamour when you should be paying for sales, then let Du Mont show you how to make your TV budget work for you on a bread and butter basis. Let Du Mont show you how to get the greatest value in television advertising today.
These national advertisers buy KTLA programs on a participating basis to get best results in the second largest video market.

You, too, can do better with spot in Los Angeles. You can do best on KTLA, the station consistently attracting the lion’s share of Los Angeles’ 1,125,000 television homes. KTLA has topped every audience survey every month for the past five years.

KTLA knows its market and has created its own top-rated shows. Current availabilities include a participating sponsorship in “Frosty Frolics,” spectacular ice revue (25.6 March ARB rating), and another in the established Sunday evening sales-producer — the sparkling “Bandstand Revue” (24.5 March, 1952 ARB rating).

Let us tell you how and why KTLA can do the outstanding sales job for you in this 7-station market.
POSSIBILITY that the FCC might permit merger of AM applicants for TV and discount a possible duplo-
ously situation [B*7, Feb. 4] was
dashed somewhat last week when
an exchange of correspondence on the
subject was made public by
Sen. Edwin C. Johnson (D-Col.),
chairman of the Senate Interstate &
Foreign Commerce Committee.

Senator Johnson wrote FCC
Chairman Paul A. Walker March 12 and posed four questions con-
cerning the possibility of two or
more Denver AM operators joining
together to apply for TV.

Chairman Walker’s reply the
next day indicated the Commis-
son had not considered the problem.
He did say, however, there had
been some inquiries and discussion
by some staff members with out-
side lawyers.

Significant portion of Chairman
‘SHORT-TERMER’
Lowman Was Director, Once

LAWRENCE W. LOWMAN, CBS
vice president, last Wednesday
enjoyed what may be the shortest
broad directorship in the history of
that organization. He was elected
Wednesday afternoon and then, per
agreement, he promptly resigned
after the stockholder meeting.

His nomination (and election)
came when the management, seek-
ing to retain one vacancy on the
board while re-electing all incum-
ents, was confronted with an un-
expected nomination from the floor:
A representative of the Assn. of
Women Shareholders proposed Mrs.
William S. Paley, wife of the CBS
board chairman, for vacancy.

Executive Vice President Joseph
H. Ream, countering with the
Lowman nomination, explained that
the management wished to keep
one directorate vacant and that
Mr. Lowman, as soon as elected
by proxies already in hand, would
resign from the board. He did.

Directors re-elected: Prescott P. Bush,
Bruce A. Coffin, Lloyd H. Coffin, J. A.
Schafer, day indicated the Commis-

Walker’s reply was contained
in letters, which may be taken to
indicate his attitude: “... I have
been particularly concerned with
the protection of the public against
the dangers of excessive concentra-
tion of control over the mediums of
mass communication.”

At the time Chairman Walker
replied to Senator Johnson, he
emphasized that the Commission was
working on the final TV allocation
report and was not likely to have
to consider the problem until after
the TV freeze was lifted.

He did say, though, that the con-
solidation of AM applicants was
undoubtedly going to occur to
“quite a number of AM operators.”

“And it is a problem that the
Commission is going to have to
formulate a policy for,” he added.

It is understood that as of last
week the FCC has not yet taken
the subject up.

In some quarters, it is felt that
a decision should be formulated and
announced by the Commission with-
in the next few weeks. This would
aid TV applicants preparing to
apply during the pre-July 1 waiting
period, it was pointed out. Unless
that is done, there will be no way
for applicants to know whether a
merger of AM interests is legal or
not in the FCC’s eyes.

Merger of AM stations for TV
is based on two factors: High cost
of TV construction and operation
and as a method of overcoming
protracted hearings where the num-
ber of applicants exceeds the num-
ber of available TV channels. A
joint applicant would have more
funds than single applicants, it was
pointed out. Also noted was the
possibility that combinations might
eliminate need for hearings.

It is emphasized by those who
are eager for Commission approval
of this type of merger that although
a TV station might be owned by
the same people who also own two
or more AM stations, the AM sta-
tions would be owned individually
and the joint ownership would ex-
tend no further than the TV sta-
tion. The AM stations would con-
tinue to be operated separately and
competitively, they point out.

Although the Commission has
taken no stand on the question, nor
has it considered it, discussion with
some FCC staff executives indi-
cated they feel such a merger would
call into force the duplo-
ously provisions of the FCC rules. This
prohibits same ownership (or control)
of more than one broadcast station
in the same city. The Commission
does permit a single owner to have
individual AM, FM and TV stations
in the same city.

Only application that might fit
the description of merged AM ap-
plicants is that of KVOR Colorado
Springs and KGHF Pueblo, Col.
[B*7, March 10]. KVOR and
KGHF plan a joint TV station
mid-way between the two cities.

Whether the Commission will
consider this in the same light as a
merger of two AM stations in the
same city is unknown.

Text of Senator Johnson’s letter to
Chairman Walker follows:

It is my understanding that most of
the radio stations licensed to serve the
Denver area have filed, or are planning
to file, individual applications for li-
censes to operate a television station.
However, there are twice as many of
radio stations as there may be channels
allocated to Denver. This must result in long drawn-out hearings
and endless litigation.

If they are approved, they would be
joined so that the actual number of applica-
tions for Denver television licenses
(Continued on page 101)

CBS-TV EXPANSION

IN ITS bid to achieve station-
ownership parity with its rivals,
CBS-TV will prosecute applications
for new TV stations in markets
where it owns radio outlets with-
out television—specifically San
Francisco, St. Louis and/or Boston
—President Frank Stanton told the
annual CBS stockholders meeting
last Wednesday.

In response to questions, Mr.
Stanton pointed out that CBS now
owns WCBS-TV New York, KNXT
(TV), Los Angeles and 45% of
WTOP-TV Washington; is seeking
FCC approval for purchase of
WKBK (TV) Chicago and for a
merger arrangement which would
give it 44% of WCTN-TV Minne-
apolis-St. Paul, in addition to its
purchase of 45% interest in KQV
Pittsburgh, which has a TV appli-
cation pending [B*7, March 10].

Mr. Stanton noted that FCC rules
permit a single entity to own as
many as five television stations
outright—the number owned by
NBC and ABC—and that new rules
have been proposed dealing with
ownerships of minority interests or
combinations of majority and mi-
nority interests.

In answer to other questions
from stockholders, the CBS head
expressed the view that it is too
early to predict whether TV pro-
gramming of the future is going to
be predominately live or predomi-
nantly film, though he did voice a
firm opinion that keeping coaxial
cables and radio relays on “stand-
by” duty for special events, while
filming all other programs, would
impose a severe economic burden.

Denies Cancellations

He renewed protests of officials
of CBS-TV and other networks that
reports of widespread TV cancel-
lations by sponsors are mislead-
mg. He pointed out that this sea-
son is traditionally an unsettled one
among advertisers and cited CBS-
TV’s recent report that its business
is at an all-time high with sales
the first two months of this year
running 90.5% ahead of those
for the same period last year [B*7,
April 7].

Mr. Stanton said he knew of only

Stanton Tells Plans

1½ nighttime hours on CBS-TV
that are not being retained by
present sponsors through the sum-
er. Asked specifically about pub-
lished reports that Pepsi-Cola plans
to give up its Saturday night half-
hour on CBS-TV when current con-
tracts expire, he said CBS-TV had
received no notice to that effect
and pointed out that sponsors are
not required to give notice until a
month before the end of contracts.

Pepsi-Cola has eight or nine weeks
to run.

He reviewed the color TV situation
at a stockholder’s request, not-
ning that the CBS system is the
only one authorized by FCC even
though production of color sets has
been halted by the National Pro-
duction Authority. He said he
assumed other manufacturers will
apply for FCC approval of their
colorable system if they feel it is
superior, but pointed out that as
yet they have not done so.

Members of the CBS board were
re-elected at the meeting (see story
this page).
Perhaps to future.

The TV in a continent made to sell and service homes, technicians and personnel teams will be many more months. Television, he said, would not blanket the non-serviced parts of the U.S. until some 80 "experienced" teams were engaged to process applicants at a favorable pace and that there were only seven such teams at FCC now.

Rep. Robert Crosser (D-Ohio), House committee chairman: "We want to see progress ahead. . . . I have confidence in the Commission. . . . it is my prediction that the FCC's report will prove to be good . . . ."

From the West Coast:

Louis D. Snader, president of Snader Telescriptions Corp., Beverly Hills: "Our vista was never 105 TV stations. This is a 2,500-station country!"

Basil Grillo, vice president in charge of production, Bing Crosby Enterprises: "The long promised freeze lifting will result in the greatest demand for film products in TV's history."

Don Fedderson, general manager, KLAC-TV Hollywood and president, Television Broadcasters of Southern California.

(Continued on page 89)

POST-THAW

First Application Filed With FCC by WTSP

FIRST TV application following the freeze [B+T, April 14] was filed at 8:30 a.m. April 15 by WTSP St. Petersburg, Fla. Station amended its pending application to ask for Channel 8 with 516 kw, 421 ft. antenna height; 10 kw, 985 ft. antenna height.

It is proposed to spend $341,550 on construction (it already has the land), $278,000 for first year's operating expenses and expects to take in $176,000 during the first year. Equipment will be RCA.

Station is owned by Nelson P. Paynter, who is also owner of the St. Petersburgh Times and the Commercial Quarterly, published in Washington, D. C.

Mr. Kelly is vice president and general manager of Pinellas Broadcasting Co., licensee of WTSP-AM-FM. Application was filed by the Kelly firm of Miller & Schroeder.

Meanwhile, the FCC ran out of revised application forms by Tuesday of last week after it had handed out 4,000 forms—mostly to eager, hurried Washington radio attorneys and consulting engineers.

Additional print run of 5,700 was ordered and is not expected to be available until early this week. Since each application must be filed in triplicate, the 4,000 forms handed out during the first two days of last week would be filed to make 1,333 applications on the way to the Commission. Actually, most applications are made up with six copies—the applicant, his law firm and consulting engineer each holding a copy in addition to the three filed with the FCC.

Applications

The first week following the issuance of FCC final TV allocations report amended applications for television stations, three of which were new.

Bluff, Ark., applied for Channel 8 for Monroe.

First application after the freeze—an amended one—was for Channel 8 in St. Petersburg, Fla., filed by WTSP-AM-FM (see story this page).

For other new applications and amended applications, see opposite page.
Listed by States

**DENVER**, Colo.—Aladdin Radio & Television Inc., Ch. 7 (174-180 mc), ERP 57.5 kw visual; antenna height above average terrain 970 ft., above ground 187 ft. Estimated construction cost $377,655, first year operating cost $683,348, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer, E. C. Page, Washington. Applicant is licensee of KLZ-AM-FM Denver. Principals include: President Harry E. Huffman (13.9%), owner of 66% interest in Winter's Store, and Executive Vice President Hugh B. Terry (16%).

**HARTFORD**, Conn.—The Travelers Bestg. Service Corp., Ch. 3 (60-66 mc) ERP 200 kw visual; antenna height above average terrain 826 ft., above ground 450 ft. Estimated construction cost $688,856, first year operating cost $214,500, revenue $400,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington, D.C. A. D. Ring & Co., Washington. Applicant is licensee of WTIC Hartford. Principals include: President Jesse W. Randall and Vice President and General Manager Paul W. Morency, Travelers Insurance Co., Hartford, owns 100% of stock.

**PETERSBURG**, Fla.—Pinellas Bestg. Co., Ch. 8 (180-186 mc), ERP 316 kw visual; amended engineering data not submitted, except that antenna height above ground will be 497 ft. Estimated construction cost $541,450, first year operating cost $278,000, revenue $175,000. Make and type of equipment not specified in amended application, except that antenna will be RCA. Legal counsel Miller & Schroeder, Washington. Engineer F. J. Kelly, St. Petersburg. Applicant is licensee of WTS-AM-FM St. Petersburg. Principals include: President Nelson Poynter (96%), owner and publisher of St. Petersburg Times and co-editor and publisher of companion newspaper, Dunedin, Washington, D.C. Mr. Kelly also is executive vice president and general manager of WTS-AM-FM.

**TOPEKA**, Kan.—S. H. Patterson, Ch. 13 (210-216 mc), ERP 25.2 kw visual; antenna height above average terrain 534 ft., above ground 357 ft. Estimated construction cost $174,531.23, first year operating cost $355,000, revenue $280,000. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel P. W. Seward, Washington. Consulting engineer Radio Engineering Co., San Francisco. Applicant is licensee of KXAT Topka and KSAN San Francisco. Principals of both is S. H. Patterson, who has various real estate holdings.

**MONROE**, La.—James A. Noe, Ch. 8 (180-186 mc), ERP 96.5 kw visual; antenna height above average terrain 575 ft., above ground 574 ft. Estimated construction cost $331,921, first year operating cost $214,500, revenue $196,200. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Roberts & McNichol, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include: WNOE New Orleans and KNOE Monroe. Owner is James A. Noe, 50% owner of KOTN Pine Bluff, Ark., who has interest in various oil and gas companies in addition to radio interests.

**DULUTH**, Minn.—Red River Bestg. Co., Ch. 3 (60-66 mc), ERP 200 kw visual; antenna height above average terrain 813 ft., above ground 568 ft. Estimated construction cost $283,501, first year operating cost $175,000, revenue $200,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessy, Washington. Consulting engineer Millard M. Garrison, Washington. Applicant is licensee of KDAL Duluth. Principal in applicant firm is President and Treasurer Dalton LeManurier (76%), general manager of KDAL and 76% stockholder and president of WQUA Moline, Ill.

**ALBUQUERQUE**, N. M.—Greer & Greer, Ch. 7 (174-180 mc), ERP 111 kw visual; antenna height above average terrain 412 ft., above ground 274 ft. Estimated construction cost $352,123, first year operating cost $160,000, revenue not estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel E. I. Lambert, Wichita, Kan. Consulting engineer Almond, Co., Washington. Principals include: E. John Greer (50%), who has interest in nine theatres in Santa Fe and Denver, and Saloma S. Greer (50%), who has interest in four Santa Fe theatres; both have real estate holdings and interests in Santa Fe and Albuquerque.

**SANTA FE, N. M.—Greer & Greer, Ch. 5 (150-158 mc), ERP 8.8 kw visual; antenna height above average terrain 419 ft., above ground 600 ft. Estimated construction cost $830,755, first year operating cost $120,000, revenue estimated. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel I. E. Lambert, Wich-
He can make you happy

Sam Levenson offers you the gift of laughter ... he's generous about spreading it around. He's made so many people happy that half of all the sets turned on at Levenson's time are turned on to see Levenson, and that's added up to a 22.5 Trendex rating.

Now he's moved to Tuesday at 8, when even more people can be happy over his wholesome, effortless humor and inspired story-telling.

One of those happy people could be a sponsor who knows how family pleasure can carry over into family buying.

That happy sponsor could be you.

CBS TELEVISION
Sixth Report

Clarification Policy Set
ALL REQUESTS for clarifications and interpretations of the FCC's voluminous and exacting Sixth Report and Order, which was issued last week [B*7, April 14], must be in writing.

That was one of the first actions of the FCC following a week of heavy reading by broadcasters and then Washington legal and engineering counsel.

Commission sources said that they must be asked questions in writing so that their replies can be factual and on the record. Otherwise, they fear that conflicting answers may be given to the same question.

Most of the inquiries verbally submitted to the Commission last week were matters answered in the decision, these sources said. Some of the questions raised led to these answers:

1. As of now it is impossible to judge when an applicant may get a grant. That won't be known until after the July 1 deadline for the beginning of processing. When most of the applications will have been filed.

2. FCC will put out shortly after July 1 a list of cities and their positions on the various processing lines.

3. Definitely scheduled is work on the change of assignments for the required shift to shift frequencies. If applications to accomplish this are accompanied by requests for maximum powers and antenna heights, those items will be processed at the same time the channel reassigments are.

4. Will FCC view sympathetically requests for rule-making at end of year to shift unused channels from one city to another where applicants await additional frequencies? Commission sources indicate uncertainty on this, claim that nobody has given it much thought.

Answer is same regarding petitions to delete educational reservations on unused channels.

5. An application does not have to be in by July 1. If filed after that date, they will be placed in the proper processing line. But if from a city without TV service now, those delaying may find all channels granted.

6. What happens to an application belonging to the Group B (1) processing line which is filed after the Commission completes actions on all applications in that group? Does it get priority over applications in Group B (2)? Answer is yes, it will be considered a Group B (1) application and receive priority over Group B (2) applications.

7. Grandees who have to return for modifications of CPs will be put into Group C, which will be started as soon as the first modification is received. Group C will be processed as soon as the first case comes in.

Question of how fast the various processing lines can be moved is the great unknown. At the present time, the Commission is understaffed and is awaiting Senate action on its requested $8 million 1953 budget. The House passed a $6 million appropriation, which is not only a cut of $2 million from the amount requested, but is actually $500,000 under present required levels.

Should the Senate not restore the House cut, the Commission will have to survey its activities, determine which will be cut down to shake loose personnel for the expected TV avalanche.

Commission officials warn that all personnel are loaded with work at the present time and that if any must be moved to tackle TV work, it will mean a virtual "freeze" on other activities—AM, amateurs, telephone and telegraph, etc.

Auto Dealers
Buy Drama-Sports Packages
AUTO dealers seem to be emphasizing heavy dramatic-sports packages, Milt Blink, executive vice president of United Television programs, said last week in reviewing spring sales of TV film programs.

Chrysler-De Soto dealers in Buffalo and Rochester had bought Double Play With Durocher and Day in their cities, while Hartz in the Atlanta market, the Studebaker-Packard dealers, had bought the same program in San Antonio, Dallas, Houston, and Phoenix.

Dramatic Royal Playhouse series is currently on the air for Ford dealers in Davenport and Nash dealers in Pittsburgh. In its original version, Fireside Theatre, the same program is featured by Clark-Smith Auto Sales Corp., in Phoenix.

Studebaker Dealers in Milwaukee have purchased a private detective series distributed by UTP, and Lou Levinthal, a used-car dealer in Indianapolis, is running a 5-minute dramatic-impact series, Perendos on WFTFB-TV weekly.

Sieberling Tires has purchased the Big Town series for Brownsville, Tex.

Cumberland-Nash dealers in Paris, Texas, outbid an individual choice, Mr. Blink reported. They bought UTP's Old American Barn Dance.

Atomic Blasts
Set for U. S. Showing
ATOMIC blast scheduled tomorrow (Tuesday) at Frenchman Flat, near Las Vegas, Nev., will be seen by television audiences over the whole nation as a result of a public service venture by the seven Los Angeles TV stations.

The seven stations, comprising the Television Broadcasters of Southern California, will set up relays on a pool basis from the Frenchman Flat scene to Los Angeles where live telecasts will be made available to the national networks.

Under the production supervision of Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles, the co-operative telecast will include the atomic blast itself and behind-the-scenes interviews with troops participating in the atomic warfare maneuvers.

Equipment to relay the blast to Los Angeles has been dropped by helicopter on strategic mountain peaks, beginning with Mt. Charleston, 8,000-ft. receiving point from Frenchman Flat. Relay then goes to Mt. San Antonio (Mt. Baldy) and to Mt. Wilson, site of the seven Los Angeles TV transmitters.

Cost of operation is estimated at more than $75,000.

NBC-TV in New York announced that it would carry a live telecast if arrangements are completed to relay the blast simultaneously.

CBS-TV said the explosion would be carried live.

ABC-TV spokesmen said the network was not even planning to carry films of the atomic experiment.

CBS Radio reported it would send commentators Robert Trout, Lowell Thomas and Dallas Townsend to cover the event, with their broadcasts originating at KLAS Las Vegas.

Meanwhile it is sending a crew headed by Maj. George Fielding Elliott to work with the staff of KRAM Las Vegas.
The end of the Freeze can BEGIN PROFITS FOR YOU

GET THIS BOOKLET NOW

Find out how to get on the air quickly and profitably
- with Du Mont UHF transmitting equipment
- with Du Mont Network programs
- with a Du Mont-built UHF audience

Learn how these three Du Mont operations, working together, can help make your UHF plans a successful reality.

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Clifton, N. J.
Please send me my copy of “UHF The New Big Development in TV”.
Name: 
Company: 
Address: 

ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N.J.
telesatus

A PLASTIC resistant to water, fire, shattering and warping is being demonstrated by NBC which, with Studio Alliance, New York, having supplied a house, has developed the compound for TV use in sets, props and costumes.

An opaque plastic—shown in fireproof flats two-thirds the usual thickness—can be packed repeatedly with glazed or dull finishes, thereby, since sizing is not necessary, saving one step in the usual painting process. Having the toughness but not the weight of wood, the plastic—like wood—can be nailed, sawed, planed and sanded. It can be cast in molds to reproduce art objects—such as an antique urn—or a hand-carved picture frame—with precise detail and a great saving in weight: a gilded bust weighing 15 pounds was reproduced in plastic weighing two pounds. Details can be cast so precisely, according to Arthur Segal, partner in Studio Alliance, that reproducing unwanted lines involved only a manufacturing problem.

A translucent plastic can also be used to create a marble-like texture and appearance or, with color introduced into the plastic mixture, stained glass window. A transparent plastic, currently in development, will make it possible to build shatter-proof crystal candleholders. An elastic plastic can be used for metallic chains and braids on military uniforms or ornate draperies—which themselves can be cast in plastic.

Cost of the process varies with hand-made objects proving cheaper to date than tooled reproductions which require special machinery. In some instances—such as a portable screen which is already cheaper than the usual and coarse papier mêché, as well as more durable, Benjamin L. Webster, NBC manager of staging services, reported.

Durability of plastic props—which can be dropped without damage—is soon to be proved by Ringling Bros. circus, which has ordered ornately carved flat-wagons coated with the processing, he added. The technique, developed over the last six months, was also used for some props in NBC-TV's presentation of the opera, Amahl and the Night Visitors.

'Lucy' Heads Nielsen In Homes Percentage

CBS-TV's I Love Lucy reached 9,561,000 homes and was viewed in 59.1% of all TV homes able to receive the program, according to A. C. Nielsen's second TV report for March. Based on two weeks ending March 22, complete ratings follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>(CBS)</th>
<th>(CBS)</th>
<th>(NBC)</th>
<th>(NBC)</th>
<th>(NBC)</th>
<th>(NBC)</th>
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<tr>
<td>1</td>
<td>Love Lucy</td>
<td>9,561</td>
<td>8,859</td>
<td>2,702</td>
<td>2,746</td>
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<tr>
<td>2</td>
<td>Art Godfrey &amp; Friends</td>
<td>5,792</td>
<td>4,885</td>
<td>1,511</td>
<td>1,660</td>
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<td></td>
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<tr>
<td>3</td>
<td>Red Skelton</td>
<td>5,853</td>
<td>4,978</td>
<td>1,646</td>
<td>1,782</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Texaco Star Theater</td>
<td>5,853</td>
<td>5,075</td>
<td>1,728</td>
<td>1,860</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Colgate Comedy Hour</td>
<td>5,853</td>
<td>5,075</td>
<td>1,728</td>
<td>1,860</td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>Your Show of Shows</td>
<td>5,745</td>
<td>4,798</td>
<td>1,596</td>
<td>1,731</td>
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<tr>
<td>7</td>
<td>Bosley Crowther</td>
<td>5,745</td>
<td>4,798</td>
<td>1,596</td>
<td>1,731</td>
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<tr>
<td>8</td>
<td>Kraft Music Hall</td>
<td>5,745</td>
<td>4,798</td>
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<tr>
<td>9</td>
<td>Radio Lux</td>
<td>5,745</td>
<td>4,798</td>
<td>1,596</td>
<td>1,731</td>
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New Camera Crane Aids TV Production

TV CAMERA crane claimed to have unusual versatility has been announced by Houston-Fearless Corp., Los Angeles, which says the crane allows virtually every camera effect known to television, from very high to very low "on the air" fluid-motion shots, vertical and horizontal.

Weekly Television Summary—April 21, 1952—Telectcasting Survey
The Atlanta market is a beauty in more ways than one. So far as we know, the city's famed dogwoods bear no particular significance to sales... but did you ever notice how much better work does seem to go amid pleasant surroundings? One of these more pleasant things about doing business in Atlanta is a television set-up that pampers an advertising budget. Telecasting over Channel 2 with 50,000 watts from the world's tallest television tower, WSB-TV delivers a package that makes sense to cost-conscious time buyers. Let one of us show you WSB-TV's coverage pattern and tell you about the production facilities we have for you.
Nothing like it in the industry!

30 ADVANCED FEATURES

INTERCHANGEABLE WITH MOST EXISTING TELEVISION CAMERAS

Conventional Camera

G-E Camera

Closer Focus for GREATER MAGNIFICATION

Fig. 1—TWICE THE BACK FOCAL TRAVEL

√ With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification = up to 25 times.

√/Vibration-isolated blower provides full length cooling of I.O. tube, long tube life and top picture quality.


SEND FOR THIS NEW BULLETIN — Complete specs, diagrams and photographs of this new G-E TV Studio Camera Channel. Wire or write us for Bulletin ECB-5. General Electric Company, Section 232-17, Electronics Park, Syracuse, New York.
Already in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- Twice the back focal travel of conventional cameras! Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- Silent blower permits close-up operation without microphone pick-up.
- Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- Faster lenses supplied at no extra cost! 50 mm — f2.3 100 mm — f2.3 152 mm — f2.7
- Lenses are positively indexed.
- Circuits provide sweep failure protection for your $1200 I.O. tube. Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- Lens versatility. More than 15 different TV lenses can be mounted without special adaptation.
- Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- Automatic engagement of focus control when side door of camera is closed.
- Low center of gravity in camera and Fearless pan and tilt head assure stability and smooth operation.
- Focus handle clutch protects against damage and misalignment.
- Removable I.O. yoke with ball-bearing slide assembly and plug-in-electrical connections.
- Microphonics minimized. No signal circuits included in control console.
- Average brightness measurements of channel picture can be made at the channel amplifier.
- 14 kv independent power supply for monitor picture tube. Calibration input terminals supplied.
- Change-over switch for composite or non-composite signals.
- Waveform monitor includes IRE calibration scale.
- Simultaneous vertical and horizontal waveform presentation.
- Large quiet blower provides ample monitor cooling.
- Entire channel is factory-wired, with all plug-in interconnections.

You can put your confidence in—

GENERAL ELECTRIC
TV Thaw Is 'Challenge'

Educators, JCT

FCC has spun the wheel of fortune for TV station-minded educators throughout the nation but the question remained last week whether many institutions would get their bids in before the prescribed one-year time limit.

While a number of prominent educators, including representatives of the Joint Committee on Educational Television, expressed themselves as highly gratified over the FCC’s non-commercial educational reservations, they made plain that did not regard the allocations as a “victory” per se but as a decision within the province of “the public interest” and a challenge to education.

The Commission set aside 242 reservations for non-commercial educational stations, of which 80 or 15% are earmarked for VHF (see April 14). Processing starts July 1.

Despite the concern over finances, educational groups were urged to apply immediately for precious frequencies within the structure of FCC’s table of assignments—”even before funds are available” lest they “inevitably be lost” by remaining “fallow.”

Programming of commercial TV stations “will improve” but industry cannot do the job alone without the aid of educational broadcasters, the Institute for Education by Radio-Television was told Thursday.

This was the gist of talks by commercial broadcasters and educators in a presentation on “Improvement of television programming” ushering in the 22d annual IERT conference sponsored by Ohio State University at Columbus.

The general session was flavored with references to the NARTB Television Code, FCC’s ill-fated Blue Book of several years ago and trade criticism.

Panel Members

Panelists included Edward Lamb, president of WTVN (TV) Columbus, and WICU (TV) Erie, Pa.; WOOD Toledo and WJIO Orlando, Fla.; Mrs. A. Scott Bullitt, president of KING-TV Seattle, a member of the TVA Broadcast Review Board; Armand Hunter, director of TV development, Michigan State College, and Dallas Smythe, Institute for Communications Research, U. of Illinois.

Mr. Lamb said “there are many factors which lead me to feel that TV programming at commercial stations will improve,” largely through consumer and organized viewing groups rather than by dint of “self-policed codes of good conduct.”

He described the new NARTB TV code as a good thing but only a “mild incentive” to improvement.

He insisted that “more and more commercial broadcasters are beginning to realize that FCC was essentially correct in its Blue Book announcement several years ago.” As a result, he said, they have realized that the “best programming” is local and public service fare.

Most immediate problem, Mr. Lamb stated, is improvement of commercial TV programming, which “will arrive out of a real, rugged competition for audience attention.” He said educators no longer can afford to sit back and “criticize commercial telecasting” but must face up to the task of putting educational stations on the air.

The American public will be able to use this new program source as a gauge to measure usefulness of all TV stations.

Noting that educational groups are receiving reservations for more than twice as many channels as commercial outlets now on the air, Mr. Lamb suggested that private broadcasters might question granting free time to public service and educational programs.

“It is unfortunate that this recent decision did not come with the proposal offered by Sen. Edwin C. Johnson (D-Col.) and others of us who have been touring the country,” he said.

Mr. Bullitt suggested that television shows more response to good programming to guide commercial stations and felt programming problems would be solved in time. She stressed public service programs, a high level of program selectivity and research, adding that there is a difference at times between good commercial operators and shows and that research reflects changes in audience taste.

“Silence Is Lethal”

“Whoever offers something worthwhile, they frequently get the silent treatment,” she said. “Silence is lethal.”

Responding to a question, Mrs. Bullitt indicated that while some individuals in the industry take issue with educational reservations, “there will be feeble opposition” once the educators start to build an audience.

Mrs. Bullitt expressed confidence that programs will show continual (Continued on page 89)
said he is delighted “the Commission has seen the light” and said that previously applications before the FCC were “predominantly commercial.” He said the burden had been on educators to present a strong case for non-commercial TV outlets “immediately” while commercial telecasters sat back and “clamored” for three and a half years for the FCC to lift the freeze.

JCET officials urged special haste by organizations in larger cities where FCC has earmarked VHF in its assignments.

Turning to programming, a JCET representative said educational stations will “try to get away from the deadening monotony of standard stuff” telecast by commercial stations. But even so, JCET officials emphasized that its proposed educational fare would fall within the broadest possible definition of the word, and include culture, fine arts and entertainment.

In this connection, the educators had a kind word for DuMont Network’s John Hopkins Science Review, NBC-TV’s Meet the Press (whose format they felt could be embellished with general educational uplift)—and even Kukla, Fran & Ollie.

The purpose of educational programming, JCET avowed, would be to bring “the total impact of educational and cultural fare on all levels of people” and to afford

EDUCATIONAL TV COST

“Who’s Going to Pay?”

FINANCING of educational TV presents a grave problem, Calvin S. Hatheway, director of the Cotton Museum for the Arts of Decoration, New York, declared last Wednesday.

Speaking before the Friends of the Museum, Mr. Hatheway said that although “we are keenly interested in the potential widening of our horizons by the new Washington decree ... I only wish that Washington or Albany or the ultimate benefactors who own television receiving sets would tell us: Who’s going to pay?”

He cited the expense of TV programming and noted that the New York State Regents hope to operate a proposed network. He added, “but there seems no reason to hope that the State of New York will be any more interested in helping to cover a museum’s television expenses than commercial television has been.”

The mature, literate and adult fare which education hopes to translate in terms of public understanding in government and democracy.

JCET still is “interested in educational programming of commercial stations” and the need for cooperation between commercial telecasters and educational outlets. Role of the latter in supplying new personnel for potential commercial outlets was cited.

Because the stations would be operated without profit, there are no problems involving unions or copyright-royalties. “The American Federation of Musicians has cooperated fully and completely with schools on broadcasts involving musicians, Mr. Siegel interposed.

Cost of operating these stations would be ‘cheaper than chewing gum—perhaps the least expensive way you can educate except perhaps radio,” according to ACE’s Mr. Adams. He cited a potential Boston VHF audience of four million viewers and added that in New York the cost “will approximate that of one newspaper per person per year.” In some instances, the audience would be select or limited, however, it was acknowledged.

“Within five years, state universities and private institutions will serve each community, state and the nation on a scale only dimly appreciated today,” Mr. Adams told newsmen.

Some educational groups, it was acknowledged, have indicated interest in applying for commercial TV licenses. It also was noted that FCC was asked to rule on partial commercialization by educational applicants as a policy. (The Commission rejected this proposal, suggested by the U. of Missouri and other schools.)

The ACE president strongly endorsed the plan and expressed confidence that construction and operation “will begin promptly in many communities.” Actual spade work for these stations will probably take place at the current Educational Television Programs Institute at Pennsylvania State College, slated to be opened in 1957 (Sunday).

NEA’s Mr. Farley noted that one state (presumably New York) is “well on the way to establishing a statewide network of television stations. In numerous cities and in many institutions plans for financing and operating educational stations have been made and will be carried out at an early date.” The reservations will help some groups overcome some “limitations” on TV, he added. (Continued on page 82)

MARCH OF TIME

Announces New Series

THE MARCH of Time, New York, has announced a new 26-week TV films series, American Wit and Humor.

Works of America’s most famous authors and humorists, including Mark Twain, Artemus Ward, Eugene Field, Josif Billings, Nathaniel Hawthorne and Edgar Allan Poe are featured. Cast for the series includes Thomas Mitchell, Gene Lockhart, Jeffrey Lynn, Arnold Moss, Ann Burr and Luella Gear.

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BROADCASTING • Telecasting

April 21, 1952 • Page 81
This is the complete report—196 printed pages—just as the FCC released it last Monday.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation.

You'll want library copies, home copies, tear copies and working copies. Press run was limited. Please use the coupon below and order today.

TV Progress
(Continued from page 80)

improvement but emphasized that objections will not be reached overnight. With new educational TV outlets taking the air, programming is bound to improve, she noted, but the pattern has not yet crystallized.

Burden of responsibility for improvement in video fare was placed on educators by Dr. Hunter, a prime mover in Michigan State TV development, who felt a "fundamental philosophical conflict and opposition" within private industry is hampering progress.

"The industry has certain . . . economic obstacles in its path," he said in calling on educators to improve programming. "The FCC has no practical method of enforcing it and the public has no articulate means of demanding it," he added.

Dr. Hunter predicted that "the battle will be long and hard" and that the educators as outside forces are the only ones who can perhaps swing the support and weight needed to help the industry win the fight and eventually achieve the common objective.

He called on educators to determine needs and standards through qualitative program research and experiment with new ideas.

Statistics on Programming
The research phase elicited statistics from Prof. Smythe, also a director of studies for the National Assn. of Educational Broadcasters. He scored "the apparent predominate use of expensive material in the entertainment which provides the bulk of TV programming."

Delving into NAEB monitoring studies in three cities, financed partly by the Fund for Adult Education over a 15-month period, Prof. Smythe said entertainment occupies about three-fourths of program time in New York, and Los Angeles. He gave this breakdown: Information type programs (news, weather, sports, etc.) 19% in New York and 24% in Los Angeles; public issues and events, ranging from 4% in Los Angeles to 7% in New York, and drama, 2% in New York and 3% in Los Angeles. With Chicago were not available, though studies are under way and are being extended to other cities.

This research covered 1951 and 1952.

Prof. Smythe particularly deplored "crime and violence on TV," which he said had risen in both cities and suggested such studies "may lead to revisions of TV program policy of the highest importance."

A tribute to the late W. W. Charters, co-founder and honorary director of the institute, was given by Judith Waller, NBC Central Division, who cited his "wise counsel in serving IERT."

Dr. I. Keith Tyler, Institute director, presided over the panel held in the Deshler-Wallick Hotel, Ken- neth G. Bartlett, Syracuse U., led the floor discussion.

Educators, JEC
(Continued from page 81)

Angeles also is "ready to go" with UHF, it was said. JEC assisted 838 colleges, universi- ties and school systems and public service agencies to file formal statements in response to the FCC's proposal for reservations. The difference between the 245 finally reserved and the 200 set aside in the Commission's Third Notice represents extra channels granted to groups which had not even applied. JEC will continue to aid schools, offering engineering and construction data.

Detroit educational agencies are "well along" in their planning, ac- cording to President David Henry of Wayne U., an ACE representative on JEC. Applicants for UHF in that city include Wayne U., U. of Detroit and Detroit Institute of Education.

Mr. Henry said: "Much experimentation in pro- gramming is under way in many institutions and in many localities. Considerable thought has been given to how educational agencies can pool their resources for effective operation. I am sure that educa- tional agencies are ready to meet the time schedule for transmitting and receiving UHF. Some are ready for the immediate use of VHF allocations." FCC reserved a UHF channel for educational use in Detroit.

Similar reports were given for land-grant colleges and state univer- sities. James H. Denison of Michigan State College, another JEC representative, said many "are prepared to apply lines for construction permits immediately, and others will not be far behind." MSC was rejected for a VHF channel at East Lansing.

Dr. A. N. Jorgensen, U. of Con- necticut president, felt that state universities that have been as- signed TV channels "must now move forward as soon as possible."

Earl McGrath, U. S. Commissi- oner of Education, Office of Education, Federal Security Agency, described the FCC plan as the opening of a new era in educa- tion but he warned:

The FCC's decision must be im- plemented by actual broadcasting op- erations if its benefits are to be felt in the community. Thus, educators also face a serious challenge this year—a challenge to determine whether they will refuse these split channels or whether they will allow this valuable portion of the public domain, the television spectrum, to remain unused and ultimately to be turned to other than educational uses. Clearly the FCC's role is to force these cities into making final decisions. They must begin at once to initiate or complete plans for the construction and operation of their own independent television stations.

Dr. I. Keith Tyler, director of radio education at Ohio State U. and a key figure in JEC, said be was pleased that the FCC recog- nized education's role in TV's development and commended the Commission for its handling of the allocations plan. (OSU was re- jected in a bid for a VHF Channel.) He felt that FCC had not solved one of the "most difficult problems," asserting:

Education is now forced to rely upon UHF in some cities which already have so many VHF stations and such a high saturation of VHF receiving sets as to make the educators' task almost hopeless. These cities include New York and Los Angeles as well as Columbus, where Ohio State University was pre- pared to go ahead immediately with plans. The entire plan of the Commission were able to make available a VHF channel. But for most of the nation's cities, the door is now open for educational stations.

Colleges, universities, school systems and other educational institutions must now take up the challenge. They must proceed as rapidly as possible to plan cooperatively in each community the use of these valuable channels. It may take time to explore resources, to edu- cate communities and to marshal the necessary finances, but the time to begin is now.

Elsewhere, educators commended the FCC's educational reservations and felt they opened a new "vista."

A BULLITT-PROOF PROGRAM
KING-TV President Gives Recipe to IERT

MRS. A. SCOTT BULLITT, KING- TV Seattle president, gave a recipe for an average program at the Ohio State U. Institute for Educa- tion by Radio-Television meeting Thursday evening. Miss Colborn, acting during the TV program panel, she gave the recipe as follows:

Take one cup sponsor's require- ments and sift gently.

Two tablespoons agency ideas, carefully chilled.

Add one-half dozen staff sugges- tions, well beaten.

However fresh and flavorful, they will curdle when combined with agency ideas, so they must be beaten till stiff.

Still together in a smoke-filled room and sprinkle generously with salesmen gimmicks.

Cover the mixture with a tight lid so that no imagination can get in and no gimmicks can get out, and let stand while the costs in- crease.

Then take one jigger of talent— down every Thursday. In the above ecological, no pollution, one-half dozen of production problems, a pinch of doubt and, if you have any—a dash of hope.

Fold these ingredients carefully together so they can get into a small studio. When all are perfectly mixed, this requires a very light touch as the slightest jolt will sour the results.

Be sure to line the pan thoroughly with union regulations or the mix- ture will stick.

Place in the oven with your fingers crossed. Sometimes it comes out a tasty delicacy, and sometimes it's just cooked.

(Continued on page 100)

BROADCASTING • Telecasting
Included in cross-country demonstration unit is the GPL Utility Projector, with "3-2" intermitent which permits use with I.O. camera for film telecasting from remotes.

Compact GPL studio camera chain fits easily in station wagon, and may be operated from there, drawing power by cable from studio and returning signal to transmitter.

Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features—pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure your station is on the schedule of the GPL Mobile Unit Tour. See why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory

General Precision Laboratory
INcorporated
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TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

...to Drive its Story Home!

April 21, 1952 • Page 83
**TV AID SPORTS**

**TELEVISION** manufacturers, having shown that TV actually helps rather than hurts recreation industries, are preparing to cooperate with professional baseball clubs during the 1952 season.

Cooperation is replacing the hostility once shown by baseball operators, and Radio-Television Mfrs. Assn. will soon launch its drive to boost interest in the sport and to stimulate attendance at the parks. Final plans will be discussed Tuesday at a New York meeting of the RTMA Sports Promotion Subcommittee. Chairman of the group is Dan Halpin, RCA Victor.

The current study of TV's impact on recreation and communications, released by RTMA on the basis of a three-year investigation, bears out the original premise of Jerry Jordan, research specialist, that harmful effects of TV set ownership are confined to the "novelty period." [B&T, April 7]. Mr. Jordan is son of C.C. Jordan, executive vice president of N. W. Ayer & Son, Philadelphia. The agency has continued young Mr. Jordan's research project during his service in the Army.

Glen McDaniel, RTMA president, said the summary of 1951 business in the recreation and communications industries "indicates that Jordan's original theory is working out and that television is becoming a promotion partner, and not a harmful competitor of most recreation."

The new RTMA study shows steady growth for recreation and news industries, one of the fastest growing segments of American industry, of which TV is a part. The tremendous increase in 1950 TV set sales helped boost the total income for that year and the decline in 1951 caused a leveling off for the year. Five out of eight major other classifications of recreation are running ahead of the pre-TV year 1947, with RTMA describing video as "an addition, not a replacement," in the home. "Hundreds of new stations will not change that condition," according to RTMA.

The average family can add about four hours of TV a day and not curtail other types of recreation seriously, according to RTMA, because of such factors as largest number of children in history, shorter working hours, modern homes, labor-saving appliances, faster transportation and better organized existence. "Television simply fills another need for our expanding economy—just as magazines did a few generations ago," says RTMA, adding, "just as the movies, radio and organized sports have done in later years."

As to newspapers, RTMA notes daily newspaper circulation holding close to its all-time 1950 peak, according to the Ayer Directory. Reading time hasn't changed noticeably, with sports and entertainment pages "definitely stimulated." On top of that, RTMA finds, newspapers have gained "twice as many dollars in total advertising revenue since 1947 as were spent on all television advertising in 1951."

Newspapers in TV markets were found to have only a slight "novelty leveling-out" in 1949. Magazine Growth

Magazines have grown just twice as fast as population in the last decade, RTMA reminds, with TV families reading as much as non-TV families and all advertising revenue records broken. A 1949 drop was shown during the novelty period but last year "magazines come back strong with a whopping big $70 million gain over the pre-TV year of 1947."

As to broadcasting, RTMA scoffs at prophets who shouted, "Television will take the audience and the income." RTMA quotes Broadcasting Yearbook net income figure of $455.5 million for the aural industry in 1951, an all-time record. "A pretty healthy corpse," RTMA suggests.

Good pictures are drawing well, according to RTMA, with only the mediocre Hollywood films "taking it on the chin." "Cities opened more than 3,000 new drive-in theatres against the 2,000 that closed, adding, "about 80 million people a week paid half a billion dollars more for movies in 1951 than in 1941." Gains in symphony, ballet and opera attendance has doubled in a decade, it is stated.

Increase of 200% in spectator sports right after the war and prior to general TV inevitably was influenced as people started buying homes, durable goods and paying big taxes, "regardless of television," according to RTMA.

RTMA recalled the predictions that "television would empty sports stadiums, terming them "as groundless as the earlier fears that once threatened to bar sports writers from the parks and did ban radio for years."

Sportscasting is paying its way with $6 to $7 in rights fees; educating millions to the thrills of sports and opening new opportunities as network and theatre TV expands. Million-dollar gates for big events are coming back, with television fees leading the way to greater stability; more assured income; pension and welfare funds.

Sports Participation TV hasn't stopped people from participating in "doing" sports, RTMA continues, with dollars spent on participating sports up nearly 10% over 1947 and intramural sports increasing "spectacularly."

"As to baseball, RTMA explains that the nine clubs that maintained their regular TV of all games or day games played to increased crowds in 1951 and the seven clubs that cut or eliminated TV had a loss. Major leagues received about $4,562,000 for sportscasting fees in 1951, almost equal to the entire National League gate receipts in 1940, biggest pre-war year, the report says. "Since the lurch attendance following the war, paid admission in parks that have televised regularly and consistently have dropped only about half the percentage decline of those which did not televise—or reduced or restricted television," it continues.

Minor league baseball is described as "one unhappy note in the sports picture" but RTMA points out that only about 40 of the 350 clubs are near enough to TV to be affected by it and losses were general in 46 out of 50 leagues. Much of the blame is ascribed to overemphasis of the "major league frame of mind" and such other elements as big-league broadcasts by 1,000 radio stations, stories of national news services and loss of cooperative efforts with baseball.
TV's Impact on Broadcast Income

players to the military.

The minors can come back if they are courageous and get help from the majors, broadcasters and baseball writers, RTMA believes, continuing, "And local TV of their own games may help them to do so, when enough new stations are built to spread telecasting over a larger number of teams."

Referring to a 15% loss in male student enrollment at colleges, RTMA cited National Collegiate Athletic Assn. research to show that colleges in TV areas fared better in 1951, compared to 1950, than those in non-TV areas. "The day is not distant when more than 1,000 TV stations will offer the opportunity for hundreds of colleges to build closer contacts with their alumni, friends and neighbors through well-planned television of football," in RTMA's opinion.

Professional football is proving that TV belongs alongside newspapers and radio in building interest in a sport confined to a limited number of cities, according to RTMA. Upward turn in racing also is shown, with TV credited an "assist." Boxing too is benefiting from telecasts, RTMA asserts. On the other hand attendance is off in professional hockey and basketball, where TV has been eliminated in many areas. College basketball, on the other hand, is up 5% despite scandals and is still telecast in many places. Tennis and golf also were aided, it is claimed.

No Harm to Yanks

"THE only time televising a game hurts the gate is when the weather's bad." George Weiss, president of New York Yankees baseball club, asserted last week at Sports Broadcasters luncheon in New York. Questioned by Bob O'Connor, WOR-TV New York sports director, as to television's usefulness in promotion, Mr. Weiss replied: "It doesn't do us any harm."

RELIGIOUS SHOWS

WOI-TV Has Workshop

REGISTRATION OF 50 persons from 10 midwest states is expected for the religious television workshop to be conducted at WOI-TV Ames, Iowa, this week. Richard B. Hull, radio-TV director at Iowa State College, which owns the station, is planning workshop sessions under sponsorship of the TV-radio committee of the Iowa Inter-Church Council.

Seminars will concern program monitoring, general discussions of TV, scripting, production and putting a half-hour show on the air. Rudy Breis, TV consultant for CBS New York, and Charles Schmimtz, educational director of the commission on films, radio and television for the National Council of Churches, are in charge of the program. Panelists will represent state and city councils of churches, pastors, directors of Christian education, laymen, Council of Church women and parent and teacher groups.

Members of the college and station staff will direct several meet-
ings. The Monday evening speaker will be Charles Guggenheim, producer of The Whole Town's Talking on WOI-TV, in cooperation with the Fund for Adult Education. Tuesday luncheon speaker will be Ed Wegener, WOI-TV production manager, while the Thursday luncheon address will be given by Mertitt Ludwig, project supervisor of the Fund for Adult Education, an independent organization established by the Ford Foundation.

Bill Niethamer

BILL NIETHAMER, WOAI-TV San Antonio staff member, died April 10 of a heart ailment after several months' illness. Mr. Niethamer was with the station for two years as commentator and narrator on local news programs.

ORIGINAL Richard Rodgers musical score for NBC-TV's documentary, Victory at Sea, to be seen next fall, has been recorded and filmed by NBC Symphony Orchestra under direction of Robert Russell Bennett.

TV EDUCATION

Chicago Panel Set

DAVIDSON TAYLOR, NBC vice president, will be one of four fea-
tured panel speakers on education and television at the American Council on Education's 55th annual meeting in Chicago May 2-3.

Mr. Taylor will discuss "The Responsibilities of Educational Television on Commercial Stations."

Other panel members include Ralph Steetle, executive director, Joint Committee on Educational Television, who will recall "History of Recent Attempts to Achieve a Working Plan for TV"; Franklin Dunham, who will consider "Advantages and Disadvantages of Alternative Approaches to Educational Television, and George Prorobst, radio director of the U. of Chicago, whose topic is "Television and Public Service."

Panel chairman will be Rev. Theodore M. Hesburgh, C.S.C., executive vice president, University of Notre Dame. Recorder will be Keith Tyler, director of the Institute for Education by Radio-Television. He will summarize the speeches of each of the panel members for delivery to the entire convention Saturday.

MIAMI CABLE 'RACKET'

WTVJ (TV) Fights Swindle

ADVENT of coaxial cable service to Miami, Fla., has inadvertently given rise to a "racket" in which swindlers are collecting $30 license fee on home television reception of the cable programs. The swindlers represent themselves as tax agents and say that the tax must be paid before July 1.

WTVJ (TV) Miami has carried the story on all of its news pro-
grams, cautioning viewers against paying any money to the "tax col-
lectors." In addition, the police and the Better Business Bureau have been notified and an investigation is underway.

HOW TO COOK-UP SALES

in the Quint-City Area

"Today's Cooking" — 1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Norida Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. Total response to offer was 2,175.

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS OF $2,100 in direct sales to viewers . . . plus direction of THOUSANDS OF PEOPLE TO GROCERS for Kaukauna Klub products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it on front burner, sales-wise. Get the facts from your nearest F & P man. . . or direct from us.

FREE & PETERS, INC.
Exclusive National Representatives

The Quint Cities

COL. B. J. PALMER, President
ERNEST C. SANDERS, Resident Manager
Davenport, Iowa

April 21, 1952 • Page 85
LES MITCHEL, producer-director of CBS Radio Skippy Hollywood Theatre from 1946-51, has retained rights to all scripts and plans to act in similar capacity when they are filmed as half-hour TV series, *Guest Star Theatre*.

Space at Churubusco Studios, Mexico City, has been leased and production on first 13 starts June 1 with Budd Lesser, Mr. Mitchell's radio script editor, heading the story department for TV version.

Plans call for many of the stars in radio version to appear in the role they created and lists include George Brent, Andy and Della Russell, Martha Scott, Dane Clark, Caesar Romero and Constance Bennett. Scripts will be filmed two at a time with each star getting salary plus right to use his two films as pilot films on series which may be developed.

TV version will not conflict with the 99 radio scripts which were sold to Frederic W. Ziv Co., Hollywood.

**Bo-Mor Productions, Hollywood**, headquartered at General Service Studios, newly formed by Richard Morley, formerly executive producer Primrose Productions, that city. Plans call for three-half hour TV film series—a musical, each program complete in itself, a dramatic format and a beauty-charm type show. Another musical TV film series is in offing which will be quarter-hour. Val Lurberg, production manager Primrose Productions, will serve with new company in similar capacity.

**George Brent Productions Inc., Hollywood**, newly formed by George Brent, film actor, and William B. White, Hollywood talent agent, to produce 26 half-hour TV film series. Addison—Tangiers, starting this summer. Film writer, Robert Hess, is writing scripts to feature Mr. Brent as owner of a tanker in Tangiers and entrepreneur of numerous shady deals. Tangiers was selected as locale because of dramatic possibilities in this city of no income tax or capital gains taxation. Mr. White will produce. Several low-budget feature films are also planned.

**New TV film production company, National Repertory Theatre, has been set up in Hollywood by Arthur Kennedy, Tony Owen, former executive at Columbia Pictures, Donald and Jack Hyde, and William Koslenko, who will function as executive story head. Actors Edward Arnold, Diana Lynn, Akim Tamiroff, Millard Mitchell and directors Robert Florey, King Vidor, David Miller and Ray Enright have been signed by the new company for its forthcoming dramatic series. The company will function as a stock company with important motion-picture and stage personalities alternating as stars and supporting players.

First picture, entitled The Victim, written by Mr. Koslenko, features Mr. Kennedy, Mr. Arnold, Julie Bishop and Morris Ankrum. Second picture, This Is Villa, stars Mr. Tamiroff and Mr. Kennedy. Short plays are being lined up by Mr. Koslenko, who was former editor of One Act Play Magazine, for future production. Address is Motion Picture Center, Hollywood.

**Tele-Voz Co., Mexico City, headed by Miguel Almeran Jr., signs Budd Lesser, script editor CBS Radio Skippy Hollywood Theatre from 1946-51, for similar capacity on half-hour TV film series, Gloria Swanson Shines, Edward C. Simmel, vice-president Simmel-Meservey TV Productions Inc., Beverly Hills, subsidiary, Simmel-Meservey Co., and distributor of series, will accept first four films [B*+A, April 7].**

**Production**

Athens Productions Inc., Hollywood, headquartered at California Studios, plans May production on first of 39 half-hour color TV film series, Son of Robin Hood, with Clifford Sanforth, president, acting as producer-director. Howard Laurence Field is adapting scripts from Ten of Edward C. Simmel, and Son of Robin Hood in Nottingham, novels written by Paul A. Castleton. Mr. Sanforth was formerly co-producer, with Howard Field, on Columbia Pictures feature film, Bandit of Sherwood Forest, which is currently being reissued to theaters.

**Sales**

CBS-TV Files of Jeffrey Jones, being filmed by Lindsay Parsons Productions, Hollywood, purchased by following firms: Cloward Clothes, Long Island (men's clothing), on WABD (TV) New York, effective June 8; Pearson Pharmacal Co., N. Y., (Endna Chlorophyll tablets), on KING-TV Seattle, started April 13; Pittsburgh Brewing Co., Pittsburgh, on WDTV (TV) Pittsburgh, from April 18.

**Fifth Birthday Celebration was held for Man's Best Friend on KTLA (TV) Los Angeles, sponsored by Kendall Dog Foods Inc., that city. On April 5, many of 2,500 dogs which have been seen on the program were recalled for guest appearances.**

**film report**

**Chicago and Joseph Morton of the radio-TV department.**

**Film People**

Frank Ferrin, producer CBS-TV Smilin' Ed McConnell and His Buster Brown Gang, signs five-year contract with Brown Shoe Co., St. Louis (mfrs. Buster Brown shoes), in Pittsburgh, to continue producing series of half-hour TV films and releasing NBC radio taped program of same name. Mr. Ferrin has completed his first feature film, Gunga Ram, and in selling it for theatrical distribution will include TV rights.

**Ward Bond, film actor, signed by Jerry Fairbanks Productions, Hollywood, for lead in half-hour TV film, The McGurk Way, for Fruehauf Trailer Co., Detroit, which dramatizes development of American transports.**

**Carl Hecke rejoins Revue Productions, Hollywood subsidiary MCA, as production manager on current half-hour TV film series, The Twelve Cities, for Championship Theatres and Crown Guild Theatres. Included in former's series are "Playmates," "A Mansion for Jimmy," "Meet the Little Woman and "The Reluctant Burglar."**

**Flying A Pictures, Hollywood, signs Gall Davis, western film actress and U. of Texas beauty contest winner, to establish Anne Oakley, 52 half-hour TV film series. Initial film, Bull's Eye, starting April 15 with Dorothy Yost as writer, Wallace Fox director and Lou Gray producer, is expected to be completed by mid-May at which time it will be shown to all advertising agencies simultaneously. Company also produces Gene Autry and Range Rider TV film series.**

**Pennant Productions Inc., Hollywood, signs Vy Russell and Sue Diggins, Hollywood free-lance writers, to coordinate story material on half-hour TV film series, Date With Destiny.**

**Peter Coe, film actor, writer and director of Embarkation TV film series packaged by William Merris Agency, Hollywood, which is of adventure type laid against background of U. S. Immigration offices.**
Specialty Television Films, Inc.
1501 Broadway
New York City
Longacre 4-5592
Jules B. Weill, Pres.

TV TOPS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 Seventh Avenue
New York 19, N. Y.
Circle 5-5044
Write * Wire * Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of Tchaikovsky, Beethoven, Schubert, Wagner, Mendelssohn * Grieg. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

Explorers Pictures Corp.
1501 Broadway
New York City
Longacre 4-5592
Jules B. Weill, Pres.

THE BIG GAME HUNT . . . IN ACTION . . .
VIDEODEX REPORTS
LOS ANGELES . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows
DETOIT . . .
In Ten Top TV Shows
Solid 21.8 Rating:
Book it for Big Results
In Your Market

Telecast Films, Inc.
112 W. 48th Street
New York 19, New York
Audion 8-5480

32 FEATURE WESTERNS Starring the famous and well known stars: TIM McCOY, Hoot Gibson, Tom Tyler, and Big Boy Williams. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.

Post Pictures Corp.
115 W. 45th Street
New York 19, N. Y.
Luxemburg 2-4570

SO THIS IS WASHINGTON is one of the funniest pictures to date in our success-tested series of 6 Big LUM 'N' ABNER Features. With audience appeal established by 17 years on radio, these "pot-'em-down" comedy partners offer side-splitting entertainment for the entire family. Lum 'n' Abner find themselves the park-bench advisers of the nation's big-wigs in 71 minutes of laughs that never let up.

For more information please write direct to the distributors.
VISTASCOPE CORP.
Paramount Buys 50% 

A 50% interest in Vistascope Corp. of America has been acquired by Paramount Pictures Inc. Frank Sol Lesser, president. Firm immediately will set up facilities for marketing the French photographic invention in the U. S. VCA has exclusive license on Vistascope equipment in this country, which will be made available on royalty basis.

The invention permits the use of photographs for motion picture and TV foreground settings to be combined with live action. Equipment is described as able to completely eliminate need for expensive matte shots or construction of foreground sets in live-action films; through use of photographs for these foreground settings, thus effecting a budget saving.

Linked directly with the camera, it makes available for the foreground any structure, group of people, or crowd which can be lensed in still form. Color as well as black-and-white can be used in the device, it was explained.

KPRC-TV RATES
Cost Per Thousand Drops

ATTRACTIVE bar chart in orange, red, and green shows advertisers that KPRC-TV Houston, Tex., circulation will be up 113.4% by Oct. 1, 1952, while the cost for reach- ing the expanded audience will drop 48.5% per thousand families by the same date.

Basing figures on the increase of TV set sales from $2,000,000 on July 1, 1951, to $72,500 in the area on March 1, 1952, an increase of 55.4%, station officials say a projection of set sales indicates 175,000 sets will be in use by Oct. 1.

In contrast to the charts showing a jump in KPRC-TV's circulation, other bars show the drop in cost of advertising per 1,000 families as March 1, 1952, and the expected Oct. 1, 1952, figures.

On July 1, 1951, KPRC-TV's charge per half-hour for each 1,000 families was $3.66, on March 1, 1952, $2.82, and on Oct. 1, 1952, it is estimated $2.06 for Class A (6:10-9 p.m. daily) time. For Class B per half-hour impression (5:55-9:55 Mon. through Friday, 10:31-midnight on Saturday and noon-6 p.m. on Sunday), rates are indicated as: July 1, 1951, $1.22 per thousand, March 1, 1952, $.94 and Oct. 1, 1952, $.69. These same rates apply for April 10, 1952, announcements (from before 5 p.m. Monday through Friday, before noon Saturday and Sunday).

Rates for chain breaks were $.98 per thousand on July 1, 1951, $.75 on March 1, 1952, and are projected at $.55 for Oct. 1.

EDDIE CANTOR, star of NBC-TV Colgate Comedy Hour, will begin a six-city tour for American National Red Cross blood campaign on April 29.

PROGRAM PROBE
Rep. Gathings Still Wants
Rep. A. C. Gathings (D-Ark.) wants a probe of radio and television programs under the jurisdiction of the House Rules Committee [B+ 11] to which he asked the House Interstate & Foreign Commerce Committee to do the job.

It was this particular committee which stepped into the picture a few weeks ago to stop a resolution introduced by Rep. Gathings and given clearance by the House Rules Committee [B+ 7]. The resolution would have set up a select committee to investigate not only radio-TV but also other media channels, namely comic books, pocket-size books and magazines. It was aimed at "immoral and offensive" matter.

Rep. Gathings noted in his statement that the Congress already has on tap a long-pending resolution that he introduced a year ago which would direct the House Commerce Committee to investigate radio-TV programming.

Under prodding by the commerce group and by the House leadership Rep. Gathings dropped radio-TV from his proposed investigation study of the various media by a select committee. According to the Congressman, it is immaterial as long as radio-TV is investigated, whether it be a select committee or the Interstate & Foreign Commerce group.

In his statement, the Congressman asserted he doubted whether the NARTB TV code "will work as successfully as intended. A thorough study of the types of programs that are put on the air indicates that crime must pay in the networks and individual stations persist in using crime programs."

NEW COLOR CONVERTER
Accurate TV Labs. Announce
A new color converter which fits on face of the picture tube has been developed by Accurate TV Labs., Van Nuys, Calif.

To be produced initially for 24-inch sets in public places, it utilizes a driving mechanism not subject to government regulations in use of critical materials, according to E. O. Wood, president.

"The converter uses CBS color transmissions which may be relayed from the East Coast," he said, adding "The conversion to color is simple."

AFM STANDS PAT
On Old Movie Policy
AMERICAN Federation of Musicians has refused to grant a request of Independent Motion Picture Producers Assn. that AFM President James C. Petrillo send a special committee to Hollywood to renegotiate all policies affecting fees and percentages now demanded by AFM for old movies sold to television.

Refusal is based on the AFM claim there are no negotiating committees in Hollywood and that all such matters are handled by the union in New York. J. E. Chadwick, IMPPA president, had asked for a meeting in Hollywood "where producers reside and where facts are more obtainable" [B+4, April 7].

IMPPA wants AFM to eliminate the demand for 5% of grosses realized from sale of old theatrical movies to TV and revision of its policy on payment to musicians for reusing those films. IMPPA members met this past weekend to formulate future steps.

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AUTRY-REPUBLIC
Final Briefs Filed

FINAL briefs have been filed in federal court, Los Angeles, in suit of Gene Autry to prevent Republic Pictures and its subsidiary Hollywood Television Service from leasing any of the cowboy actor's old western movies to television.

Mr. Autry maintains his contract with Republic reserved even more rights to his films than Roy Rogers who won a similar suit against the film studio several months ago. Republic, however, allegedly considered it had rights to do anything it desires in the way of releasing those films.

The court has 30 days in which to render its opinion. However, there is a possibility that its decision might wait decision on republic's appeal in the Roy Rogers suit.

FOOTBALL SUIT

TRIAL DATE for the government League, charging violation of the radio and television "blackout" of June 18 by Judge Allen K. Grim in

Judge Grim sets June 16 as date for trial against the National Football Sherman Anti-Trust Act through the league's games, has been set for

U.S. District Court, Philadelphia.

Francis J. Myers (D-Pa.) hinted in court argument that the government made only a superficial investigation before filing suit. "They are on a fishing expedition to get evidence to prosecute the National Football League," he said.

Assistant U. S. Attorney W. Perry Epps said that granting the NFL demand for all documents would be burdensome, since the defense counsel had, among other things, asked for the schedules of the many radio and television stations affected by being blacklisted from broadcasting games.

Mr. Myers replied that granting the league's demand "would not be burdensome to the government, but is vitally important to the NFL in their case to know if any of the stations had time available at the time of the games, or if they had contracts with sponsors which could not be canceled."

Judge Grim set May 22 as a date for pre-trial conference with NFL and government attorneys.

FORD FOUNDATION

Reports on TV Value

TELEVISION is "an influence of the greatest importance" in the opinion of the Ford Foundation's Fund for Adult Education, Foundation President Paul G. Hoffman said in an annual report April 11. Fund administers the foundation's Television-Radio Workshop under a $1.2 million grant and also received $3.6 million in grants for other adult educational projects in 1951.

Of the $1.2 million grant for the Television-Radio Workshop last year, $255,000 had been paid as of Dec. 31. Total grants approved by the Foundation in 1951 amounted to $22,331,796, of which $12,065,550 was actually paid during year. These payments plus $18,057,000 paid in 1951 on grants approved in 1950 brought last year's total payments to $30,062,550.

TINY TV SET

A TINY television set with a one-inch screen was put on display at an exhibition in Birmingham, England, by a manufacturer as an advertising novelty. The manufacturer said that the miniature set cost $1,540 to make.

The celebrated model $5

designed for every phase of synchronous sound recording for the motion picture and television industries.

- WORLD-WIDE PROVEN PERFORMANCE
- FILM CAPACITY 2100 FEET -- 16 MM OR 7.5 MM
- AVAILABLE IN CARRYING CASES OR FOR BACK MOUNTING
- FULL ACCESSORIES FOR BATTERY OPERATION & ALL INTERLOCKS
- 35 MM SOUND FIDELITY PLUS MAGNETIC TAPE CONVENIENCE AT 16 MM PRODUCTION COSTS
- PROMPT DELIVERY

The Key To Your Complete Recording Problems

Use Stancil-Hoffman better recording systems for radio, television, motion pictures and instrumentation ... equipment designed to meet rigid Hollywood standards.

April 21, 1952 • Page 89

AUTRY-REPUBLIC

C B C TV POLICIES

Dunton to Divulge April 30

A N A D I A N BROADCASTING's policies and practices (which are to be announced on April 30 at Toronto by CBC Chairman ad
diuison Dunton. He will speak at a television forum of the 57th annual meeting of the Assn. of
cadian Advertisers.

The policy statement will be the outcome of a number of meetings ith CBC by members of the ACA and the Canadian Assn. of Adver
ing Agencies held at Toronto in recent months.

While no official statement has been made on CBC policy on com
tv, it is understood that lightly more than half the pro
rams to be telescast will be available for commercial sponsorship, ith CBC retaining full control ofrogram content and production.

Rates unoffically are expected to quite high on a basis of number sets in Toronto and Montreal,
res, somewhere in the neighbor
dom of six tv homes for each advertised dollar. This will drop there are more sets.

Mr. Dunton's statement will come the afternoon session of the
day of the ACA annual meet
g, being held at the Royal York
xet, Toronto, April 30-May 2.

The TV forum panel will include addition to Mr. Dunton, Mrs.
riet Moore, director of psycholo
services in Social Research c., Chicago, and L. C. Cromien
tson Productions, Toronto.

At the May 1 afternoon radio
ision, Mark Sherman, chairman of the
adian Advertising Research unation and vice president and imaging director of J. Walter
pomson Co., Toronto, will discuss "media problems and theads to ow. Market research will be
ec of a panel forum that after
on, with participants being T. G.
rowan, Fireside Tire & Rub
to Co., Akron, Ohio; Abe Hacket
, Macy's Inc., New York; and
. J. Firestone, economic ad
er of the Dept. of Trade and mmerce, Ottawa.

TV'S MOVIE EFFECT

Exaggerated, Balaban Says

LONG-RUN effect of television on movies has been "exaggerated," ac
cording to John Balaban, president of Balaban & Katz Corp., Chicago, who owns a chain of movie houses and WBKB (TV) there. Mr. Balaban, who believes movie-goers merely have become more selective in their tastes, reported to B & K stockholders at a meeting in Chicago Tuesday.

He said TV profits this year would be about the same as last, $550,000, or more than half the total company net of $1,646,637. WBKB netted about $200,000 in 1950. Theatre profits were down from 1950, he reported. The company's $1,646,637 net income for the fiscal year ending Dec. 29 equaled $6.25 per share, a drop from $2.175,384 and $2.28 per share from the previous year. Dividends last year were $6 per share, com
pared with $7.25 in 1950.

LOADCASTING • Telecating

1016 NORTH HIGHLAND AVENUE HOLLYWOOD 38, CALIFORNIA
• Write today for information on our complete recording systems... microphone to release print
Our Respects To
(Continued from page 54)
was dodging torpedoes aboard an East Coast oil tanker. With prospects of an immediate transfer to special duty with Royal Air Force in the British Isles, he accepted a direct commission in the U. S. Army Signal Corps.

Shortly afterward he was in East Anglia as technical officer in charge of a million-watt radar station, observing operations of Hitler's Luftwaffe. A year later in London, 1st Lieut. John Poole's budding army career was crippled by an attack of spinal meningitis.

The 25-year-old officer, who was flown home, didn't travel alone. Olivia de Reyes, assistant to the publicity director of J. Arthur Rank's Two Cities Film, and a frequent hospital visitor, found herself cheering one soldier in particular. She decided to make it a lifetime job and became Mrs. John Hudson Poole on July 3, 1943.

A week later they flew back to the States. After six months' convalescence, Mr. Poole returned to sea service and spent two years more with the Signal Corps. Upon discharge, he joined his wife and established their home in Southern California. The Pooles, who now include Anthony Francis 8, Peter Allen 4, and John H. Jr. 1/2, make their home today at Corona Del Mar, Calif. near Laguna.

Mr. Poole took over active management of mining and oil interests previously handled by his father up to time of his death during the war years.

In 1947, Mr. Poole purchased AM station KSMA and KJFM (FM) Santa Maria, Calif. Radio City, the two into one profitable operation. Characteristically, he uncovered a far more desirable frequency for his stations shortly after taking over. He feels his technical ability paid off when KSMA was switched from the high end to the lower end of the Santa Maria radio dial. About this time the FCC approved commercial broadcasting of facsimile. Within a few months entering Mr. Poole had the FM part of his operations sending out facsimile transmission to a number of experimental receivers.

Early in 1948, with in inadequacies of the then-existent 13 VHF television channels were just becoming apparent, he obtained an FCC construction permit to build a UHF experimental TV station atop Signal Hill, overlooking Long Beach.

Initial experiments were made with a picture transmitter designed and built by himself and two engineers. They demonstrated that there was reasonable chance of successful operations in the UHF region. He then set to work developing a TV station power equipment in conjunction with Stanford Research Institute and R.E.L. Company of New York.

By 1960, KM2XAZ was operating up to 40,000 watts radiating standard TV signals on the ultra high frequencies, and Mr. Poole could be seen almost anytime riding around Long Beach in a station wagon, fully equipped to make reception tests under all conceivable conditions.

Reaffirms Faith in UHF

By this time Mr. Poole says, he was thoroughly convinced UHF was to play a great future role, although most of the industry claimed the obstacles appeared insurmountable.

In an appearance before the FCC, Mr. Poole restated his faith that high radiated powers in the order of 200 kilowatts would be available before many years, and that other UHF equipment would be developed rapidly if an allocations policy providing incentive were adopted.

Never one to fear a fight, he opposed ABC, CBS, Allen B. Dumont Laboratories and a long list of others in upholding the issue of VHF-UHF intermixtures, pointing out that four-fifths of America's available TV channels are in UHF.

Mr. Poole feared that this great segment of the telecasting frequencies would be crippled with high power if barred from use in the principal markets of the United States.

With Long Beach TV tests completed, Mr. Poole applied for authority to move KM2XAZ intact to Mt. Wilson so they could be continued over much longer distances. Early last fall, he bought the transmitter building occupied by KFMY (FM) Hollywood on Mt. Wilson. He leased a portion back to Harry Maishl, head of KFMY (FM) for its continued operation. New building was for KM2XAZ. By February the transfer was completed and the UHF television station now is undergoing initial tests from its new mountain location. With FCC sanction, he set up 1000 watt KALI Pasadena, on 1430 kc, which started operating Feb. 26 that year. He shared honors of the day with birth of his third son, John Jr. KALI well launched, Mr. Poole sold his Santa Maria properties.

Then he filed FCC application for the 740 kc channel.

Island Advantages

It was at this time that he expressed transmitting from ships far at sea made him realize that Santa Catalina Island, always visible from the windows of his home, was the natural spot to locate a powerful regional radio station.

Mr. Poole was granted his FCC construction permit in April last year on condition he dispose of KALI.

A 1000-watt transmitter was installed for tests and measurements were made throughout Southern California. He declares they revealed a coverage which makes the KBIG call letters a must.

Mr. Poole's life at present is occupied by shuttling between a Long Beach office, where he conducts his mining, oil and securities business; Los Angeles financial district; and new KBIG Hollywood studios and executive offices at 6540 Sunset Blvd., with side trips to Catalina Island and Mt. Wilson.

His stock market dealings have been strongly influenced by his radio operations. Mr. Poole likes to say that money which is building KBIG literally comes from television. He made a killing in the market after buying TV shares heavily in the early days.

He believes the revolution brought about by radio and TV is just getting off to a fair start Mr. Poole likes to look to a future when there will be a KBIG-AM-TV-FM-FACSIMILE and perhaps something else as yet undreamed of.

It looks as though John Poole is well started toward realizing his dream of the future. However, the early May inaugural program of KBIG in both bullpen and Hollywood studios, thrilling as it may be will have to take a back seat to more immediate milestone. For that's exactly the time the family doctor predicts arrival of another Pool dual acquisition: Twins!

CANADIAN TOP TEN

Four Local Shows Place

AGAIN in March, four Canadian evening network shows at among the ten most popular, according to the national ratings report of Elliott-Haynes Ltd., Toronto. The ten leaders, with ratings, are: Charles McCarth (32A, Radio Theatre 31, April 15). Andy 29.9, Our Miss Brooks 27. Ford Theatre 20.7 (Canadian Great Gildersleeve 19.8, Share ti Wealth 19 (Canadian), Your Hour 19 (Canadian), NHL Hockey 18 (Canadian), and Suspense 18.8.

Daytime, one out of five lead shows was Canadian. They were Big Sister 19.2, Ma Perkins 17, Happy Gang 17.2 (Canadian Road of Life 16.9, and Pepp Young's Family 16.1.

French-language evening lead shows were: Un Homme et sa Peche 39.3, Radio Carabin 34. Metropole 30.7. Joute Double 27 (Canadian) and Theatre Ford 25.7. Daytime French leading five shows were Jeunesse Doree 31.5, Rue Principale 29.7.

FM Tower Tops

DAMAGE of $15,000 resulted when 680-Feet tower winds toppled a 420-foot FM tower belonging WLW Lancaster, Pa., on April Frank H. Altdorffer, WLW owner and general manager, said the tower, unused for some time, was covered by insurance.

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MERCHANTS in Oskaloosa, Iowa, reported largest sales day last week since Christmas as result of "Radio Sale Day" launched by KBOE there. Many retailers took part by lowering prices on several items and advertising them only on radio. Station furnished banners for window displays and promoted the event for 10 days on the air. Success was so great, station reports, that plans are now being made to make "Radio Sale Day" a semi-annual attraction.

WKNE BEGINS PUBLICATION AS additional feature of its promotion campaign, WKNE Keene, N. H., last week began publication of WKNE Time, monthly magazine with pictures and stories of both local and CBS Radio stars. Also included are a column for the younger set, a recipe section for the ladies and short articles on the commercial and technical aspects of radio for the men.

COLLEGE WRITERS WANTED PALENTED college writers will be given a chance to prove their abilities at KPRC-TV Houston. New program idea has been developed by Burt Mitchell, station's program director, to make local TV shows possible. Scripts have been sent to 26 universities inviting their radio-TV departments to submit their best 30 minute scripts written expressly for TV. Houston dramatic groups will present the scripts on KPRC-TV.

WKO AIRS HOUSING FORUM ON-THE-AIR housing forum designed to answer all questions from listeners regarding proposed sale of houses and land in Oak Ridge, Tenn., owned entirely by the U. S. government, was broadcast recently by WKO. Forum consisted of two panels. One group was made up of citizens who asked questions of those on the other panel who were officials of the Atomic Energy Commission. Questions were phoned in by listeners. Program lasted nearly two hours with enough additional questions to keep it on the air an additional hour if time had been available, station reported.

WIP IN EASTER PARADE EASTER finery was utilised by WIP Philadelphia, which is included in KOMA. Oklahoma City instantly, station reports, when program director, Bob Eastman cut all programs off the air and announced that the earthquake was occurring. His convictions, based on the shuddering of the building which houses the station, were confirmed by a conversation with the earthquake Bureau which was broadcast by Mr. Eastman in his flash announcement. Station continued to broadcast information gathered from other points effected by the earthquake.

EARTHQUAKE COVERAGE NEWS of the earthquake which shook six states April 5 was aired by KOMA Oklahoma City instantly, station reports, when program director, Bob Eastman cut all programs off the air and announced that the earthquake was occurring. His convictions, based on the shuddering of the building which houses the station, were confirmed by a conversation with the earthquake Bureau which was broadcast by Mr. Eastman in his flash announcement. Station continued to broadcast information gathered from other points effected by the earthquake.

FARM SERVICE REPORT SUMMARY and report has been completed by KPRC-TV Houston on its farm television services from Oct. 1, 1951, through March 31, 1952, Bill McDougall, radio-TV farm and garden director, announced last week. The farm schedule, inaugurated last Oct. 1, lists programs and services to agricultural interests by KPRC-TV in cooperation with colleges and universities, county agents, Houston Chamber of Commerce, rural youth organizations, milk interests, co-ops, farm bureaus, soil conservationists, cattlemen's groups, U. S. Production-Marketing Administration and other organizations.

SCHOOL FORUM ROUNDTABLE discussions on current affairs comprise format of The Intereschool Forum, now weekly half-hour program on WBRY Waterbury, Conn. Forum features students from public and private schools in area. Series, now in its fourth year, will run six weeks. Roland W. Tyler, debate director at Temple and member of State House of Representatives, directs program.

BAND SPONSORED STATE U. of Iowa band was aired by KCIM Carroll, Iowa, on commercial basis for the first time in history, station reports. School officials granted permission for sponsorship by Manning Creamery Co. after approving broadcast code and station's financial arrangements, the director could delete unsuitable portions of broadcast, university approved sponsor and that KCIM accept sole responsibility for copyright and licenses of music performed. Both school and sponsor were happy with arrangement, station reports.

WAAM COVERS FIRE SCOOP was scored in TV circles in Baltimore by WAAM (TV) there, according to station reports. Fire telecast, a fortnight ago of a million dollar six alarm fire was handled by the station which is located one half mile from where the fire occurred. Cameras were mounted on the WAAM roof. First pictures of the blaze which began at 5:35 p.m. were on television screens on Channel 4 at 6:02 p.m. Total of 58 minutes of fire coverage was televised by the station during a two hour period.

STUDENTS SEE CANDIDATES PUBLIC, parochial and private school students in the Philadelphia area will see President Timber telecast each Friday, 10:30-11 p.m. EST on CBS-TV. Special daytime schedule has been arranged by WCAU-TV Philadelphia so that children in history and social studies classes may see and hear Presidential candidates.

COVERAGE TESTIMONY REPORT attesting to wide listening audience claimed by WLW Cincinnati has been received by the station. It was stated that because of mentions on WLW programs, a enlisted veteran received over 10,000 letters. Paul Jones, announcer, and Lee Jones, singer at the station, both broadcast soldier's name and address and letters begin appearing from nearly every state in the union.

"SNEAK PREVIEW" MEETING MORE than 30 driver-salermen of Blue Ribbon Cake Co., Wilkes-Barre, Pa., met in WIP Philadelphia studios last week to attend "sneak preview" of I Was a Communist for the FBI which company will sponsor on that station. Sales strategy for Blue Ribbon products in the Philadelphia area was outlined for salesmen who were present so that "every man will know which products we're pushing and what he should stock."

KDAL PLAYS HOST IN attempt to acquaint 700 local school teachers with the world of business in relation to education, KDAL Duluth cooperated with 63 business firms in the city a short time ago for a "Business for Education Day." Teachers visited the station to hear talks by members of all departments and attended luncheon where KDAL executives were hosts.

SUNDAY SCHOOL SERIES SERIES of programs, Sunday School With Uncle Bob, has been inaugurated at KEX Portland, Ore. Bob Amssberry, station m.c., has turned teacher for weekly show designed for shut-ins who are unable to attend regular church classes.

WOW OMNHA WK 590 5000 WATTS

DOES THE JOB

JOHN BLAIR & CO., Representatives.

April 21, 1952 • Page 91

BROADCASTING • Telecasting
NEWSPAPERS

FCC Policy Discussed

NOW that the House version of the McFarland bill (H 688) would provide that FCC could not discriminate against a newspaper applicant for a broadcast facility, at least one newspaper is happy.

The House Interstate & Foreign Commerce Committee's re-worked McFarland Bill was released officially a fortnight ago [B & T, April 14].

The section on newspapers is designed to prohibit alleged FCC policy of favoring a non-newspaper applicant over the newspaper applicant "all other factors being equal."

The McFarland bill would neutralize the functions of the FCC. Under pressure from newspaper interests, the House committee inserted its new section on newspapers.

Praedict was given the committee by the Hartford (Conn.) Times (WTHT Hartford) in an editorial printed early in April. It was reprinted in the Congressional Record April 10 by Rep. Antoni N. Sadlak (R-Conn.).

According to the Times, "We believe the unsoundness of such discrimination against newspapers has long since been proved by the high standards maintained by newspaper-owned radio stations. We think our own operation of Station WTHT is news in point." 

"Ever since the invention of radio, the broadcasting of news has been a great public service. Radio is the fastest reporter in the world. Largely because of the interest of newspapers, and newspaper-supported agencies like the various press associations, radio news has become more and more accurate and has been more and more intelligently presented. The same beneficial processes will operate in the field of television unless a doctrinaire policy is permitted to intervene. The House version of the McFarland bill would keep radio and television open to newspapers on an equal basis with others. In the interest of fairness and public service we believe that to be good public policy."

NATIONAL NIELSEN RATINGS TOP

RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

Regular Week March 2-8, 1952

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program Name</th>
<th>Rating</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Harry O'Grady (L), acct. exec., Boisch Adv., and Mannie Eisner, WGR.</td>
<td>10.0</td>
</tr>
<tr>
<td>2</td>
<td>Arthur Godfrey (Tippett &amp; Myers)</td>
<td>9.3</td>
</tr>
<tr>
<td>3</td>
<td>Topical Mystery (CBS)</td>
<td>8.8</td>
</tr>
<tr>
<td>4</td>
<td>Guiding Light</td>
<td>7.5</td>
</tr>
<tr>
<td>5</td>
<td>Our Gal, Sunday (CBS)</td>
<td>6.0</td>
</tr>
<tr>
<td>6</td>
<td>Our Day, Sunday (CBS)</td>
<td>5.5</td>
</tr>
<tr>
<td>7</td>
<td>The Shadow (CBS)</td>
<td>5.0</td>
</tr>
<tr>
<td>8</td>
<td>The Lone Ranger (ABC)</td>
<td>4.9</td>
</tr>
<tr>
<td>9</td>
<td>Those Were the Days (NBC)</td>
<td>4.7</td>
</tr>
<tr>
<td>10</td>
<td>The Shadow, The (CBS)</td>
<td>4.7</td>
</tr>
</tbody>
</table>

SALES figure for first quarter ending March 31 is reported by WJR Detroit at $889,907.65. Amount for same period in 1951 was $801,481.83.

PREPARING for last week's start of Houston Buff games are (l to r) Aller Russell, Buff pres.; Bill Bennett, KHTH gen. & coml. mgr.; Loel Passe, KHTH sports dir. and C. H. Weigand, sls. mgr., Houston District, Ford Motor Co.
THE NEW BUSINESS

(Continued from page 14)

names Al Carmona Adv., Hollywood. Radio-TV will be used.

PHILADELPHIA TEXTILE FINISHERS Inc., Norristown, Pa., names Eldridge Inc., Trenton, N. J.

NEWPORT SOAP Co., Oakland, Calif., affiliate of Safeway Stores Inc., appoints Buchanan & Co., S. F. RAY RANDALL is account executive.

SANTHE MONTICA NEW CAR DEALERS, Santa Monica, Calif., appoints Irwin Co., Beverly Hills. Concentrated radio-TV spot campaign started April 16 for 52 weeks.


BEVERLY HILLS PROVISION Co., Beverly Hills (packaged meats), appoint Irwin Co., that city. Radio and/or TV spot campaign will be used in cooperation with DEEP-FREEZE, division of Motor Products Corp., Detroit.


METROPOLIS BREWING Co., Trenton, N. J. (Champale), names Roche-Eckhoff & Assoc., Hollywood, to handle advertising in California, Oregon, Washington, Nevada and Arizona. Radio and TV will be used.

TODD’S CLOTHES Inc., L. A. (men’s clothing), and NORTHEASTERN FURNITURE Co., that city (retail furniture), appoint Lionel Adv., Hollywood. TV is being used.

FREEXW Corp., Tallahassee, Fla., names Liller-Neal-Battle, Atlanta, to handle new product, Freexw. C. K. LILLER is account executive.

BURG & NELSON, S. F. (clothers), appoints Ad Fried Adv., Oakland, to promote new Oakland store. Radio and TV are being used.

Adepeople • • •

C. W. COOK, product manager for Instant Maxwell House Coffee, named sales and advertising manager of Maxwell House division, General Foods.

ROBERT H. DILLER, former news editor, WIND Chicago, to Austin-Western Co., Aurora, III. (construction equipment), as assistant advertising and sales promotion manager.

DONALD B. DOUGLAS resigns as vice president in charge of advertising for Quaker Oats Co., Chicago, but continues as board member.

RALPH FOOTE, advertising manager, Beech-Nut Packing Co., Canajoharie, N. Y., retires effective July 1 but will continue as advertising consultant to company.


With

Just

PG

You can effectively and economically cover this Green Bay Market

The Green Bay Market is an uncommonly receptive market where average spendable income exceeds state and national figures

To Address JLA

TWO broadcasting representatives—Robert K. Richards, NABT di-

rector of public affairs, and Jack Rayel, NBC supervisor of TV pack-

age program sales—will speak at the 1952 conference of the Assn. of Junior Leagues of America to be held early this week at the Lake

Placid Club, Essex County, N. Y. Mr. Rayel is to appear at a radio-

television workshop today (Mon-

day) where members of the 177

Junior Leagues will discuss their educational-entertainment pro-
mals, broadcast mostly to chil-
dren. Mr. Richards is to speak

Wednesday night.
LABOR POLICY
RCA Tells of Record

RCA is proud of its "outstanding record" on fair employe practices and maintains a steadfast policy of no discrimination in all its activities at government, military and civilian levels, RCA President Frank M. Folsom told a Senate subcommittee last Wednesday.

Mr. Folsom testified before a Senate Labor and Public Welfare subcommittee looking into labor-management relations in connection with fair employment practices legislation. Hearings were held on the two bills (S 55, 1732), authored by Sens. Hubert H. Humphrey (D-Minn.) and Irving Ives (R-N.Y.), members of the full committee.

The RCA president noted that RCA "has long been a leader in establishing progressive employment practices" and that Brig. Gen. David Saroff, RCA board chairman, displayed leadership in reaffirming company policy since 1919.

It also was pointed out that Negroes hold such NBC job titles as director of community affairs, senior staff writer, accountant, studio engineer, announcer and other positions. Employment opportunities for Negroes at RCA Victor also were cited by Mr. Folsom.

Original employment by RCA, or by any of its divisions and subsidiaries, is based on the worthiness of applicants and suitability of their work for the work.

April 16 Decisions
BY FCC BROADCAST BUREAU

Granted License
KSGL Ste., Genevieve, Mo.—Granted license covering frequency change, power increase and installation of new tower at WSGL, Cape Girardeau. antenna page.

WQJE Cleveland, Ohio.—Granted license covering frequency change, power increase and installation of new tower, at WQJE, Cleveland.

WBOO Sloan, Ind.—Granted license covering frequency change and increase in power, at WBOO, Bloomington.

WCLP-LP Monroe, Ind.—Granted license covering frequency change, power increase and installation of new tower, at WCLP, Monroe.

WFCF-FM Greenville, S.C.—Granted license for new FM station: 80.5 mc (Ch. 216), 10 kw.

WFMC-FM Greenville, S.C.—Granted license covering changes in FM station: 89.5 mc (Ch. 215), 10 kw.

WLMG Balnshine, Ga.—Granted license covering change in studio and trans. site.

WMPR-FM Greenwich, Conn.—Granted license covering changes in FM station: 94.6 mc (Ch. 225), 3.8 kw, ant. 150 ft.

WJK Cleveland, Ohio.—Granted license covering changes in FM station: 107.9 mc (Ch. 229), 87 kw, ant. 710 ft.

WNAV Washington—Granted license covering changes in FM broadcast station: 100.3 mc (20 kw), ant. 320 ft.

WMGR Bainbridge, Ga.—Granted license covering change in studio and trans. site.

GIFT TO MIT
"RCA-Clark Radiodino"

GIFT TO MIT
"RCA-Clark Radiodino"

RADIO RECORDS documenting more than 50 years of wireless pioneering and development—equivalent, in books, to some 5,000 volumes—were presented to the Massachusetts Institute of Technology for its library by RCA last Wednesday.

The historical records, known as the "RCA-Clark Collection of Radiodino." were amassed during his radio career by George H. Clark, MIT class of 1905, and until his recent retirement in 1946, a member of RCA. It was presented to MIT President James R. Killian Jr. by Dr. Charles B. Jolliffe, vice president and technical director of RCA.

Referring to the MIT "RCA-Clark Collection of Industrial Development, Dr. Jolliffe said in his presentation speech, "We here today cannot see with certainty all of the uses which this special library will have. But we can feel quite confident that scholars of the future, as they read through the yellowing pages of these documents, will be able to grasp the foresight which brought this project into being."

The RCA-Clark Collection contains correspondence files of radio companies, photographs, blueprints, specifications, research reports, records of litigation, log books, unpublished biographies of radio engineers and reference books of newspaper clippings tracing the growth of the radio industry, with emphasis on the 1900-1935 period.

FCC actions
APRIL 11 THROUGH APRIL 17

CP-construction permit
DA-directional antenna
ERP-electrically radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
vis.-visual
STA-special temporary authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

LABOR POLICY

WTSV -FM Bainbridge, Ga.—Granted petition for extension of permit for WTSV -FM forograms, to April 26.

WQJE Cleveland, Ohio.—Granted license covering changes in FM station: 89.5 mc (Ch. 215), 10 kw.

Extended Completion Date
WRFN - FM Buffalo, N.Y.—Granted mod. CP for extension of completion date to 11-1-62.

KECC Pittsburgh, Calif.—Granted mod. CP for extension of completion date to 6-1-53; cond.

ACTIONS ON MOTIONS
By Comr. George E. Sterling
Radio Norris Inc., Norwich, N.Y.—Granted petition insofar as it requests leave to amend its application to change the ant. ground system and unattended radiation at one new chain, insofar as it requests removal of application from hearing.

Gulf Beaches Bestg. Co., St. Petersburg, Fla., and Alabama-Gulf Radio, Foley, Ala., and WEBS Tampa, Fla.—On Commission's own motion, further hearing in this proceeding was continued from April 14 to April 17 in Washington.

Radio Lakewood Inc., Lakewood, Ohio—Granted petition for dismissal without prejudice of its application.

Indians River Bestg. Co., Vero Beach, Fla.—Granted petition to accept its late application, properly taken, of WQHY Orlando, Fla., and WQHY-FM Winter Park, Fla.

James River Bestg. Co., Vero Beach, Fla.—Granted petition to accept its late application, properly taken, of WQHY Orlando, Fla., and WQHY-FM Winter Park, Fla.

WEAT Palm Beach, Fla.—Granted petition for leave to amend its application to change the ant. ground system and unattended radiation at one new chain, insofar as it requests removal of application from hearing.

West Side Radio, Tracy, Calif.—Granted petition for extension to May 15 in Washington, to proceed with its proposed findings in proceeding re its application.


WCLP-LP Monroe, Ind.—Granted license covering frequency change, power increase and installation of new tower, at WCLP, Monroe.

ALBRECHT Pact
CROSLEY Broadcasting Corp., operator of WLW Cincinnati, WLWT TV (Cincinnati) WTVT (TV) Dayton and WLWC (TV) Columbus, has arranged a year-long merchandising-promotion plan with Albers Super Markets Inc., supermarket chain in Columbus, Ohio, and the Toledo Blade Co., Toledo, Ohio.

The stations will receive three displays each week in each store. In addition, the food firm will use a series of daily spots on the TV stations.

STATION PLANNING & OVERALL GUIDANCE
TOWER SALES & ERECTING CO.
4100 N. E. Columbus Blvd.
Portland, Oregon

COMMERICAL RADIO MONITORING COMPANY
PRELIMINARY FREQUENCY MEASUREMENTS
Chief Engineer on duty all night every night
JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

BROADCASTING • Telecasting

SERVICE DIRECTORY

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS
STATION PLANNING & OVERALL GUIDANCE
P.O. BOX 996
SCHENECTADY, NEW YORK

TELEVISION PROJECT CONSULTANTS
STATION PLANNING & OVERALL GUIDANCE
P.O. BOX 996
SCHENECTADY, NEW YORK

COMMERICAL RADIO MONITORING COMPANY
PRELIMINARY FREQUENCY MEASUREMENTS
Chief Engineer on duty all night every night
JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

BROADCASTING • Telecasting

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash., D.C.
Sterling 3626

TOWERS
AM • FM • TV
Complete installations

TOWER SALES & ERECTING CO.
4100 N. E. Columbus Blvd.
Portland, Oregon
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

JANSKY & BAILEY
Executive Offices
National Press Building
Office and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 3, D. C.
Member AFCCE

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

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, D. C.

Robert L. Hammett
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7345

Bernard Associates
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NORMANDLY 2-6715

James C. McNary
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

-Restablished 1926-
PAUL GODLEY CO.
Upper Montclair, N. J. N. 1-3000
Laboratories Great Notch, N. J.
Member AFCCE

There is no substitute for experience
GILLET & BERQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

Russell P. May
1432 F St., N. W. Kallogg Bldg.
Washington, D. C. REPUBLIC 3984
Member AFCCE

Guy C. Hutcheson
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

John Creutz
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

George P. Adair
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1613 M St., N. W., Wash., D. C.
Executive 1239-Executive 5670
Member AFCCE

Guy C. Hutcheson
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

Walter F. Kean
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Grant R. Thrall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3322
Member AFCCE

Robert C. Moore
CONSULTING RADIO ENGINEER
3704 KNOXW FARM ST. N. W., Wash., D. C.
Phone Coldwell 5101
Box 2468 Birmingham, Ala.
Phone 6-2934

Raymond M. Wilmette
1469 Church Street, N. W. Dcator 1231
Washington, D. C.
Member AFCCE

George C. Davis
501-514 Munsey Bldg.—Starling 0111
Washington 4, D. C.
Member AFCCE

Gaytony & Ray
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Redfern
Member AFCCE

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

William E. Benns, Jr.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Coldwell 5101
Box 2468 Birmingham, Ala.
Phone 6-2934

Grant R. Thrall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3322
Member AFCCE

WLAB (FM) Lebanon, Pa.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

AM-570 kc
WACL Waycross, Ga.—Requests CP to change operating hours from D to unlit, retaining power of 1 kw., and install DA-N.

License for CP
KOKX-FM Keokuk, Iowa—Requests license for CP which replaced CP which authorized changes in FM station.

Change ERP, Location, Etc.
WCPS-FM Tarboro, N. C.—Requests mod. CP which authorized new FM station to change ERP, ant. height above average terrain, trans. location, etc.

Extend Completion Date
WHP-FM Harrisburg, Pa.—Requests mod. CP, as mod., which authorized new FM station, for extension of completion date.

April 16 Applications . . .
ACCEP TED FOR FILING
AM—1060 kc
KXOC Chico, Calif.—Requests CP to change frequency from 1150 kc to 1060 kc, increase power from 5 kw to 10 kw, etc.

Broadcasting • Telecasting

BROADCASTING • Telecasting

AM—1290 kc
KTLN Denver, Col.—Requests CP to change frequency from 1150 kc to 1290 kc, increase power from 1 kw to 5 kw, install DA-DN, change operating hours from D to unlit, change trans. location from Denver to Englewood, Col., etc.
Help Wanted

Salesmen

Salman, excellent opportunity, 5 days a week. Full training. Good benefit package. Apply immediately. Box 915M, BROADCASTING TELECASTING.

Salman. Good opportunity in Illinois for 25 years old. Will improve name against commissions. Send data Box 915M, BROADCASTING TELECASTING.

Announcers

Key job for better than average experience. Exceptional opportunity. Good growth potential. Also need experienced voice talent. Immediate opening for strong night announcer with network affiliate. Pay & fringe excellent. Apply immediately. Box 735M, BROADCASTING TELECASTING.

Immediate opening for strong night announcer with network affiliate. Pay & fringe excellent. Apply immediately. Box 735M, BROADCASTING TELECASTING.

Announcer-engineer first class ticket. Pay & fringe excellent. Immediate opening. Box 724M, BROADCASTING TELECASTING.

1000 watt independent daytimer near Chicago wants staff announcer. Personnel interested required State age experience. Box 753M, BROADCASTING TELECASTING.

Good read and name May First by progressive network station in New Mexico, high guarantee. Send all particulars to Box 924M, BROADCASTING TELECASTING.

3 kw metropolitan affiliate wants versed and experienced engineer to join topnotch staff. Send audition and complete details to Box 891M, BROADCASTING TELECASTING.

New station in Wisconsin vacationland, opportunities for experienced announcers and engineers. Good pay and good living conditions. Write Box 911M, BROADCASTING TELECASTING.

Combination man with first class license and references needed. Send Box 911M, BROADCASTING TELECASTING.

Immediate opening for announcer or engineer. Positions beginning with first class salary commensurate with ability. Box 909M, BROADCASTING TELECASTING.

Technical

First class engineer. No experience required. Virginia network station. Box 853M, BROADCASTING TELECASTING.

1000 watt daytimer near Chicago wants first class engineer. Announcer abilities required. Box 852M, BROADCASTING TELECASTING.

Engineer no announcing. $70.00 weekly. Give engineering background and how you can help us. Box 945M, BROADCASTING TELECASTING.

Immediate opening for 1st phone engineer. 5 day week with good pay. Call ABC station and send background and reference information which will be forwarded to KBBX, Muskogee, Oklahoma.

Operator who can announce or is willing to learn to announce. Must have light and transmitter shift is pleasant. If you are inexperienced, we will teach you to announce. Can use college student during vacation period. Start Wick, KDLR, Devils Lake, N. Dak.

Engineer-announcer for 1 kw farm station. Box 997M, KEMM, Marshall, Missouri.

First class, no experience required. Work near Lebanon, Tennessee. Box 997M, BROADCASTING TELECASTING.

Two announcers-engineers and one engineer wanted immediately. Rush applications to: Northeastern Employment, Mail to Wade Ebbing, General Manager, WWRN, Britton, City, Utah.

Comb first class ticket. Announcing ability and general knowledge very important. Send audition and all details. WYFR, Butler, Pennsylvania.

Help Wanted


Wanted, hillbilly disc jockey at one for morning shift, must be sober and able to work. Apply to Contact Radio Station WDKD, Kings- tree, S. C.

Announcer, versatile, good voice. $60.00. Write full details to John Garri- son, WFUN, Huntsville, Alabama.

Announcer, operate board. Submit transcribed audition, salary; background. WHAP, Hopewell, Va.

Good announcer who can handle pro- duction work and is interested in excel- lent opportunity, immediate opening. Also need good voice control. KP0, Grover- ton, N. C. Complete personal data, Manager, WPV, New Bern, N. C.

Announcer-engineer (first class): Excellent position with top station in a top market. Must have good voice and be able to use it. Advancement unlimited. Excellent fringe and full particulars to Jack Black, WNOR, Nor- folk, Va.

Experienced announcer, strong on sales and production. Would consider progress to 1st class. Send background, data, salary first letter. Pro- ducer, WLW, Cincinnati, Ohio.

Experienced announcer. Family owned station. WPJP, Palm Beach, Florida.

First class engineer. No experience required. Virginia network station. Box 853M, BROADCASTING TELECASTING.

1000 watt daytimer near Chicago wants first class engineer. Announcer abilities required. Box 852M, BROADCASTING TELECASTING.

Engineer no announcing. $70.00 weekly. Give engineering background and how you can help us. Box 945M, BROADCASTING TELECASTING.

Immediate opening for 1st phone engineer. 5 day week with good pay. Call ABC station and send background and reference information which will be forwarded to KBBX, Muskogee, Oklahoma.

Operator who can announce or is willing to learn to announce. Must have light and transmitter shift is pleasant. If you are inexperienced, we will teach you to announce. Can use college student during vacation period. Start Wick, KDLR, Devils Lake, N. Dak.

Engineer-announcer for 1 kw farm station. Box 997M, KEMM, Marshall, Missouri.

First class, no experience required. Work near Lebanon, Tennessee. Box 997M, BROADCASTING TELECASTING.

Wanted immediately. Two combina- tion engineer-announcers. Florida station. Box 721M, BROADCASTING TELECASTING.

Immediate opening for air first class engineer. WEAV, Plattsburg, N. Y.

Wanted—Engineer, first phone, experience unnecessary. Contact Chief Engineer. WEOL, Elyria, Ohio.

Help Wanted (Cont'd)

Engineer wanted. No experience necessary. $60.00 right man. Apply WFLB, Fayetteville, N. Carolina. All applications an- swered.

Engineer, 1st class, prefer combo. Salary $60.00. Apply WROS, Kings- tree, W. Va. and WFUN, Huntsville, Alabama.


Immediate opening first phone engi- neer-announcer. Beginners considered. $90.00 first shift, maini netw. Good working conditions and opportu- nity to advance. Air mail voice disc, salary requirements, complete data, Manager, WHIT, New Bern, N. C.

Wanted, engineer-announcer at goc- key station WHEJ, Harlan, Ken- tucky. $75.00.

Wanted first class engineer. Evening opening. Write WLZT, Elizabethtown, Kentucky.

First class engineer-announcer. Per- mitted engineer, good voice, fast typist. WAAT, Swainsboro, Georgia.

First phone man, with or without experience. Daytime hours, salary based on experience. WZPT, Erie, Penna.

Immediate opening first phone quali- fied engineer. Write Manager, WKF. Key West, Florida.

Engineer-announcer and engineer-announcer required. Write WMMDN, Midland, Michigan.


First class engineer-announcer needed, right man to get into $75.00. Box 950M, BROADCASTING TELECASTING.

Wanted immediately, combination en- gineer to help build 1000 watt station, $90.00 plus bonus. Box 951M, BROADCASTING TELECASTING.

Wanted immediately, transmitter opera- tions. Box 952M, BROADCASTING TELECASTING.

Wanted: 1-2 years experience, starting salary $85.00. Write KMMK, Engineer- engineer, WISP, Paintsville, Kentucky.

Wanted—Consulting engineer, field and application work AM and TV. Please list all qualifications and personal status. Replies held confidential. Walter F. Reen, 1 Riverside Ave., Riverside, Ill.

Production-Programming, Others

Wanted—Capable young lady for con- trolled, real opportunity with network affiliate in Michigan, midway between Detroit and Chicago, for interested in working with someone with air who can build daytime women's show. Kindly send full details or tape, if available. Box 790M, BROADCASTING TELECASTING.

News director, supervisor, 4 man sports, farm and news department. Only experienced men with journalism degree need apply. Good salary with bonus. Toledo network. Box 909M, BROADCASTING TELECASTING.

Woman's director for 5 kw metropoli- tan affiliate. Handle own show and executive office. Send auditions, photo and resume and salary requirements to Box 908M, BROADCASTING TELECASTING.

Copy creator with professional touch—must be able to keep up level of production. Experience not necessary. Reference Box 905M, BROADCASTING TELECASTING.
Situations Wanted (Cont'd)

Young announcer, more promise than experience, fine voice, excellent ad lib. (draft exempt, personal audition or disc). Box 893M, Broadcasting - Telecasting.

Television

TV research engineer presently employed on developmental project desires position in engineering. Also interested in positions in AM radio. Master's Degree. Box 889M, Broadcasting - Telecasting.

TV supervisor at present employed by midwest TV station is interested in positions in management. Has experience in station planning, development of new facilities, and operation. Will consider a permanent position with new or present network. Box 918M, Broadcasting - Telecasting.


Production-Programming, Others


Television director. Former film producer-director. Extensive successful career with Walter Reade Corp. Will consider on top programs. Desires to join advertising agency, writer-producer-director or production manager. Box 901M, Broadcasting - Telecasting.

Television music producer-director. Wide range of experience and training. Firms new small weekly. Resume upon request. Box 914M, Broadcasting - Telecasting.

For Sale

Stations


Equipment, etc.

For sale: 10 kw Western Electric frequency modulation transmitter, model 5A. Includes all accessories. Box 886M, Broadcasting - Telecasting.

For sale: RCA 250 K transmitter now fully adapted to turntable—crystals 1340 kilocycles. Box 898M, Broadcasting - Telecasting.

For sale—one Hewlett-Packard 355-B FM monitor used one and one-half years. Good as new. Also, one Tronsol self supporting insulated triangular tower, 28 ft. Above the insulators, complete with A-3 lighting equipment which is on the job. Box 887M, Broadcasting - Telecasting.

KVO

Colorado Springs, Colo.
Jim Russell

Production-Programming, others

Help Wanted

Managerial

Wanted

Salesmanagers

One of the nation's top radio and television stations in one of the ten largest markets needs a salesmanager for radio and a salesmanager for TV. They are all top in their field and attract a man of proven ability. These positions are available because Miller Robertson, present salesmanagers, is leaving to enter a state station which he recently purchased. Write in complete detail and enclose photograph first letter. Stan Hubbard, KSTP.

Salesmen

CBS affiliate, Colorado Springs has immediate opening for top salesman with car. Established, protected local account list. Salary plus commission should run excess of $5,000 dollars from accounts now on air. Ability only limits for this income. Man 25-45, proven ability, satified, excellent personal and business background. Submit photo, sales record, references.

WANTED

NEWSPAPER-DJ

Detroit area news, music and baseball station seeking someone with good scheduling and organizing opportunity for men who want to progress. Box 879M, Broadcasting - Telecasting.
Help Wanted (Cont'd)
Production-Programming, others

Radio and TV
Comedy and Drama
WRITER

Box 937M, Broadcasting • Telecasting

For Sale

Stations

FOR SALE
250 watt Mutual outlet In beautiful, diversified, rich Carolina market. Will easily gross $30,000 this year. Cash $45,000. Terms $45,000. Reason for selling, other interests.

Write Box 9228M, Broadcasting • Telecasting

Equipment, etc.

FOR SALE BECAUSE OF INCREASE IN POWER
1 kw Gates BC IF AM Transmitter USED LESS THAN TWO YEARS $4500 KTON, Mankato, Minn.

Miscellaneous

ARE YOU GETTING YOUR SHARE OF FREE PUBLICITY?

1901A Trails End, Kalamazoo, Mich.

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial, and Program Managers, Chief Engineers, Disc Jockeys, and other specialists. Delays are costly; tell us your needs today.

Howard S. Frazier
TV & Radio Management Consultants 728 Bond Bldg., Washington 5, D. C.

Announcers! Writers! Neusmen!

Want a job in New York City? For insiders send one small, self-addressed, stamped envelope to V. Roy, 1425 Broadway 18, New York.

New England Network Station
$35,000.00
The only station in an attractive and well isolated New England market. Always profitable, this combined facility offers a good income and very pleasant living. Valuable real estate and $10,000.00 in net quick assets included.

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 Bldg. Tribune Tower 225 Montgomery St.
Sterling 641-7 Delaware 7-2755-6 Sacramento 2-6672

SALES EXECUTIVE
This is the job of a lifetime! The president of a large, successful radio station needs an aggressive, personable, energetic, ambitious man between 30 and 40 who can sell and sell hard.
We want a man who has already demonstrated his outstanding ability in sales work. Starting salary excellent. Future unlimited. If you think you will fill the bill, call Tom Tinley, WITH, Baltimore, Maryland, for a personal interview.
This Summer wherever you go
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
50,000 WATTS OF
SELLING POWER

BROADCASTING • Telecasting

TV Thaw Comments
(Continued from page 70)

Franklin M. Doolittle, president, WDRC Hartford, who has had an application for TV on file with the FCC since September 1947 stated WDRC will apply for Channel 3 in Hartford under the new allocations and will amend its application to conform with changed FCC conditions. (Hartford will have one VHF and one UHF channel for commercial use and one UHF educational channel.)

Edward E. Bishop, vice president of WGH-AM-FM Newport News, Va., whose owners applied for a TV construction permit in 1948, with the application caught in the freeze said WGH already has constructed a 417-ft. TV tower and that it is prepared to progress "with full steam" in constructing a TV station.

G. Richard Shafto, vice president and general manager of WIS Columbia, S. C. said his organization “will pursue with all possible speed its plans for a powerful new television station to be built in Columbia.”

W. W. Warren, vice president and general manager, KOMO Seattle, Wash., who reports his station already has invested more than $750,000 in TV development, equipment and facilities and whose application has been on file since April 1948: "KOMO-TV can be in actual broadcast operation within a few months if construction permit is granted by the FCC.Philadelphia's

Washington's

BES'T

Sells Goods!

BUY

Ask your John Blair man for the whole WWDc story

April 21, 1952 • Page 99

This Summer wherever you go
There's Radio

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF

SELLING POWER

WYJB Detroit, Fort Industry Co., FCC granted CP to change frequency from 1490 to 520, 10 kw day, 5 kw night, DA-DA, and range in transmitter location; engineering conditions. Announced April 16.

WASHINGTON, D.C. — James Geesty, vice president and general manager of WJW Cincinnati, has filed an application for a new station to be located at 1948 W. Wheeling Ave., Dallas, Tex., to be used in both AM and FM bands. The station will operate on 500 watts of effective radiated power and will have an average antenna height above average terrain of 640 feet. Estimated construction cost is $245,000, first year operating cost $135,000, revenue $150,000. Application is pending hearing.

For TV applications filed since the FCC’s 35th Report and Order [No. 117], see page 71.

Deletions

TOTAL deletions of licensed stations to date since Jan. 1: 1 AM, 5 FM, 4 TV.

KAIS (FM) Dallas, Texas, license. Licensee stated frequency (107.9 mc) was not receivable on many sets; station had been operating at a loss. Deleted April 10.

KHAD Delano, California, FM granted, station will experiment with different types of programming to establish and operate new broadcast station. Deleted April 16.

FCC Actions

(Continued from page 95)

April 17 Applications

ACCEPTED FOR FILING
TV-Ch. 6

WMBT-TV Battle Creek, Mich.—Requests CP to reduce ERP from 18.7 kw visual to 8.7 kw visual and increase antenna height above average terrain from 350 ft. to 445 ft.

License for CP

KDPX (FM) Des Moines, Iowa.—Requests license for CP which authorized non-commercial educational FM station.

License Renewal

Following stations request renewal of license.

KWEM West Memphis, Ark.—Moder. license to change studio location to Memphis, Tenn.

WKBW Oyster Bay, N.Y.—Moder. license to change studio location to Massapequa, Long Is., N.Y.

TENDERED FOR FILING

Modification of License

KWYK (AM-FM) Dallas, Tex.—Moder. license to change Studio location to Dallas, Texas.

KWEM West Memphis, Ark.—Moder. license to change Studio location to Memphis, Tenn.

California: "The addition of hundreds of TV stations should mean to the television industry what the addition of facilities would mean to any other industry which has been bursting at the seams since its beginning."

Wayne Tiss, vice president in charge of WABN, Barton, Duratine & Osborn Inc., Hollywood: "With opening of so many new television stations, even in smaller markets, it should bring about increased activity in putting programs on film."

Neil Reagan, vice president in charge, McCann - Erickson Inc., New York: "The advent of Advertising Age's "The Television of the West: "Considering the ... necessary to process applications and get stations operating, it will be perhaps a year or more before any impact on commercial telecasting will be felt."

Donn B. Tatum, TV director, ABC Western Division: "Lifting the freeze will unleash and set in motion so many tremendous events which have been gathering for the last three-and-a-half years and which will now bring television into full swing as the greatest of all mass communications media."

Jerry Fairbanks, president, Jerry Fairbanks Inc., TV film producers: "I anticipate that there will be twice as many [TV] film programs on the air this fall as there are now, thanks to the ban lifting."

Frank Wisbar, producer-director, Wisbar Productions Fireside Theatres (sponsored by Procter & Gamble) and other film shows: "I anticipate that in the mad scramble for stations and programs only the best [TV film producers] will survive. The great audience means to me greater demands and not a watering down of quality."

C. Burt Oliver, president and general manager, Foote, Cone & Belding, Hollywood: "Television as a major advertising medium has risen in national in scope, can now become a reality and Hollywood’s contribution to live and film production will inevitably increase."

Frank Daniels, western manager, radio-television department, William Morris Agency, Beverly Hills: "It now gives this medium the mass coverage that it should have and will bring a tremendous impact to many new cities. ... It will also help alleviate the problems that networks and advertisers have facing in getting clearance for limited shows in one or two-station cities."

Lee Ringer, president, Ringer & Assoc., Los Angeles, and president, Southern California chapter, American Assn. of Advertising Agencies: "The ' thaw' will enable smaller non-network advertisers to purchase profitable time slots, making television a more realistic medium."

Michael R. Hanna, general manager, WHCU-AM-FM Ithaca, N.Y., who announced April 15 that WHCU will file for UHF in Ithaca and plans to spend $250,000 to build: "I consider the FCC's educational phase of station allocations unrealistic."
SCHOOL TV

Methods of Financing Given Varied Study

In Kansas, state educators are understood to be proposing that the legislation authorize the setting aside of that portion of the personal property tax which represents the fee from TV receiver ownership.

The current Kansas personal property rate is $4.50 per $100 valuation. There are approximately $5,000 TV sets in the state, according to Radio-Television Mfrs. Assn. estimates of TV set shipments for Jan. 1, 1956. That would be a minimum of $247,500 of taxes paid on TV set ownership, if all set owners paid at least $4.50.

A subsidiary method of raising operating funds is also being investigated. On the assumption that educational TV stations will be on the air before commercial stations win out in contested hearings, educators have approached radio-TV dealers with this proposition: That they contribute a fixed amount to educational stations from each TV set sale made. The sum most mentioned is $5.

Since retailers are eager to see TV service in their cities, this idea has found them fairly sympathetic, it is reported.

Commission Set Up

New York's Gov. Thomas E. Dewey has signed legislation to set up a 15-man temporary commission to study the use of educational channels allotted the state. Spokesman for the governor last week indicated that a focal point of the study will be to ascertain to what extent, if any, the state government should operate stations and add that an alternate plan may also be considered: To leave administration of all channels to an association of the 87 colleges and universities within the state.

The commission would include eight legislative members and seven appointees of the governor, who will also designate the chairman and vice chairman.

Dr. Earl J. McGrath, U. S. Commissioner of Education, favours a type of semi-commercialization which has not been broached before. Writing in the March 23 issue of Parade, the Sunday newspaper magazine, he suggested "commercial" sponsors. As he explained, local civic organizations would pay for the production of shows in which they are interested. Since production would be done by college students, the costs would be low, Dr. McGrath pointed out. He also suggested that educational institutions could "can" a show on film and sell it to clubs and other civic organizations for airing on a non-commercial TV station.

In the 1951 annual report of the Office of Education just issued, Dr. McGrath suggested educational stations might charge just the amount necessary to cover operational costs. He referred to the operation of Iowa State College's WOI-TV Ames, a non-commercial educational TV station operated by students.

"On the basis of past experience with WOU-TV, Dr. McGrath said, "any idea that the educational needs of a school or college can be met satisfactorily by commercial television on a 'public service' basis must be flatly discouraged."

Formation of the Long Island (N. Y.) Radio-Television Council took place in March at a meeting in South Huntington, L. I., attended by representatives of over 400 schools, colleges, libraries, museums, etc. Council was established to act as the official agency to set up and run TV facilities in that area.

Officers elected were: Worthington A. Gregory, general manager; W. C. Floral Park, Sewanhaka High School principal; Radio; W. S. Inwood High School principal; Radio; W. S. Huntington schools, vice president; Charles E. Anderson, visual director, Riverhead High School, secretary; and John C. Dods, general educational department, Long Island Agricultural & Technical Institute, treasurer.

Educators, JET

(Continued from page 88)

in this field. Typical were these comments:

Laurence A. Kimpson, chancellor, U. of Chicago: "The FCC is to be commended for allocating a TV channel over which the educational institutions of Chicago can cooperate in using their resources in producing programs of significance and quality. I am sure the people of Chicago would want to assist the educators in their joint operation of a TV station, which we hope will become a part of a national education program."

The Rev. James T. Hussey, S.J., president, Loyola U., Chicago: "This decision opens great vistas in the field of educational TV. It has been raised whether educational institutions can cooperate effectively in this type of enterprise. I am confident that such cooperation is not only possible but will bring a new dimension to American television."

Dr. John F. Retalialita, president, Illinois Institute of Technology: "By reserving Channel 11 for a non-commercial educational television station in Chicago, the FCC offers this city a great opportunity. The educational and cultural impact of such a station can be a real civic asset. IIT has offered land and architectural assistance for the physical establishment of the proposed station."

Franklin Murphy, chancellor, Kansas U., and James A. McCain, president, Kansas State (joint statements): "We are gratified to have the FCC continue to express its faith in the future of TV for educational purposes."

AFM TRUST FUND

L. A. Local Asks Change

Because it blocks musicians from obtaining work, a change in the AFM 5% trust fund format set up to which TV film producers must contribute is urged in petitions being circulated among members of Los Angeles Musicians Mutual Protective Assn., Local 47.

More than 2,000 Los Angeles musicians already have signed petitions which are to be sent to James C. Petriello, union president, for submission to AFM national executive board.

Aware of the campaign, Ph. Fischer, vice president in charge of radio-TV, acknowledged there is considerable feeling among Locals 47 members that the format now in use should be changed because under present setup, the trust fund should be used to promote other than 5% royalty fee, TV producers by-passing music in favor of foreign soundtracks which have no restriction.

He found, too, that many business leaders and sidemen feel that 5% format is defeating its purpose by destroying job opportunities. However, he said, nothing can be done about it until a formula acceptable to all can be worked out.

It was suggested that another formula with a set fee for TV film producers rather than 5% might be considered by AFM.

Several musicians active in organizing petitions declared the would be willing to cut their own three-hour scale from $50 to $4 and donate the difference to the AFM trust fund. While musicians claim this would mean much less money for the trust fund, they maintain it would be more beneficial in the long term, since shelving the formula would mean more work. An increased activity among musicians would eventually mean more work for all, as far as the welfare fund is concerned, it was main.
'Reservation' for Don Lee Canceled in FCC Action

Since 1948, Channel 2 in San Francisco was reserved for Don Lee. Don Lee failed to get a TV rant in the 1946 San Francisco hearing because it was up for FCC investigation on network practices. In 1950, all its licenses were renewed, but because the TV freeze then in force, no action was taken on its application for channel 2.

At the end of 1950, sale of Don Lee properties to General Tire & Rubber Co. (owner of Yankee Network and now WOR-AM-FM-TV (New York) was approved by the FCC. Since 1950, Television California, TV applicant for San Francisco composed of ollemen Edwin J. Paulay, R. H. Chamberlain and L. McCarthy, had asked that the Commission channel 2 be returned to the San Francisco list of available channels.

was turned down once, the Commission claimed that its petition as "premature." Application Considered New

In last week's memorandum pinion, FCC declared that since on Lee was now owned by General Tire & Rubber Co., its application for San Francisco should be considered as a new application. It, therefore, removed the reservation on that channel's 2.

In other actions last week, the commission denied the following petitions:

P eopl e s Broadcasting Co. (WLAN) Lancaster, Pa. — Petition for comparative hearing 4th Wgal-TV for Channel 8 in ancaster. Wgal-TV is required to move from Channel 4 to Channel 8 under the FCC's Sixth Report. The commission, in granting the WLAN petition, noted that the FCC may be asked again when and WLAN resubmits the Channel 8 application in accordance with the new rules. (Continued from page 8)

Zenith Radio Corp. (WFM FM), Chicago—Petitioned for a hearing on whether the commission had the right to move WERK (TV) from Channel 4 to Channel 2 in 1948. Phoenix—Informed the commission that the Zenith petition, that the request may be raised again when Zenith resubmits its Channel 2 application, that this action is new rules and standards.

N a t i o n a l Broadcasting Co. (WNBT (TV)). New York—Applied for increased power and range-type of transmitter in 1948. For hearing then and maintained in hearing status during freeze. However, the FCC granted change of call letters but forgot to remove the application from hearing status. Commission

Joint TV Bids (Continued from page 8)

might approximate the number of channels to be made available to the Denver television industry by being denied by an arbitrary freeze what the public has and have their rights restored at an earlier date.

Accordingly, it would be most helpful if the commission would clarify its policy concerning the filing of applications by two or more AM stations for a TV station license. Feel a strong forward reply to the questions which are below would prove most helpful to a group of very sincere, experienced radio operators anxious to bring television to a million people who are clamoring for the privilege of enjoying what has been available to the fellow Americans elsewhere.

Can the owners, directors, or stockholders of two or more AM radio stations, granting the same station a license to operate a TV station per se be permitted to retain holdings in their individual radio stations, or must radio stations continue to be operated as separate entities?

b. If two AM stations licensed to serve the same city join in an application for a television station, would such an application be at any disadvantage either by rule or Commission policy as against a separate application by parties not engaged in radio station operation?

c. Would there be any prejudice on the part of the Commission in granting the joint of a such a joint application? An application for a joint or more AM radio stations per se be granted the same station a license to operate a TV station per se be permitted to retain holdings in their individual radio stations, or must radio stations continue to be operated as separate entities?

I agree to early reply to these questions since a positive clearcut answer to these questions is avoid long drawn-out hearing, end. The problem of the granting of television licenses in Denver.

Chairman Walker's reply stated:

I am all for straightforward answers and that is just the kind of answer I would like to see in the inquiries you made your letter of March 12 concerning cooperative ownership of TV stations by AM operators. But I do not even have these questions myself.

I have a fact of Senator Johnson, although there have been inquiries of the staff and discussions by some of these members with outside lawyers, this problem has not yet been considered by the Commission itself.

I am sure that because of the financial burden of TV, the scarcity of channels and the desire to avoid the delays of hearings, this cooperative arrangement to occur to considerable number of AM operators. And it is a problem for the Commission is go to have to formulate a policy for. It would be helpful if we could explore this matter and chart our course right now but as you know, we are bending our efforts these days towards the objective—the lifting of the freeze.

Frankly, at this stage I have not even had time to study this problem and I have not even made up my mind whether or not letting TV go as quickly as possible. And if the FCC were to throw the ball back on the Commission, I have been particularly interested in the potential of the public against the dangers of excessive concentration of control

Telestatus

(Telecasting from page 78)

Television networks.

For April 1, 1952, are:

Lucy, 'Talent Scouts' Top Trendex Ratings

TOP TEN network programs released by Trendex Inc., N. Y., for the week of April 1-7, are:

1. I Love Lucy (CBS-TV)
2. Talent Scouts (CBS-TV)
3. Godfrey's Friends (CBS-TV)
4. Gallery of Greats (NBC-TV)
5. You Bet Your Life (NBC-TV)
6. The Real McCoys (NBC-TV)
7. Your Show of Shows (NBC-TV)
8. 77 Sunset Strip (ABC-TV)
9. Comedy Hour (Abbot & Costello)
10. Strike It Rich (NBC-TV)

Picture Tube Replacement To Top Million Mark

SURVEY conducted by General Electric Tube Dept., Syracuse, N. Y., to determine market for replacement tubes in the medium of mass communication. I would want to study that angle most carefully. I feel sure that while the citizens of Denver are eager for television without further delay, they, too, in the long run, will be concerned with the type of control exercised over the channels of communication. Guarding freedom involves more than just having a free press. It is the task of the Commission to protect the public against the dangers of excessive concentration of control.
WESTINGHOUSE STATIONS, EIGHT TV OUTLETS RENEWED

FCC cleaned up large number of pending temporary licenses Friday when it (1) renewed eight TV stations placed on temporary license last February for not showing religious and/or educational programming for composite week (B*TV, Feb. 4) (2) renewed (B*TV) all Westinghouse stations which had been on temporary for more than year pending FCC consideration of that company's anti-trust record; (3) renewed WJZ-TV New York which had been placed on temporary for carrying horse race programs (B*TV, March 3).

After showing that composite week did not indicate true picture of religious and/or educational programs, or that stations had instituted or had planned to institute programs, FCC renewed for regular period licenses of following TV stations: KING-TV Seattle, WGN-TV Chicago, WJAR-TV Providence, WLWC (TV) Columbus, WLWD (TV) Dayton, WLWT (TV) Cincinnati, WOR-TV New York, WOW-TV Omaha. Still on temporary, of the 26 originally cited, are KPHO-TV Phoenix and WWHE-TV West Haven. Only WJZ is still on temporary is KTTV (TV) Los Angeles, involved in a question of privacy rights.

- Renewed because FCC found that anti-trust involvements did not disqualify it as a licensee were WGain, the following Westinghouse stations: WBZ-AM-FM Boston; WBZA-AM-FM Springfield, Mass.; KDKA-AM-FM Pittsburgh; KYW-AM-FM Philadelphia; WOWO-AM-FM Fort Wayne; KEX-AM-FM Portland, Ore.

Still on temporary license while FCC looks into anti-trust cases against them is General Electric's WGY and WRGB (TV) Schenectady, Loew's Inc.'s WMGM New York, Paramount Pictures' KTLA (TV) Los Angeles, United Paramount's WBKB Chicago, KFBB Great Falls, Mont. (latter is also under scrutiny on the question of minority owner Anaconda Copper Mining Co., extending its holdings to control station).

WJZ-TV was first of 16 stations cited for carrying horse race programs to have license renewed. Renewal was granted after ABC station in that area had ceased carrying broadcasts of horseracing.

- Renewed also after several years were licenses of Wesley Dunn stations KSFQ and KPIX (TV) San Francisco. They had been in temporary status while FCC looked into arrangements licensee had with previous church group owners.

Complete list of Friday renewals will be published in April 25 issue of Broadcasting - Telecasting.

GROUP ACQUIRES KEPO

CONTRACT has been signed for sale of KEPO El Paso, Tex., from Rawley-Brown Corp. to four Minneapolis-St. Paul businessmen for $284,500. Heading new owners is Miller C. Robertson, vice president and sales manager of CSTP-AM-TV Minneapolis-St. Paul. Associated with him are A. W. Porter Jr., W. B. Pratt and R. I. Richardson. Each will hold 25% of stock in the new station.

AM SPEED-UP PLAN

SPEED-UP in AM processing line was proposed by FCC Friday. Scheme envisages setting up two lines, with preference given applicants proposing a station in a community not now with one or more stations not now receiving broadcast signals.

Commission called for comments on proposal by May 12. It also specified that an application to be considered proposing to serve an unserved area must show that 25% of its coverage is to area not now getting primary service, day or night.

Proposal is in line with several petitions filed with FCC last six months asking that Commission give priority to applicants seeking to give their communities first, local radio stations (B*TV, Jan. 21; Nov. 12, 1951).

FCC FEARS CENSORSHIP IN CAMPAIGN CONTROL BILL

Censorship dangers are seen by FCC in proposed legislation requiring political speakers to post bond as protection to broadcasters against civil or criminal actions. Commenting Friday on House and Senate Inter-state & Foreign Commerce Committee, FCC told committee bond requirement might cause bonding firms to demand right to see and censor scripts before agreeing to issue any bond.

- Instead, FCC proposes, legislation should specifically exempt licensees from liability for defamatory nature of any broadcast made pursuant to provisions of Section 315 of Communications Act.

Commission favored clause in S-2839 extending provisions of Section 315, covering equal time requirement for reply to candidate's talk, which would extend section's provisions to cover "any person authorized in writing by a candidate to speak on his behalf."

FCC recalled its Port Huron decision took the stand that Section 315 has the effect of exempting licensees from liability in court because Congress specifically denied licensee the power of censorship over political material. However, FCC added, "this view has not received universal acceptance nor definitive judicial support. For this reason it has been a persistent revision of Section 315, the statement points out.

KUDOS FOR KLASS

THEY'RE singing praises of Klaus Landsberg, vice president and general manager of KFKA (TV) Los Angeles in overcoming what appeared to be insuperable obstacles in arranging for first tele- cast of actual atomic blast scheduled sometime this week, at Yucca Basin, 50 miles from Las Vegas, Nev. (see story, page 74). Working for Television Assn. of Los Angeles, Mr. Landsberg last week reportedly completed setting up of relay system when others had given up. Task included dropping of equipment by helicopter on strategic peaks.

ROYAL V. HOWARD has taken leave (absence from KIKI Honolulu to be executive engineer of Radio Free Asia, of which Job Elwood is owner of KILA (TV) Los Angeles in consultation. Bill Meyers, KIKI vice president and general manager, in charge during Mr. Howard's absence.


HARRIET HALSBRAND, Kagron Corp., N.Y. to Town Hall of America as co-manager radio and television department, effective today (Monday).

YOUNG HEADS NBC PRESS


DuMONT SELLS TRANSMITTER

DuMONT LABS sold over $34 million worth of TV and audio equipment, including 32 T.V. transmitters in the two weeks between tl NARTB Chicago convention March 31 at issuance of FCC's final TV report April 1 Herbert E. Taylor, manager of the TV transmit ter Division, announced Friday. Of tl 32 transmitters, 23 were VHF and nine were 5 kw UHF. VHF transmitters can be d livered this year, Mr. Taylor said; UHF transmitters can be delivered beginning early 1953.

CREAMER LEAVING WOR

JOSEPH CREAMER, advertising and promotion director for WOR-TV New York, Friday, resigning effective May 1 after 16 years with station. Following short vacation he plans to open office as free-lance advertising or public relations consultant. Widely known he has been frequent winner of Harvard Al ual honors for advertising writing, as we as other awards. He joined WOR Feb. 1936, as promotion director.

WALKER WARNS EDUCATOR!

(Continued from page 5)

the late W. W. Charters, IERT co-founder, Admission at the institute had reached 1,000 late Friday.

Comr. Frieda B. Hennock told educator that although they had won their point i obtaining TV station reservations, "I can not advise you that the fight is over." She said "feimidable obstacles" would have to be surmounted.

Aft of her scheduled talk, Comr. Hennock at a later session Friday night implies laxity on part of educators in pursuing T facilities. She urged they get into television now, regardless of how limited initial efforts might be.
FASTEST GROWING FOUR-YEAR-OLD IN RICHMOND

After four years, television has lost none of its magic in Richmond, though much of its mystery.
From the moment WTVR, the South's first TV station, was unveiled, it became the most sought-after guest in more homes than set makers could frequently supply.
Today, more than 118,000 homes in the WTVR area are television equipped and the number continues to grow in beanstalk-like fashion.
In Richmond your most important step for national sales is to get in step with the Havens & Martin stations, pioneers in AM, TV and FM. Ask your nearest Blair man for particulars.

Havens & Martin Stations are the only complete broadcasting institutions in Virginia.

WMBG AM
WTVR TV FIRST STATIONS OF VIRGINIA
WGOOD FM

In 1903, man finally did it—invented flying machines. But nobody wanted a ride.  
The early airlines, that sprang up all over America, died, merged, folded, and were forgotten because, to most people, flying was strictly for the birds.

Then Southern California got into the act. Maybe the sunshine, maybe the hankering to get places, maybe the consistent use of radio advertising—but Southern California flew. Southern California has the oldest airline in America—by tomorrow morning we’ll probably have the newest.

Moral: Whether you sell airlines or aspirins—sell them first in Southern California where it will do the most good. Sell them best on the station that serves Southern California best—on KMPC. That’s where so many things really start.

KMPC is the station that covers Southern California like a network. You could buy 38 stations, and not cover Southern California the way KMPC does. KMPC reaches more people, far more people, than any other independent radio station in the West. Whatever you sell, wherever you make it, use KMPC and get power where it really counts!