We're proud, too, Mr. Sommer...

- Proud of our association with you at Keystone... with Murphy Products Company of Burlington, Wisconsin... with Warp Bros. and their Flex-O-Glass... with Phillips 66, the gasoline and motor oil folks (over 60 years of sponsorship just in those four WLS advertisers)...

We're proud of America's oldest continuous radio broadcast... the National Barn Dance... and of the first farm service program, Dinner Bell time... and the first Homemakers' hour, all started with WLS 28 years ago. All part of the radio experience available to serve the people... the nation... and our good advertiser friends like you, Mr. Sommer, throughout Midwest America.

for 28 years, the
CLEAR CHANNEL Home of the NATIONAL Barn Dance
Go where there's GROWTH...

GO WHAS!

The WHAS-Market is a balanced market... and getting BIGGER... in a healthy way.

KENTUCKY LEADS ALL STATES IN FARM LAND INCREASE

Kentucky's land value increase of 222% over pre-war values tops every other state, is 99% greater than the U.S. average. Neighboring Southern Indiana shows a record high of 203% increase in land value.

LOUISVILLE INDUSTRY NOW RANKS 2ND IN THE SOUTH

Latest available U.S. Census figures show that Louisville ranks 2nd in value added by manufacture in Southern cities... exceeded only by Baltimore. Louisville's non-agricultural employment has increased 30% in the past ten years.

GO WHAS!

BENSON AND BENSON shows WHAS has more listeners morning, afternoon and night than all other Kentuckiana stations combined.

PULSE shows the top ten evening shows heard in Metropolitan Louisville are on WHAS. The top ten daytime shows are on WHAS, and 3 of those are WHAS produced programs.

EVERY WHAS NEWS PROGRAM has more listeners than any other program heard at the same time, day or night.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry J. Christal Co., New York, Chicago
in PROVIDENCE WHIM beats the
pants off the network stations . . .

Yes! A greater audience than 3 Networks combined!

<table>
<thead>
<tr>
<th>SHARE OF AUDIENCE</th>
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<tr>
<td>MON. THRU FRI.</td>
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SOURCE HOOPER MARCH 1952
Exclusive DALLAS-FORT WORTH Outlet for Top-Rated CBS Shows

This is why
KRLD is your best buy

<table>
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<tr>
<th>Time</th>
<th>Radio Station</th>
<th>Share of</th>
<th>Top Rating</th>
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</thead>
<tbody>
<tr>
<td>Mon. Thu-Fri 6:00 A.M.-12:00 Noon</td>
<td>KRLD</td>
<td>13.5</td>
<td>30.0</td>
</tr>
<tr>
<td>Mon. Thu-Fri 12:00 Noon-6:00 P.M.</td>
<td>KRLD</td>
<td>14.0</td>
<td>30.5</td>
</tr>
<tr>
<td>Sun.</td>
<td>KRLD</td>
<td>15.2</td>
<td>30.0</td>
</tr>
<tr>
<td>Sun. thru Sat. Eye 6:00 P.M.-9:00 P.M.</td>
<td>KRLD</td>
<td>13.2</td>
<td>30.0</td>
</tr>
</tbody>
</table>

KRLD has 30.0, with the next Station 30.5, less than 1% difference.

AFTERNOON TIME

MORE MORNING AUDIENCE

113.9% MORE MORNING AUDIENCE

MORE SUNDAY AUDIENCE

14.0% MORE SUNDAY AUDIENCE

MORE EVENING AUDIENCE

23.9% MORE EVENING AUDIENCE

than the second highest rated radio station or frequency.
WHILE Frank K. White, who retires as president of Mutual May 31 (see story page 29) has not announced future plans, it’s known that he has received proposals from corporate entities in past year. And, while he’s keeping his own counsel, it won’t come as surprise if he joins another radio-TV connected company—probably network.

ENIGMA: Procter & Gamble, top radio-TV spender ($25,700,260 on network radio-TV in 1961) is concerned about cost of TV on nationwide coverage basis, now that freeze is lifted. Red Skelton program, for example, would figure at $10 million yearly for talent, time and cable cost based on present network cost-per-thousand.

LIGGETT & MYERS, N. Y. (Chesterfield cigarettes), over-extended its advertising budget in radio last season and a rough drop in selling sponsorship of $22,000 (for talent) Bob Hope radio show on NBC and $25,000 Bing Crosby show on CBS Radio, plus one quarter-hour of its half-hour daily segment of Arthur Godfrey on CBS Radio. Chestfield will pick up sponsorship of Martin & Lewis on NBC Radio next fall (for about $10,000 for talent) and probably will expand its current Perry Como strip on NBC-TV. Among present Godfrey sponsors, it’s understood, at least two or three are ready to add quarter-hour which Chesterfield drops.

U. S. RUBBER Co. and Coca Cola Co., both bidding for Bing Crosby’s services on CBS Radio and possibly TV next season. Representatives from NBC and network in Hollywood last week talking deals with him and brother Everett Crosby, who agents for actor-singer.

FCC has supplied Senate Appropriations Committee with additional data to justify its $8.5 million fiscal 1963 budget from which House chopped $2 million [CLOSED CIRCUIT, April 21]. Details will be incorporated in release of hearings coincident with Appropriations Committee’s report, probably several weeks away, according to committee sources.

THERE is indication that FCC may soon—within week or two—come up with starting date of thirteenth-postponed theatre TV hearings. Speculation now points to a fall beginning, most likely after September.

ADHERING closely to New Year’s predictions on radio’s financial health, is report from one network affiliated station in Class A market for first quarter showing local sales up 19.5%; national spot up 4.3%; network down 25.8%, featuring rate cuts.

TELEVISION for Philippines is object of visit to United States of Pedro Belanca and Jose Lovina, mechanical engineer. Mr. Belanca’s identified with large distillery in Manila.

FIRMING UP of plans for broadcast operations of Committee for Radio Free Asia Inc. was object of mission to Washington during (Continued on page 6)

MBS FORMAT CONTINUES, O’NEILL TELLS AFFILIATES

MUTUAL Board Chairman Thomas F. O’Neill, who also assumes presidency when Frank White leaves May 31 (see story page 29), reportedly assured members of Mutual Affiliates Advisory Committee meeting in New York Friday that change in Mutual’s type of network operation, which has long been speculated, is not now contemplated.

At closed meeting discussing Mr. White’s resignation and his own election as president, it was reported unoficially afterward, Mr. O’Neill also stressed that MBS should continue as network predominantly composed of large number of relatively small stations mostly in non-metropolitan markets, with emphasis on acceptability and flexibility. He was understood to have reiterated view that continued co-existence of four networks is economically unfeasible but that Mutual intends to prosper.

He was also quoted as saying that Mutual plans to enter TV network field, probably on film basis.

Chairman O’Neill, who heads General Tire & Rubber Co.’s radio-TV interests, which since January includes control of Mutual stock (almost 60%, praised retiring president and his success as Mutual head and, in recognition of esteem in which Mr. White is held by affiliates, conceded that he himself was “on the spot” in Friday appearance before committee.

MAAC members afterward appeared impressed with Mr. O’Neill’s talk, his grasp of station and network problems, and his plans for future.

Mr. O’Neill also was understood to have confirmed employment of sportscaster Harry Wismer by Thomas S. Lee Enterprises, General Tire’s radio-TV company, was primarily for promotional work on behalf of sporting goods products of Pennsylvania Rubber Co., General Tire subsidiary [CLOSED CIRCUIT, April 21].

Mr. White preceded Mr. O’Neill in brief talk to MAAC, expressing appreciation for support given him by affiliates throughout his tenure. It also was disclosed that MBS board had voted bonus for him.

William H. Fineshriber Jr., Mutual executive vice president and newly elected to board of directors, took charge of meeting for further discussions after Meeks. White and O’Neill completed their talks.

All MAAC members were present, headed by Chairman Gene Cagle, KFJZ Fort Worth.

Other MAAC members include: John Clogg, WHBQ Memphis; Victor Dickem, WAZL Hazleton, Pa.; Fred Fletcher, WRAL Raleigh, N. C.; George Hatch, KALB Salt Lake City; Rex Powell, KFXJ Grand Junction, Col.; E. J. McKellar, KVOK Moorhead, Minn.; Robert McRaney, WCVI Columbus, Miss.; Hugh Potter, WOMI Owensboro, Ky.; Porter Smith, WGRC Louisville, Ky.; Fred Wagenvoorden, KORG Cedar Rapids, Iowa, and Jack Younts, WEEB Southern Pines, N. C.

BUSINESS BRIEFLY

DORMIN EXPANDS Dormin Sleeping Tablets, N. Y., currently using radio spots in such cities as New York and Boston, planning to expand into other radio markets. Agency, Dowd, Redfield & Johnstone, N. Y.

FARM AREA SPOTS Hercules Toxathene, Wilmington, Del., preparing radio spot announcement campaigns for farm areas in Southwest starting today (Monday) for 13 weeks. Agency, Fuller & Smith & Ross, N. Y.


AGENCY NAMED Chicago Office of Buchanan & Co. Inc. has been appointed by J-A Corp., Chicago, to direct advertising for new advertiser who seeks to deliver lemon concentrate. Initial plans include radio.

FALSTAFF PACKAGE Falstaff Brewing Corp., St. Louis, has bought CBS-TV’s film package series Cases of Eddie Drake for placement on WKY-TV Oklahoma City, effective immediately, and on KMTV (TV) Omaha, effective May 2. Agency for Falstaff, Dancer-Fitzgerald-Sample, N. Y.

HOLLINGERBY NAMED WHIO Dayton, Ohio, and WJOD Miami, Fla., have appointed George P. Hollingerby Co. as national representative effective May 1. Hollingerby firm has been representing WHIO-TV. Stations belong to James C. Cox group.

PROCTER & GAMBLE BUYS 2½ HOURS RADIO ON NBC SIGNING by Procter & Gamble for purchase of 2¼ additional hours of morning time per week on full NBC radio network [B+T, March 17] is being announced today (Monday) by John K. Herbert, NBC vice president in charge of radio network sales, who viewed “this major purchase by the country’s largest advertiser as ‘distinct affirmation of faith in the power of network radio.”

Time period is 9:30-10 a.m., currently not programmed by NBC for network. Starting June 23, P&G (for products not yet specified) will sponsor Young Dr. Malone and Brighter Day in this segment, Monday through Friday. Contract was placed direct.

“We of the NBC radio network are heartened by this concrete evidence of Procter & Gamble’s realization of the undeniable attributes of radio which make it an imperative buy for the advertiser who seeks to deliver his sales message to the greatest number of people, with maximum effectiveness, at lowest cost,” Mr. Herbert said.

Sale brings P&G time on NBC radio to 12½ hours a week, adding to Welcome Travelers (10-10:30 a.m.); Life Can Be Beautiful, Road of Life, Pepper Young’s Family, Right to Happiness, and Backstage Wife (5-4:15 p.m.), and Lorenzo Jones (6-5:45 p.m.).
In this Issue—

Thomas F. O’Neill, already chairman of the board, takes over MBS presidency as Frank White resigns. It’s the first major realignment since General Tire & Rubber Co., of which Mr. O’Neill is vice president, took over control of MBS. Page 55.

Is there anything to the talk about sponsors cutting back on TV? Not much, according to a recent roundup. The dozen that have cancelled TV network shows recently have or will put the money into other TV or radio campaigns. Page 57.

Two beggarly show up at the annual American Newspaper Publishers Assn. meeting. They’re spot radio, which is believed a threat to local newspaper revenues, and broadcast, which has already taken some money from the daily press. Page 58.

Hamstrung by present political broadcasting laws, broadcasters need legislative relief immediately. Protection against libel is the biggest demand. Page 59.

Is anybody going to appeal the FCC thaw to the courts? If so, action is apt to come from Pennsylvania, New Jersey or any of the Gulf States where rigid adherence to the 170 mile VHF separation kept some cities from getting more VHF. Page 59.

Radio and TV are drafted by The Advertising Council to help raise emergency funds for Red Cross for rehabilitation of flooded Midwest. Broadcasting’s flood coverage is extensive. Page 57.

Joint committee of broadcasters, aviation industry and government agencies formed to figure out how to place tall TV towers so they will give maximum benefit to televising at minimum hazard to flying. Page 57.

Here’s a post-war problem for TV networks. Of the biggest 25 markets, only five will have as many as four VHF channels. The competition will grab the hair of station relations men. Page 58.

Com. Hennock tells educators to apply for reserved TV channels even if the funds to build the stations aren’t in sight. Page 61.

President Truman withdraws his inference of a week ago that he could seize radio-TV and newspapers at will in an emergency. What interjection of his remark was hooey, he says. Page 58.

Upcoming

April 30-May 2: Assn. of Canadian Advertisers, Royal York Hotel, Toronto.


May 1-2: Ohio Assn. of Radio-TV Broadcasters, Sheraton-Welshock Hotel, Columbus, Ohio.


(Other Upcomings page 34)
THERE'S NOTHING BETTER THAN...

FIRST PLACE!

33.7% 42.1% 37.1% 38.3%

OTHER STATIONS

NOV. DEC. JAN. FEB.

HOOPER PROVES IT!
The above charts show the Omaha, Council Bluffs Hooper Share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, from November 1951, through February, 1952.

Gaylord Avery Program Director

Jim O'Neill 1-2 P.M.

Johnny Pearson 8-10 A.M.

Sandy Jackson 2-4 P.M.

Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., Nov., Dec., '51; Jan., Feb., '52)

Largest share of audience, both morning and afternoon, of any independent station in all America! (Hooper, Nov.-Dec., '51)

Todd Storz, General Manager

Represented Nationally By

The Bolling Co.

Kowh OMAHA

"America's Most Listened-To Independent Station"
Wherefore art thou, Radio?

There's been some talk lately about TV luring advertisers away from Radio. TV or not TV, that is the question! But not in Canada.

So far there is no TV in Canada to challenge Radio's established position as Canada's most popular entertainer and most effective advertising medium.

The reason for Radio's pre-eminence is partly geographical. Most of the 14 million people living in Canada are spread from coast to coast along a 200 mile wide belt just north of the US border—and the further north, the fewer people per square mile.

To serve all these people with news and entertainment is a problem which only Radio can overcome successfully. For most Canadians live in other than urban areas (only 38% in towns of 30,000 or over).

And 94% of all Canadian homes have a radio!

These listeners, enjoying a standard of living almost as high as yours, are served by 112 independent radio stations strategically placed across the whole country.

Yes, millions of Canadians depend on Radio, and so do advertisers. For Radio is Canada's favorite advertiser and top salesman.

"In Canada you sell 'em when you tell 'em!"

A message from the 103 member stations of the Canadian Association of Broadcasters whose voices are invited into over 3 million homes every day.

Canadian Association of Broadcasters

108 Sparks St.
Ottawa.

37 Bloor St. West.
Toronto.
NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

with famous AMPEX performance and Quality—PLUS dynamic New Styling!

DUAL-SPEEDS
... 7½ & 15 inches per second

PUSH BUTTON OPERATION
... on all five functions

BUILT-IN PREAMPLIFIER
... for microphone

PRECISION TIMING
... within 3.6 seconds per 30 minutes

FULL AUDIO RANGE
... 15,000 cps at 7½ inches per second

MINIMUM MAINTENANCE
... even on heavy-duty service

LOW NOISE LEVEL
... complete shielding eliminates pickup

- Model 402 — Half-track Recording
- Model 403 — Full-track Recording

ACCESSIBILITY ALL OVER
... even in operation

Top plate and front panel are hinged for quick, easy inspection of any recorder component.

NEW REMOTE CONTROL BOX
For 100% push button operation that saves on operating time!

AMPEX ELECTRIC CORPORATION
Redwood City • California
YOU Get The
BIG
Audience On
KRNT
DES MOINES
FIRST in MORNING
KRNT First in All 22 Periods!

KRNT’s audience is 38.2% larger than the combined total of the No. 3, 4, 5, and 6 rated stations ... is 7.8% greater than No. 2, 3, and 4 stations combined ... 167.7% greater than No. 2 station.

FIRST in AFTERNOON
KRNT First in 23 of 24 Periods!

KRNT’s audience is 1.8% larger than the combined total of all 5 other rated stations ... is 101.6% greater than the No. 2 station.

FIRST in EVENING
KRNT Has 40 Firsts (1 tie) Out of 63 Periods!

KRNT’s audience is 48.4% greater than the station rating second ... is 13.2% greater than No. 3, 4, and 5 combined.

FIRST in TOTAL RATED PERIODS
KRNT Has 85 Firsts (1 tie) Out of 109 Weekday Periods!

KRNT’s audience is greater by 27.3% than the total of No. 3, 4, 5, and 6 stations combined ... is 95.0% greater than the second ranking station ... is greater by 23.6% than No. 2 and 3 stations combined.

Represented by THE KATZ AGENCY ... SOURCE: C. E. Hooper Des Moines Audience Index, February, 1952
feature of the week

EXAMPLE of sponsor-station teamwork promotion which has gone over big is the Sleepy Joe program on KVOE Colorado Springs, Col., sponsored by Sinton Dairy Co., that city.

The five-days-a-week year round show on KVOE features an Uncle Remus type named Sleepy Joe, who loves children and loves to tell them stories of Bre'r Rabbit and his friends, Bre'r Fox, Snake, and others.

So convincing are these characterizations, done by Jimmy Scribben of Hollywood in combination dialogue-narration and transcribed for syndication, that Meredith Williams of KVOE's advertising department says it has a strong adult following too. "For instance," he says, "my wife and many other mothers are ardent fans, and when I can, I listen myself for it's a real delight."

The two-year-old KVOE show promotes Sinton's milk and ice cream. Commercials by the story characters also are transcribed by Mr. Scribben. Currently, the CBS affiliate station is promoting "The Sleepy Joe Club," which for no handling charges except a trademark from a carton of Sinton's ice cream, offers members a certificate in color, membership card and button with color picture of Ole Sleepy. Each is a new button of one of the "Bre'r"s is offered. Several weeks ago the successful Sleepy Joe contest featured completion of the sentence, "I like Sinton's milk because . . ."

Mr. Williams gives credit for the promotion to the sponsor, who didn't "try to shave corners and scrumpy" with prizes. First prize was a set of "Bre'r Rabbit's First Adventure" records and 10 gallons of ice cream; second, records and five gallons; third and fourth, records and one gallon. Clincher was that every child who responded was awarded a pint of ice cream and honorable mention of his name on the program.

Hospitalized veterans at Colorado Springs had fun themselves act as judges and the winners were taken to the hospital to meet the judges, while Sinton's supplied enough ice cream to give the patients a treat throughout the whole hospital wing.

strictly business

NOW that the TV freeze is water over the dam, current and potential advertisers in the medium are, in the strictly business sense, concerned with costs.

A practical direction could be taken from Max Banzhaf, advertising and promotion director of the Armstrong Cork Co. He says:

"In radio and television, advertisers usually make a choice between two philosophies. They either adopt a low budget policy and resign themselves to a low rating; or they decide to pour in money on production, hire big-name stars, believing this to be the only way to build a rating.

"It's a much neater trick, if you can do it, to get a high rating with a modest budget. That way you're certain of a low cost per thousand.

"Proof that this latter approach can work is the currently high ratings of both our television and radio shows; and our costs per thousand, which are among the lowest on the air."

Mr. Banzhaf guides two Armstrong network shows, Armstrong's Theatre of Today, Sat. 10 p.m., NBC Radio, and Armstrong's Circle Theatre, Tues. 9:30 p.m., NBC tele-

BROADCASTING • Telecasting

Quote From Sales Management

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

Mr. BANZHAF

vision. Both are dramatic plays. The radio show is built around the everyday situations of people and is aimed at the mass market for Armstrong's Quaker Rugs and Floor Covering. The TV program is similar but aimed at a wider audience with commercials for the firm's general line of linoleum and other floor coverings, wall cov-

(Continued on page 88)
1951 PAYROLL EXCEEDED

One Billion Dollars

In Greater Youngstown, O.

BUY RESULTS!

One Nationally Known Food Client experienced a 400% increase from an exclusive campaign on WFMJ.

NBC

5000 WATTS

Duplicating All Programs,

50,000 FM

WFMJ

Headley-Reed Co., National Representatives
ST. JOHNS BUSINESS DISTRICT

offers complete shopping facilities for the ever-growing North Portland residential area.

DEPARTMENT STORE
Partner: Robert Carrier, another St. Johns civic leader, says, "KGW is as much part of Portland as the roses and view of Mt. Hood. The greatest radio station in the Northwest."

POLICE CAPTAIN
Frank Erwin, president of the St. Johns Businessmen's Association, reports, "KGW is the proven radio leader here. Tremendous public service for more than 30 years."

Celebrating Our 31st Year of Leadership and Community Service

The 31st year of community leadership in the Greater Columbian Empire. KGW gives complete coverage to a market you can't afford to miss. It offers pioneer prestige and influence no one can duplicate in the Northwest. You will find every Portland community pointing to KGW's service record with pride. You cannot adequately "sell" this area without KGW, "The People's Choice". Place your advertising copy with the station that delivers results!

KGW
PORTLAND, OREGON
ST. JOHNS’ CHOICE IS THE PEOPLE’S CHOICE: KGW!

FURNITURE DEALER
Paul Clark asserts, "You’re tuned to the Portland people's pulse at six-two-oh, KGW... An all-time 'Best Seller'..."

HOUSEWIFE
Mrs. A. D. Peoples declares, "KGW has the entertainment, shopping news and public service that make it the real radio leader."

GROCER
Ozz Baltes relates, "It’s wonderful to have a station like KGW serving our community. Definite favorite in Portland."

COEDS
Madelyn Turtan and Nancy Vincent, University of Portland, say, "KGW heads our honor roll consistently. Valedictorian year after year in Northwest radio."

DRUGGIST
Glenn Davis states, "The right prescription anytime is KGW. Unequaled in all-around programming and leadership... our own KGW."

St. Johns... Another leading community solidly “sold” on Portland’s pioneer station, KGW! They “know” six-two-oh in St. Johns!

Represented nationally by Edward Petry & Co., Inc.
WQXR holds leadership at top evening hours

WQXR's Pulse ratings are either first or second among the 17 New York area non-network stations for every quarter hour period all the way from 6 PM to midnight.*

These ratings bear out the statement we've been making for quite some time that "there is no substitute for the good music of WQXR."

And there's no substitute for WQXR if you really want to pile up sales in the New York area.

WQXR AM AND FM
The Radio Station of The New York Times

*SOURCE: Pulse ratings, March, 1952, Monday through Friday, 6 PM to midnight.

GEORGE DE PUE, previously with Young & Rubicam, N. Y., elected a vice president and appointed chairman of plans board, Robert W. Orr & Assoc., N. Y.

CHARLES EMERICK, senior time space buyer, J. Walter Thompson Co., S. F., appointed media director.

DR. JULES RUBEN appointed treasurer-administrative advisor, Ruben Adv., Indianapolis. ROLF W. BRANDIS, Academy Films, Chicago, joins agency as radio-TV director. DONALD C. TOOLE, B & M Adv., Evansville, Ind., to Ruben as art director and RUSSELL F. KULBERG to latter agency as production manager.

BARBARA BREACHER, promotion department, ABC-TV Hollywood, to Clifford Gill Agency, Beverly Hills, as radio-TV director.

IRVING S. UNDERHILL, Young & Rubicam, N. Y., to Lennen & Mitchell, same city, as assistant director of research.

THE growth of radio programming and advertising for the Negro market has been phenomenal since 1946, according to Leonard Evans, account executive at Arthur Meyerhoff Agency, Chicago, who is believed to be the only Negro account man in any AAAA agency.

The importance of the Negro market was accepted by only about 10 stations in 1946, while now 73 stations carry shows and advertising directed to Negroes, he reports. Most of these stations are in the south, and many of the sponsors are large national advertisers who do not use radio in northern metropolitan markets. While radio has grown, Negro newspaper circulation has dropped considerably, Mr. Evans says.

Radio, in his opinion, nevertheless has failed to keep pace with the growth and sales potential of the Negro market, which comprises 15 million persons. He sees a need for Negro agencies handling any product which is to be merchandised to Negroes; for well-informed and well-trained Negro media analysts in all large agencies; for continuing and detailed Negro market studies, and for a variety of entertainment in radio and television going beyond the usual disc jockey format and dramatic presentations with stereotyped Negro portrayals.

Interested in the Negro market generally since attending high school in Chicago, Mr. Evans began concentrating on the economic and research aspects of radio publicity while attending a Negro high school in Nashville and the U. of Illinois, where he majored in marketing, insurance and accounting. He surveyed the Negro population from the sociological angle and at the U. of Illinois he worked with his mother, a leading insurance saleswoman in Chicago since 1919, on a study of mortality rates among Negroes, long considered bad risks by insurance firms.

He subsequently acquired basic Negro data for incorporation into a general survey which later became the first official Negro market study, the Afro-American study conducted in Washington, Baltimore and Philadelphia in 1946.

Mr. Evans, after graduation from Illinois in 1936, worked in various industries and businesses most of which were directly concerned with Negro customers. He studied at night for a law degree and served two years in the Air Force as an instructor before handling his first specific agency assignment.

In New York, he handled promotion, counseled national manufacturers on merchandising, distribution and general marketing problems in Negro areas, and directed (Continued on page 90)

Page 16 • April 28, 1952

BROADCASTING • Telecasting
YOU GET THAT PERSONALITY TOUCH...

Mr. Billingsley

ALLEN L. BILLINGSLEY, president of Fuller & Smith & Ross, Cleveland, elected chairman of board of directors of city's Chamber of Commerce.

CURTIS ROOSEVELT, Emerson Radio & Phonograph Corp., to William H. Weintraub Co., N. Y., on executive staff.


HARMON O. NELSON, program supervisor, CBS Radio, Hollywood, to Kenyon & Eckhardt Inc., that city, as assistant to ROBERT WOLFE, vice president in charge.

ROBERT G. WILDER appointed director of public relations of Lewis & Gilman Inc., Philadelphia.

MILTON BIOY, president of Biow Co., N. Y., appointed chairman of advertising and graphic arts division, Muscular Dystrophy Appeal, N. Y.

HOWARD ALBER and LAWRENCE CASEY appointed director of creative production and public relations director respectively at Weightman Inc., Philadelphia.

IRVING GOULD rejoins Lavenson Bureau of Adv., Philadelphia, as art director.

JOSEPH G. MASON, Geare-Marston, Philadelphia, to copy staff, Buckley Organization, that city.

CLARENCE THOMAS, production manager, NBC-TV New York, and CYRUS MANN, free lance writer and director, to William Esty Co., N. Y., as TV production manager and member of production staff respectively.


CLIFFORD W. HANKIN to information service staff, N. W. Ayer & Son, Philadelphia. ANDREW MITTELBRUNN joins agency's art department.


BROADCASTING * Telecasting
More Merchandising
EDITOR:
... I can offer little in the way of suggestions for the improvement of your fine publication. It carries all the important information about the radio-TV industry, and we use it here often as an authentic reference material.

If you were to ask me for my opinion on the problem that seems most important in the future success of the industry my answer would be merchandising support for the advertisers. Any case histories of successful radio or TV merchandising programs are well received here and you would be pleased with the number of advertising men and salesmen who are converted from supporters of printed media to advocates of radio and television advertising when they see the sales results that radio and TV plus merchandising can produce.

Anything you can do to further

this “cause” in Broadcasting * Telecasting will be most appreciated.

H. H. Leland
Radio-TV Director
Armour and Co.
Chicago

Tainted Mail
EDITOR:
Mail has been coming to our station originally addressed to Seguin, Calif. After proper postal markings, it finally arrives at its Texas destination. If one letter would have been so addressed, we would believe it to be a mistake on the part of sender. But we get dozens so addressed, so we feel some mailing list, some radio station directory, has us listed KWED Seguin, Calif., instead of KWED Seguin, Tex.

Knowing that your publication reaches all media, we are asking that you help in locating this error. Imagine someone with gals to take Seguin out of Texas and give it to California.

Garfield Kiel
General Manager
KWED Seguin, Tex.

[EDITOR’S NOTE: The error has been located. For inexplicable reasons, KWED was listed both in California and Texas in the 1955 BROADCASTING YEARBOOK. KWED is herewith restored to Seguin, Texas, with apologies.]

Figure Fun
EDITOR:
I’m charmed by the item, “Bob and Ray Revised for Average Listener,” (B&T, April 14, p. 74). It gives us a real sense of solidarity to discover that... the average listener is a housewife... married... for about 11 years... and with two children, six and 14 years old...

After 23 years in the radio business, I’ve come to expect surveys to reveal some startling things. But this cry for an intensification of Moral Rearmament is something else again.

Frank A. Seitz
Managing Director
WPAS-AM-FM
White Plains, N. Y.

[EDITOR’S NOTE: The statistical housewife is not necessarily discreet.]

Utter Confusion
EDITOR:
On pages 85 and 86 of your April 14 issue, you carry a story wherein the American Civil Liberties Union has cited four networks and two stations specifically for blacklisting in radio and television. On page 95 in the second column, third paragraph, WHAS-TV Louisville, Ky., is named as one of the stations airing a kinescope of a January 1950 Toast of the Town program. Completely apart from the issues involved in the article, I wish to point out that WHAS-Television did not go on the air until March 27, 1950. If the program indicated was aired in Louisville, it was not through the facilities of WHAS-Television.

Since you point out in your article that the complaint erroneously identified all seven stations except KTTV and KWTV as CBS owned outlets, I feel that you would appreciate having the additional error pointed out.

Bill Loader
Promotion Manager
WHAS Louisville

[EDITOR’S NOTE: Our story also pointed to the inaccurate call letters, “KFWV,” listed in the complaint and said presumably they referred to WWTV Miami.]

Oops
EDITOR:
I must take issue with a paragraph in your “At Deadline” section of the April 7 issue. An item about coverage of the President’s Jefferson-Jackson Day Dinner speech reads in part: “CBS, on the other hand, picked it up and scooped the world, though other networks had it minutes after the closing of the sensational address.”

The Mutual Broadcasting System carried the speech “live” direct from the National Guard Armory along with other radio networks.

In addition, to the best of my

(Continued on page 45)
Ever been to TOADSUCK, ARK.?

Johnnie Holmes HAS!

You won't find Toadsuck on many maps. It used to be the ferry point for cattle and supplies to and from southcentral and north-central Arkansas. Nothing remains but its memories and a general store. But farm activities in that section are unusual, so our Johnnie Holmes made a trip there and reported the doin's to Arkansas farmers.

Johnnie has been traveling in Arkansas almost constantly the past year. The map shows the many towns he has visited. This doesn't represent all of John's traveling, though. Take Fayetteville, for example. This seat of the University of Arkansas has had many visits, as has Russellville, home of Arkansas Tech. The many branch Agricultural Experiment stations of the U. of A. have been visited frequently; they are not indicated on the map.

Several of the towns have had more than one visit from KLRA's farm reporter.

All in all, Johnnie Holmes and KLRA cover the state for first-hand farm news. Johnnie is the only full-time farm service director in Arkansas. In addition to his radio duties, Johnnie squeezes in time to write a farm column for the ARKANSAS GAZETTE each Sunday.

Johnnie Holmes has become one of the best known personalities in Arkansas. He is in demand for talks to civic clubs, farm groups and others, in and out of Arkansas. His activities have made KLRA Arkansas's listening habit for farm families, just as it dominates the listening of most other Arkansas families! And all this makes KLRA your best buy in Arkansas!

For the Complete KLRA Story Ask any O. L. Taylor Company Office
YOU DON'T NEED CLOWNS TO SELL A CIRCUS!

- Step right this way ladies and gentlemen... and sponsors too! No longer does it take clowns and calliopes to sell a circus in New Orleans. Now... we've found a quicker, more effective way!

- Recently—a small, well-coordinated local dairy bought two TV spots—totalling 80 seconds. Both spots offered viewers a miniature circus, in return for sending in 3 milk bottle caps—plus 50¢.

- "The Greatest Show on Earth" proved to be just that. The spot pulled on amazing 535 orders. And needless to say—the dairy reported a healthy increase in milk sales!

- Whatever your product may be—WDSU-TV can produce effective sales for you in "The Billion Dollar New Orleans Market"!

---

new business

Spot

MANSFIELD SPRAGUE, candidate for Republican nomination for U. S. Senate, began radio campaign April 21 on WSTC Stamford, WNAB Bridgeport, WNHC New Haven, WATR Waterbury, WTHT Hartford, WTOR Torrington and WNLC New London, all affiliates of Connecticut State Network.


LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), sponsoring Red Skelton Show six times on 10 CBS California radio stations, Wed., 6-6:30 p.m. (PDT), from April 23. Agency: Rockett-Lauritsen, that city.


Network

P. LORILLARD Co., N. Y. (Old Gold cigarettes), renews 8:45-9 p.m. EDT segment of Stop the Music, ABC radio, for 52 weeks effective May 18. Agency: Lennen & Mitchell, N. Y.

MARS Inc., Chicago (candy bars), renews People Are Funny on CBS Radio, Tues., 8-8:30 p.m. EST, for 39 weeks from Sept. 30. Contract calls for 19% budget increase. Agency: Leo Burnett Co., that city.

Agency Appointments

CLUB ALUMINUM PRODUCTS Co., Chicago, appoints Buchen Co., that city.


F. C. ORTNER DISTRIBUTING Co., Buffalo, appoints MacLaughlin Adv., that city, for local radio-TV campaign for company's freezers. J. ANDREA CONNAROE is account executive.

STANLEY FURNITURE Co., Stanleytown, Va., appoints Fien & Schwiner, Phila.

LEWIS ASPHALT ENGINEERING Corp. names Wm. Wilbur Adv., N. Y. RAYMOND J. VISCARDI is account executive.

JOSKE'S, Houston, Tex. (home furnishings), appoints Kamin Adv., that city. CYNTHIA HOPE is account executive.

JERCLAYDON Inc., Miami Beach (Glamorine), appoints Aitken-Kynett Adv., Phila.

EDWIN Corp., S. F. (maker of Dust Out, mechanical mop shaker), names Brisacher, Wheeler & Staff, that city. TV is primary medium in test campaign now underway.

Adpeople

HERBERT M. CLEAVES, sales and advertising manager for Jell-O Div., General Foods Corp., N. Y., appointed marketing manager of firm's Associated Products Division including Jell-O, Minute Rice, Minute Tapioca, Calumet Baking Powder and Gerto products. He will be replaced by his assistant, GEORGE R. PLASS.

VICTOR ELTING Jr. named advertising director of Quaker Oats Co., Chicago, with ROBERT S. MACDONALD as assistant director.

THOMAS G. PROSSER, director of sales and advertising, White Rock Corp., N. Y., elected vice president in charge of sales and advertising.

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WDSU-TV CHANNEL 6 NEW ORLEANS

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Survey proves it takes a Dallas station to sell Dallas!

Here is conclusive evidence that a Dallas station sells Dallas best—as well as the rich Dallas-Fort Worth TV market—results of an impartial survey by Ira. G. Corn, Professor of Marketing at Southern Methodist University.

Area dominance of Dallas television was emphasized by figures on TV set saturation, set gain, and comparative set distribution within the Dallas and Fort Worth primary coverage areas. In every category, Dallas and WFAA-TV led Fort Worth by margins of from 29% to 179%!

Here is proof it takes a Dallas station to sell Dallas and the big Dallas-Fort Worth TV market—and WFAA-TV, first in Dallas, offers most for your advertising dollar!

**TV SET SATURATION:**

DALLAS WFAA TV AREA HAS 82.1% MORE TV SETS THAN FORT WORTH AREA.

WFAA-TV covers 64.5% of the combined market compared to 35.3% by Fort Worth TV.

**DALLAS WFAA TV PRIMARY COVERAGE AREA**

97,376 SETS

**FORT WORTH TV PRIMARY COVERAGE AREA**

53,501 SETS

**TV SET GAIN since April 1, 1951:**

DALLAS WFAA TV AREA HAS GAINED 179% MORE SETS THAN FORT WORTH AREA.

**DALLAS WFAA TV PRIMARY AREA GAIN**

25,888 SETS

**FORT WORTH TV GAIN**

9,292 SETS

**POINTS AND CONCLUSIONS FROM THE CORN REPORT EMPHASIZING THE DOMINANCE OF DALLAS IN THE DALLAS-FT. WORTH TV MARKET:**

Primary coverage area of WFAA-TV embraces seven North Texas counties. Fort Worth primary area covers five counties.

13,253 TV residences within the Dallas area with inside aerials cannot be reached from Fort Worth, whereas WFAA-TV comes in with a clear picture.

The primary coverage area of WFAA-TV included 97,376 TV sets as of Jan. 15, 1952—the Fort Worth primary area had 53,501 TV sets.

In the combined Dallas and Fort Worth primary areas, WFAA-TV's share is 64.5% of the total sets. The Fort Worth station's share is only 35.5%.

WFAA-TV primary area has gained 25,888 sets in the past 9½ months—a 36.2% increase over April 1, 1951. The Fort Worth area gain was 9,292 sets—a 21% increase.

Dallas County has 82,565 sets. Tarrant County (Fort Worth) has 47,786 sets.

41.2% of all family units in Dallas County are TV set-owners. Dallas County TV homes have 9.8% larger family size compared to non-TV homes. This means that the 41.2% Dallas County residences reached by TV actually accounts for 43.5% of the population.
How to get Low COST RESULTS

It’s simple! It’s easy! First you buy WITH—the BIG independent with the BIG audience. Then you watch your sales go UP! WITH’s rates are low—and at these low rates, WITH delivers you more listeners-per-dollar than any other radio or TV station in town. That’s how WITH produces low cost results!

Here’s positive proof: WITH regularly carries the advertising of more than twice as many retail merchants as any other station in Baltimore. And you know that retail advertising must produce fast, low cost results or it just doesn’t run. So get the whole WITH story from your Forjoe man today!

WITH IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.
O'NEIL MBS PRESIDENT

By RUFUS CRATER

ACTIVE direction of Mutual was taken over by its new owners last week, with Frank White resigning the presidency and Board Chairman Thomas F. O'Neill assuming the presidential reins.

The top-level realignment, first since General Tire & Rubber Co. became controlling stockholder last January, came unaccompanied by any announcement of plans for changes in either Mutual's policies or its scope of operations, although it is known that entry into TV networking is planned and reports have circulated intermittently that MBS may be reorganized along conventional network lines.

The executive changes, to become effective May 31, obviously stemmed from inability of Messrs. O'Neill and White to come to terms, but both principals insisted there was no rancor. Each spoke highly of the other in announcing the changes to the Mutual staff Thursday afternoon, to the Mutual Affiliates Advisory Committee on Friday morning, and, by closed circuit, to the 553 MBS affiliates Friday noon.

Mr. White said he would announce his future plans shortly.

His original three-year contract as president—at a salary estimated unofficially at about $85,000 a year, plus bonuses reportedly neighboring $15,000—actually expires April 30. But he agreed to remain in office an additional month to assist Mr. O'Neill.

Continues as Chairman

Mr. O'Neill, vice president of General Tire and head of its radio and television enterprises, will continue as Mutual board chairman.

Through its ownership of Yankee and Don Lee networks and the WOR New York radio-TV properties, General Tire controls almost 61% of Mutual stock. The properties are in the name of Thomas S. Lee Enterprises, in which, as a result of the KOA-AM-FM-TV acquisition early this year, General Tire owns 90% and R. H. Macy & Co., former owner of the WOR interests, owns 10%.

Mr. White's resignation and Mr. O'Neill's election came at the annual stockholders - directors meeting, held Thursday in New York.

At the same time Executive Vice President William H. Fineshribber Jr. was elevated to the board of directors. He will continue as executive vice president, in the No. 2 spot he assumed last December. All other members of the board and all executive officers were re-elected at the meeting.

News of Mr. White's resignation brought expressions of dismay from the first of the members of the Mutual Affiliates Advisory Committee arriving in New York Thursday for their meeting with the network officials on Friday morning. They said they harbored no criticism of Mr. O'Neill as network president, but stressed the loyalty which Mr. White had developed among affiliates as well as his progress in building MBS.

Mr. O'Neill himself was highly laudatory of both Mr. White and his work, describing his service as having been “truly monumental.”

There was no open sign of other imminent changes in top personnel. In his closed circuit talk to affiliates on Friday, Mr. O'Neill said that “some of Frank White's value to us will survive his departure”—one of the “most important” ways being “that the capable and outstanding organization he has built so ex...”

(Continued on page 93)

SPOT RADIO

By WILLIAM RUCHT

SPOT RADIO is a real threat to local newspaper revenues and television has already siphoned off some money, Harold S. Barnes, director of the Bureau of Advertising, told delegates to the 1952 convention of the American Newspaper Publishers Assn. in New York last week.

Other speakers at the Wednesday afternoon Bureau of Advertising session predicted tough selling years ahead, to be made tougher by increased competition from television and warned that newspapers still can not survive any decline in advertising revenue.

The three-way convention, which started in the Waldorf-Astoria, was the 66th at which newspapermen across the nation met to discuss mutual problems, and, although the estimated 1,000 in attendance did not give as much time to broadcasting media as initial agendas had indicated, the pressure of radio-TV competition seemed so taken for granted that literal statements did not have to be made.

The most specific warning of broadcasting competition was issued by Mr. Barnes Wednesday afternoon, when he evaluated competitive media. Reporting that network radio contracts had fallen off 1.3% during the first two months of the current year, he assured his audience not to worry about network radio, but underlined the fact that “spot business has increased substantially and constitutes a very real threat to local newspaper revenue.”

Mr. Barnes asserted that the most important effect of television, which he conceded had “siphoned off some money, especially in food and cigarettes,” was that it produced an unsettled frame of mind in the user and non-user alike. He explained:

“One group of advertisers is either itching to get in or is afraid of what will happen if they don't get in. The group that's already in TV are appalled by the mounting costs and straining their eyes for sales results that justify the mounting costs.”

He warned that TV costs will crown with the medium, that share-of-audience will decrease in one-station towns now that the freeze has been lifted, and advised: “The soundest strategy is to resist the temptation to make an all-out frontal attack on TV. Logic has little effect upon a person who is going through an emotional crisis. Our plans are to hammer away at TV's weak spots.”

In spite of broadcasting competition, Mr. Barnes predicted that 1952 will nevertheless bring an all-time high in national advertising expenditures.

Stuart M. Chambers, vice chairman of the bureau's board, foresaw “tough selling years ahead” when he spoke at the same Wednesday meeting which, unlike opening day discussions, was an open session. The real challenge is yet to come, he warned, and will come as a result of the end of the TV freeze.

“In the next two, three or five years, we are going to be confronted not with 108 television stations, but with 10 or 15 or 20 times that number—all clamoring for the advertiser's dollar for their support and very existence.”

Publishers, like other businessmen, may be forced to give more (Continued on page 98)

Held Threat to Newspapers

April 28, 1952 • Page 23
CO-OP BUSINESS

ABC Reports Increase

ABC radio co-op business has increased 9% since the start of the year and 4% over the comparable 1951 period, Frank Atkinson, manager of cooperative program sales, announced last week in reporting that a recent network survey showed 18 cooperative ABC radio programs are currently backed by a total of 506 sponsors. Some 546 sponsors participate in the top five ABC co-op programs: No School Today, with a total of 130 sponsors on 95 stations; Paul Harvey, 124 sponsors over 105 ABC affiliates; Martin Agronsky, 121 advertisers on 95 outlets; Headline Edition, 89 sponsors on 76 stations, and Elmer Davis, 82 backers on 80 ABC stations.

Sponsors represent a cross-section of American business, Mr. Atkinson said, with the list ranging from bakeries and bottling companies, through banks and grocers, to plumbers and jewelers, and some have purchased the same program since its inception on the ABC radio network, a period of ten years in occasional instances.

Advertiser satisfaction has been very high, the sales manager reported, citing as typical a letter from an Illinois specialty shop owner: "For the month of September (1951), we turned in an overall increase of 35%. Incidentally, it was the biggest September and also the biggest in sales that the shop ever had."

A Texas clothier reported: "We made a special purchase of sport shirts and planned to use radio only as the advertising medium to sell them... By 3 p.m. on the day we made the on-the-air announcement (a 15-minute, noon-time Paul Harvey broadcast), we had two windows sold out from our window display to strengthen the store assortments which practically vanished that same afternoon.

RWG STRIKE THREAT
ALA to Set Up Committee

AUTHORS League of America, parent body of Radio Writers Guild, was authorized last week as a step into the strike proposed against NBC, ABC and CBS in order to set up a three-man committee which would request that all TV and radio scripts be withheld from the three networks.

Action, said to exclude writers with contractual commitments, was to be taken by the following ALA appointees: President Rex Stout, Erik Barnewol, and John Hersey. Attorney Arthur Garfield Hays was named consultant for the committee.

A freelance committee, headed by scriptwriter Hector Chevigny, was also being organized to collect voluntary contributions from writers on both coasts for an EWG strike fund, intended to augment a compulsory assessment currently being voted on by mail.

ANTELL BUYS
MGM Programs on MBS

CHARLES ANTELL Inc. last week undertook sponsorship of three hours of nighttime programs a week on MBS, with an additional two half hours of morning programs slated to start under its sponsorship today [B&T, March 31].

For its hair preparations, the company is sponsoring all of the MGM Radio Attractions programs which Mutual has offered to network advertisers, with the contract to run until the program goes off the air for a summer hiatus on June 28.

Starting today (Monday), Antell also is sponsoring two quarter-hour strips a day, from 9:30-9:45 a.m. and 9:45-10 a.m., Monday through Friday, also on behalf of its hair preparations. Agency is Television Production Assoc., New York and Baltimore.

It could not yet be determined, as of late last week, how many Mutual affiliates were carrying the Antell business. At gross rates for the complete network, billings on the entire package would approximate $90,000 a week, network spokesmen estimated.

FTC ORDER MODIFIED
Singles Out Tobacco Firm

AN ORDER by the Federal Trade Commission citing allegedly false advertising claims by American Tobacco Co. for Lucky Strike cigarettes has been modified to exclude the firm's advertising agency and others as party respondents.

The FTC announced last Tuesday that the order will be directed solely at American Tobacco in accordance with the company's request made in the U.S. Circuit Court of Appeals, Chicago. Company had asked the court to review the order but the petition was dismissed pending the stipulation

FTC's action in excluding the company's "officers, representatives, agents and employees" followed that of a similar case involving R. J. Reynolds Tobacco Co. (Camel cigarettes). The same court had ruled the commission has no authority to cite unnamed individuals without appropriate evidence [B&T, Feb. 11].

The advertising agency was not involved in any proceedings or identified in the complaints or order, an FTC spokesman said. Nor were any respondents named as such. Current agency for Lucky Strike is BBDO, New York.

Liquinet Plans

LIQUINET Corp., Chicago (hair preparation), has named Sherwin Robert Rodgers Agency to handle its advertising. Television will probably be used and radio is being considered. Mr. Rodgers is account executive.

SINGER TO GREY
Federal to Dissolve

JULES B. SINGER, major stockholder and vice president of Federal Adv., New York, joins Grey Adv., New York, as vice president and member of the executive group, effective June 1, it has been announced.

Federal Adv. meanwhile will disolve before that date. Gordon E. Hyde, president, and about half of the Federal employees have joined D'Arcy Adv. [B&T, April 21].

Mr. Singer, who handled The American Safety Razor Corp., Gem Razor and Blade and Every Ready Shaving Brush divisions, and Doe-kins Inc., will join Grey Adv. with the title of vice president and chief executive officer. His decision as to which agency will handle Doe-kins is still pending but is expected to be announced soon.

LEITEN APPOINTED
To CBS Radio Sales Post

EDWARD F. LEITEN JR., who joined CBS Radio in September as an account executive on the network sales staff, has been named to the new post of director of sales extension, CBS Radio Network, W. Eldon Hazard, network sales manager, announced Thursday.

Before joining CBS Radio, Mr. Leiten had been with MacFadden publications for 16 years, serving as advertising director of True Story women's group of six magazines, in the same capacity for a five-magazine group, and as western manager of the Chicago office. The new director of sales extension had also been western manager for Dell Publishing Co. and space salesman for several newspapers and magazines.

PLANs SPOT RADIO

KATHLEEN COURT Ltd., Hamp- ton, Middlesex, England (Coolan suntan cream), names Will Bur- gess & Co., New York, as its ad- vertising agency. Plans for ad- vertising schedule not definite as yet, but spot radio will be used, probably in four or five metropolitan markets beginning within 10 days and continuing through sum- mer months.

Names Emil Mogul

RACYO Mfg. Co., Paterson, N. J. (automobile seat cover manufacturer), has named Emil Mogul Co., New York, as its advertising agency. A budget of over $500,000 will be allocated for the rest of 1952. Radio, television and newspapers in key cities are currently being used in a copy and media test.

Leaves FC&B Post

J. HUGH E. DAVIS, vice president and director of Fosts, Cone & Bel- ding, Chicago, joins Oakes & Co., Chicago hardware brokerage firm, today (Monday) in a general exec- utive capacity to assist President L. L. Oakes. Mr. Davis was with FC&B eight years, joining the company as account executive on Pep- sodent in 1944. Two years later he was elected executive vice pres- ident. During the past six years, he has handled much of the radio and television business, working with such accounts as Hallmark cards, Toni Co., Armour, Interna- tional Cellulocotton products, Frigidaire and Libby, McNeil & Libby. His work will be divided among several directors.

Drawn for Broadcasting • Telecasting by Sid Hix
"As near as I can figure it, we have only four-hundred and ninety thousand, nine-hundred and eighty-five dollars and twenty-six cents to go."

Page 24 • April 28, 1952
BROADCASTING

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cautions. But few
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matory and scurrilous attack."

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Chairman Gillette thought
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Chairman Jr. (D-Mo.) agreed with

Neither Mr. Fellows nor Col.

Col. Robert outlined the high
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He appointed Sen. Hennings to

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Announcements by

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Mr. Fellows and the

But it's not working with those

it isn't working with those

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in a political campaign.

At the hearing's conclusion,

Chairman Gillette thought
this was an intolerable situation....

It's becoming more so by a tendency of

speakers to indulge in

inflammatory and scurrilous attack.

Hennings Appointed

He appointed Sen. Hennings to

an investigation into

what
corrective legislation may be

necessary to place both communications

and printing media on the same par

in regard to handling of defamatory political

speeches.

Neither Mr. Fellows nor Col.

Robert, of Roberts & McIlneis, who represents the

DuMont Television Network, thought it practical for a network to

set aside time periods for political broadcasts only. Such a sugges-
tion had been made a fortnight ago by subcommittee members.

Col. Roberts outlined the high
cost.

costs of choice time periods on

networks which are faced with the problems of clearing time with
affiliates. Arrangements by networks must be made well in advance, he

cautioned. But few candidates

know until well high broadcast time just how much they are going to

spend, for what time and on how many stations, he explained.

He noted that the candidate is

usually unable to tell just when his

campaign will be placed by

time he would need broadcast

facilities—nor when it may cool—
a time when he would be inclined
toward cancelling commitments.

The well-financed party or candi-
date got in for some attention by

Col. Roberts, who noted that the

party that can buy the network

with most prime affiliates gets the

most coverage at the least per

BROADCASTING • Telecasting

President Truman last
Thursday disclaimed the inference
that he believes he has power to
seize newspapers as well as radio
stations.

The seizure threat had been made
April 17 during a joint news con-
ference with White House corre-
spondents and members of the
American Society of Newspaper
Editors. At the joint news con-
ference, Col. J. Hale Steinman, co-
publisher of the Stein-
man newspapers and co-owner of the
Steinman radio stations in

Pennsylvania and Delaware.

At that time Col. Steinman had

asked the President if he felt he
could seize newspapers and radio
stations, having already seized steel
mills. The President had replied
that under certain circumstances
the President must act in the best
interest of the country.

The statement led to widespread
comment, mostly dealing with a
new danger to freedom of expres-
sion. It led the American News-
paper Publishers Assn. to condemn
the apparent threat to basic lib-
erties (see ANPA story page 23).

At his April 24 news conference,

the President denounced as a lot
of hooey any idea that he believes he
could seize newspapers and radio
stations in an emergency. Asked if
he had by statement or implica-
tion said he had any intention of
selling press and radio, Mr. Tru-
man replied with a flat denial. In
his April 17 statement, he said, he

was speaking of the welfare of the

country which is at stake in the

radio or TV forum program. Im-
plementation was that it could be
manipulated or rigged in favor of

one political participant as against

another. But all agreed that the

forum device was more effective

than a political campaign speech

bought outright by the candidate or

his party.

The libel dilemma has become so

important in the broadcast indus-
try, Mr. Fellows said, that "a

majority of stations are scared to
death of political broadcasts" be-

cause they might face libel suits for

candidates' remarks.

Mr. Fellows said that a bill of-
fering immediate relief for the

broadcaster is that introduced in

the House by Rep. Walt Horan

(R-Wash.). The bill (HR 7062)

would free the broadcaster from

liability for material over which he

has no control.

The NARTB president said his

organization believed adoption of

the measure "will make broadcast-

ers in many states more ready to

agree to acceptance at the usual rates

of sponsored time." Thus the sub-

committee's objective of "a more

informed electorate" would be

being met.

At present, the Horan legislation

pends before the House Interstate & Foreign Com-

mmerce Committee. Hearings have

not been scheduled as yet.

Posting time in advance for political campaigns, Mr. Fellows said, is more

feasible in national campaigns than on the local level. He pointed to difficul-

ties in forecasting advance program re-

quirements, issues or personalities with demands for broadcast time

varying as the campaign pro-

gresses.

He reminded the subcommittee

that NARTB through its mem-

bership is promoting proper regis-

tration by eligible voters, to be fol-

lowed by a "get out the vote" cam-

paign before and on election day

and calling on Congress to pass

legislation to provide for a national election-day half holiday.

Majority of the stations in

the nation charge the same rate

for political time as they charge

for news time, although they will

charge stations charging special rates
doing so because of increased ex-

penses.

(Continued on page 25)
FULL membership of radio and TV stations in the Associated Press was a debated subject at the annual AP membership meeting held in New York Monday. However, no definite decision was reached.

California AP members had resolved the previous week, it was disclosed, that stations be given regular instead of associate membership, since many were fulfilling the board requirement of supplying as well as receiving news service, and that radio members be elected special representatives on the board.

Annual board report, issued at the meeting and prepared by AP General Manager Fred Stargard, said, "Since the AP board, having had indications that news-supplying stations had increased to 537 during 1951, of which 239 outlets were located in communities where there are no local AP members [BT, April 14]. Association President Robert McLean further reported that two stations had declined membership until radio is represented on the board and stations have voting privileges.

One objection to radio membership was raised by C. E. Palmer, head of TV operations for KOCO-OKC's "Gazette and News" and owner of KCMM-AM-FM Texarkana, who said that, although he owns stations, he feels the AP could make no greater mistake than by accepting them as full members.

"The number of newspapers is decreasing and the number of radio stations is increasing," he was quoted as saying, "and we would wind up with a radio organization."

The AP president reported that radio stations could be kept as full members by the board without change in by-laws and that the association officers were hesitating until the best interests of the AP are known. The report, in fact, had said, "the board authorized the general manager to invite representatives of radio stations to meet with him to explore all matters that might contribute to the continuing improvement of the news report of the Associated Press."

Lauded Member Stations

Commuting member radio stations for their aid in supplying news, the report also noted that some outlets provide news on a regular basis, some supply tips on fast releases, and some cover news during hours when local newspaper members do not operate, notably important, it was said, for weekend coverage. The association members were cited also as broadening the AP reach particularly for state news.

Radio stations included for outstanding cooperation were: KFRC-San Francisco; WCCO-Minneapolis; WCCO (Des Moines); WABC-New York; WDAY-Fargo; KHOW-Oklahoma City; and WJZ-Baltimore, which furnished 406 news stories used in the report; WDAY Fargo, N. D., which supplied 226; WWCA Gary, Ind., 217; WAVE Louisville, 153; KDIX-Davenport, N. D., 119.

Election of AP officers resulted in the naming of Mr. McLean of The Philadelphia Bulletin as presiding officer, Mr. McLean of The Philadelphia Bulletin as presiding officer.

When. . . .

WHEN Tighe Woods, director of rent stabilization, Washington, visited Kansas, he was interviewed by newsmen of KCMA Kansas City, Mo. Shown during interview are (left to right) Larry Whyte, KCMA; Mr. Woods; Harold Mack, KCMA, and Jim Monroe, KCMA news director.

INS' Expansion

INTERNATIONAL News Service has added 201 new clients in the past 12 months, "a banner year for INS and the greatest overall growth scored in any single year," said Seymour Berkson, director of INS operations, last week in his annual report to business executives of the news agency, in New York for the ANPA meetings.

With the addition of these new subscribers, Mr. Berkson noted, INS news services reach more than 2,700 outlets throughout the world, including radio and TV stations, newspapers, magazines and others. Citing the progress of the INS-Telenews newsreel, photo and wire coverage for television, he said: "We hold the dominant position as purveyor of newsreels and related news material for TV stations. Our TV coverage now reaches 81% of the nation's TV markets."

Recalling that INS and its newsreel associate, Telenews Productions, have held the top position in the TV news field since 1948, Mr. Berkson reported that 'last July, INS inaugurated a new wire service for TV stations, tied in with the INS-Telenews daily newscast film service. Together, the wire and newscast film provided the first complete basic news service for television.

Scripts with Film

"The new teletype circuit transmits up-to-the-minute scripts for use with the newscast film, giving it the impact of late pertinent news developments. It also provides summaries of the latest news to round out complete 15-minute newscasts for voice-casting by the local commentators."

Mr. Berkson lauded Herbert Scheffel, Telenews president, "for his great vision and pioneering foresight which have played such an important part in launching and propelling the joint TV enterprise of Telenews and INS."

Attributing INS growth during the last year to a growing desire for "improved coverage of the news" and the news behind the news, Mr. Berkson said that in keeping with this "stimulating global expansion and increased demand for our news products, INS has steadily expanded and improved its service to our clients not only distinctive coverage of world news but dramatic, exclusive feature material of prime public service interest and reader appeal."

International News Photos, INS' photo affiliate, has one of the most modern news photo plants in the world in its New York headquarters, recently completed at a cost of many thousands of dollars, Mr. Berkson said, adding: "INS is now in its 40th consecutive year of daily operation and it is still setting the pace for enterprise in the news photo field."

Inp's Speedphoto Division, launched in 1950 for the transmission of police data by law enforcement agencies, now serves 24 cities, state and federal organizations, including the FBI. It Ms. Berkson reported. He said that the Speedphoto Transceiver developed by INP technicians especially for this use, was praised by the International Commission for Identification in Italy as "the greatest advance in police communication since the advent of the teletype."
FLOOD FUNDS

Ad Council, Radio-TV Aid Red Cross in Emergency

ADVERTISING Council has enlisted the support of radio and television to help the Red Cross raise emergency funds to speed rehabilitation in the flooded Midwest.

Project was initiated by a telegram from E. Roland Harriman, American National Red Cross president, to all network presidents and to the Advertising Council. The wire included a list of the damage and the needs of Red Cross to aid flood victims.

Radio and TV networks responded immediately with pleas by media stars and by special announcements.

To spur emergency appeals, the Red Cross through the Advertising Council released 150 one-minute trailers and 150 sets of four flip cards for TV networks and individual stations.

Listed by the Red Cross as outstanding examples of cooperation were the April 18 CBS broadcast by James T. Nicholson, Red Cross executive vice president, who discussed his tour of flooded regions and the April 17 John Edward news broadcast on ABC radio.

Another programming highlight listed by Red Cross was its evacuation episode filmed in and around Omaha by TV, the People and telecast over NBC April 26.

Many Reports Received

Further reports of individual station efforts [B+T, April 21], the following have been received at deadline by BROADCASTING * TELECASTING.

KMBV (TV) WOW (TV) KRON KOIL KFAB, all Omaha outlets and KSWI Council Bluffs reported their coverage as follows:

KMBV (TV) issued flood reports on a three-two-one basis, adding extra shows per day. Two still-picture crews worked with four motion picture and TV camera crews at the Civil Defense station where dikes were weakest, at the bridge connecting the two cities, at the public power plant where there was danger of a flood-out, in Council Bluffs and in the air above the flood scene.

The station fed three remotes with Douglas Edwards to the CBS-TV national feed for use on Edward R. Murrow's Omaha story feature on his See It Now telecast April 20.

WOW-TV sent out camera crews to shoot flood films for use on local newscasts. Most regular newscasts concentrated on flood news. KOIL spotted taped interviews throughout its round-the-clock schedule, working closely with the sheriff's office.

KFAB foresaw the flood danger and began its reporting from the day the snow-swollen waters began their threat in Montana. At the height of the threat, KFAB fed three stations and CBS Radio network at one time. When not on the air or sleeping, KFAB staffers aided the Red Cross and Salvation Army.

The station also set up a temporary studio at Council Bluffs.

KOWN, an independent day-timer, went on the air 24 hours daily with special FCC permission, using tape interviews and live remotes to bring its listeners flood coverage. KSWI, another independent located across the river in Council Bluffs, maintained a broadcasting crew at the mayor's office and fed news bulletins continually. Staff at the station was doubled to meet the emergency. KSWI reports that the station's quest for volunteer help brought people from within a radius of more than 70 miles.

Seven news and special events men from KMA Shenandoah, Iowa, reported flood conditions in a large metropolitan area for a CBS network station by local radio stations or newspapers, station reports. Night and day warning system for residents of the stricken area was maintained by the station.

KELO Sioux Falls, S. D., news personnel spent April 4-6 on 24-hour duty during an overflow of the Big Sioux River to give descriptions of the scene and interviews on tape recorders, alert flood-threatened residents and relay instructions from the Red Cross and other agencies. In the following flood of the Missouri River, KELO newsmen described the scene from the air, made three network feeds April 11 and participated in a special NBC flood program April 14 [B+T, April 81].

KCOM Sioux City, Iowa, carried a one-hour broadcast in its 32,000-watt region of the talk by President Truman from Offutt Air Force Base, Omaha, during the President's aerial tour of the flood area. The station broadcast an extra program a story of the rescue of 37 persons in Woodbury County, Iowa, and halted by radio a perilous rescue mission for a pilot who crashed-sank.

KCOM was asked to build a dike to save its transmitter and broadcast continuous flood information and messages for 34-hour period.

Sylvania Offer

Sylvania Electric Products offered last week to test and repackagew tubes for its midwestern dealers and distributors whose stocks were affected by floods, with new cartons and sleeves for water-soaked tube supplies stocked free.

A 30-hour appeal beginning April 16 by WKRC-AM-FM-TV Cincinnati, UP's national office, to gather relief supplies and more than $3,000 to the adopted city of South Sioux City, Neb., one of the flood's hardest-hit communities.

Station personnel flew by chartered plane to the flood scene and returned with pictures, reports, taped interviews and movies for Cincinnati airing.

WPTF Albany, N. Y., reported coverage of the flood as in two previous disasters, including two-way "beep" telephone recorded interviews with News Editor Carl.

United Press Press is now reporting three daily newspapers, radio and TV stations and more radio stations and TV stations than at any time since its founding in 1907, Jack Binkley, UP's public relations manager, stated last week at the annual meeting of UP executives, held in New York in conjunction with the national conventions this summer. Our news editors, still picture cameramen, writers for radio, UP Movietone camera crews and even those dispatching teletype-sender tape to newspapers will all operate to build a bridge of reporters in Chicago's Amphitheater.

LeRoy Keller, vice president and general sales manager, reported that UP now serves 61 of the 108 U.S. TV stations, up from 57 a year ago, including UP news service, newspictures and UP Movietone News.

Commenting on UP Movietone News, joint venture of UP and 20th Century-Fox Movietone, UP television manager William C. Payette said that this service was formed last fall for 25 clients, now has 25-23 in this country, one each in Cuba and Mexico. He estimated that UP's daily TV news film footage—averaging between 600 and 800 feet, 16mm, five days a week, enough for three quarter-hour news shows a day—is twice that of any other service.

Leased Wire For TV

In addition, he said, "UP offers a leased wire teletype network expressed to the U.N. assures stations of the latest possible development in any story they are presenting. A second advantage is UP's way of delivering film news story by story. Each take of film is sent out as soon as processed. We do not wait to combine stories on a reel. This makes for the greatest possible speed.

Mr. Payette reported that a new film-processing center in Washington has been added to the original one in New York and that a third one will be opened in Chicago in July to develop and print the film taken by the ten UP Movietone News cameramen who are to cover the conventions for the service's TV station clients.

Reporting on the foreign situation, Joseph L. Jones, UP vice president and foreign manager, said that Japan's ten new commercial radio stations now get UP news. UP's Latin American and South American feeds of UP's tapes from radio stations, he said.

To circumvent the censorship imposed in Russia and the Soviet satellite countries, UP maintains departments in Vienna, Frankfurt and London, manned by translators and editors, who monitor the radio broadcasts in the newspapers of the countries to which we are denied reportorial access," Mr. John- son said. "Careful study of the press and radio of these countries frequently is a surprisingly useful source of information."

UP'S GROWTH

Reported at N. Y. Annual Meeting

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IN REVIEW...

THANKS to television, an estimated five million Americans saw at 12:30 p.m. last Tuesday the first public explosion of an atom bomb, dropped by an Air Force plane over the desert land of Yucca Flat, near Las Vegas, Nev.

Without the aid of the special dark glasses worn by newsmen and other spectators gathered at “News Knob,” a mere 10 miles from the blast point, the home audience heard the call of “bomb away,” listened to the counting of the seconds and saw the flash, for a few seconds, blackened TV screens with a dark penumbra around the central point of light that was the blast.

Like the TV engineers and construction men who performed a modern miracle in erecting a chain of mountain top relay towers to Los Angeles and AT&T's first transcontinental radio relay system for cross-country transmission, the home viewers sweated out the minutes preceding the blast, when the pictures alternately disintegrated and became whole again.

The “bomb away” signal, clearly heard over the sound circuit, was illustrated on the country's TV screen by what might have been an abstract artist's portrayal of atomic warfare's horrors. Succeeding seconds intensified the anxiety. Then, a scant quarter-minute before the blast, the scene appeared with better clarity which held through the historic moment.

The picture of the atomic explosion itself was picked up by a TV camera atop Mt. Charleston, 9,000-foot peak about 40 miles from the blast site. The brilliant flash of atomic energy momentarily blackened the $1,500 camera tube, but did not destroy it, and a few minutes later the same camera covered for home viewers the blinding room cloud as it rose into the sky.

As soon as the flash was over, cameras at “News Knob” were brought into play, and inspection of the target area as the radio-logical trucks went in to check the area's atomic “heat” and the infantrymen and paraatroopers prepared to follow up the bomb as soon as the ground was safe.

Grant Holcomb, on Mt. Charleston, and Fred Henry, at Yucca...

Program: First public atomic bomb bore to million TV audience on NBC-TV and CBS-TV, and non-network TV affiliates, taped broadcasts to radio networks, radio newscast. Photographers: Las Vegas, Nev.

Technical Advisor: Klaus Landsberg, KTLA (TV) Los Angeles; arrangement by Television Broadcasters of Southern California.

Facilities: Pooled by seven Los Angeles TV stations.

Commentary: By Grant Holcomb, at Yucca Flat; Fred Henry, KLCAT-TV; Gil Martyn, KTLA (TV) Los Angeles.

KJH-TV (TV) which pooled resources, including manpower and equipment.

In an arrangement worked out by the Television Broadcasters of Southern California, KTLA, KABC, WOR, KNXT and KLAC, the corporation’s president and general manager, Maj. George Fielding Eliot, arranged preparations for the atomic explosion.

At 6:15-6:30 p.m., MBS broadcast a description of the actual blast, which was repeated on Mutual Newseum, 7:45-7:55 p.m.

Dallas Townsend, CBS Radio special events manager, supplied this eyewitness description of the blast, which was broadcast from Las Vegas on the network, 4:15-4:30 p.m. Lowell Thomas, also an on-scene-scenario writer, did his 6:45-7 p.m. CBS Radio broadcast from Las Vegas. ABC radio broadcast a taped description of the bomb blast at 4:45-

Another TV atomic first was scheduled for yesterday (Sunday) at 1:30 p.m. when American Inventory, American Medical Assn. series on NBC-TV, was to originate at Brookhaven National Lab. atomic energy plant at Upton, Long Island. Telecast, done "live" from the medical division of the laboratory, was described by an array of radio-active isotopes in medicine.

LOYALTY PLAQUES

VFW Honors Radio-TV Shows

SIX loyalty award plaques for "commendable public service" were announced for radio and television programs last week, with the awards to be made for the first time this year by the Veterans of Foreign Wars in conjunction with their Loyalty Day Celebrations May 1.

Tales of Tomorrow on ABC-TV, produced by Foley & Gorden and sponsored by Jacques Krylel Mfg. Corp. through Rhythm Magazine and Leo H. McLain, Anderson & Caism, Avidly cited for "best" approach to expansion in the field of atomic edge and understanding of modern science.

Forward America, World Broadcasting System series produced by Herbert Gordon and currently playing in 476 markets, honored for "planning and producing a deeper pride in the American heritage.


Life Can Be Beautiful, NBC radio, produced by Art Richards, sponsored by Newsweek through Arthur Bowles & Bowles. Honored for showing true pictures of America, its people, its aims and its fair play, mutual respect and understanding.

Perry Mason, CBS Radio, produced by Carl Eastman, sponsored by Frosted & Garnett through Benton & Bowles. Awarded for depicting Telephones & Telegraph Co. to connect its radio network circuits with the special Signal Corps communications hook-up from "News Knob." NBC radio picked up the TV sound and visual description of the dropping and explosion of the bomb, 12:28-12:33 p.m., preceded and followed by commentary from W. W. Chaplin, who was watching the TV picture of the event in a New York studio. Merrill Mueller at 1:30-1:45 p.m. broadcast a report of the bomb explosion using tape feeds of the earlier broadcast on NBC radio and at 2:16-2:30 p.m. NBC broadcast a special tape repeat of its nontime program.

MBS did a special advance program on his weekly 12:15-13:00, with Maj. George Fielding Eliot describing preparations for the atomic ex-

periment. At 6:15-6:30 p.m., MBS broadcast a description of the actual blast, which was repeated on Mutual Newseum, 7:45-7:55 p.m.

Stuart K. MacNiven

STUART K. MACNIVEN, 57, administrative assistant to President James H. S. Ellis, Kudner Agency, New York, died Wednesday in New York after a long illness. He had been with Kudner for 17 years, beginning at the time the late Arthur Kudner founded the agency in 1936. He is survived by his wife, Mrs. Ruth Fitch MacNiven and two sons, Thomas and Richard.
In comparing Iowa's "best-liked" types of radio programs in 1951 with those of 1947, 1948, 1949 and 1950, the 1951 Iowa Radio Audience Survey* highlights several important trends which might well influence your radio plans.

Here, in capsule form, is the five-year comparison for 16 program types:

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>1947 MEN Survey</th>
<th>1951 MEN Survey</th>
<th>1947 WOMEN Survey</th>
<th>1951 WOMEN Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>News broadcasts</td>
<td>80.4%</td>
<td>87.1%</td>
<td>News broadcasts</td>
<td>72.1%</td>
</tr>
<tr>
<td>Featured comedians</td>
<td>71.5%</td>
<td>62.0%</td>
<td>Featured comedians</td>
<td>66.3%</td>
</tr>
<tr>
<td>Popular music</td>
<td>39.9%</td>
<td>48.5%</td>
<td>Popular music</td>
<td>44.7%</td>
</tr>
<tr>
<td>Sports broadcasts</td>
<td>38.7%</td>
<td>47.4%</td>
<td>Audience participation</td>
<td>47.4%</td>
</tr>
<tr>
<td>Audience participation</td>
<td>41.7%</td>
<td>41.0%</td>
<td>Complete drama</td>
<td>37.3%</td>
</tr>
<tr>
<td>Market reports</td>
<td>25.2%</td>
<td>30.6%</td>
<td>Religious music or devotions</td>
<td>28.5%</td>
</tr>
<tr>
<td>Oldtime music</td>
<td>32.3%</td>
<td>29.7%</td>
<td>Sports broadcasts</td>
<td>27.4%</td>
</tr>
<tr>
<td>Complete drama</td>
<td>33.3%</td>
<td>32.8%</td>
<td>Oldtime music</td>
<td>20.5%</td>
</tr>
<tr>
<td>Variety programs</td>
<td>29.5%</td>
<td>20.6%</td>
<td>Religious music or devotions</td>
<td>24.8%</td>
</tr>
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<td>32.3%</td>
<td>20.6%</td>
<td>Complete drama</td>
<td>24.3%</td>
</tr>
<tr>
<td>Talks, comment</td>
<td>20.5%</td>
<td>16.4%</td>
<td>Market reports</td>
<td>12.8%</td>
</tr>
<tr>
<td>Band music (brass)</td>
<td>14.5%</td>
<td>15.3%</td>
<td>Variety programs</td>
<td>22.3%</td>
</tr>
<tr>
<td>Talks on farming</td>
<td>17.0%</td>
<td>14.3%</td>
<td>Homemaking programs</td>
<td>19.2%</td>
</tr>
<tr>
<td>Serial drama</td>
<td>15.2%</td>
<td>12.3%</td>
<td>Talks, comment</td>
<td>15.0%</td>
</tr>
<tr>
<td>Classical music</td>
<td>18.1%</td>
<td>9.5%</td>
<td>Classical music</td>
<td>20.7%</td>
</tr>
<tr>
<td>Homemaking programs</td>
<td>4.3%</td>
<td>5.4%</td>
<td>Band music (brass)</td>
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</tr>
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<td>15.0%</td>
<td>14.3%</td>
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<td>22.3%</td>
</tr>
</tbody>
</table>

Note the growing popularity among both men and women of news and sports broadcasts, popular music, market reports and oldtime music. And notice the substantial decline in popularity of featured comedians, complete and serial drama shows, classical music and variety programs.

In almost every case the trend is consistent, year after year, indicating a definite pattern rather than a temporary shift in preference.

You'll find the 1951 Iowa Radio Audience Survey one of your most valuable reference books. It's packed with authentic, up-to-date information. It is one of America's most dependable radio studies. Write us for your copy, today! — or ask Free & Peters!
CONVENTIONS

ABC, MBS Set Coverage

EXCLUSIVE services of news and editorial personnel of Newsweek magazine in covering political conventions to some extent have been contracted for by ABC network, Thomas Velotta, network vice president supervising the political reports, announced Thursday.

Newsweek editors will present their town reports, including individuals as well as panel appearances on both ABC radio and television networks during the Republican and Democratic conventions, to be sponsored on the network by the Admiral Corp. Participating in what Mr. Velotta described as "the most comprehensive, colorful and authoritative coverage of the conventions possible" will be the following:

Ernest K. Lindley, chief of Newsweek's Washington Bureau and the news magazine's political authority; Kenneth Crawford, editor of national affairs; Chet Shaw, executive editor; Raymond Moley, contributing writer specializing in political analyses, and Sam Shafer and Vera Clay of the Newsweek Washington Bureau.

Entire news staff for ABC-MTV convention coverage will include almost all of the network's top men and women reporters, commentators and analysts, will be headed by Paul W. White as managing editor.

Mutual also announced last week that all its commentators will be in Chicago as part of the extensive, spectacular broadcast emanating from the convention scene.

Plane and procedures are under the direction of William H. Fine-shriber Jr., MBS executive vice president, with Milburn Arthur; Feldman, network directors of news and special events, respectively, working out program details.

MBS reporters on the convention floor will use shortwave transmitters as they did in 1944 and 1948. A mobile unit with additional equipment will be used for programs just outside the convention amphitheatre. Installations are being supervised by Carl Meyers, MBS chief engineer in the midwest.

NPA Names Jordan

APPOINTMENT of Paul H. Jordan as deputy assistant administrator for public information at the National Production Authority was announced by Assistant Administrator Edward K. Moss. Mr. Jordan, former regional director of the Office of War Information, joined NPA in January 1951 as assistant director of the field information division. He has been serving as acting deputy administrator for four months and is responsible for making information available on defense production for NPA and the Dept. of Commerce.

U.S. AGENCIES

Defense Role Ordered

PRESIDENTIAL executive order has set in motion wheels of civil defense activities of federal agencies—including the FCC.

Order issued April 18 requests each federal agency to prepare plans for (1) providing its personnel and services in the civil defense program, and (2) maintaining the "continuity" of its functions "at the center of government and elsewhere" if needed.

Meaning to the FCC is this, according to best information: (1) FCC is now officially a coordinating agency respecting the use of the radio spectrum, (2) use of its monitoring services by the military services and other government agencies is now legal.

Plans for the continuance of FCC functions in Washington have been drawn up, as have specifications in case of forced government decentralization of the agency's functions in other locations. In case it has to move out of Washington is classified information.

Among other activities, the Commission started this week with first aid instruction for some of its personnel. They are to be trained as instructors and will teach other groups subsequently.

Acting as civil defense coordinator is Harland R. Morris, assistant chief, Accounting System Division, Office of the Chief Accountant.

SWG Wage Boost

WSB Approves New Contract

INCREASES in minimum rates recently negotiated between Screen Writers Guild and major film producers were approved last Monday by the Wage Stabilization Board. Under terms approved, minimum compensation for screenwriters will be retroactive to Feb. 26, 1951, effective date of SWG's eight-year agreement with the producers.

Weekly minimum salary has been established at $900 a week, while the existing scale set at $2,000 for pictures budgeted under $100,000 and $3,000 for those with budget over that sum.

WXR BUSINESS

Sales 8% Higher in March

INCREASE in radio time sales in an upward spring trend was tabulated for WQXR New York last week. McGee, formerly WQXR's president, is now president in charge of sales. He explained sales were 8% higher during March of this year than for the corresponding 1951 period.

The trend has continued through the first half of April, Mr. McGee said, with long-term advertisers returning to the air, new clients signing, and current advertisers extending their contracts to full program sponsorship. These accounts are in addition to the new clients added to WQXR participation in programs designed as weekday broadcasts for theatres, restaurants and clubs.

AM SPEED-UP

Nearly 100 Applications Fall in Line I List

SPEEDUP plan for AM processing line, proposed by the FCC two weeks ago (B&T, April 21), should not raise false hopes in the breasts of AM applicants eligible for Line I listing, according to FCC sources conversant with the plan.

Although the Commission's plan is designed to offer preferential treatment for those AM applicants proposing to bring AM service to a community which does not now have a station, or to cover areas not now receiving primary service, nearly half of the current 1,000 applications on the AM processing line would fall into that category, it was learned.

Thus, if an applicant is No. 100 on the present processing line, he would become No. 50 on the new Line I list, it was pointed out.

Commission's plan, which was given impetus by a series of petitions for some such priority treatment filed during the past six months [B&T, Jan. 21; Nov. 12, 1951], proposes to set up two processing lines for AM applications.

Components in Lines

Line I would include applications proposing first service to cities or towns, or first service for "white" areas (i.e., unserved areas). Unserved area was specified in the Commission plan as one in which 25% of the territory is not now getting primary AM service, day or night.

Line II would include all other applications—mainly those for stations in communities already having such facilities, or improvements of existing facilities which would not bring service to unserved areas. There would be no activity on Line II applications until Line I was completed, or current, the plan proposed.

Commission asked for comments on plan by May 12.

Most AM applications are considered simple cases, according to FCC sources. Therefore, Line I applications should move along fairly speedily, it was thought.

In an endeavor to cope with the avalanche of AM applications filed with the FCC following the end of World War II, the Commission established a temporary expediting procedure in 1947. The Commission refused to accept any application filed after Feb. 7, and did not reopen its processing lines to new applications until after May 1 of that year. During that three-month period, the FCC staff was solely engrossed in processing those applications on file prior to Feb. 7.

When the Commission's May 1 deadline was reached, it found itself current on AM application processing.

But within a year, some years ago, the Commission's AM processing line was divided into two: applications with simple engineering problems and those with more complicated engineering factors.

However, for the past year or more there has been only one processing line.

One of the problems with the present processing of AM applications is the number of times some applications have to be reprocessed. Some applications are filed, designated for hearing, amended out of hearing, reprocessed, found to involve interference with other stations and reset for hearing, it was explained. "It's a regular merry-go-round," sighed one FCC attorney who works on AM applications.

Back in 1950, AM applications were being processed in 45 to 60 days, it was pointed out. Today it takes about a year.

The average age of the most recent applications studied in November 1951 was eight months, in December nine months, in January nine months, in February 10 months, in March 10½ months.

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Election Extra for Station Managers

GALLUP POLL PROGRAM
ON RADIO!

- A syndicated radio series featuring Dr. George Gallup, Director of the famous Gallup Poll, interpreting day-by-day opinion trends on the election and conventions is available on a market-to-market basis.

- Five minutes a day, six days a week, starting May 5th for 26 weeks. Recordings on tape or acetate.

- Will be carried by WCBS New York; WCAU Philadelphia; WTOP Washington, etc.

- Wire today for prices and availability in your market.

GEORGE F. FOLEY, JR.
Foley and Gordon, Inc.
9 East 45th Street,
NEW YORK 17, N. Y.  M U 7-5354-7
JUDITH WALLER, NBC Chicago director of education and public service (third from I), receives a watch on her 30th anniversary in which coincided with 30th birthday for WMAG Chicago. Miss Waller was station's first manager. Six NBC employees pictured whose tenure with the network is 146 years of service: (I to r) T. E. Schreyer, engineering operations supervisor, 26 years; Mary Kelly, talent sales secretary, 21 years; Miss Waller; Lillian Mack, radio spot sales secretary, 22 years; M. W. Rife, field engineering supervisor, 23 years, and Joseph Glicchio, music conductor, 24 years.

BMI CLINICS

BMI spring series of field program—five Canadian cities—will conclude May 16 in Toronto, giving BMI the distinction of both opening and closing the 1982 series.

Covering every aspect of station programming, each clinic will feature talks by members of 11 traveling teams of speakers chosen from a pool of 37 broadcasting executives. Local broadcasters will also address the clinics and BMI officials will accompany the traveling units, which will be joined by BMI field representatives in their respective territories.

At total attendance of some 5,600 radio men and women is expected for the 1962 clinic series. More than 3,000 attended the 1961 series of 37 meetings.

BMI officials accompanying the teams include: Carl Haverlin, Sydney, M. Kaye, Robert J. Burton, Charles E. Wall, Roy Harlow, Glen Dolberg. BMI field representatives who will attend meetings in their areas include: Al Marlin, James Cox, Ken Sparron, Lin Pattee, Burt Squire, Dorsey Owings, Ralph Wallworth, Bob Pinkham.

Clinic schedule follows:

Phoenix, Ariz., and Owensboro, Ky., April 29; Hollywood, Nashville, Tenn., and Charleston, W. Va., April 30; Battle Creek, Mich., and Sioux Falls, S. D., April 30; Omaha, Salt Lake City and Richmond, Va., May 1; Little Rock, Ark., Denver, Boulder, Col., Raleigh, N. C., and Columbus Ohio, May 2; Jackson, Miss.; May 3; Wichita, Kan., Alexander, La., Baltimore, Milwaukee and Vancouver, May 5; St. Louis, Atlantic City, Columbia, S. C., and Seattle, May 6.

Des Moines, Minneapolis, Oklahoma City and Portland, Ore., May 8; Gainesville, Fla., and Syracuse, May 9; San Antonio, San Francisco, Chicago, Boston and Regina, Sask., May 9; Athens, Ga., May 10; Montgomery, Ala., and Augusta, N. C., May 12; St. John, N. B., May 14, and Toronto, Ont., May 15.

COLUMBIA INSTITUTE, Philadelphia announces inclusion of Theatre Arle Institute into its School of Radio Broadcasting. Charles Cooper will head the institute, new by The Jacobson, dean of Columbia Radio School.

FCDA

EXPERIMENTS in closed circuit theatre TV by federal civil defense planners have proven “eminently practical, psychologically powerful and limited in utility only by the number of properly equipped theatres,” President Truman and others were told last week.

In its annual report to the Chief Executive and Capitol Hill, released Thursday, the Federal Civil Defense Administration praised theatre TV as well as radio in education and public defense.

Plains now are underway to conduct a third closed circuit video demonstration on the Eastern Seaboard and eventually extend this service to 15 key cities. Tests already have been held, covering selected theatre audiences in New York, Philadelphia, Washington, Baltimore and Boston. A survey of reactions will soon be released.

“The purpose of the project was to ascertain whether this new medium could be effective in the training and orientation of civilian defense volunteers,” FCDA explained. Since the first of the year, agency officials have acknowledged efficacy of the tests.

Harold Azne, TV chief, FCDA Audio-Visual Division, estimates the agency can train some 30,000 people in a one-hour program involving two-way communication for $7,000—or roughly 24¢ per seat.

Cost of producing the program (buying creative and director services, equipment and materials) will probably be about $1,200 and $1,500. Some 75 theaters in 36 communities are now equipped with closed circuit facilities.

Radio, TV Praised

Regular radio and television also came in for a kind word in FCDA’s annual report, as did newspapers and magazines.

NBC was lauded for contributing $100,000 in time to the seven-program series Survival last summer, with government cost of only $1,607. NBC also gave a $1,200 a day series to NBC affiliates in 40 cities. Last December, 19 units of the series were broadcast covering to 64 TV cities, reaching 40 by December 1961.

“...This distribution was a pioneer undertaking, having for its goal maximum coverage of critical cities so serviced by television,” the report said.

FCDA also cited preparation of short films and slides and appearance of leading agency officials on NBC-TV’s Meet the Press and Broadcast Report—Washington; DuMont’s Penthouse—Washington, and CBS-TV’s Face to Face.

A voluntary recruiting kit containing radio-TV scripts was prepared for FCDA by the Advertising Guild and distributed early this year.

“Radio provided an important channel for dissemination of civil defense information to the American public, the report acknowledged. This cooperation took the form of radio script kits, totaling 32 pages each of spot announce-

ments, dramatic vignettes and background data, plus three transcriptions. These were sent to 2,900 radio stations.

The report also noted other cooperation by the Advertising Council, with FCDA working through its network and regional radio spot allocation plan. FCDA also arranged for announcements on four major networks which break this breakdown: NBC, 28 programs; MBS; CBS; 27, and ABC, 23. CBS also aired a five-program series on civil defense publications.

Additionally, officials appeared on 28 programs of those networks plus LBS and regional hookups. Commentators and newsmen were commended for using material in their broadcasts.

Added the report: “...the result of a defense has continued to get unparalleled cooperation from all mass information media—newspapers and magazines, radio, television, advertising and motion pictures. As a result, the American people are today far better informed about civil defense and self-protection than they were a year ago...”

It was estimated that 97% of the people in major cities have basic knowledge of self-protection.

RCA FELLOWSHIPS

Eight Receive Grants

EIGHT pre-doctoral graduate students of outstanding ability in studies related to radio, television and electronics have received fellowship grants ranging from $1,600 to $3,700 from RCA, Dr. W. Jolliffe, vice president and technical director, announced Wednesday.

Fellows are Theodore M. Sanders, Jr., New York, a Columbia student; Herbert E. Wenstrom, Los Angeles, Princeton; Edward W. Schwartz, Springfield, Ill., graduate at the U. of Illinois; Charles C. Peterson, Summit, N. J., Cornell; and Hardy C. Martel, Pasadena, CA. Engineering employes selected for fellowships are Leslie L. Burns Jr., Princeton, graduate student; Bernard A. Coler, Rahway, N. J., for Harvard, winner of a competitive project; and Kenneth B. Deremer, Princeton Juncton, N. J., for further studies at Princeton.

WCUE Asks Fulltime

WCUE Akron last week filed an application with the FCC requesting permission from daytime to fulltime operation on its present frequency of 1150 kc. It asked for 1 kw day, 500 w night. Edwin T. Stiven, president, said the decision to go fulltime is “based on a firm belief in the vitality of AM broadcasting and a healthy confidence in its future.”
Fish are jumpin', an' the cotton is high!"

All up and down the Gulf Coast of Texas and Louisiana millions (the '50 census says four millions) of folks take to the out-of-doors for their work or play. On the highways and byways millions of cars and trucks travel all hours of the day for business or pleasure—big boats and little boats ply the bays and the bayous—parties gather on the beaches and in the ranch cabins—AND EVERYWHERE YOU GO THERE'S RADIO.

Yes, the list'n'ing is easy and they all have money to spend. Let KTRH Radio sell your products or services in this big market. Just call a John Blair man unless you live in Houston, in which case we'd be delighted to visit with you in person.

*with apologies and thanks to Gershwin's "Porgy and Bess"
Mr. O'Neill, MBS President
(Continued from page 33)

pertly during his time with us remains intact.

Frank Kiggins White

FRANK KIGGINS WHITE succeeded Edgar Kobak in the MBS presidency May 1, 1949, almost exactly three years ago. Today, at 52, he can look back on his 15 years in radio with a sense of pride.

Born in Washington, D.C., Mr. White attended George Washington University there until he enlisted as an aviation cadet in World War I. After the war, he began a business career which took him steadily toward the top.

From 1929 to 1935, Mr. White was treasurer of the Literary Guild of America. He joined CBS in 1937 as treasurer, was made a vice president and treasurer in 1942, and became a director in 1944.

In addition to his reputation as an excellent administrator, Mr. White has won acclaim as a mediator. For seven years at CBS, he handled important labor negotiations.

He has also served on the NAB (NARTB) Employer-Employee Relations Committee.

In January 1948, he became president of Columbia Records Inc. Probably his most celebrated accomplishment in this post was as spokesman for the industry in the settlement of the FM recorders strike that year. Mr. White remained with Columbia records until he joined Mutual.

William H. Fineshriber Jr.

WILLIAM H. FINESHRIBER JR., 42, who last December was elected MBS executive vice president, will make his presence felt as a member of Mutual's board of directors. He has spent 20 years in various fields of the broadcasting industry.

A native of Davenport, Iowa, Mr. Fineshriber was graduated magna cum laude from Princeton University in 1931. After the war, he turned down an offer of French instructor's post at his alma mater in favor of accepting a publicity post with the CBS network in 1946. He joined CBS in 1949 to join MBS. He is well known in the industry for his work with the Program Executive Committee of NARTB.

Principals in Mutual Top Executive Changes

Thomas Francis O'Neill

ALTHOUGH a comparatively new- comer to the broadcasting industry, Thomas Francis O'Neill brings to the MBS presidency a sound business background. Without previous radio experience, Mr. O'Neill joined the Yankee Network in December 1941 as vice president and director. His ascent has been rapid.

Youngish Mr. O'Neill (who was 37 on April 18), was born in Kansas City, Mo. After 1937 graduation from Harvard College, he joined the General Tire & Rubber Co., which had been founded by his father.

Wanting to be more than simply the boss' son, Mr. O'Neill began his business career near the bottom rung of the ladder. After working for General Tire & Rubber in sales, he was sent to Washington to handle government contracts. Thereafter followed four years in the U.S. Coast Guard.

Mr. O'Neill also is president of Thomas S. Lee Enterprises Inc., which is 90% owned by General Tire and 10% by Macy's. Lee Enterprises is composed of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. In addition, Lee Enterprises owns 58% of MBS.

Back from the war, he rejoined General Tire & Rubber in Boston. It was while there that he entered the radio industry in 1947. In February 1948, he became a member of the MBS board of directors, subsequently becoming chairman. In addition, he served as president of General Tire & Rubber.

O'Neill MBS President
(Continued from page 33)

and me in our many friendly talks." He did not specify, other than to say that "my decision was based in no part upon any lack of confidence in the future of Mutual or dissatisfaction with the people for whom and with whom I have worked."

There were continuing reports, despite lack of explicit confirmation, that Mr. White had been offered a substantial place in the organization under Mr. O'Neill.

Mr. O'Neill told the affiliates that "I would have liked nothing better than to tell you Frank was staying with us," but that "a man's choice of his work to me is just about as personal as his choice of a wife, and while I regret Frank's decision I can't quarrel with it."

He said that "in leaving I feel the loss of a top operating officer who fortunately... remains a friend of all of us, and a man who will take this opportunity of expressing complete confidence in, and best wishes for, his continued success."

Mr. O'Neill continued: "It is a tribute to Frank White's effective ability as an organizer that the competence of the staff is so great that changes will not dull their effectiveness. As hard as this event was to accept, I assure you that Mutual will continue its advance with hope without substantial change of the momentum that Frank has given us.

"This unexpected change doubles me into the position of chairman, and president. I hope that I may have your continued support, cooperation and indulgence."

In his final report to the board, Mr. White noted that Mutual's gross billings for the first three months of this year were at the highest point in three years, showing an 11.1% increase over the first quarter last year. He also cited latest Nielsen measurements as showing that Mutual's share of audience is up this year over last year, in line with the general industry trend.

He said his "tenure at Mutual has been an immensely happy and gratifying one, and it is particularly pleasing to me to know from Tom that the basic policies under which we have worked will be continued."

He also told the affiliates:

"The full measure of the satisfaction that I have experienced in my work for the last three years can only be realized if Mutual continued its solid progress in the future. I know intimately the members of the board, Tom O'Neill and the whole Mutual staff. I know that they have the high competence and the desire necessary to continue progress. I hope that they may find in me a loyal supporter and cooperation. If I am entitled to any favors or good wishes from you, that is the way I would like them expressed.

Mr. White praised the cooperation of MBS affiliates, and, asserting that "the basic operating plan which has been developed at Mutual is recognized and widely adopted throughout the industry," declared that "I am confident that Mutual's role in the network picture will be of increasingly important one."

Mutual officers re-elected were Messrs. O'Neill, Fineshriber, Hult, Johnson, Schmid, Wallen, Ruppel, and Goldfarb and Emmanuel Dan- nett, assistant secretary.

Board members re-elected, all of whom attended the meeting, were Mr. O'Neill, chairman; Elbert M. Anderson, vice chairman; Willet H. Brown, Don Lee; H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Phila- delphia; J. H. Apple, WGN Chicago; P. Schreiber, WGN; Theodore C. Strebelt, WOR; Linus Travers, Yankee Network, and Mr. Wallen, Mutual.

SEC Sets Panel

TED COTT, NBC vice president; Douglas Leigh, president, Douglas Leigh Inc.; Frank Mansfield, sales research director, Syvania Electric Products; and Emory H. (Terry) Motley, president, Parade Publications, make up a four-expert panel which will discuss "Fact-Finding on the Question That Makes More Sales" at tomorrow's (Tuesday) luncheon of the Sales Executives Club of New York at that city's Roosevelt Hotel.
Right now, there are 23 markets with two or more television stations. In each of these markets, the Spot Program advertiser can and does cross network lines—to clear more stations... to get a preferred time period... to make a better buy. For in television, just as in radio, no one network has a monopoly on the best stations, in all markets, at all times.

And when newly-authorized station construction takes place, the prime beneficiary will be the Spot Program advertiser.

The thaw will create more multiple-station markets where the Spot Program advertiser can pick the “best” station, regardless of network status or affiliation.

And there will still be markets where 2, 3 or 4 networks share the same station—where network advertisers will have many of the same problems on time clearances and kinescope picture quality which now exist.

Spot Program advertisers will still be free to select as many or as few markets as they wish—unhampered by any network-imposed minimum station requirements.

Yes, any way you look at it, any time you look at it...

YOU CAN DO BETTER WITH SPOT... MUCH BETTER

THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE - NEW YORK 22, NEW YORK - CHICAGO - DETROIT - LOS ANGELES - SAN FRANCISCO - ATLANTA - DALLAS - KANSAS CITY
To a time buyer with no time on his hands

Your crowded day consists of crowded hours... and if the day isn't long enough you crowd some night hours. All day long you run into characters talking off the top of their heads, throwing it on the table for what it's worth, willing to pool their brains, thinking out loud, but who won't buy it. When you get the bugs ironed out after suitable woodshedding, the ball is back in court, money-wise, and you're tuned in on the right antenna. But before plans are finalized, the thing comes unwrapped and, copy-wise, has to be updated. It figures.

No matter how many gimmicks there are in the hopper, you don't need a survey to prove that a day has only so many hours. That troubles us too... we also have little time on our hands. We're sold out Mon., thru Sat., 5:30 AM to midnight, except for a couple of good half-hours on Friday & Saturday evenings. Sundays are sold, or not for sale, 6:45 AM to 11:30 PM, except for a popular hour in the morning. (Details on request.)

We used to dream of the day when the schedule would be filled like this and we could go fishing. But the dream was better than reality. It's not easy to fight off two good customers who want the same thing. And we're not cocky about having little time to sell. Seasons come and go. Changes occur and it's just a matter of time until we can handle any good account.

Please spot-check us anytime. Or tune in on our antenna via our national reps, The Katz Agency.

WBT BIRTHDAY

Marks 30th Anniversary With All-Day Fete

ALL-DAY celebration was staged marking its 30th anniversary on the station licensed in the South.

Directing the fete were Joseph M. field, executive vice president and general manager, and Larry Walker, assistant general manager.

Every live program Friday included a guest speaker from a city in the WBT service area. Mayor Victor Shaw, of Charlotte, was first to honor WBT. He appeared on the Grady Cole show early in the morning. In addition, salutes were heard on CBS network programs.

Climaxing the celebration was a 7:45 AM program, first AM-TV studio simulcast in which members of the WBT family participated. The program featured Grady Cole, Jack Knell, Fred Kirby and Arthur Smith, along with management spokesmen. WBT is owned by Jefferson Standard Broadcasting Co. which bought it from CBS in 1949.

Speakers recalled that shortly after WBT was licensed in 1925, it would send a boy up and down the streets advising the public that the transmitter had been turned on and advising them to tune in the station.

A 28-page souvenir booklet was published by WBT in honor of the

Wisconsin Assn.
Fellows to Address

Harold Fellows, nartb president, will be feature speaker at the meeting of the Wisconsin Broadcasters Assn. in Milwaukee next Monday and Tuesday. He will appear at the luncheon Tuesday, the day on which business sessions will take place, to discuss the structure of state broadcasting associations. Luncheon guest will be Gov. Walter Kohler.

Directors of other state associations have been invited to the meeting by WBA President Ben Laird, WDUZ Green Bay. The Monday session will be a clinic sponsored by BMI. Speakers and their subjects include: Gus Hagenah, standard radio transcription services; "Music Hath Charms"; Milt Slater, WNEW New York; "It Takes Three to Make a Sale"; George Frechette, WFHR Wisconsin Rapids; "Local News Builds Local Interest in Sales"; Charles Severson, WHAM Rochester, "Hither and Dither and Wither"; Harold Safford, WLS Chicago, "Building Farm Audiences"; Norm Heyne, Ruthrauff & Ryan, "What the Agency Expects From Radio"; Jim Hanlon, WGN Chicago, "Good Public Service Broadcasts Should Be Sponsored"; Emerson Smith, KDYL Salt Lake City, "I Lead Two Lives—AM and TV."

Dan Jayne, WELL Battle Creek, chairman of the state association president busines... will be a special guest. Clinic chairman is Hurb Squire of BMI Chicago.
Watch for "Revolution on the Farm" in the May 30 issue of Printers' Ink

Advertisers and agencies (our readers) will find in this 20 page article, complete with maps, charts, and statistical data, the most authoritative report yet issued about this 22 billion dollar market.

In 1940, the value of farm products sold in the United States was $6,681,581,292. In 1950, American farmers sold $22,052,484,865 worth of farm products. These United States Census figures, just now becoming available, show that the past ten years have witnessed a Revolution on the Farm.

Months ago the editors of Printers' Ink recognized the vital importance of this U.S. Bureau of Census information. They commissioned Wroe Alderson, nationally known marketing and research consultant, to make an analysis and appraisal of the data as they were released.

**Highlights from this report:**
1. Farm income has expanded faster than any of the other major segments of the population.
2. Electrification has leaped to 78.3%. In four of the nine census regions almost 90% of all farm homes today have electricity.
3. Mechanization has increased at an amazing pace. In 1940, 23% of our farms had tractors. Today, it is almost 47%. In 1940, 15.48% of farms had motor trucks. Today, more than 94% have them.
4. Home appliances, such as washing machines, home freezers and telephones are in greater use than ever.
5. The value of farm products has tripled in ten years. It rose from 6% billion dollars in 1940 to more than 22 billion dollars in 1950.

**Farmers are good prospects for anything, NOW**

Because of the modernization of millions of farms in this country, our excellent roads, and farm ownership of millions of automobiles and trucks, every farmer in your market is a prospect for just about all the goods or services offered by advertisers.

They are top prospects from three counts: 1. They have the income. 2. Distance is no longer a problem with them. They can shop anywhere. 3. They are interested in top quality, whether it be a sewing machine or a silo.

Tell the buyers of advertising about your market. In our audience of 23,475 are the buyers of advertising—the marketing executives at the decision-making level, and their agencies who prepare and release the advertising for their clients.

The May 30 issue of Printers' Ink will be used as a standard reference for a long time, so your advertisement in this issue will get added value, at no additional cost, for the advertising of your market.

The closing date is May 20, so plan now to be represented when your best customers and prospects will be studying this momentous report on today’s farm market. It will go to the right people, in the right place, at the right time.

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Standard Colors: $125 per color extra

(Contract advertisers receive the benefit of frequency discounts, of course.)

Wire, write, phone us, or contact immediately any of our offices for your reservation of space in this issue or for any specific information that you may want. Revolution on the Farm is an exclusive that will be found only in Printers' Ink.

ROBERT E. KENYON, JR.
ADVERTISING DIRECTOR
RADIO SELLS MORE to MORE PEOPLE FOR LESS

...and WGN is your bargain buy in the Middle West—delivering the greatest coverage and reaching the largest number of homes per week—260,100 more homes per week in the daytime and 302,750 more homes in the nighttime than the second Chicago station.*

Get the most out of your advertising dollar—BUY RADIO —and make WGN your basic buy in the Middle West.

*BMB

A Clear Channel Station . . .
Serving the Middle West

MBS

Chicago 11
Illinois
56,000 Watts
720
On Your Dial

BROADCASTING • Telecasting
The audience walked out!

In the last few years, many people witnessed a miracle.

Once doomed to lives as invalids, they walked out into lives of usefulness and activity—by the miracle of the "wonder drugs!"

Wonderful as science's new drugs may be, one factor is still vital to their success. They must be used in time to be effective!

That's why, when shipping drugs, serums, and vaccines to all parts of the country, the orders call for the world's fastest shipping service—Air Express!

Air Express speed saves lives—and dollars, too. Whatever your business, you can profit from regular use of Air Express. Here's why:

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

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

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

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

AIR EXPRESS
GETS THERE FIRST

14F BEXP9EJJ

GETS THERE FIRST
KTKO, WEEK SALE
Swap Plan Cancelled

SWAP of KTKO Oklahoma City for WEEK Peoria, Ill., has been called off, it became known last week when the FCC granted petitions of the respective owners for dismissal of the transfer applications.

Exchange of stations—KTKO is owned by O. L. Taylor, radio-TV station representative, and WEEK is owned by Sen. Robert S. Kerr, Dean McGee interests—was set for hearing on overlap and trafficking in licenses issues by FCC last month [BT, March 10].

The overlap issue involved KRMG Tulsa, already owned by the Kerr-McGee group. Tulsa is 98 miles from Oklahoma City.

The trafficking in license issue apparently was due to the fact that Mr. Taylor intended selling WEEK, after it was transferred to his ownership, to Fred L. Vance and family for $235,000. Mr. Vance, Dallas manager of the O. L. Taylor Co., is a one-time Peoria resident.

Purpose of the trade, rather than sale, between KTKO and WEEK, was attributed to tax reasons, as it was reported.

Reason for dropping the plan, according to the petition to dismiss the applications, was the inability to furnish the FCC with any additional information regarding overlap of KTKO and KRPG which might persuade it to approve the transfer. The petition also stated that there was no question that the trafficking in license issue could be resolved in favor of the applicants.

KTKO operates on 1000 kc with 5 kw day, 1 kw night, directional, holds a CP for 5 kw fulltime, with directional at night. It is affiliated with ABC. WEEK operates on 1330 kc with 1 kw, and is affiliated with NBC. Part of the agreement was that the Kerr-McGee group would maintain its 30% interest in a separate company which has filed for TV in Peoria. Same agreement bound Mr. Taylor to a 15% interest and Mr. Vance to 55% interest in the TV applicant.

Mr. Taylor owns in addition to KTKO, KANS Wichita, Kans., and KRGV Weslaco, Tex.

Sen. Kerr is prominently mentioned as a possible Democratic party candidate for the Presidential nomination.

WHEREVER YOU GO...

ANGELS may fly over prison walls, but radio beams fly in, and officials at Rahway (N. J.) State Prison took advantage of that fact last week to persuade 230 convicts to stop their rioting. To convince local inmates that other prisoners at Trenton State Prison had ended their 77-hour siege, Rahway officials beamed a 6:15 p.m. news report of the event over the loud-speaker system. WJNR Newark considered it just another Friday night newscast.

PEABODY AWARDS
Networks Plan Telecast

THREE of the four television networks—ABC-TV, CBS-TV and NBC-TV—last week were planning to telesact the annual Peabody Awards luncheon, to be held Thursday afternoon in conjunction with the regular luncheon meeting of the Radio Executives Club of New York.

Although complete broadcasting plans appeared uncertain late last week, it was known that CBS Radio intended to record and broadcast, later in the afternoon, an address by its Edward R. Murrow, who was scheduled as a principal speaker at the luncheon, while WQXR New York announced it would cover the presentation of awards live from 1:15 to 2 p.m. The CBS Radio broadcast is 4:15-4:30 p.m.

Telecast coverage of the presentations will be originated by ABC-TV and fed to CBS-TV and NBC-TV, from 1:15 to 1:45 p.m.

The Peabody Awards, handed through the U. of Georgia, are designed to recognize "the most disinterested and meritorious public service" rendered each year by radio and television. Winners of this year's honors have not been disclosed. The luncheon will be held at the Waldorf Astoria, with Edward Weeks, editor of Atlantic Monthly, presiding over presentations.

'FORUM' LANDMARK

TED GRANIK, Washington attorney, and his American Forum of the Air, which he founded and moderates, celebrated their 24th anniversary in broadcasting yesterday (Sunday) with a simulcast of the discussion program, 2:30-3 p.m. on NBC radio, sustaining, and NBC-TV, sponsored by Bohn Aluminum & Brass Co. Oldest discussion program on the air, the program originates in Washington and concentrates on public issues of the day. It has played host to a substantial number of members of Congress. President Truman was a guest when Senator from Missouri, and President Roosevelt when governor of New York.
TOMORROW'S NEIGHBORS

Making friends with the coming generation is essential to good community relations. Radio is an effective aid.

Take another look at the kids in the picture. Today they're schoolchildren, but tomorrow they'll be employees, customers, suppliers... neighbors that any company should cultivate.

What's the best way to make friends with them? The most efficient and economical way is radio. No other medium gets into so many homes, at hours when children are accessible. No other local medium reaches so much of the areas that companies want to influence.

Moreover, radio is superbly flexible. You can tell your story in terms that appeal to the special audience you seek... at any time from early morning to late night!

In six important industrial areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne and Portland, Oregon... you can get the benefit of 32 years' experience in helping industry make friends with its neighbors. You can get this benefit from any one of the Westinghouse radio stations... whose skill and facilities are at the call of company management, advertising agencies, and public relations counselors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
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<td>Superman, The</td>
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<tr>
<td>9:00 AM</td>
<td>Million Dollar Miss</td>
<td>Old Wives Tales</td>
<td>Our Miss Brooks</td>
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<td>9:15</td>
<td>Tristian Chase</td>
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<td>Here comes the Band</td>
<td>Wally's Sons (6/16)</td>
<td>Our Miss Brooks</td>
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<td>World Wide Flashes</td>
<td>Our Miss Brooks</td>
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<td>News</td>
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<td>News from NBC</td>
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<td>11:15 PM</td>
<td>Thoughts on Life</td>
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<tr>
<td>12:00 N</td>
<td>People's Platform</td>
<td>College Choirs</td>
<td>Viewpoint: USA</td>
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<tr>
<td>12:15 PM</td>
<td>Brown Stone</td>
<td>Bill Rankin</td>
<td>Latin American Music</td>
</tr>
<tr>
<td>12:30</td>
<td>She's a Wife</td>
<td>Bill Rankin</td>
<td>Latin American Music</td>
</tr>
<tr>
<td>12:45</td>
<td>The Adventures of Our Miss Brooks</td>
<td>Brave New World</td>
<td>Latin American Music</td>
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<tr>
<td>1:00</td>
<td>Crusaders of Our Miss Brooks</td>
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You cover all the bases when you buy NBC Pacific Coast Network—the only network that delivers top coverage—83.5% of all radio homes in this great mass market!

Soap...soup...insurance...automobiles—whatever your product or service—if it has mass appeal, your most effective advertising medium for reaching the great Western market is NBC Pacific Coast Network.

In this rich, fast-growing area where 98% of all homes are radio homes, 83.5% of these homes listen regularly to NBC Pacific Coast Network, and costs-per-thousand are lower than those of any other network serving the Far West.

The great states of Oregon, Washington and California now have the highest per capita income of any region of the U.S.A. Estimated retail sales for 1952 will run over 16 billion dollars! To get your share of these dollars—buy time now on NBC Pacific Coast Network. Consult your NBC Sales Office for details.
knowledge, Mutual was the first radio network to return to the scene for reactions approximately six minutes after the historic announcement.

Where was the scoop?
Hollie Seavey
Washington Representative MBS

[EDITOR'S NOTE: Mr. Seavey caught us in an unfortunate error—the omission of “TV” from the network identifications in a CLOSED CIRCUIT intended to refer only to television coverage of the event.]

* * *

Rural Listener
EDITOR:
Enclosed is a piece of fan mail from one of the ardent listeners of the Ernie and Arnie Show, an 8 to 9 feature on WBVP that is more than holding its own against TV because it’s programmed by two local boys at the local level.

Man the Pumps
EDITOR:
Words cannot express my appreciation for the terrific story you carried in the April 14 issue of Broadcasting · Telecasting on my “TV Station Operating Expense” analysis.

As a result of your story, we are swamped with requests for copies of the analysis.

Joe Herold
Broadcast Equipment Sales
RCA Victor
Camden, N. J.

* * *

The Missing McGinnis
EDITOR:
I was quite shocked and rather violently disturbed when I read Open Mike in the April 7 issue of Broadcasting.

By publishing the letter from the disgruntled Mr. King you have probably cost me several thousand dollars and damaged my reputation in this industry beyond repair.

The person referred to by Mr. King, Lee McGinnis, is in no way connected with this company. At one time he did, and when his dishonesty and disregard for ethics was found out he was immediately dismissed...

Now by printing this letter without bringing out the true facts of the matter or McGinnis’ name will undoubtedly cause many broadcasters whom we have done business with to think we have completely turned dishonest. The implication is there, inasmuch as the words, “Bend a Week Club,” have been brought out...

George R. Turpin
Owner and Manager
George R. Turpin Assoc.
Fort Worth

[EDITOR’S NOTE: The original letter was written by Victor King, station manager of KERB in Kermi, Tex., who reported that Lee McGinnis, representing himself as connected with a “Bend a Week Club,” had disappeared after collecting cash payments belonging to the station. Though Mr. Turpin was not mentioned in the original letter, we are glad to publish Mr. Turpin’s comments as emphatic that Mr. McGinnis was not associated with Mr. Turpin at the time of the Texas escape.]

* * *

Allocations Report
EDITOR:
Of all the jobs Broadcasting · Telecasting has done in its illustrious history, your April 14 issue, together with the supplement, was the best in my judgment. Getting the supplement out under such tremendous pressure would have killed anyone else but you and your staff.

I would like to write each member who participated in the fine job, but I hope you will save me that by passing my letter around as a sincere token of my appreciation.

Howard L. Chernoff
General Manager
KFMJ-AM-TV San Diego

* * *

We thought that this would make a good cartoon and should be passed on to you.

Thomas B. Price
Station Manager
WBVP Beaver Falls, Pa.

* * *

Open Mike
(Continued from page 18)

From where I sit
by Joe Marsh

Whitey Sure
“Ranged the Bell”

Telephone woke me out of a sound sleep last Friday night about eleven-thirty. “This is Whitey Fisher out on River Road,” says a voice, “I just wanted to tell you how much I like this week’s Clarion.”

“Thanks, but why call to tell me at this time of night?” “Simple,” he says, “your paper boy just delivered it a short while ago. Been waiting for it all evening.”

Next day, Buzzy Wilson tells me he delivered Whitey’s paper that late because he stayed in town for the high school dance—thinking it would be O.K. to drop it off on his way home.

From where I sit, I can’t blame Whitey for his little joke. He was just reminding me we owe other people the same consideration we expect from them. Since I’m always talking about respecting the other fellow’s rights—including his right to enjoy a friendly glass of beer if he chooses, it was only fair that Whitey should “wake me up” to his right to get his copy of the Clarion when he expects it—on time. Thanks again, Whitey!

Joe Marsh

Copyright, 1952, United States Brewers Foundation

April 28, 1952 · Page 45
DOMINATES

This Rich Growing Market

with

1951 Bank Deposits

of

$343,735,852.90

A 10-year gain of 134%

APPLICATION for approval of the sale of KOB-AM-TV Albuquerque from T. M. Pepperdise (Albuquerque Journal) to Time Inc. and former FCC Chairman Wayne Coy for $900,000 [B&T, March 8] was filed with the FCC last week.

Stations will be sold first to Time Inc. After a series of reorganizations, which will transfer the physical assets to a Time Inc. subsidiary, the stations will be owned jointly by the Henry Luce firm and Mr. Coy [B&T, March 10].

Although Time Inc. will pay $900,000 for the properties, the application revealed that it would declare a dividend equal to $300,000 net quick assets immediately after the FCC approves the sale. This would bring the purchase price down to $600,000.

A partial liquidation of the licensee will then be effected, the application said, which would place all fixed assets (including land but not the TV building) in the name of Michigan Square Building Corp., a Time Inc. subsidiary.

Michigan Square company would lease the fixed assets and land back to Albuquerque Broadcasting Co., licensee of KOB-AM-TV, for eight years at the appraised value of $450,000. Worth of licensee will thus be $150,000, it was explained.

Coy Receives Interest

Subsequently, Time Inc. will sell 50% interest in the licensee to Mr. Coy for $75,000. Mr. Coy will put up $37,500 out of his personal funds, borrow the other $37,500 from the Chase National Bank of New York. It was indicated that at the same time, Mr. Coy will be signed as general manager of the stations at $26,000 per year with an eight-year contract. In addition, Mr. Coy will remain as radio-TV consultant to Time Inc. at a yearly fee of $24,000.

The consultant contract began April 1 and runs to the end of 1953. Time has an option to extend that contract to 1957.

Mr. Coy represented his net worth as $62,972.79. Assets included his Washington house, to be sold June 15 for $43,000; furnishings, $3,000; 1951 Lincoln automobile, $2,500; jewelry and pictures, $40; bonds, $7,000; cash, $3,829.01; paid up retirement, U.S. Civil Service, $5,050.96; cash value of life insurance policies, $5,088.31. Liabilities comprised mortgage on Washington house, $5,919.49; fee for sale of house, $2,150; bills payable, $275.

Income for Mr. Coy was put at $12,685 in 1950, $12,148 in 1951. This was after deductions for taxes, the application stated. Mr. Coy was chairman of the FCC from 1947 to Feb. 21 of this year [B&T, Feb. 25].

Mr. Coy went to the FCC from the position of vice president and general manager of WINX-AM-FM Washington, then owned by the Washington Post. Before that he was assistant to publisher (now chairman) Eugene Meyer.

Before joining the Washington Post, Mr. Coy served in various government posts. At one time he was one of President Roosevelt's "anonymous" assistants and assistant director of the Bureau of the Budget.

Mr. Coy will be president and treasurer of Albuquerque Broadcasting Co. when the sale of the stations is approved by the FCC. Arthur R. Murphy Jr., manager of Time Inc.'s March of Time division, will be vice president. Mrs. Grace Cody Coy, wife of the former FCC chairman, will be secretary. In addition to the officers, the new board of directors of the licensee will include Charles L. Stillman, Time Inc. vice president.

Total assets of Albuquerque Broadcasting Co. as of Jan. 31, 1952 were put at $388,311.74. Of this, $383,721.23 was in cash. Included in the assets was a depreciated value of $26,470.50 for AM and $74,542.79 for TV.

Current liabilities of the licensee were put at $100,669.62. Balance sheet also showed surplus of $429,182.29. Profit for the month of January was put at $9,692.35.

Balance sheet estimated replacement costs of the 31-year-old KOB (NBC affiliate operating on 770 kc with 50 kw daylight and 7 kw night under special FCC authority) at $260,500. It also estimated replacement costs of four-year-old KOB-TV (on Channel 4) at $295,500. KOB-TV is affiliated with all four TV networks, via kinescope recordings.

'Times' Past Radio Interests

From 1943 to 1945, Time Inc. owned 12½% of ABC. From 1942 to 1944, the Time, Life, Fortune publisher owned a substantial amount of preferred stock in WQXR New York (now owned by the New York Times).

Consolidated balance sheet as of the end of 1951 showed Time Inc. with total current assets of $60,901,281, of which $29,270,825 was in cash. Total current liabilities

ONE ANNOUNCEMENT--
TWO OUT-OF-TOWN CUSTOMERS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Peosta, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. But more, Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities—nation's 71st retail market—you want WOC. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

KOB AM-TV SALE

Application Filed at FCC

BROADCASTING • Telecasting
CHURCH NAMED

Succeeds Chester at CBS

APPOINTMENT of Wells Church as acting director of news and public affairs for CBS Radio, to take over the duties handled by Edmund A. Chester before he resigned to become part owner and general manager of the RHC Cadena Azul network in Cuba [BB&T, April 14], was announced last week by CBS Radio President Adrian Murphy.

Mr. Church, who initially joined CBS in 1931 in Washington, has been editor-in-chief of CBS Radio news since July 1949.

Mr. Church, a veteran newsmen, after joining CBS in 1931, became program manager and assistant to the vice president of WTOP Washington and in 1936 became director of radio for the Republican National Committee. In 1941, Mr. Church went to England as advisor to the BBC. The following year he returned to the U.S. to become special events and talks director for the Coordinator of Inter-American Affairs. In 1945, he returned to CBS and the next year became director of news broadcasts. He was named editor-in-chief in July 1949 when radio and TV news activities were merged. Mr. Church received the title for CBS Radio following the divestiture of radio and TV activities of CBS last July.

ACNY NOMINATIONS

Officers Slate Announced

NOMINATIONS committee of the Advertising Club of New York announced its 1952 slate April 18, with George S. McMillan, vice president of Bristol-Myers Product Div., named as president. Stanley Resor, J. Walter Thompson president, was listed as vice president and James A. Brewer, board chairman of Brewer-Cantelmo Co., was suggested for treasurer.

Additional nominations are to be accepted only in writing within several weeks in advance of the voting, scheduled for Club's annual meeting May 13. Top three nominees, assisted by continuing officers, are to serve until next annual meeting.

WSYR's Local Radio Sales UP 46%

Central New York is a stable, diversified market—an industrial center, agricultural center, distribution center. It is a big-spending market, as is proved by booming department store sales. To reach it, do what the on-the-spot advertisers do—put your sales story on WSYR.

WSYR-AM-FM-TV—The Only Complete Broadcasting Institution in Central New York

Write, Wire, Phone or Ask Headley-Reed

April 28, 1952
You'll chalk up

HIGHER RATINGS

MORE RENEWALS

EASIER SALES

WITH

"BOSTON BLACKIE"

America's Most Successful Adventure-Detective
**HIGHER RATINGS**

In BIG Towns

<table>
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<th>City</th>
<th>Rating</th>
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<tr>
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<tr>
<td>Louisville</td>
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<tr>
<td>Minneapolis</td>
<td>16.5</td>
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In SMALL Towns

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<tr>
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<tr>
<td>Zanesville</td>
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<td>Youngstown</td>
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He'll chalk up high ratings for you, too!

**MORE RENEWALS!**

- **6th YEAR** ... Minneapolis, consistently outrating important network shows.
- **5th YEAR** ... New Orleans, consistently delivering a large and loyal audience.
- **4th YEAR** ... Raleigh, consistently selling for Carolina Power and Light Company.

He'll chalk up more renewals for you, too!

**EASIER SALES**

- "Boston Blackie's 19.1, the highest rated show on Sunday afternoon in Kansas City!"  
  James Cay—Rogers & Smith Advertising Agency

- "Boston Blackie has the most loyal listening audience of any show we've ever had on the air and is Lake Charles' most outstanding mystery show."  

- "Today marks the 91st broadcast of Boston Blackie for Falls City Beer—Louisville. Our latest Hooper tops all network and local competitive programs."  
  Ray D. Williams—Proter Advertising Agency

- "We are having tremendous success with Boston Blackie. Once it was necessary to re-schedule 'Blackie' for play-play sport commitments. It would be difficult for you to appreciate the deluge of calls we received at the station."  

He'll chalk up easier sales for you, too!

**Now, on TV!**

AM + TV: TOP RESULTS!

Boston Blackie on TV is already proving the fastest seller ever.

Sponsored by big-name advertisers on top TV stations in:

- NEW YORK CITY
- CHICAGO
- LOS ANGELES
- WASHINGTON, D. C.
- DETROIT
- CINCINNATI
- DAYTON
- COLUMBUS
- PITTSBURGH
- CLEVELAND
- LANCASTER
- TOLEDO
- MINNEAPOLIS
- RICHMOND
- NORFOLK
- ATLANTA

HURRY—YOUR MARKET MAY STILL BE AVAILABLE!
WRITE, WIRE OR PHONE.
Same 'Freedom' Boat

FOR THE past fortnight there has been sound and fury over President Truman's remark implying that he had the authority to seize newspapers and radio and in a national emergency. The White House has done little to amplify or explain the President's startling conclusions. The top topic at the series of newspaper annual conventions held during the past 10 days. Newspaper editors cannot fathom the kind of emergency in which they thought such executive to commander newspapers, the freedom of which has been traditionally protected by the First Amendment.

That is not the case with radio—a licensed medium. Section 606 (c) of the Communications Act provides that in a national emergency, the President may take over communications. This provision was amplified with the passage last year of a law authorizing the President to close down any station emitting “electro-magnetic” waves when there exists war or a threat of war. This was designed to take into account the future of mass implements of warfare, such as guided missiles and piloted planes, which presumably can use radio beams to “home” to targets.

There was no outcry from the nation's press when this legislation was pending. Only radio was involved.

Yet, one has but to look at the record to determine that, with President Truman and with his predecessor, Roosevelt, radio and the press were regarded as synonymous. President Roosevelt often called for “freedom of radio on a parity with the press.” Twice, in letters to this journal, President Truman has stated that radio “must be maintained as free as the press” and that “a free radio is as indispensable as a free press.”

It is apparently also his belief that both should be equally treated if the freedom were to be taken away. His cryptic answer to a question put by J. Hale Steinman, publisher and station owner, during a Presidential conference with the American Society of Newspaper Editors, led to no other conclusion.

The incident drives home, as nothing else would, the inseparability of broadcasting and the press as news media. They are both in the same “freedom” boat, and the boat is rocking.

Longer Licenses

THEIR'S agitation anew to authorize government agencies to assess charges for services rendered, as a means of offsetting cost of government. This is a variation of the proposal that there be levied a franchise tax or “license” fee. Such agencies as the FCC, SBC, CA and ICC are mentioned as providing service to particular segments of industry for which Uncle Sam gets no immediate return.

All industry pays substantial taxes to the government, direct and indirect. If it were not for the broad exemptions, the hundreds of millions in excise taxes on radio and television receivers wouldn't reach the Treasury. And broadcasters themselves pay corporate taxes on revenues in excess of a half-billion.

Radio broadcasters, receive licenses from the FCC for a three-year tenure. Television broadcasters get only one-year licenses now, though the law permits three-year authorizations. Until now, the FCC has maintained that TV licenses should be used to keep allocations flexible. Now that we have an allocations plan, this argument no longer seems valid.

We doubt whether radio or television broadcasters would object to a nominal license fee, to help defray costs of administration, if there were no discrimination against their business. But they then would be entitled to longer license terms, and they would acquire certain rights in return for the payment for the “franchise.” In Mexico, licenses are issued for 30 years. We think that in the U. S. they ought to be issued in perpetuity, since the licensing authority is always in the position to cite stations for violations of the law.

Television is a far more expensive business than radio broadcasting. A glimpse at application filed since the April freeze-lift shows that a less-than-one-million investment for the first year is rare indeed. Certainly it's too much to ask venture capital to invest such sums on these three-year license. We hope the FCC will see fit promptly to increase the TV tenure to the full statutory limit of three years, and that legislation will be sought to extend license terms at least to 30 years.

Against appalling odds, including the skepticism of AT&T and the television networks, Klaus Landsberg of KTLA (TV) Los Angeles and a small band of engineers last week brought a telecast of an atom bomb explosion to the American public. It wasn't a very good telecast, and we can't help feeling that it was some of the finest testimony that business has shared Mr. Landsberg's enthusiasm—and the work—it would have been a better one. The job of throwing across a mountain was really too much to ask of any group smaller than one commanding the resources of the entire telecasting industry. Mr. Landsberg deserves the credit and praise for having prevailed with his ambitious plan but also for giving a lasting lesson in how television can serve the public.

The 'Duopoly' Answer

IT WILL take weeks to clear up all of the questions that have arisen as a result of the TV Allocations Report, but there's one that should receive a prompt answer. It is how the FCC will control the two or more radio or television broadcasters in a given market for the purpose of applying for a single TV assignment.

The exchange of correspondence between Sen. C. Franklands, chairman of the FCC, and Paul A. Walker, published in TELECASTING last week, clarified nothing except the fact that an issue exists. Mr. Walker did observe that the FCC would have to meet the problem.

The time to do this, it is evident, is now. The “waiting period” runs July 1. In the interim broadcasters must make their plans. Under existing regulations, the operation of two stations of the same class in the same coverage area constitutes “duopoly.” If radio owners pooled their interests for a single TV operation, manifestly that would not constitute “duopoly” in TV. But the problem is whether the Commission would construe this to be “duopoly” in radio, because of the new mutuality of interest that would evolve.

Under existing regulations, the operation of two stations of the same class in the same coverage area constitutes “duopoly.” If radio owners pooled their interests for a single TV operation, manifestly that would not constitute “duopoly” in radio. But the Commission would construe this to be “duopoly” in radio, because of the new mutuality of interest that would evolve.

The FCC could not give assurance that the joint applicant would have any better chance for a grant than any other applicants. To do so, it would need to prejudge applications not yet filed or considered.

John Thomas Gelder Jr.

ACK GELDER, vice president-general manager of WCHS Charleston, W. Va., made his entrance into radio with a bang—literally.

Twenty years ago, Mr. Gelder portrayed the role of Alexander Hamilton in a high school play. Unfortunately for Mr. Gelder, the play included the pistol duel scene between Mr. Hamilton and Aaron Burr. So Mr. Gelder's role in the play was short-lived.

Fortunately for him, however, the play was broadcast and his ambition to enter the radio industry as an announcer was born.

A native of Chicago, Mr. Gelder went to the U. of Michigan in 1936 with the sole intent of preparing himself to become a radio announcer.

At college, he broadcast over WJR Detroit and WCAR Pontiac, but discovered he simply wasn't cut out to be an announcer. Still interested in radio, he turned to sales. In retrospect, Mr. Gelder believes this the smartest move he ever made.

Upon graduation from college in 1940, Mr. Gelder found a sales position at WJLS-Buckely, W. Va. Hardly out of the fledgling class, his ready smile made up for lack of experience.

Quick at building a firm foundation in radio sales, Mr. Gelder in 1942 was named commercial manager at WKWK Wheeling. While there, his zeal resulted also in appointment as assistant station manager.

After four years at WKWK, in 1946, he went to Charleston, W. Va., to become general manager of new WKNA there and put the station on the air. At that time the station's capital was blossoming from a two-station to a five-station city.

In 1948, he shifted to WCHS Charleston as general manager and in 1960, when the station was purchased by the Tiernay Co., Mr. Gelder became vice president and general manager.

His community devotion, reflected by participation in local affairs, is helping make WCHS a local institution.

A definite approach on how to operate a radio station successfully has guided Mr. Gelder's activities. He believes in departmentalizing the operation completely, then encouraging the departments to work together as a team.

He has established an "executive advisory" panel of top-level WCHS personnel, which meets with him regularly to formulate policy, outline procedure and plan the future.

These plans include television. Mr. Gelder feels that under proper guidance, the future WCHS video operation can become as much

(Continued on page 80)
WHY... in Northern California

KNBC reaches more people... more often...

or TV station

This represents the coverage pattern in Northern California of KNBC's 50,000 watt non-directional transmitter.

This represents the coverage pattern of the other dominant 50,000 watt stations in Northern California—both directional transmitters.

This, for interesting comparison, represents television coverage in Northern California.

Put them all together—and you get a complete picture of radio and TV coverage in the great Northern California market, like this:

---

Television, covering a sixty mile radius with only about one-third of the families in the narrow TV circle owning sets.

Radio, dominated by three stations:—two with 50,000 watt directional coverage taking in a limited elliptical area—

—and the other, KNBC, with 50,000 watts, non-directional, giving a wide circle of coverage that includes not only the San Francisco-Oakland Metropolitan Market, but all the thriving PLUS-Markets of Northern California.

Yes, in Northern California, more people are reached by—and listen more often to—KNBC than any other radio station. More people tune in to KNBC radio than to any television station in the area.

---

KNBC

in San Francisco, Northern California's No. 1 Advertising Medium...

50,000 watts, Non-Directional...680 KC

Represented by NBC spot sales
front office

PETER A. CUNEO, operations staff, KDNC-FM San Francisco, named commercial manager as well as manager of Musicast, background music company owned by Sundial Broadcasting Corp., licensee of KDNC-FM.

WILLIAM J. MARTIN, Philadelphia sales representative for Look, to radio sales staff, NBC New York.

JOHN E. PEARSON Co., N. Y., station representative firm, appointed by WBBZ Ponce City, Okla.

ROLAND B. VAILE, manager, KKYC Ventura, Calif., joins KORK Las Vegas, Nev., in similar capacity succeeding JAKE KEHOE who has resigned.

CHARLIE C. SYLVESTER Jr. to KXYZ Houston, as account executive.

JACK CAMPBELL, sales manager, KSFO San Francisco, and LEN CINNAMOND, assistant sales manager, KYA that city, join KJBS there as account executive.

JOSEPH N. CURL, former New York account executive for Crosley Broadcasting Corp., named account executive in ABC-TV Spot Sales.

EDMUND LYTLE, radio-TV producer-account executive, Western Adv., L. A., to KCSB San Bernardino, Calif., as sales manager.

McKENNA & WILKINSON, Washington, D. C. law firm, moves May 1 to La Salle Bldg., 1028 Conn. Ave., N. W., Telephone is National 2931.

BRANHAM Co., Chicago, station representative firm, moves to 10th floor, 360 N. Michigan Ave.

RUSSELL STEBBINS, CBS Radio sales staff, Chicago, to NBC National TV Spot Sales, same city.

Personals . . .

LAWRENCE W. LOWMAN, vice president, CBS Inc., New York, named head of radio-TV division for city's Cancer Committee. . . .

LEE FONDREN, national sales manager, KLZ Denver, has returned to station after week recuperating from minor surgery. . . .

Mrs. WAYNE COY, wife of former FCC Chairman WAYNE COY, presented with scroll in recognition of service rendered as chairman of Family and Child Welfare section, United Community Services, Washington, D. C.

E. R. VADEBONCOEUR, vice president-general manager of WSYR Syracuse, to participate in radio-TV symposium May 2 at State U. Teachers College, Geneseo, N. Y. . . . WILLIAM H. SYLK, president, WPEN Philadelphia, will be honored with testimonial dinner by city's Zionist group and Jewish National Fund, May 24. . . . JACK KENT COOKE, owner of CKY Toronto, presented with second annual brotherhood award of Beth Sholom Synagogue Brotherhood, Toronto, "in recognition of his splendid achievements in the field of humanitarian service."

ABC AFFILIATES
Adding Up Total to 323

SIGNING of five new affiliates for the ABC radio network, bringing the network total to 323, was announced last week by William Wylie, director of radio stations.

The stations are WGGG Gainesville, Fla., whose affiliation was slated to become effective yesterday (Sunday); the Granite State Broadcasting Co.'s WTSL Hanover-Lebanon, N. H., WTBSV Claremont, N. H. and WTSL Brattleboro, Vt., all effective May 5, and WHOB Gardner, Mass., also May 5.

WGGG, which has been affiliated with Liberty, operates on 1230 kc with 250 w and is owned by Alachua County Broadcasting Co. with R. M. Chamberlin, president and general manager.

The three Granite State Broadcasting Co. stations are operated under the presidency of W. J. Barkley and the general managership of William F. Rust Jr. WTSL operates on 1490 kc with 250 w; WTNS on 1230 with 250 w, and WTSA on 1450 with 250 w.

WHOB, licensed to Gardner Broadcasting Co., also is headed by Mr. Barkley and operated under the general managership of Mr. Rust. It operates with 250 w on 1490 kc.

ABC radio Bill Tusher in Hollywood, features unreharsed interviews with movie personalities.

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-Ann
- Brome-Seltzer
- Carolina Rice
- Crosley 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
"Boy! What a signal we have!"

That's how George D. Roberts, Manager of WSUN, St. Petersburg, Florida, expressed his satisfaction with the performance of two new Blaw-Knox Antenna Towers that help extend the coverage of WSUN's transmitting facilities. These AM and FM* towers, grounded in salt water are subject to high winds and unusually corrosive atmospheric conditions. Consequently the extra sturdy construction of Blaw-Knox Types H40 and CH, plus the protection of hot dip galvanizing were prime factors in determining their selection for this site... If you are planning telecasting facilities we would be pleased to discuss your tower requirements at an early date.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh 22, Pa.

*Tower at left is designed to accommodate TV antenna when authorized.

BLAW-KNOX ANTENNA TOWERS
George Goldman, copy chief, Libman Adv., Phila., to WCAU that city, as assistant director of radio promotion. Howard Reif-Snyder, writer, WALT, Middletown, N. Y., to promotion staff, WCAU to handle publicity for station’s new radio-TV center.

Ira Blue, San Francisco sportscaster, to KNBC there for nightly show Monday through Saturday.

Elmer Peterson, NBC radio-TV commentator assigned role of commentator in Universal-International feature film, It Grows on Trees.

Pat Kelly, music librarian, Don Lee Network, to KBIG Hollywood headquarters in similar capacity.


Robert Tufts, executive staff personnel director, Lever Bros., N. Y., to NBC that city, in personnel department as manager of organization planning.

Alice Freer, vice president of American Newspaper Women’s Club, to substitute for two week period daily for Hazel Markel, WWDC Washington women’s commentator who is visiting Europe under auspices of Defense Dept.

Jack Valentine, vocalist, WRAP-AM TV Fort Worth, Tex., join WCAU-TV Philadelphia.

Ed Brown, announcer, WSYR Syracuse, called to active duty with U. S. Navy aboard U. S. S. Stormes.

Thomas Naegle, WATV (TV) Newark art director, named head of art department, WOR-TV New York.

Frank Atwood, farm program director, WTTI Hartford, Conn., to deliver Founder’s Day address at U. of Vermont, Burlington, May 1.

Bob Murphy, WMOA Marietta, Ohio, to announcing staff, WHZ Zanesville.

Glen Elliott, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as disc jockey and promotion director.

Hooper White resigns as producer at WBNN Chicago, to free lance in that city and New York.

Stan Dale, WSRS Cleveland, to WXYZ Detroit.

Len East, KYRN Lexington, Neb., to KMMJ Grand Island, as disc jockey.

Allan Curtis to WWH Rochester, N. Y.

Kit Fox, director of special broadcasting services for WLW and WLWT (TV) Cincinnati, leaves May 9 for month’s vacation in Europe.

Bill Vogel, inventor of trick effects, to CBS-TV New York, as manager of special effects.


Ted Nathanson, staff director, ABC-TV New York, and Edith Landis, writer, ABC-TV that city, were married April 20. Mr. Nathanson is son of Benedict Gimbel Jr., president-general, WIP Philadelphia.

Stephen “Happy” Ison, director of folk music, WVOW Logan, W. Va., father of girl, Deborah, April 14.


Sheldon Peterson, KZL Denver news director, reappointed to board of directors of Denver Press Club for fourth consecutive year.

Vic Reed, KGO San Francisco director of news and special events, named program operations manager.

William Winter, director of news, KROW Oakland, Calif., joins news and special events department of KGO San Francisco.

Stu MacPherson, newscaster, WCCO Minneapolis, vacationing in England for several weeks.

Allan Jackson, newscaster, CBS Radio, cited by Minnesota Radio Council for promoting international understanding of news broadcasts.

WBNS Reaches Rural Listeners, Too!

Sponsors know their profits come from rural as well as urban areas. With WBNS Radio you get both! Programs reach out from Columbus to rural areas thickly populated with prosperous farm families which make up a large part of Central Ohio’s one-billion-dollar market. They stay tuned because WBNS carries all 20 top-rated programs. Reach rural and urban dwellers more effectively at less cost through WBNS!

WHEREVER YOU GO—THERE’S RADIO
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NOW

Harry Wismer on Channel 9, New York

Mon. thru Fri. 7-7:10 P.M.

One of the best sportscasters in America, Harry Wismer, is now on channel 9 — New York’s Number 1 sports station.

He “kicks-off” this line-up of evening shows . . .

Sports, Harry Wismer 7:00 P.M.
Weather, Frank Forrester 7:10 P.M.
News, John Wingate 7:15 P.M.
“Broadway TV Theatre” 7:30 P.M.

He’s available now at low, low cost.
WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by
ROBERT MEEKER, Associates
New York Chicago San Francisco Los Angeles
TV HOLDS ITS ACCOUNTS

By FLORENCE SMALL

OF the approximately one dozen television advertisers who cancelled network programs at the end of the past season, at least 10, in direct contradiction to the ensuing chorus of doom-shouters, have not or will put their money back into TV or radio in one form or another. That was the finding of a spot check conducted by Broadcasting & Telecasting last week.

Reports have circulated widely suggesting the cyclical program cuts represented a symptomatic disenchantment by advertisers with the new visual medium, but an analysis indicates the actions were more in the nature of a realistic reshuffling founded on a firm faith in the selling powers of TV and radio. 

Admiral Corp., Chicago, which dropped sponsorship of Lights Out (Monday, 9-9:30 p.m. on NBC-TV) is diverting that money into radio-TV coverage of the national political conventions. As a matter of fact, Admiral Corp. will spend $2,500,000 on network TV this year, nearly doubling last year's figures, according to Seymour Mintz, advertising director.

Mr. Mintz said the company dropped Lights Out only after contracting for the radio-TV political coverage and election night returns on ABC radio and TV. The company, incidentally, spent $1,222,504 last year on television. Erwin, Wasey & Co., New York, is the agency for Admiral.

Meanwhile Lights Out was picked up for sponsorship by Pearson Pharmaco Co., through Harry H. Cohen Adv.

Kaiser-Frazer Sales Corp., Willow Run, Mich., dropped sponsorship of Ellery Queen (Sunday, 7:30-8 p.m. on ABC-TV) but has increased its overall TV budget by approximately 25%, according to one executive.

The mystery show was sponsored by both the dealers' and factory money. When the program was dropped, the dealers put their budget into an increased spot radio and television campaign. The factory undertook sponsorship of a segment of Your Show of Shows on NBC-TV, along with its spot radio-TV activity. William H. Weintraub Co., New York, is the agency.

Meanwhile, Kaiser-Frazer last week bought participations five times a week in NBC-TV's Today morning program (see story page 72).

Barvuk Cigar Co., New York (Phillies cigars), picked up sponsorships of Ellery Queen on ABC-TV. Ellington & Co., New York, is the agency.

Standard Oil Co. which dropped sponsorship of its Alain Young Show (Thursday, 9-9:30 p.m., CBS-TV), switched its TV budget into sponsorship of local news programs, five quarter-hours a week, in seven markets. Currently, its agency, Marschalk & Pratt, New York, is looking for additional TV local news shows. As a result of the local news coverage in television, Eso is spending more money in television now than it did with the Alain Young Show on a limited number of stations.

The 9-9:30 p.m. Thursday night period formerly held by Alain Young on CBS-TV has been optioned to American Tobacco Co. for next fall, but the company has not yet decided what show it will place in the time. BBD, New York, is the agency.

General Foods, New York, which will drop the Mr. Bobbin show (Sunday, 7:30-8 p.m. on NBC-TV), is currently deciding on its fall agenda. One plan under consideration is the possibility of increasing sponsorship of its Bert Parks daytime TV show on CBS-TV from its present three times weekly to a possible five times per week, with the half-hour show extending the program to half-hours. In addition, GF is considering another evening TV network show for the fall and is looking over program formats, although no time has been bought, for Jello.

Meanwhile, General Foods' Swanadown and Sanka coffee are about to sign contracts for sponsorship of TV version of Our Miss Brooks which will replace its T's News to Me (Friday, 9-9:30 p.m. on CBS-TV). Young & Rubicam, New York, will handle the $32,000 Our Miss Brooks show for GF while Benton & Bowles, New York, will service the company's Claudia program when it resumes in the fall.

TOWERS

AVIATION, radio-TV, military and government people sat down Friday at an informal meeting to discuss the problems of high TV antennas and their possible effects on aviation safety [B&T, April 7, March 31, 17] and concluded to set up a representative committee to look into the whole subject.

Called by FCC Comm. Edward M. Webster, the meeting attracted more than 40 representatives of the several fields.

General tone was one of unity and expression of hope for continued cooperation between aviation and broadcasting. It was also obvious that aviation people had a number of misconceptions regarding 1,000 and 2,000-ft. TV antennas popping up all over the landscape.

Committee chosen to explore the situation further comprised of John R. Evans, FCC, and D. D. Thomas, CAA, co-chairman, and the following:


Theme of meeting was set by F. B. Lee, deputy administrator of the CAA, who shared the chairmanship of the meeting with Comm. Webster. TV, he said, constitutes potentially the greatest hazard to air navigation. TV towers and aircraft are competitors for airspace, he said. There, he concluded, it is necessary to work out criteria for the guidance of regional airspace subcommittee which would be "mutually acceptable" to both the aviation and the TV industries.

Same attitude was expressed by retired Air Force Gen. M. W. Arnold, vice president of the Air Transport Assn. The aviation industry, he said, had no thought of inspiring legislation to discriminate against the radio-TV industry.

Joint Meeting Held at FCC

Present method of evaluation by airspace subcommittee must be continued, he declared. He also expressed the opinion that 99% of the cases going to subcommittees would be settled to the satisfaction of both parties.

However, major problems were these, according to Gen. Arnold: High towers in (1) control zones near airports, (2) at or near airways, (3) off airways.

He emphasized that it is up to the airspace subcommittees to make a finding whether a tail tower is a hazard to air navigation, then to determine who should suffer—aviation or TV. Subcommittee finding of a tower as a hazard is not meant to be a flat objection to the tower, he asserted.

Emphasized at the outset by Comm. Webster was the fact that high TV tower was one of the "keys" for getting nationwide coverage in the FCC's allocations plan issued three weeks ago [B&T, (Continued on page 72)]

April 28, 1952 * Page 57
VHF channels to the whole state of New Jersey is pointed to by some as a cause for a good case against the assignment table. They don’t count Newark, whose WATV (TV) is now operating on Channel 13, considering that city part of the New York metropolitan area.

Another court case may be in the works for Madison, Wis., it was learned. There the Commission refused to accept unopposed recommendations that the single VHF channels be reserved for education and the three UHF be made commercial. The Commission reserved one of the UHF channels for education.

Might Add VHF Stations
Commission attitude was summed up by one Commissioner in this manner: Admittedly, the table makes no compromise with the 170-mile separation figure. But, after a year, much as the Commission is concerned that stations could be closer together, then the FCC might entertain a petition to add VHF channels to the assignments even though the separations might be less than the 170-mile minimums.

The same Commissioner also pointed out that in many situations, the addition of one more VHF channel, a city still would not have much of a dent in satisfying the expected large number of applicants.

Most Washington lawyers and consulting engineers seem to be resigned to the assignment table, and are busy preparing applications and readying for hearings.

Meanwhile, the Commission was busy last week preparing the 700-page document for publication in the Federal Register, scheduled for sometime between May 1 and 3. The order goes into effective 30 days after such publication.

Errors found in the document are almost entirely typographical, it is understood. No major errors have been found.

Big question worrying FCC legal experts is whether it would be possible to seal off a city whose assignments were in litigation. The court could make the cuffion that it might be possible to do so for cities in Zones II or III, but almost impossible in Zone I. Any injunction obtained against the assignments in a Zone I city would necessarily require the “freezing” of that whole northern area, it is felt.

That the end result of a court action could rip up the Commission’s TV grants is considered to be improbable, in the view of some Commission attorneys.

They point out that the most a court usually does in cases of this kind is order the FCC to do further FCC action to remedy a legal oversight or error.

In that case, they point out, the Commissions’ TV grants are usually killed — accomplish what the court orders, but still come out with the same end result.

#### Chances of Appeal Possible

**Weak’ U. S. Stations**

SOVIETS are now claiming that television, which they “invented,” is far superior to the television that all known in the U.S. “Since November 1948," said commentator I. Grigory, "the Moscow television center has been transmitting images divided into 624 lines. This is the highest standard in the world! U. S. video pictures have only 525 lines, he added. Also, the Moscow station is able to broadcast more than 100 miles, while the poor, weak American stations do not no better than 50 miles, boasted Grigoby.

#### NE! Work Competition

**Cite VHF Need**

IN THE MINDS of network officials, the shortage of cities with four or more VHF channels is going to play hobb with the TV network competitive picture.

Analysis of FCC assignments to the top 25 markets, based on the Commission’s final TV report issued April 14 [BT, April 14] shows that only five of those cities have at least four VHF channels: New York, Chicago, Los Angeles, San Francisco and Washington.

The other 20 markets seemingly are shut out from having comparable network affiliates. In view of operators, they are:

Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Cleveland, Baltimore, Minneapolis-St. Paul, Buf
dalo, Cincinnati, Milwaukee, Kansas City, Houston, Providence, Seattle, Portland (Ore.), New Or
dleas, Atlanta, Dallas and Hartford.

Worth of VHF stems not only from the fact that in those cities as of April 11 there are 15,661,219 viewing sets (down from 16,887 existing TV sets equipped only for VHF), but also the high powers and antenna height maximum permits means above-theater coverage—at least for many years or until UHF tech

ique is developed to permit equality of coverage with VHF.

Attitude of the FCC on VHF and UHF inequality is this, as stated in the Sixth Report and Order: "Healthy economic competition in the TV field exists within the framework of the assignment plan."

In a study of the 162 major U. S. markets, as specified by J. W. Fife, Jr., one author (C. Fred, Tex., pop. 14,155 families), only six cities have four or more VHF channels (Denver is the sixth city, with five VHF stations). Cities among the top 162 markets which have at least three VHF commercial channels number 26, according to a study by one network. There are 53 cities with at least two VHF channels, 45 with one, and 32 with none.

One warning was sounded in the study. An in one market may provide VHF service for neighbor
ing cities. Thus, the single VHF assignments in Hartford and in New Haven could provide two VHF services to each of those cities. Likewise, the assignment of a VHF channel to Petersburg, Va., really means a third VHF service to Richmond. Another situation is Dallas-Fort Worth. Dallas is assigned three VHF channels, but one is reserved for an educational station. Fort Worth is assigned two VHF channels. Therefore, the Dallas-Fort Worth market will actually be getting four VHF signals.

A comparative study of the first 25 markets is listed at left.
Sponsors

IF ADVERTISERS and their agencies paid more attention to the commercials on their TV shows and less to the entertainment, program ratings might decline but sales would almost certainly improve, according to Jack Boyle, director of television research for Daniel Starch and Staff.

Citing studies of sales effectiveness of video commercials made by the Starch firm, Boyle told Broadcasting Telecasting that the range in the number of new buyers created by teletext advertising is much greater than had heretofore been seen. The difference is far wider than is true for ads in printed media.

There is little correlation between size of audience and sales effectiveness for TV programs, he reported, with some relatively low rated programs producing many more customers for their sponsors' products than other programs with higher ratings.

Cites Comparisons

To demonstrate his thesis, Mr. Boyle cited comparisons of the sales effectiveness of TV commercials for various brands of toothpaste, soap, and deodorants with the ratings of TV stations. He noted that for most products the rating (size of the network TV show on which each product was advertised) was not a significant factor in determining sales effectiveness. The conclusion was that to produce the maximum effectiveness of a TV campaign about a product, the advertiser should reach the audience of the network TV show on which the TV commercials are placed.

Toothpaste

In the case of toothpaste brands, Mr. Boyle stated that nearly all of the sales effectiveness of a toothpaste brand is seen on the network TV show where it is advertised. The ads are seen by a relatively small number of people, but the potential sales effectiveness of the product is very high. The difference in the number of people who saw the TV commercials was not significant, but the difference (30% in this case) can be attributed to the fact that the sales effectiveness of the commercial is high.

Television applications

Digest of Those Filed With the FCC April 18 through 24

Boxscore VHF UHF Total

Applications filed since April 14 11 5 6

NEW YORK, N.Y.—City of New York, municipal UHF Ch. 59, New York, N.Y., 60 kw visual; antenna height above average terrain 590 ft., above ground 645 ft. $150,000, first year operating cost $110,000, revenue $750,000. Studio transmitter location Municipal Bldg., 40° 42' 47" N., 74° 06' 14" W. Long. Studio equipment BCA, transmitter RCA, antenna RCA, Legal counsel Cohn & Marks, Washington, D.C. Applicant is licensee of WNYC-AM, New York, Seymour N. Siegel, director; William H. Pitkin, chief engineer.

WSAZ HUNTINGTON, W. Va.—WSAZ Channel 11, Huntington, W. Va., 60 kw visual; antenna height above average terrain 593 ft., above ground 649 ft. $150,000, first year operating cost $110,000, revenue $750,000. Studio equipment RCA, transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington, D. C. Applicant is licensee of WVSU, New York, Seymour N. Siegel, director; William H. Pitkin, chief engineer.

WSAZ-TV BID

Asks Channel Change

FIRST application for a change of frequency by one of the 30 existing stations required to do so under the FCC's final allocation report [BT, April, 1952] was announced last week by WSAZ-TV Hunting- ton, W. Va.

WSAZ-TV requested permission to move Channel 10, licensed to Channel 3, boost effective radiated power from 16.8 kw to 84 kw. It reported that the move will cost approximately $200,000. It also said that the 1951 earnings after taxes were $183,185. In 1950, station had net after taxes of $3,089,70, application did not.

The new equipment has been ordered for July 15 delivery, and the West Virginia station hopes to be on its new channel with new power thirty days thereafter.

Single new application was by New York’s WNYC. Municipal station filed for commercial UHF Channel 66, seeking that it would operate non-commercial (see story page 70).

Among those announcing plans to file was WSIX Nashville, who proposes to seek Channel 8 with 316 kw, spend more than $500,000, it reported. KFWB Los Angeles has told the Washington council to file for a UHF channel in Los Angeles. Lone Washington commercial UHF channel got its second contestant when WEAM in suburban Arlington, Va., announced it would seek the Washington channel in order to “serve a northern Virginia area separate and distinct from the service now available in the District.” Previously, WQMS Washington had announced it was filing.

WGAR Cleveland announced that it was filing an application for UHF Channel 66 with an ERP of 100 kw. The transmitter location would be on the 60 acres of land owned by WGAR in Broadview Heights, Ohio. There would be an additional studio in the Hotel Statler. Estimated cost is $700,000.
TELEVISION will be installed in every motion picture theatre in the country, and profits on the hoked-admission events will be "fabulous." This was the prediction of Nathaniel H. Halpern, president of the Theatre Network Television Inc., as he spoke to members of the Society of Motion Picture and Television Engineers meeting for its four-day 71st annual convention in Chicago’s Drake Hotel last week.

Mr. Halpern, speaking Monday evening after the opening sessions, discussed basic needs from three viewpoints—(1) industrial development, (2) programming, (3) public reaction and (4) program distribution.

Envisioning a future with TV installations in some 20,000 more theatres, contrasted with the present 76 houses in 37 cities which are equipped for TV, Mr. Halpern said one of the greatest limitations to growth of the medium has been a lack of telephone relay facilities for TV.

Summarizing a plan of his company, Theatre Network Television, to teletask nine special features from March 3 to April 13, Mr. Halpern said the program schedule was cancelled because American Telephone and Telegraph was unable to clear lines to 23 metropolitans areas. The number of clearance requests was 207, with AT&T able to furnish only 56 or 27%. Mr. Halpern said. He added that the telephone companies “have shown increasing interest in the development of the theatre TV facilities needs” and he anticipates AT&T will “free more神经 facilities” in the future.

Discussing potential profits to theatre owners, the speaker outlined the case of one motion picture house in New York which was among the first six fortunate, exclusively last summer. The house had 3,000 seats. Net receipts at $1, $2.40 gross admission and a sellout with $2 buys, a standby room came to $7,800 after taxes. Of this, total TV costs were $4,000—considered high because of the small number of theatres in the network—leaving a $2,350 profit for the exhibitor. “The deduction of normal house expenses and film distributor costs still left this exhibitor with a whopping profit for a single theatre TV show,” Mr. Halpern said.

Theatre TV Costs

Discussing theatre TV costs, he noted that exhibitors have swapped their box office charges considerably since the advent of the medium, in one case from $4 cents to more than $20. He said there was one instance of concession sales during a teletask going up 400%.

Success of theatre TV depends to a large degree on the super events which are (1) exclusive, (2) promoted well and (3) teletasked regularly.

Profits will be high for theatres with TV installations because the investment as well as operating losses are relatively small, even with a few theatres participating in the plan. Costs will drop even lower with addition of more outlets. He included costs of commercial teletasking to some sets, saying networks and stations “made large-scale investments and sustained high losses for years” before making any money.

The “relatively small losses” recorded thus far in theatre TV are attributable to (1) few theatres involved, (2) more than a full year cycle for volume-attractions, (3) absence of a regular year-round flow of programs and promotion, and (3) pricing policies followed by theatre men.

ALL SPEECHES AND TECHNICAL SESSIONS on opening day of the convention concerned television, beginning with a luncheon address by W. R. B. Baker, vice-president of General Electric and general manager of the electronics division. Mr. Baker outlined work of the Radio-Television Manufacturers Association's Television Standards Committee, saying the color TV standards report of the committee will be released this fall after completion of field tests during the summer.

Eleven technical sessions of television engineering matters took place Monday afternoon and evening.

GLOBAL TV PLAN

Sen. Capehart Supports

FOREIGN countries should hitch their wagon to the American electronics star by adopting U. S. TV standards as a prerequisite to any global television plan, according to Sen. Homer E. Capehart (R-Ind.).

In an article appearing in the April 4 issue of Broadcasting and Television Opportunities magazine, Sen. Capehart declared "there should be no question in any nation's mind as to the adoption of our standards." He was commenting on the recently issued U. S. video standards (525 lines, 60 fields, 6 mc) and expressed hope other countries would follow suit [B&T, April 7].

Further in the article, which was reprinted in the April 17 Congresional Record on Capitol Hill, Sen. Capehart stated, “We have wasted a lot of money on the Voice of America. It can never be as effective as television as a medium for message and information. . . . The American people have spent more than $4 billion in the purchase of sets as proof of their confidence in our [TV] standards.”

TECHNICAL NEED

See for Servicing, Stations

A NEED for 170,000 new TV technicians was predicted by Leonard C. Lane, president of the Radio-Television Training Assn., last week when he spoke before a meeting of the association held to appraise the TV freeze end.

"Estimating five or six service calls per set per year—a reasonable figure in view of use of the lesser known UHF band—as many as 100,000 new servicemen may be required for repair of the 20-40 million new TV sets Americans will be buying in the next four or five years," Mr. Lane said.

In late April, he anticipated that 10-40 technicians, exclusive of graduate engineers, will be needed to man each of the 2,000 possible new transmitters, plus 20,000 extra technical personnel for expanded TV manufacturing operations.
Walker Warns Educators

By JOHN OSBON

The Commission has placed a heavy burden of responsibility upon educators throughout the country. Educators now have the primary duty to see to it that this golden opportunity of TV is taken advantage of and that . . . stations are built as soon as possible. . . . Their failure to meet the challenge of these television assignments will be a huge "black eye" which they will have to wear, without honor, for a long time to come. FCC Comr. Frieda Hennock before the Institute for Education by Radio-Television April 18.

"... With this somber note of warning and evident concern over the one-year time limit of application for educational TV reservations, Comr. Frieda Hennock raised the storm flag for educators at the 22d Annual Institute of Education by Radio-Television in Columbus, Ohio. Whether educational groups would rally around the flag appeared questionable as the four-day conference closed April 20. "The most important thing now is to get applications to the Commission for construction permits," said Comr. Hennock to a ballroom-packed audience. "Therefore, educators in every city affected must, as soon as possible, begin the work necessary for the filing of such applications. But first, the decision to build the stations must immediately be made and some enlightened public-spirited and enterprising person in each city must take the lead in getting the necessary preparatory staff work completed." Comr. Hennock dominated two sessions on educational TV April 18—one a clinic on utilization of channels, for which she gave a prepared talk, and a second general meeting which she was active from the floor. Additionally, she reportedly was closeted with several educators in side discussions to offer advice on more particular problems.

At one point, Comr. Hennock said: "Don't worry about money too much—just get in those applications." She also told IERT members, in response to a question, there would be sufficient dual-band VHF-UHF receivers available for the first start operation just as with commercial telecasters.

In this connection, Comr. Hennock blurted out: "We seem to have no jurisdiction over set manufacturers, which perhaps is a grave defect." She urged educators to apply in any event even if their funds situations haven't firmed up yet and even if they could program the station only on Saturdays. This also was the position taken by the Joint Committee on Educational Television and Ralph Steele, its executive director.

Comr. Hennock stressed the urgency of filing for the 242 educational reservations, of which 80 are for VHF, and at times directed implied criticisms at educators for their failure to get down to grassroots level in their thinking. Her warnings were coupled somberly with references to "those who found significance in the large number taking the courses for credit, paying fees and actually finishing the course. The proportion was said to be much higher than that among the more conventional university extension courses.

Among other speakers were Dr. Allen B. DuMont, who reviewed the history of TV and expressed confidence in the future of UHF; and A. S. Dunton, chairman of the board of governors of the Canadian Broadcasting Corp., who said that CBO's first two TV stations in Montreal and Toronto—would begin operation this fall.

Consensus of those present was that finances for building TV stations are not nearly as important as the large sums necessary to operate.

KANSAS will have an educational television service if the plans of just one committee representing two state educational institutions are realized, according to Chancellor Franklin D. Murphy of Kansas U. and President James A. McCain of Kansas State College.

The Kansas educators said the committees for several months have been exploring "ways and means for efficiently, intelligently and economically bringing a first class telev-ision service to . . . Kansas."

Kansas State College has telecast experimentally for years, with a low-cost unit, and Kansas U. Medical Center's permanent day-by-day closed circuit TV system was first used in September 1949.
HONORED WITH FIRST RTMA AWARD


A nominating committee was named to submit nominees for RTMA officers other than the presidency. Mr. Daniel, RTMA president, is serving a three-year term.

The committee comprises Max Belcom, Sylvania Electric Products, chairman; Paul Galvin, Motorola Co.; Mr. Muter. All three are ex-presidents of RTMA.

The Canadian RTMA board was invited to join the U. S. board at a meeting to be held April 16-17, 1953, at the Ambassador Hotel, Los Angeles.

HONORS NBC-TV SHOW

Steve Land, NBC's 'Battle Report' program, was awarded the NBC Trophy. In his acceptance speech, Land stated: "'Battle Report' becomes a part of the tradition of a free people." Mr. Steelman said, "Let me say once again how greatly indebted we are to you for this magnificent program of the world's first and the greatest of all war correspondents, who, in his own words, has published a book, In Their Own Words, to honor those who have served in the Korean war and the world-wide fight against communism, as commended by President Kennedy's issuance of a special week of coverage of the war.

"Before Battle Report becomes a part of the tradition of a free people," Mr. Steelman said, "I am heard to announce the program of the NBC Trophy Award. The series, which started Aug. 15, 1956, and ran for 86 programs, ending April 29, 1957, is produced by Theodore Ayers, written by Lou Hazan, and narrated by David Brinkley.

'COMEDY HOUR' C-P-P May Film Series

IF COSTS can be held to the same level as live telecasts, Colgate-Palmolive-Peet will film the weekly NBC-CBS Comedy Hour next fall, eliminating kinescopied West Coast repeats.

Leslie Harris, C-P-P radio-television division vice president, said Thursday, he has selected facilities and baud. He said it was certain filming would be done if the required AFM 6% trust fund for the film setup on live music on TV film is eliminated.

The budget has been set at $50,000 for the 39 Comedy Hour shows starting Sept. 21, it was said. Mr. Hope, said to the comedy line-up, and Donald O'Connor and Eddie Cantor receiving increased salaries, production and time costs per show will be about $125,000 next season as compared to the current $97,000. Mr. Hope, is to receive $40,000 per telecast and supply added talent and writers.

Under the schedule setup for next fall on a rotating basis, Mr. Hope, is to do 10 telecasts, with Martin Leder, Abbot & Costello and Donald O'Connor doing six each and Eddie Cantor 11.

Mr. Hope is chairman of ASNE's Freedom of Information Committee, replied to Messrs. Koop and Taylor's plea for coverage of news events by all media.

Mr. Hope said his committee had decided that the important thing was the elimination and prevention of closed, secret meetings, and not that the media be allowed to cover. He predicted that the problem of restricted TV coverage would resolve itself within two years.
An Open Letter to WWL Concerning Television In the New Orleans Market

We believe that you have done a commendable service for the development of television in New Orleans by clearly stating your position with respect to your request for the assignment of Channel 4.

Community Television Corporation also believes that additional television stations on both VHF and UHF should be established as soon as possible in New Orleans thereby giving New Orleans the widest possible choice of television programming.

Community Television Corporation, which consists of 75 local stockholders including many business men active in the civic, financial and social life of New Orleans, is filing an application for TV in New Orleans and will specify Channel 26.

As you did, we also want to let everyone interested in filing an application for TV in New Orleans know of our plans in advance. Our belief is that by so doing others who may be preparing applications for a television station in New Orleans will have sufficient notice and will see fit to file their applications specifying the remaining, unapplied for channels in this community, thereby avoiding bickering, and long drawn-out hearings and delays.

We, too, are going on record in not trying to outguess other applicants. Our decision to file on Channel 26 is made and it is our intention to adhere to this request.

We are joining with you in the spirit expressed in your forthright position in announcing your intentions with respect to television, and we do so with the same desire of expediting the processing of television applications for New Orleans and the bringing of additional TV service as soon as possible in its full measure of enjoyment to our fellow citizens.

COMMUNITY TELEVISION CORPORATION
505 BARONNE STREET NEW ORLEANS, LOUISIANA

JULES J. PAGLIN, PRESIDENT — STANLEY W. RAY, JR., V. PRES. AND GEN. MGR.
would profit by education's failure has been made.

Com. Hennock stressed that if educators don't use their VHF assignments, "educational interests will soon find themselves with problems they will have to solve." Since most non-commercial educational TV efforts of certain universities, (Syracuse University, etc.)

Seymour Krieger, counsel for the Joint Commission on Educational Television, emphasized urgency, but strongly advised educators to consult FCC's rules before organizing and starting operations. Other facets he urged in referring to applications, were data on time, programming and engineering. Closed circuit TV also cropped up. JCT had estimated that more than half would hold last week's file for educational outlets and that "half will get in substantial readiness to file within the year's grace." His estimated the substantial number of stations indicating interest in TV, only a score or more have funds. Mr. Steelee said none would be on the air by year end.

When the smoke had cleared, broadcasting and telecasting sounded out at random university and college representatives on their TV planning to date. Most were unaware how far their own courses had been charted or declined to have their reactions quoted by name.

They said actual steps must be announced by the day, and the application of their respective institutions and noted the importance of the Educational Television Programs Institute conference which was open and provided a glimpse of the educational future (see separate story).

Need Questions Answered

What bothered educators was the lack of answers to these questions: (1) How can we file applications and order equipment when we're not sure we will have sufficient funds? (2) Will not the Commission's rejection of partial commercial participation redound to a major disadvantage for us?

One educator said pointedly that FCC's ban on partial commercial participation would "bankrupt" educators who would try to get into TV. Another asked whether prospective stations could obtain equipment from manufacturers without reasonable assurances of financial backing. Still another complaint by some IERT members was that they knew nothing about the one-year time limit on educational reservations.

Moreover, the station representation (from Minneapolis-St. Paul) asked: "How can you apply to the Commission for a TV station and list estimated costs if you don't know what the educational institution to which you are affiliated and where they're coming from?"

There also were grumblings over the 102 UHF assignments, which some educators believed "waste" of Ohio State U., felt were meaningless in the light of present TV development and lack of audience.

As William G. Wilcox, OSU public relations director, explained, the FCC's "vision" of educational TV (here) is still dependent on the cooperation of the three local commercial stations for any live program time. The FCC announcement said the stations "are now available to the university a channel (UHF Channel 34) that now is of no practical value. There are few if any re- ceivers or other equipment equipped to receive broadcasts in the ultra high frequency range." OSU was rejected in a bid for VHF Channel 12.

No Immediate UHF Plans

The Ohio university thus has no immediate plans for UHF and must continue to seek time as it is made available to us on the three Columbus stations," Mr. Wilcox said.

Also rejected for VHF were East Orange, New York, Los Angeles. While VHF Channel 7 was set aside for non-commercial educational use in Salt Lake City, plans of Univ. of Utah were not revealed during the conference. Numerous groups in Chicago will apply for VHF Channel 11. The organization of some other cities are readying applications according to JCT (B&T, April 21).

As one concrete step, educators were urged to concentrate at the outset on purchasing kinescope equipment and film studio facilities. Programming would be left in nature, of course, with stations taking advantage of FCC's leniency to concentrate at the outset of operation. As little as a half-hour or two hours a day at the outset of operation was mentioned more than once during the sessions. As an alternative to "non-profit," educators were told they could compete for commercial stations.

Minimum programming was an advantage of which some educators were quick to apprise their uninformed TV-minded colleagues. It also was explained that stations may sell programs but not time. The Commission's rules, accompanying the Assignment Table, lift provisions for time-operation from FM regulations and apply them to non-commercial educational TV broadcasting.

Appearing under "General Operating Requirements, Sec. 3.561 (b), the rule states:

"Non-commercial educational television broadcast stations are not required to limit their operation to one program per day, or to operate for no minimum number of hours of operation. The time of operation during a license period shall be up to the discretion of the station operator in considering the renewal of a non-commercial educational television broadcast license.

With respect to the latter reservation, some panelists at the IERT convention professed belief the FCC's requirement that educators on the premise that the operation is substantially "in the public interest" and because of acknowledged difficulties school groups will face in programming, production and connection.

While a handful of educators were privately inclined to brand cooperation by commercial broadcasters as inadequate on educational programs, by far the majority praised the industry for its efforts. The JCT also is on record as lauding private operators.

Utilization of commercial TV and radio stations for presenting educational programs was expected during the convention. Arnold L. Wilkes, public affairs director, WBAL-TV Baltimore (Heart Radio) was an example. His station, including James Hanrahan, WEVS (TV), Cleveland, and JCT's Mr. Steelee. Examples of TV programming on commercial outlets in Baltimore, Columbus and other cities were cited.

Similarly, concrete examples were mentioned. Franklin P. Dunham, radio-TV chief, U. S. Office of Education, noted that educational stations in which local stations have cooperated on educational features (see story page 75).

AFA TV SESSION

Thaw Effect on Agenda

TELEVISION will be examined by authorities from the advertiser, agency, network and production fields during the TV session of the 46th annual convention of the Ad- vertising Sales Executives association, scheduled June 8-11 in New York, it was announced last week.

Robert M. Gray, director of advertising and sales promotion for Esso Standard Oil Co. and general chairman of the convention, said speakers for the television session, under the chairmanship of TV Vice President of the Advertisers' Association, George P. Hollingbery station representation firm, would include the following:

Raymond F. Guy, manager of radio and telecasting operations for ABC, speaking on "The Mystery of UHF Telecasting"; Henry Schacht, Borden Co., advertising di- rector, on "What the Television Thaw Means to the Advertiser"; Charles E. Midget Jr., manager of broadcast media for IBM, on "The Tele- vision Thaw Means to the Advertising Agency"; Fred M. Thrower, CBS-TV vice president in charge of network sales, on "What the Thaw Means to the Networks"; Wai- ter Craig, Benton & Bowles vice president for TV, on "The TV Snow Show Business"; George T. Shupert, vice president of Peerless Television Productions, "Films May Answer TV Problems of the Future," and John E. Fetter, WKZO-TV Kalam- azoo, chairman of the NARTB Tele- vision Division, on "Commercial Television Belongs to the Public."

The TV session, scheduled the morning of June 11, also will include initial announcement of re- sults of the "Television in Your Home" survey now in progress, on "Where TV Produces the Most Sales." Speakers

said this survey "is expected to yield new and basic marketing information of value to all advertisers."

CBS TV RATES

New Card Shows by Groups

FULL CBS-TV network of 62 stations has a base rate for one hour of one-two one-time basis of $5,200, according to rate card No. 7, effective April 15, 1952.

Card shows these stations broken down into a basic interconnected group of 26 stations, available only as a group, at $30,625 per evening hour; a northwest supplementary group of three stations, available only as a group with the basic group, at $1,660; a supplementary interconnected group of 26 stations, available individually with the basic group, at $7,425; and a supplementary non-interconnected group of four stations, available individually with the basic group, at $1,500.

Card contains no station rate increases not previously announced, but the CBS TV network has been increased from 21 to 29 stations, a minimum requirement for all new business or on contract re- newal for current business. Addi- tionally, the basic CBS network are: Minneapolis, Omaha, Salt Lake City, San Diego, San Francisco, Dallas, San Antonio and Tulsa.

Join Network July 1

Three of those cities—Dallas, San Antonio and Tulsa —will not join the interconnected CBS network until July 1, when Houston, Miami, New Orleans and Oklahoma City will also become interconnected with the CBS-TV network.

Los Angeles, Salt Lake City, San Diego and San Francisco are subject to transcontinental cable charges of $2,400 an hour for a westbound channel, $2,400 for an eastbound channel, unlike charge for station rates, set at 80% of the hour rate for 45 minutes, 60% for 30 minutes, 50% for 20 minutes, 40% for 15 minutes, 32 1/2% for 10 minutes and 25% for 5 minutes. The cable charges are on a straight-time-proportion basis, 50% of the hour charge for a half-hour, 25% for 15 minutes. CBS is absolving the extra cable charges for St. Louis ($130) and Memphis ($280) formerly passed along to the TV network clients.

Advertisers using the CBS-TV network on an alternate-week basis are now allowed half of the annual discount if they complete 26 broadcasts within a 52-week contract period. This means, in effect, a discount of 5% of the largest amount of weekly gross billing, where the every-week clients get 10%.

CBS The new network now permits the commitment of 16 stations, whereas CBS-The new network now permits the commitment of 16 stations, whereas CBS TV network requires that applicants for broadcast time be prepared to commit now for the entire 1952 television season.

said this survey "is expected to yield new and basic marketing information of value to all advertisers."
The Finest Package of films Available For Television

<table>
<thead>
<tr>
<th>Title</th>
<th>Cast</th>
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<tbody>
<tr>
<td>Long Voyage Home</td>
<td>John Wayne, Thomas Mitchell, Barry Fitzgerald</td>
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<tr>
<td>Stand In</td>
<td>Humphrey Bogart, Joan Blondell</td>
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<tr>
<td>Stagecoach</td>
<td>John Wayne, Claire Trevor, Thomas Mitchell</td>
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<tr>
<td>The Kansan</td>
<td>Richard Dix, Jane Wyatt, Albert Dekker</td>
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<tr>
<td>Trade Winds</td>
<td>Fredric March, Joan Bennett, Ralph Bellamy</td>
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<tr>
<td>Silver Queen</td>
<td>George Brent, Bruce Cabot</td>
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<tr>
<td>Sundown</td>
<td>Gene Tierney, George Sanders</td>
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<tr>
<td>Slightly Honorable</td>
<td>Broderick Crawford, Pat O'Brien, Edward Arnold</td>
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<tr>
<td>52nd Street</td>
<td>Kenny Baker, Leo Carrillo, Zasu Pitts</td>
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<tr>
<td>Eternally Yours</td>
<td>Broderick Crawford, Loretta Young, David Niven</td>
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<td>House Across the Bay</td>
<td>George Raft, Joan Bennett, Walter Pidgeon</td>
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<tr>
<td>To Be or Not to Be</td>
<td>Jack Benny, Carole Lombard</td>
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<tr>
<td>Vouges</td>
<td>Joan Bennett, Warner Baxter, Mischa Auer</td>
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<td>History Is Made at Night</td>
<td>Charles Boyer, Jean Arthur</td>
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<td>Crystal Ball</td>
<td>Paulette Goddard, Ray Milland, William Bendix</td>
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<td>Young and Willing</td>
<td>Susan Hayward, William Holden</td>
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<td>You Only Live Once</td>
<td>Henry Fonda, Sylvia Sidney</td>
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<td>Blockade</td>
<td>Henry Fonda, Madeleine Carroll</td>
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<tr>
<td>Woman of the Town</td>
<td>Claire Trevor, Henry Hull, Albert Dekker</td>
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<tr>
<td>I Married a Witch</td>
<td>Fredric March, Veronica Lake</td>
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<tr>
<td>Foreign Correspondent</td>
<td>Joel McCrea, Laraine Day, George Sanders</td>
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<td>Winter Carnival</td>
<td>Ann Sheridan, Richard Carlson, Robert Armstrong</td>
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<tr>
<td>I Met My Love Again</td>
<td>Joan Bennett, Henry Fonda, Alan Marshall</td>
</tr>
<tr>
<td>American Empire</td>
<td>Richard Dix, Preston Foster</td>
</tr>
<tr>
<td>Buckskin Frontier</td>
<td>Richard Dix, Jane Wyatt, Albert Dekker</td>
</tr>
</tbody>
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write, wire or phone

masterpiece productions, inc.

45 West 45th Street, New York 18, New York
luxemburg 2-7177
EARLY history of Paramount theatre acquisitions was probed by FCC counsel last week during the protracted ABC-UPT merger hearing [of April 30].

Appearing were Leonard H. Goldenson, UPT president, Robert W. Wilby, UPT director, and Barney Bablan, president of Paramount Pictures.

FCC counsel appeared to be trying to show that Paramount had attempted to restrain trade by limiting the number of theatres in some cities and by requesting that other film companies hold back reruns of films from certain theatres. For its case, the Commission counsel produced more than 100 exhibits, most of which were copies of letters.

Most of the letters were dated from 1925 to 1926, but none of them were brought out by the Justice Department in its investigation of the motion picture companies before the consent decree in 1946, it was explained.

Introduction of the correspondence was the subject of protracted wrangling between Paramount Counsel Paul A. Porter, former FCC Chairman, and FCC Counsel James O. Juntila. Mr. Porter's point was expressed at one point in this way: "Efforts to reconstruct events of a quarter-century ago doesn't offer much value to the examiner and the Commission as to the qualifications of Paramount to be a broadcast station licensee today.

Among the FCC exhibits was a letter from M. A. Lightman, president of Malco Theatres Inc., Memphis, Tenn., who wrote to Mr. Goldenson about the acquisition of a building in a choice location at Owensboro, Ky.

Mr. Lightman wrote: "It is not altogether a secret and we add—alas temporarily—stem the tide of a new theatre by some outsider by having made the purchase.

... We can convert the present Malco or Seville [theatre] into a store and in that manner we would not increase the number of theatres.

Other letters, between various Paramount officials or executives of affiliated or subsidiary companies concerned theatre acquisition and Paramount trade practices in Detroit, Chicago, upper Michigan state, northern Illinois and Indiana.

One letter was written by M. M. Rubens, director and secretary of Great States Theatres Inc., which in 1926 was owned 30% by Bablan & Katz. Mr. Rubens was writing to A. L. Mayer, who described in his letter the structural condition of two theatres. He wrote: "If Streeter, Ill., is strategically located and it looks as if there is money to be made in it, obtain a new choice location for a theatre and have two ... [theaters] condemned and turned back to their owners.

If you boys are really clever con-man, why not sell the [theatres] back to the owners after you get a new location? We have the ... [theater] condemned.

Mr. Bablan called the letter "silly." He could not recall even having written or received some of the letters and notes.

At one point Mr. Bablan said that some of the letters were imitated and he could see no point in their being offered to FCC.

A. H. Blank, another UPT director, is due to be cross-examined today (Monday).

RF Coaxial Switch

TEST of a new RF coaxial switch by WBAL-TV Baltimore was to take place Thursday night. John Wilner, station engineering chief, said an alternate 500 w transmitter has been installed to safeguard TV reception in case of a breakdown of the main 5 kw transmitter. The new RF switch, reported as the first of its kind designed for high band broadcasting, would permit the changeover in a matter of seconds. Switch was designed by station's engineers.

Theatre Acquisitions Probed

TV Effect in Movies 'Not Permanent'

OFFICIAL offices tend to quibble as the TV set ages, Leonard H. Goldenson, president of United Paramount Theatres, said in his reports to stockholders.

Repeating the stand last year the TV set areas than in non-TV areas," Mr. Goldenson noted nevertheless that "the inroads of television moderate affects security, and indicates an increase of $8,733,000 over 1950 assets, Mr. Goldenson pointed out. Working capital, increasing $5,900,000 to reach $34,851,000, reflected additional long-term loans plus net proceeds from federally ordered sales of UPT theatre properties, the president reported. Liabilities decreased from $12,391,000 to $9,684,000.

Report said that on April 19, 1961, a standby credit of $10 million was added to general corporate fund. In anticipation of increased capital requirements for the acquisition and operation of television facilities." If the merger with ABC is consummated, it was noted, there would be a "substantial portion" of ABC's debt, which UPT figures at $10,976,000 at year's end, will be paid off.

Indicating that two civil defense tests of theatre TV had fomented further CD plans to use the medium for public information and training programs, Mr. Goldenson predicted a wider use of theatre-TV for coverage of conventions, sales meetings and to introduce new product lines, in addition to training and educational presentations.

To keep abreast of electronic developments which may apply to UPT's field of activities, the corporation purchased 50% of Microwave Associates Inc., Boston, through a common stock purchase amounting to $97,500 on Jan. 15, 1952. UPT also agreed to lend Microwave their capital equipment to be subordinated to other Microwave working capital loans in the succeeding years.
You don't buy just BLOOMINGTON when you buy WTTV

You're buying a BILLION $ MARKET

That's right. WTTV reaches out to 57 Indiana counties (and quite a few in Illinois) with a population of well over 1 1/2 million.

Let your nearest Meeker rep show you what kind of area saturation WTTV provides in central and southern Indiana.

It's terrific!

STATION WTTV Affiliated with NBC-CBS-ABC-DUMONT

Owned and operated by Sarkes Tarzian in Bloomington, Ind.
AT&T plans to provide adequate interior network TV facilities as they are needed to fill requirements of TV station and network broadcasters arising from the lifting of the ban on new station construction. A spokesman for the telephone company's Long Lines Dept. pointed out Thursday that "the present construction program includes the installation of TV channels over certain main routes in anticipation of the industry's requirements."

"Further expansion of the Bell System's network," he said, "will be governed by the rate at which new stations are constructed and the clarification of the needs of individual stations and the network broadcasters. Future steps also may be influenced by the availability of critical material."

Stressing the importance of AT&T receiving adequate advance notice of plans of TV construction so that it may schedule its own facilities construction program accordingly, he said: "We are keeping in close touch with the network broadcasters and hope that individual station owners will let us know promptly of their plans."

** N. Y. Set Survey Reported by Pulse

SURVEY of some 1,500 families throughout the metropolitan New York area indicates that 63.8% of the homes are equipped with television sets, 23.4% of them RCA models.

Conducted in January by The Pulse Inc. for Joseph Jacobs Advertising and Merchandising and announced last week, results indicate that while RCA dominates the market, Philips is gaining on it from the 27.25% reported for January 1951.

Second and third places in 1952, as in the earlier study, were held by Philco—found in 12.3% of the homes—and Admiral—in 8.8%—both standings showing an increase during the year. Gains were also reported for DuMont receivers, now found in 6.5% of the homes, Motorola, in 5.5%, and General Electric, 4.8%. Zenith, which ranked fifth in 1951, was in seventh place for January 1952.

Drama Study Shows Adults Like Comedy

TV DRAMA survey of 758 adults in the New York metropolitan area among 15 dramatic programs indicates 71% favor the one-hour program over shorter dramas and that comedy is preferred to other presentations, according to the March 1952 issue of The Television Audience of Today.

Weekly Television Summary—April 28, 1952—Telecasting Survey

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*Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
You Can't Buck Uncle Buckshot

When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area*—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5; viewers per set, 4.9

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
putting our television broadcasting activities on a profitable basis as soon as possible. To this end, while our 1961 network operations produced a total income much higher than in the previous year, operating expenses were not permitted to rise in the same proportion.

“Our efforts will continue along this line in 1962,” the report stated, “building sales volume while holding expenses within reasonable limits, and, because the network is a major integral operating division of the company, it should produce important revenue in the year ahead.”

During 1961, the network’s key station, WABD (TV) New York, moved its transmitter to the Empire State Bldg., adding 3 million persons to its potential audience, the report noted. It also cited work during the year on a new DuMont Television Center in New York City and at the DuMont-owned WTG (TV) Washington.

N.Y. UHF FIGHT
Many Seek Channel 31
THREE-WAY fight loomed last week for the sole additional commercial television channel earmarked for New York City by the FCC in its freeze-lift allocations [B-T, April 14].
Municipally owned WNYC filed an application for the channel—No. 31—on Tuesday, while WHOM and WOW, independents which specialize in foreign-language programming, announced that they, too, would compete for the assignment.

WOF, which maintains studios in Rome as well as New York, reported its TV plans “well advanced,” saying it would apply for Channel 31 “in due time” and proposing to render a service that “is... not now available to New York audiences”—a reference that was construed to mean that foreign-language programming is “to a large extent inferior.”

“arrested in the early development of our television preparations over the past two years,” WOW said in its formal statement: “We are now interested in film production in Italy and Germany, and these activities are being expanded. We expect to have substantial quantities of new films available for broadcast by the time operations will be due to start, along with other programs material of diverse type.”

“We have made steady progress in our television preparations over the past two years,” WOW said in its formal statement: “We are now interested in film production in Italy and Germany, and these activities are being expanded. We expect to have substantial quantities of new films available for broadcast by the time operations will be due to start, along with other program material of diverse type.”

“The organizational and financial aspects of television operation have been given equal attention and we will be equally ready on these counts.”

WHOM’s plan to apply for Channel 31 was announced by Fortune Pope, president of the station and WHOM-FM as well as publisher of Il Progresso Italo-Americano, daily newspaper.

He indicated, however, that it had not been decided whether WHOM’s television program problem would include foreign-language shows.

NWC ‘52 PLAN
May Be Revealed May 1
TELEVISION Committee of the National Collegiate Athletic Assn. is expected to announce its operational procedure for the 1952 football season shortly, Asa Bushnell, director of the NCAA TV program, said Thursday after a two-day meeting of the committee.

Details of the plan are expected to be made public at the same time, possibly May 1. It is submitted to member colleges for approval, he explained, with the opposition expected from the colleges since representatives from each regional athletic association have participated in its development. All major networks have also been asked for suggestions, and each of them has sent representatives to a number of TV committee meetings, Mr. Bushnell revealed.

“I think it’s safe to say that the networks would prefer no plan at all,” he added, “but I also think they will find this one as satisfactory to them as is possible.”

SET SALES FUTURE
No Prompt TV Thaw Aid
LIFTING of the TV freeze by the FCC will have little “substantial” effect on set sales until late this year, according to Condr. Eugene E. McDonald Jr., president of Zenith Radio Corp., Chicago, who spoke at the annual shareholders meeting last week.

Mr. McDonald, whose profit is down but the lower earnings reflect a more normal operation than that of 1951’s first quarter when wholesalers were building inventories against threat of shortages, Condr. McDonald stated. Net consolidated profits for Zenith and its subsidiaries for three months ending March 31 amounted to $1,083,244, or $2.20 per share after deductions. These results compared with $2,228,709, or $4.53 per share for the same quarter a year ago.

Extension of networks to areas not now on the cable and interest in the Presidential conventions will, however, “assist greatly in leveling out the normal summertime seasonal drop in radio and television production and sales,” he said, adding that the latest available market surveys show there is “little danger of a repetition of the highly volatile inventory situation” which took place last year.

posals would include foreign-language shows.

WNYC officials have said that, although Channel 31 is a commercial frequency, they would operate it non-commercially—as WNYC is operated—in event the municipality receives the FCC grant. They pointed out they had intended to apply for Channel 25, allocated to New York City as a non-commercial educational channel, but were blocked by FCC’s ruling that such channels may be awarded only to educational institutions.
NEW CHANNELS FOR IMAGINATION

- With each new channel added, or increase in station power, the number of people in front of television screens goes up. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more solidly sold. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively...geographically...the sky's the limit. • Complete technical information concerning film selection and processing is available...together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division
242 Madison Avenue
New York 17, New York

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California
TV Holds Accounts  
(Continued from page 57)
back into television by participation in The Goldbergs on NBC-TV. Manhattan Soap Co., New York, which has dropped One Man's Family (Saturday, NBC-TV), reportedly was unhappy with the time period. But the firm has started a radio spot campaign for the spring and summer and is expected to return in the fall with another show. Scheideril, Beck & Werner, New York, is the agency.  

Manville, TV present. bought of another expected to be reported. Family (Saturday, which has dropped a program in The Goldbergs. The second second was understood to be moving through the agency. The purchase of Pillsbury -TV, was made up of TV as an air navigation aid. They reported that the guy wires of a triangular tower of that height would extend about 65% up the tower and require 1,250-1,500 foot-square plot on the ground. They also disclosed that towers of that height would probably have simple elevators for maintenance of aircraft warning lights.

Air Force Col. J. J. McCabe said the Air Force recognized the need for high TV towers, acknowledged that TV was necessary and useful as a medium for the dissemination of information, even envisaged use of TV as an air navigation aid to the point where some day all planes would fly "visually" with a TV receiver showing the pilot where he is going. Other ideas expressed by aviation representatives were similar to those already advanced by the same interests previously (see below).  

In a pre-conference memorandum, prepared in Conn. Webster's office, the purpose of Friday's conference was set out as: Determination of a method of achieving uniform treatment by the nine Regional Airspace Subcommittees of applications for radio and television antenna towers over 500 ft. in height located off presently existing airways.

After recounting the current regulations on the subject and what was called the maintenance of "excellent cooperative relationships in these matters," the report indicated that a desire to change these relationships, but that with the advent of faster aircraft and higher towers, it is necessary to work in this direction.  

As one proposal, explicitly labeled "for discussion purposes," the memorandum suggested that towers more than 500 ft. high and located outside "civil" airways should not be considered to give an air navigation aid if the towers are "below a plane with a slope of 50:1 measured upward and outward in a vertical plane at right angles to the boundary of an airway or control area or the five-mile boundary from the center of a direct off-airway flight path.

The suggestion also embodied the principle that any object over 800 ft. high that five miles from the boundary of the airway or direct route should not be considered to give an hazardous obstruction to air navigation.  

For text of pre-conference memorandum, see end of this story.)

During the last month, aviation interests have made a number of proposals concerning what they believe is the forthcoming plethora of 1,000 and 2,000 ft. TV towers. A summary of those proposals is as follows:

1. Request that Congress amend the Communications Act which specifically would give the FCC authority to deny applications whose antenna sites or heights are found to be air hazards.

2. Requirement that all TV antennas be installed on a single tower.

3. Requirement that all TV towers be located in areas not already considered an air hazard area.

4. Requirement that the height of TV towers be limited—through FCC rules, through Congressional action.

5. Requirement that a radio warning device be installed at each antenna site.

6. Establishment of a national set of standards that all CAA regional airspace subcommittees would be required to adhere to when considering TV tower applications.

7. Requirement that TV coverage be obtained through the use of booster stations so that high towers would be unnecessary.

The recommendation by the Air Transport Assn, that an additional provision be added to the McFarland bill (S-688) still rests with the House Committee on Interstate & Foreign Commerce. ATA recommends that such an additional provision be added to the Communications Act which would give the FCC specific authority to deny an application which proposes an antenna site or height found a hazard to air navigation by the CAA (B’T, April 7).

The McFarland bill is awaiting clearance for Senate debate. It was reported out of committee two
must fly at least 1,000 ft. above the highest structure in its flight path. Consequently, erection of 1,000 and 2,000 ft. TV towers might necessitate changes in flight instructions in those areas.

According to best information, 2,000-ft. towers cost $815,000—including steel, construction, lighting and marking. Fifteen hundred foot towers are estimated to cost $400,000.

Highest TV tower at present is that of WSB-TV Atlanta. It is 1,062 ft. high. Next highest is KFMB-TV San Diego—1,017 ft. in height. Empire State Bldg. antennas for all but two New York City market TV stations are from 1,000 to 1,465 ft. above street level. Most TV antennas are from 500 to 700 ft. above ground. Tallest tower is U. S. Air Force control station at Rome, N. Y., air base. It is 1,250 ft. above ground and cost $256,000 to put up.

**CEREBRAL PALSY DRIVE**

Whole Industry to Aid

UNITED Cerebral Palsy's 1952 May campaign to raise funds for treatment of over 550,000 afflicted with the disease will be launched with the help of "the entire broadcasting industry," UCP officials announced last week.

All networks will carry announcements and special station breaks in two-day opening drive April 20-May 1 heralding the campaign, which will continue throughout May. Volunteer agency handling West Coast broadcasting campaign will be Leonard Shain Agency under supervision of William Crapo, radio-TV director, and William J. Stout, UCP West Coast representative.

"Advertising agencies and their clients, package producers and networks are being very cooperative in this special two-day coverage to announce UCP's national drive," commented Leonard H. Goldenson, UCP national president and president of United Paramount Theaters, which is in process of merger with ABC, subject to FCC approval.

**WCBS-TV Spot Up**

MORE than $400,000 in local and national spot business was signed by CBS-owned WCBS-TV New York in the two-week period which ended April 18. General Sales Manager George R. Dunham announced last week. The contracts, he said, included 13 new scheduled and several major renewals.

**Summer Show Set**

COLGATE-PALMOLIVE-PEETCo. will sponsor Big Payoff as summer replacement for its Colgate Comedy Hour on NBC-TV (Sun., 8-9 p.m.), effective June 22. Agencies are Ted Bates Inc. and Sherman & Marquette, both New York.

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**Floating Action!**

**"BALANCED" TV TRIPOD**

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:
3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rust-proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars.

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**RCA Diode Tube**

PENCIL-TYPE diode tube designed for use in UHF measuring equipment has been announced by RCA Victor Div.'s tube department. Tiny diode (RCA-6173) is an adaptation of the firm's pencil-type construction that had been restricted to triode types. It's smaller in length and diameter than a cigarette, and weighs less than one-fifth of an ounce. For use with coaxial and wave guide type transmission lines, this new tube can be employed in pulse-detection and pulse-power measuring service at frequencies up to 3,200 mc per second, RCA claims.
TELEPHONE TV NEWS PROGRAM
Aired by Four Non-Interconnected Stations

NEATEST TRICK of the week at Gardner Adv., St. Louis, is its simultaneous live news show on four non-interconnected television stations. The scheme calls for airing Televisions of the Week's News for Southwestern Bell Telephone Co. each Sunday on KSD-TV St. Louis, KRLD-AM TV Houston and WOAI-TV San Antonio.

Al Chance, agency radio-TV production manager and ex-cutive producer of the news show, set up the complex traffic scheme suggested by Douglas Williams, vice president in charge of public relations for the client. Mr. Chance arranged for International News Service to send its weekly roundup film to each of the stations Sunday morning. On the preview day, Thursday, he prepares a master script from an INS synopsis of the news matter. The master script and accompanying film run about 25 minutes, with both subsequently cut to 15.

The telephone company's program is produced via telephone, with May Kohler outlining splicing, audio cues and commercials as well as general production details to each of the four newscasters Sunday morning. No film titles are used, and each newscaster appears at his desk, following the same script as his colleagues. The show is edited and on the air less than five hours after the film is received.

The St. Louis film serves as the GRAND UNION TV Opening Gets Coverage PORTABLE TV units will be set up to provide New York audiences with one of the first telecasts of a supermarket opening when a new Grand Union store opens its doors in East Paterson, N. J., Wednesday. Opening day will be taken over by WNBT (TV) as part of the station's "Operation Chain Lightning," a mutual promotion plan between WBKB and some 1,500 retail outlets in the Manhattan area. WNBT will program three remotes from East Paterson at 11-11:30 a.m., 1-2 p.m., and from 6:30-6:45 p.m., to be conducted by Herb Sheldon, Morey Amsterdam, Josephine McCarthy and Jinx Falkenberg.

WJZ-TV New York, flag station of ABC-TV network, will telescast from the market area Friday, both indoors and out, with such performers as Tiny Ruffner, Karen Sage, The Fitzgeralds, and Dino Lucas.

On hand from time to time throughout the rest of the week-long telecast will be Jack Sterling, ringmaster of Sealest's Big Top, seen on CBS-TV, and Eloise Maclhine, Barbara Welles, Bobby Benson and Eddie Dunn and his Grand Union Caravan.

KPRC-TV Houston newswoman Mr. Damone represents one of non-interconnected video outlets in four cities narrating unique telephone news roundup sponsored by Southwestern Bell Telephone Co.

agency's pattern for editing. After telephone instructions on film and script are given the newswoman, he works with a director on film cutting and camera rehearsal. Alan Post, former announcer and now an attorney, handles the KSD-TV show. In Houston, Bob Dunders Jr. is the newswoman, while John Harper, who is also a folk singer, does the job in Dallas at KRRL-TV. The San Antonio man is Bud Vinson.

Mr. Chance, who produces the Mary Lee Taylor Show for Pet Milk on NBC, works with Bill Fisher, radio-televisions director for Gardner. Client supervisors are E. F. Weekley, advertising manager for Southwestern Bell, J. M. Freeman, information manager for the Missouri area, and Frank Witten, for the Texas area. Account executives are Jack Leah and Dean Pennington.

JULY CONVENTIONS
to be shown in Denver
KLZ-AM-FM and KOA-AM-FM Denver jointly announced last week that complete coverage by closed circuit television of the Republican and Democratic conventions in Chicago in July will be brought to Denver.

Hugh B. Terry, vice president-general manager of KLZ, and Charles B. Bevis Jr., KOA general manager, said that the public will be able to watch nominations on video sets in Denver's Shirley Savoy Hotel.

KECA-TV Vote
CIO'S NABET won 2-2 over AFL's IATSE the right to represent make-up department employees of KECA-TV Los Angeles after IATSE last month withdrew charges against ABC management of discriminatory interference in an election ordered last month by NLRB.

POLITICAL DEBATE
Aired on ABC-TV, NBC Radio
ABC-TV network, launching last week its 8-9 p.m. EDT coverage of speeches by Presidential candidates before the national convention of the League of Women Voters in Cincinnati Thursday, said the telecast will be sponsored as a public service by F. Lollard Co. for Old Gold cigarettes.

Time spot is currently occupied by Stop The Music with last half hour sponsored by Lollard, which will back a segment of Chance of a Lifetime, to be seen from 8-9 p.m. starting May 8 [B&T, April 14].

Unsponsored radio coverage of the event will be carried by NBC network which cooperated with Life magazine and the League of Women Voters to set up pre-convention forums at which questions for the candidates were prepared.

The Thursday meeting, described as a counterpart of the Lincoln-Douglas debates in which opposing candidates present their views to a single audience, will present Sen. Estes Kefauver (D-Tenn.), Harold Stassen, Gov. Earl Warren and, speaking for Gen. Eisenhowers, Paul Hoffman. Invitations have also been issued to Sens. Robert Taft (R-Ohio) and Richard Russell (D-Ga.).

FILM FIRE AT JWT
Extent of Loss Unknown
A LARGE quantity of film used for television commercials was destroyed and some photographic equipment damaged last Tuesday when fire broke out in a film storage booth in the tenth-floor area of J. Walter Thompson Co., 420 Lexington Ave., New York.

No estimate had been made late last week of the loss incurred in the blaze, which started at approximately 10:30 a.m., forcing nearly 100 people out of the offices. Unusual density of smoke required an extra call for emergency gas masks.

WBKB (TV) Offers Time
THE FIVE Chicago-area colleges which are airing educational programs on WBKB (FM) have been offered free time by WBKB (TV) to outline their educational objectives for their own video output. WBKB, which is affiliated with WBKB, has set aside a quarter-hour each Friday afternoon for representatives of the U. of Illinois, Lake Forest College, Illinois Institute of Technology, Roosevelt College and Loyola U. to discuss the needs of educational television, what viewers would like to watch and what the schools plan for TV.

Houston Telethon
SIMULCAST by Houston KPFC and KPRC-TV for 16 hours April 19-20 raised $120,000 plus or 90 cents per TV set in the area during a telethon drive for cerebral palsy treatment funds.
ARE commercial telecasters—networks and independent operators—cooperating with educational institutions by contributing their time and facilities to non-commercial fare in the public interest?

And are educators doing all they can to promote their own cause on commercial television outlets? The answer lies on scale, he noted, FCC regulations and reservations (see separate story).

Dr. Dunham feels commercial radio-television broadcasters are making important contributions but urged educators to take the initiative in their own communities as they have in connection with radio on which some 78 programs are aired each week by the networks.

"If we move this thinking into television which we are about to do . . . we will probably be able to present an equal number of educational television programs," he told IERT Director, agreed that was one of the most exciting experiments in the country. A commercial TV outlet of Iowa State College served by all four networks.

WCTP-TC, WTTC-TC Minneapolis-St. Paul—A server's strike a year ago started the ball rolling here educationally.

WMJ-TV Milwaukee and WBKB (TV), WENR-TW, WGN-TV, WNDB (TV) Chicago—Programs successful here "despite the fact that "demos" the time of the stations in these cities have been overwhelmingly great.

KSD-TV St. Louis—Carries many programs with public school system and cooperates with other institutions on feature programs.

WJZ-AM/WJZ-TV, WLWT (TV) Cincinnati—Shows put on by U. of Cincinnati and Xavier U. Also tested effectiveness of shows in project with WLWT.

WWSW (TV) Cleveland—Western Reserve U. produces four regular college courses for credit.


WHER-TV Buffalo—Early experimenter with programs, under aegis of Mount St. Joseph's Teacher's College and U. of Buffalo, with former center of TV training as well.

WHAM-TV Rochester—Pioneer in programming from start with cooperation of U. of Rochester and Eastman School of Music.

WSYR-TV, WHEN (TV) Syracuse—Former operates downtown and U. of Syracuse studios; later produces programs for School of Forestry. Both have experimented in drama, art, news and music.

Among the "outstanding" network programs cited by Dr. Dunham are ABC-TV's "Town Meeting of the Air," NBC-TV's "Inside Our Schools" (with Time magazine) and the opera, Amahl and the Night Visitors. CBS-TV's "See It Now" with Ed Murrow, Mr. I. Magination and New York Philharmonic Orchestra; and DuMont TV Network's "Keep Posted and Life is Worth Living" with Bishop Fulton J. Sheen.

Washington Watches

Women's Shows

WASHINGTON TELEVISION represents a $10 million threat to college football, according to Robert A. Hall, Yale, chairman of the National Collegiate Athletic Assn.'s special TV committee.

Sparking off a WTIC Hartford program, Yale Interpreter the News, Mr. Hall argued that colleges should share receipt of televised football, otherwise a financial premium on winning teams will be created and it will kill amateur football.

HILL CAMERAMAN

Proposed by Sen. Hayden

WHAT do Senators think of television as a medium through which they can express themselves?

The answer came during debate on an appropriations bill April 17. Sen. Carl Hayden (Ariz.) proposed the voting of a $5,600 salary for a newly-created TV cameraman post in the Joint Congressional Recording Facility, U. S. Capitol. This is the studio which records (or films) reports by congressmen for home station consumption.

Sen. Hayden's request was included in the Third Supplemental Appropriation without objection.
NOW YOU’RE COOKING WITH
WHEN TELEVISION
when you use the station that sells the housewives of Central New York through
Kay’s Kitchen

Thousands of homemakers are benefiting by the knowledge and experience of Kay Laron, herself a housewife and mother. She is hostess of this popular participating kitchen show, televised each weekday morning from 10 to 10:15 right before Arthur Godfrey. In her modern, fully equipped electrical kitchen, she demonstrates the latest kitchen gadgets, gives food hints, prepares and demonstrates recipes.

LET KAY’S KITCHEN
GO TO WORK FOR YOU
On Central New York’s Most Looked at Television Station

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION
SYRACUSE
A MEREDITH TV STATION

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film report

completed, producer-director Adrian Weiss has announced. A total of 13 shows will be filmed. Shooting started last week at KTTV (TV) Los Angeles studios. Heading the cast in Donald Woods in the title role.

The Thrill of Your Life series of 12 half-hour shows produced by Thrills Unlimited is now ready for distribution by Louis Weiss & Co., Los Angeles.

Clete Roberts, commentator of KLAC-TV Hollywood’s World Report, has gone to Japan, Korea and Hong Kong for three months of reporting on the Korean situation. Series of 26 quarter-hour films will be distributed nationally by United Artists Television.

Television Screen Productions Inc., New York, has announced completion of 39 episodes of five-minute animated film series for children, Jim and Judy in Tele-land. Series is offered for sponsorship on two or three-times-a-week basis, with 52-week program contracts accepted on twice-a-week schedules.

Roy Rogers Productions is shooting four new half-hour films for NBC-TV series, titled Phantom Wrestlers, Bad Man’s Brother, Death Medicine and Violence in Paradise, on location at Walker’s Ranch, Newhall, Calif. Bob Walker directs with Jack Lacey producing.

Transfilm Inc. is to start production Tuesday of the second program of its series with Burgess Meredith in Edgar Allen Poe’s “The Tell-Tale Heart.” Series is supervised by Joel Hammid, formerly in charge of Japanese Western Development, and “Tell-Tale Heart” will be directed by Alex Hammid, co-director of Gian Carlo Menotti’s film, “The Medium.” First program in series features Basil Rathbone reading Robert Louis Stevenson’s “Le Sieur DeMaletroit’s Door.”

Werner Jannsen, composer-conductor, has formed Werner Jannsen Productions, Hollywood, headquartered at California Studios, to produce series of 100 three-minute color films for TV and theatrical release. Based on combination of classical music selections and their visual dramatizations, programs will feature Mr. Jannsen and 70-piece Jannsen Symphony Orchestra of Los Angeles. Jean Bonacorsi and Carl Palanuck (singers) San Francisco Symphony Orchestra, have signed for the first 10 films. Soley Martin, director Grant-Real Productions, Your Show Time (series produced for American Tobacco Co.), and Stanley Neal, industrial film producer, will serve in their respective capacities.

Bing Crosby Enterprises, Culver City, is finalizing plans for a new half-hour TV film series, as yet untitled, based on short stories of Louis Bromfield, 1929 Pulitzer winner, and Walter Lord (author of How Green Was My Valley), is adapting script for pilot film, Up Ferguson’s Way, and Mr. Bromfield will narrate from his farm in Ohio. Bernard Girard, currently producer-director company’s Rebound series, will serve in similar capacity.

* * *

Official Films will distribute two new half-hour TV film series, Secret File U. S. A. and Rocky Jones, Space Ranger. Former, featuring Robert Alda, stage star, is based on OSS files and will be (Continued on page 78)
UNDER REVIEW

‘Objectional’ Shows Listed

TWO shows, The Continental and Stark Club, were attacked in the National Television Review Board's March report on network programs. This Chicago organization found them objectionable for the family and noted Continental is being taken seriously by some elderly women.

Another program, Juvenile Jury, placed low on the list as "frivolous regarding family authority and customs, ... why doesn't somebody spank the moderator." In the "variable" category was wrestling and Milton Berle's Texaco Star Theatre. Wrestling shows depict "false values ... exciting savage instincts ... create unstable emotions," while Mr. Berle's program, although improved, needs "more imagination to eliminate off-color situations and portrayals of perverted individuals," the board concluded.

LAAW TROPHIES

Presented to Ad Women

HELEN MURRAY HALL, advertising and promotion manager of NBC Western Division, received the Los Angeles Advertising Women Inc. "Lulu" award for "best research project" at the group's sixth annual Frances Holmes Achievement Awards presentation at Los Angeles April 20.

Others receiving trophies were Doria Balli of TV Ads Inc., for best TV commercial spot campaign (Metropolitan Savings & Loan Assn.), and Betty Mears of Betty Mears Teleshows, for Max Factor & Co. campaign; Jeanne Gray, KNXT (TV) Los Angeles, best sponsored TV program series, with Monty Margetts, KNXH (TV) Los Angeles, second place.

Mary Lou Gordon, public relations director of Ortho-Med Hospital, Los Angeles, received an award as "outstanding woman in advertising in 11 western states and Canada." She also received a "Lulu" for the best public relations campaign.

Miss Holmes, in whose honor awards are made annually, was given a perpetuating trophy. Helen Edwards, LAW president, opened the meeting, with Norman Jean Wright, awards coordinator, presiding. Barbara Stanwyck, film actress, made presentations.

WBEN-TV Tower

NEW triangular tower to be erected for WBEN-TV Buffalo by Ideco Division of Dresser-Stacey Co., Columbus, Ohio, is 1,000-feet high, not 100 feet as in previously listed in the March 31 BROADCASTING • TELECASTING. Ideco displayed a section of its "Tall Tower" at the NARTB Chicago convention.

FORD FOUNDATION

Income Above Expenditures

FORD FOUNDATION'S income outstripped its grants and expenditures by $8,135,504 in 1951 and the fund's balance at the end of the year stood at $502,877,957, according to the annual financial statement released last Friday.

Income consisted of $50,500,796 in dividends, $1,012,749 in interest, and $39,245 from "other" sources, for a total of $51,961,790. Grants approved during the year totaled $22,286,214, while expenditures for furniture, equipment, leasehold improvements, and general operations amounted to $1,540,072 for a total of $23,826,286 in grants and expenditures. This $8,135,504 excess of income over grants and expenditures, coupled with $1,774,195 derived through the sale of certain real estate and personal property, left the fund balance at the end of 1951 $9,000,702 ahead of the $492,678,256 balance at the end of 1950.

Grants approved during the year included $1.2 million to the Fund for Adult Education for establishment of the TV-Radio Workshop, plus $3.5 million to the Fund for other adult education projects; $50,000 to the Advertising Council for a restatement of the principles of American Society; $150,000 to the National Committee for a Free Europe Inc. "to support humanitarian activities in Germany," and $35,000 to World Wide Broadcasting Foundation Inc. "to support shortwave international broadcasts."

CBS-TV CLINIC

Agenda Taking Shape

GLENN MARSHALL Jr., general manager of WMBR-TV Jacksonville, Fla., will discuss TV station operation at CBS-TV's clinic in New York May 1-2 (BT, April 21), network officials announced last week.

Mr. Marshall also will take part in a panel of station managers, CBS-TV executives, and other industry leaders who will answer questions from the 300 or more representatives of CBS Radio and CBS-TV affiliates expected to attend the sessions. Other panel members, it was announced, will include George B. Stover, president, Fort Industry Co.; D. Lennox Murdoch, manager, KSL-TV Salt Lake City, and Clyde W. Rembert, general manager, KRDL-TV Dallas.

NAM TV Shorts

AFTER 79 weeks, National Assn. of Manufacturers weekly TV short series, Industry on Parade, has been pronounced a success, according to an article in Business Week Magazine's April 19 issue. The "propaganda" 13-minute series of two to four minute shorts depicts American industry in newswise style and is offered free to TV stations by NAM, which says 55 stations have accepted the series.

CBS TV Ads: One of the best programs of the new season is the "RCA" TV Ads--four minute shorts.

The tube with the "built-in cash register"

This high-power triode literally keeps on putting money in your pocket all its life.

The secret: Its shorted-tungsten filament takes 60% less filament power than would a pure-tungsten filament—can save $150 or more a year filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAN has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifiers.

For tube service in a hurry, call your local RCA Tube Distributor.

RADIO CORPORATION OF AMERICA
ELECTRON TUBES
HARRISON, N. J.
Herman Hack, announces that Scripture Films, which he heads, is now releasing a series of three Frontier Parson films for television. The series, titled "Stumbling Heart!" "Reads the Bible" and "God's Animals," are available in either black and white or color. Mr. Hack, who is producer and stars in the series, asserted that each story has been selected so that there are no scenes which might tend to shock children. Films have 26-minute running time.

Four-market sponsorships of Double Play With Durocher and Day, film program distributed by United Television Productions, were scheduled by Aaron Beckwith, UTP sales director, who announced that Hart's Sales Corp., manufacturers of autoradios and in-car radios; had advertised Des Moines and Houston to their earlier contracts for Phoenix and San Antonio. Deal brings total markets for the series to 20. Mr. Beckwith said, with negotiations also under way for sales in New York and Chicago. Same program was bought by McCann-Erickson as Fehr Broadcasting Co., Indianapolis, to start May 1 on WPBM, same city.

Peerless Television Productions, New York, added three stations last week to those carrying its group of 26 feature films, bringing to 16 the total of markets now served. New subscribers include WDTV (TV) Pittsburgh, WFPA-TV Dallas, and WMAR-TV Baltimore.

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Film Report
(Continued from page 76)

CFS-TV's new film series, Fates of Jeffrey Jones, has been bought by Rockefeller Bros. Corp., Cleveland, Ohio, through Harry M. Millar, that city, for distribution in two markets: WLW (TV) Columbus, effective immediately, and WHAS-TV Louisville, beginning May 1. Series also has been sold to House- hold Finance Corp., Chicago, through Needham, Louis & Brophy, same city, for placement on WBBX (TV) Chicago, time and date to be announced later, bringing total sales to six.

Alexander Film Co., Colorado Springs, announces the recent TV commercial productions for the following organizations:


TELENEWS EXPANSION

Set at L. A., Chicago

TELENEWS Productions Inc., New York, last week announced expansion of its Los Angeles and Chicago bureaus "to meet the growing demands of . . . TV newsreel operations."

Telenews General Manager Charles Burris said increase in TV news activity has placed "a heavier load on all Telenews-INS bureaus around the world."

Staff cameramen Fred Dieterich and Bob Hess of the New York office have been transferred to West Coast and middlewest bureaus, respectively, in line with the expansion policy.

FCC CHAIRMAN Paul A. Walker offered minute-long standing ovations before and after his Christmas address to National Assn. of Educational Broadcasters in Columbus April 18. He also drew a chuckle from IEBT audience when he cited a $6 million bequest willed to Ohio State U. by an alumnus. "I will not identify this educational institution," he said, "but it is not a leading university which has expressed more than a passing interest in noncommercial educational television—and that it is located in the capi- tal city of an up-and-coming mid-western state." OSU's "more than passing interest" was, of course, in a VHF channel on which it was re- jected.

UTP ELECTIONS

Blink, King Re-Named

MILTON M. BLINK, executive di- rector of United Television Pro- grams, has been named executive vice president.

Gerald King was re-elected presi- dent of the film distributing com- pany and will continue to head the Hollywood offices. Mr. Blink is in charge of Chicago headquarters, while the New York offices are managed by Aaron Beckwith, di- rector of sales.

UTP was founded in January 1961 by Messers. King and Blink, president and vice president, re- spectively, of Standard Radio Transcriptions, parent organiza- tion for UTP. The subsidiary dis- tributing company handles film programs exclusively for Bing Crosby Enterprises, Marion Par- sonnet Studios, Walter Schwim- mer Productions, Gross-Krasne and King-United Studios.

Rorabaugh Adds Six

SIX more advertising agencies have begun reporting their monthly spot radio schedules to the Rorabaugh Report on Spot Radio Ad- vertising, the research firm an- nounced last week. Agencies are: Bo Bernstein & Co., Providence; Horag, Gar, & Co., Utica, NY; Gregory & House, Cleveland and Hen- derson Adv. Agency, Greenivlle, S. C.; Moser & Cotins, Utica, and Stockton - West - Burkhart, Cin- cinnati.

PROSPECTIVE "marriage" of television and movies promises the birth of "a new and prosperous age for the motion picture industry," Eric A. Johnston, president of the Motion Picture Assn. of America, predicted April 16 at a Los Angeles Chamber of Commerce banquet celebrating the 50th anniversary of the first American motion picture theatre.

Scofing at opinions that home television and movies "can thrive only at the expense of each other," Mr. Johnston declared that live audience theatre television "opens a broad new avenue of opportunity for the motion picture industry."

Terming large audience tele- vision a "sleeping giant" today, he predicted it is destined to be a major factor in the operation of every motion picture theatre to- morrow. Speaking on his industry, he said, "beyond the expense of the other, Mr. Johnston explained that his industry has asked FCC to allot frequencies for operation of theatre televisions. Hearing on the petition begins in the fall.

If the frequencies are allotted, Mr. Johnston said, "far-sighted men in our industry see in this marriage of motion pictures and electronics the birth of a new era in the world of entertainment."

HILL TELECASTS

Favored in Veteran Survey

OVERWHELMING vote among the membership of the American Veter- ans Unions of the II favors tele- casting sessions of Congress on either a selective or general basis. According to a poll taken of AMVETS members, 79% balloted for the II. In a Congress ad- mittee meetings when neces- sary. Only 15% voted against the proposal and 6% had no opinion. Majority of those in favor said they wanted to be sure Uncle Sam would not have to foot the bill for congressional TV.

Results were noted April 21 in the Congressional Record by Rep. Jacob J.avis (R.N.Y.).

XHTV (TV) to CBS-TV

CBS Television last week announced signing of XHTV (TV) Mexico City as its 60th affiliate. Owned by Televisión de Mexico, S. A. with Romulo O'Farril Jr. as president and Monte Kleban as general man- ager, XHTV operates on Channel 4. Service will be by television record- ing.

BASEBALL SOUND EFFECT RECORDS

Lot of 78s Speedy 4-Discs

Cover All Requirements $10.00 or more.

Order C.O.D. Today White Supply Lasts

Charles Michelson, Inc.
MEXICAN audiences promise to be a new source of income to help reduce high programming costs of U.S. commercial TV shows with the development of an inexpensive method of super-imposing Spanish sub-titles on English language video shows.

After six months of experiments and negotiations, a mechanical method has been developed which is said to cost less than 10% of usual film-sub-titling process and contracts with U.S. networks have been signed by Romulo O'Farril Jr., operator of XHTV (TV) Mexico City and XELD-TV Matamoros, according to Monty Kleban, head of the O'Farril international interests, who helped Mr. O'Farril in developing the new process.

Mr. Kleban said the program to be used will advertise products sold both north and south of the border. Since 70% of U.S. network TV users sell products in Latin American markets, they are expected to open up a huge potential field for sponsors.

Foreign branches of U.S. manufacturers who have ordered these programs for broadcast in Mexico represent drug, automotive, accessory and appliance accounts and practically every category of advertiser, according to Mr. Kleban.

Mr. O'Farril Jr., who with his father hold 18 licences for stations in Mexico, predicted an eventual network in Mexico which will receive U.S. TV programs and trans- pose them at one central point. He added, "There is no reason why we should not be feeding these programs throughout Central and South America." He said he believed "many programs which we originate here will be of interest to U.S. audiences."

Mr. Kleban said branches of U.S. advertising agencies who have seen the shows in Mexico City demonstrations endorse the use of the transposition programming and feel it not only will supplement present U.S. shows financially, but will co-ordinate advertising on an international plane.
Kronberger Jewelers Speaks Out for K-NUZ Pulling Power...

Here is a letter to K-NUZ received from F. G. Kronberger, owner of F. G. Kronberger Jewelry Store:

Gentlemen:
It is only now that I get around to commenting on the service which your station rendered recently during my stay. I am very pleased with the way your station pulled in the customers. Since I had never before used radio as a means of advertising, I was a little apprehensive. But as it turned out, that was the most productive advertising money I ever spent.

If, in the future, I should reschedule radio, radio would be the first thought in my mind for advertising purposes. Thanks for a job well done!

Yours sincerely,
F. G. Kronberger

TIME BUYERS' INFORMATION
Kronberger used four 50 word announcements daily, Monday through Saturday.

Available: "DINNER DATE" with Paul Berlin 5:30 to 5:45 PM—Monday through Friday
3:1 HOURLY TELE NO. 1 IN MARKET
Call FOR JOE, National Representative or DAVE MORRIS, General Manager at Keystone 2581 TWX-HO 414
PROGRAMMING

BUILDING and holding audiences is the major time-buyer and station manager highlighted a weekend session of the 22d annual Institute for Education by Radio Television at Columbus April 19. Attendance reached 1,000 for broadcasting commanded attention of delegates in separate radio-TV meetings, with Paul Vickers, New York; Richard Cech, Iowa State College; and Mal Hansen, WOW TV, Omaha, exploring various topics. Maynard Speece, U.S. Dept. of Agriculture TV specialist, represented the government.

Mr. Cech described a program series he claims as the largest single "teaching -by-television" project ever attempted by one station (WOI-TV Ames). Preliminary reports indicate an audience of 20,000 women who enrolled for certain courses. Mr. Speece reviewed USDA video developments. Television also was suggested in another panel as a means of relieving the teacher shortage.

Various educational subjects, including public relations, education through commercial radio outlets, TV techniques, and professional training, also were reviewed in the closing days of the institute.

Sunday panels touched on school broadcasting, health and adult education, religious programming, religious broadcasting and government agency activities.

Presiding at closing government panel on educational programs was John Meagher, acting chief, Radio-TV Visual Media, Dept. of State. Panelists included Kenneth M. Gapen, assistant director of Information for radio-TV, Dept. of Agriculture, and Lt.- Cmdr. Herman A. Spindt, chief, Armed Forces Radio Information Section, who reviewed Army Dept. activities.

Comr. Webster also addressed a luncheon session of the Assn. for Education by Radio-Television on Saturday.

Air Walker Forum

WHEN FCC Chairman Paul A. Walker appeared as guest of the New York Times' Youth Forum in Columbus April 18, the entire proceeding was recorded by the Liberty network for broadcast at a later date. Forum was held in connection with the Institute for Education by Radio-Television meeting. Chairman Walker appeared at Columbus' Central High School Auditorium after an address at the National Assn. of Educational Broadcasters' luncheon session.

FIRST Ontario program clinic of BMI Canada Ltd., will be held at King Edward Hotel, Toronto, May 16 under the chairmanship of Murray Brown, president of Central Canada Broadcasters Assn. and manager of CPPL London.

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April 28, 1952
N EWS PAPER's name and goodwill will be being promoted via the TV screen in Salt Lake City. The Tribune-Telegram is using facilities of KDYL-TV, both the station's Editor program. Format is informative and entertaining quiz show. Two teams compete to answer questions on current news. Quizmaster is Herb F. Kretschman, editor of the paper.

COLLEGE SCHOLARSHIPS
CONTEST for three college scholar- ship is being conducted by WIDE Biddeford, Me., in cooperation with Nason College, Spring- vale. Contestants submit letters stating reasons they wish to attend college. Semi-finalists will be interviewed by faculty members at the school and three winners will be selected from the group.

WHHH AIRS DOCUMENTARY
ORIGINAL, narrated documentary was presented by WHHH Warren, Ohio, last week in celebration of city's 153rd anniversary. The City Named for Moses, which ran for fifty minutes, related the history of the city through recreations of everyday shows heard on the station projected in the past. Every member of the staff took part in the production.

BOWLING TOURNAMENT
FOR third consecutive year, WNXA Yankton-Sioux City, S.D., has sponsored what station reports is largest sports event con- ducted by an American radio out- let—the WNXA 5-state bowling tournament in which 7,791 midwest bowlers competed this year. More than $25,000 in cash, $5,000 in merchandise and 36 trophies were awarded district and final bowlers.

PALATABLE PROMOTION
STORY of WIBW Topeka, Kan., whoDepth, "well sexed, well built, Kansas selling" is illustrated in promotion piece sent out by the station. Set of salt and pepper shakers accompanies the folder which points "your way to more palatable sales results" in the station's market.

TV CLUB ORGANIZED
CLUB devoted to teaching respect for law and order has been or- ganized for young viewers in Mil- waukee centering around Foreman Tom B-Square Ranch on WTMJ-TV Milwaukee. Membership cards and buttons are being sent to chil- dren who write in and pledge to the club's set of rules which are "Be Healthy, Be Helpful, Be Fair, Be Handy, Be Trusty and Be Square."

WIP USES TRAILERS
ARRANGEMENTS have been made by WIP Philadelphia with 16 motion picture theaters to show animated as well as live subjects promoting station's new line-up of pro- grams. Approximately 250 showings of the trailers which are scored with music are seen each week. Station will feature one program per week on trailers.

WMA-LTV'S 'MODEL SHOW'
SIX aspirant high school models will appear with professional mani- cures in the Washington, D.C. area on new show, Meet the Models, aired weekly by WMA-LTV in that city. Panel of five models and a male guest will be featured on each telecast with Maribelle Young as moderator. High school girl select- ed to appear on the show will re- ceive a modeling course and "a promise to enter 'beauty hand' from the 'old hands' in the field in Washington."

QUEEN'S VISIT
BLANKET coverage was given Queen Juliana of the Netherlands to visit En D. Mich., by WOOD-AM-TV Grand Rapids. City is the center of nation's largest concentration of people of Dutch descent. On the occasion of her visit, the TV outlet originated first live outdoor remote telecast in the area covering the parade of the queen through the city and her speech to the crowd who gathered to greet her.

DETAELS ON VANCOUVER
ILLUSTRATED brochure has been released by CKWX Vancouver, featur- ing views of Vancouver, its beaches, tourist spots and tourist attractions, Vancouver's in- dustries and pictures of the men and women who operate and pro- duce programs on CKWX. Direct advertising consists of listing of most popular programs on the station, listed on inside back cover.

CROSS PROMOTION
CROSS-tie-in with news stands has been arranged by Wavra Clevel- land to call attention to Hudson Dealers' show, Damon Runyon The- atre. Special placards distributed to the stands are printing broadcast- as well as books by Damon Runyon which news dealers have on sale.
ERBERT W. KREGELH, WSPR Springfield, Mass.; George Cushing, WJR Detroit, and Mrs. Evadna Hamersley, KOA Denver, have been selected to receive the 1951 Better Understanding Awards of the English-Speaking Union for contributions to greater understanding of mutual problems and interests of the United States and countries of the British Commonwealth.

In addition to regional awards to individuals on the air, ESU also will present a special award for program direction to Katherine Fox, director of special services of WLYC Cincinnati.

Comparable awards for journalistic performance will go to Margarette Higgins, New York Herald Tribune; Julie Medlock, Wichita Beacon; James Reston and Robert Trumbull, New York Times; Erwin D. Canham, editor of the Christian Science Monitor, will receive a special award for editorial direction, and Irving DeWitt Talmadge, foreign affairs editor of Scholastic magazine, a special award for special audience.

Judges were: Merrill Denison, author; Charles W. Ferguson, Reader's Digest; Mrs. Richard A. Kimball; Miss Amy Loveman, Saturday Review; Mrs. Harold V. Miligan; Bruce Robertson, Broadcasting Telecasting. Date of presentation will be announced shortly.

'Dragnet' Honored

NBC's Dragnet for the second time was judged the best radio mystery program of the year when Mystery Writers of America Wednesday presented their annual Edgar Allan Poe Awards to winners in seven fields of writing. First award to be presented a television program was voted to CBS-TV's The Web. Runner-up in the radio group was Mutual's Mysterious Traveler. Dragnet is sponsored by Liggett & Myers (Fatima cigarettes) through Cunningham & Walsh. The Web is for Embassy cigarettes through Geyer, Newell & Ganger. Mysterious Traveler currently is not sponsored.

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

There's More SELL on...WRNL

RICHMOND VIRGINIA
190 KC - 5 KW
ABC AFFILIATE

Newsmen Join NABET

NBC and ABC Hollywood radio news writers, in an NLRB election, unanimously voted to withdraw from Radio Writers Guild and affiliate with National Association of Broadcast Engineers and Technicians. Four writers at each network chose NABET, which also represents engineers and technicians of ABC and NBC. CBS Hollywood newswriters continue with RWG. IBEW represents engineers and technicians of that network.

Strictly Business

(Continued from page 19)

engines and building materials. Thus Circle Theatre often ventures into "experimental theatre."

"For both our radio and television shows we want regular, loyal, week-after-week audiences, and, of course, we want to keep adding to these audiences," Mr. Banzhaf relates.

Armstrong tries to find plays "to please the millions, rather than the critics. Our Theatre of Today has a top rating in daytime radio for years, and our Circle Theatre now stands about 15th among all network television programs," he notes.

Mr. Banzhaf can be considered an Armstrong career man. He began preparing himself for Armstrong in 1937 when he was about to be graduated from Iowa State College. Unsuccessful at first, Mr. Banzhaf persisted and in a year's time was accepted in the 1938 training class and was summoned to Lancaster, Pa., home of Armstrong, to bone up for a sales position with the building materials division.

Double Success

His persistence and spam won him a job with Armstrong and an ability to make a quick decision won him the hand of a Lancaster girl who became Mrs. Banzhaf a few months after he started on his career.

First assignment with Armstrong was in Milwaukee where he called on flooring accounts, lumber dealers and acoustical contractors. His high marks in aptitude tests proved accurate for Mr. Banzhaf was a good salesman. So good, in fact, that when he suggested a method for promoting good business, his manager told him to send a memorandum. Instead of a few notes, the sales manager received a presentation of a complete merchandising and promotion plan, including suggested ads and sales letters.

Word about this extraordinary salesman traveled as high as the president of the company and Mr. Banzhaf in 1944 became manager of the building materials section of the advertising and promotion department when the man who had held the post was commissioned into the Navy.

Mr. Banzhaf's subsequent outflow of ideas based on his selling experiences earned him a promotion to assistant director of the advertising and promotion department assuming some responsibility for all of the firm's advertising. He became acting director of the department and director the first of this year.

Armstrong is a veteran advertiser. It uses newspapers and consumer magazines in addition to its radio-TV billings. Its agency, BBDO, has been with the firm since 1917.

The Banzhafs have two children. They live in a country home near Lancaster which shows evidence of his craftsmanship as a home woodworker and handyman. Outside activity, away from his residence, rests on golf—and the advertising campaigner has started a personal campaign to improve it.

OUT-OF-HOME

Radio Listening Is Up

REPORT on special out-of-home radio listening survey conducted in 12 markets during January and February by Pulse Inc., New York, was released by the firm last week and shows an average addition of 15% to the radio audience in markets surveyed—ranging from 10.4% in Seattle to 18% in Philadelphia.

Comparisons made in the summer of 1951 show a seasonal decline of in-and-out-of-home readings, but present survey indicates a 1.5% increase over ratings of February 1951, when Pulse's survey covered only seven cities.

Surveys were made during period between 6 a.m. and 12 midnight, Sunday through Saturday, and figures indicate percentage of all homes surveyed. Data for each market are shown below:

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<thead>
<tr>
<th>City</th>
<th>Home Using Radio</th>
<th>Homes With &quot;Out of Home&quot; Listening</th>
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<td>3.3</td>
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<tr>
<td>Seattle</td>
<td>25.8</td>
<td>2.6</td>
</tr>
</tbody>
</table>

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Temper, Temper!

We're proud, too,
Mr. Sommer...WLS

(See Front Cover)

Clear Channel Home of the National Barn Dance

BROADCASTING * Telecasting

April 28, 1952 * Page 83
NEWS AWARDS

AP Honors Virginians


The awards, in six categories of radio news, are sponsored by the VABP "to encourage better presentation of news" by the 33 member stations in Virginia.

Recordings, from actual broadcasts, were made during the year ending February 1, 1952, and submitted to committees of judges from Maryland stations.

Awards were made for two divisions: Metropolitan, for cities with two or more stations; non-metropolitan, for cities with only one station.

Judges were listed as: (metropolitan division), John Alderson, WFBR; Al Stevens, WGEN and Gane, from WFBM, all Baltimore; (non-metropolitan division), William J. Paulson, WJEH Hagerstown; Alan Long, WMFD Frederick, and Ernie Tannen, WQAY Silver Spring.

Maynard Dillaber, news editor of WMA Martinsville and Martinsville president of VABP, was chairmen committee chairman. News committee is headed by Howard Hamrick, WKNL Richmond. Don Murray, WDBJ Roanoke, heads the sports committee.

Award winners were:

**COMMENTARY**

Metropolitan division: Superior—Dr. Douglas Sauthall Freeman, WKNL, Richmond; Excellent—Carlton Davis, WMAY, Martinsville; Meritorious—Carl Allen, WMAY, Martinsville; Honorable Mention—Carl Andrews, WDBJ, Roanoke.


**COMPREHENSIVE**

Metropolitan division: Superior—Newspaper—Thomas Hughes, WVLN, Richmond; Excellent—Tom Hughes, WVLN, Richmond; Meritorious—Gilbert McLeod, WDBJ, Roanoke; Honorable Mention—Don Murray, WDBJ, Roanoke.

Non-Metropolitan division: Superior—John H. Shulte, WMVA Martinsville; Excellent—Larry Hunt, WJME, Martinsville; Meritorious—Fred Ogin, WDBJ, Roanoke; Honorable Mention—Tom Brown, WMEV Marion.

**SPORTS**

Metropolitan division: Superior—Norman Simpson, WWOD Lynchburg; Excellent—Harry Whitehead, WLSA Roanoke; Meritorious—Cris Cramer, WCHV Charlottesville; Honorable Mention—Joe Mason, WLEE Richmond.

Non-Metropolitan division: Superior—Paul Zimmerman, WMVA Martinsville; Excellent—Dillabeer Schwebel, Hampton; Meritorious—Fred Ogin, WDBJ Roanoke; Honorable Mention—Algy Morey, WFLH South Boston.

**WOMEN'S NEWS**

Metropolitan division: Superior—Alice Brewer White, WTRF Norfolk; Excellent—Mabel White, WTRF Norfolk; Meritorious—Polly Daffron, WDBJ Roanoke; Honorable Mention—Lyn Roberts, WWOD Lynchburg, and John A. White, WDBJ Roanoke.

Non-Metropolitan division: Superior—Lorena George, WMVA Martinsville; Excellent—Barbara Harding, WMVA Martinsville; Meritorious—Leslie Estes, WABD Radford.

**FARM NEWS**

Metropolitan division: Superior—The between Ira Hall, WWOD Richmond, and Glenn Howel, WMAY, Roanoke; Meritorious—Jerry Donovan, WDBJ Roanoke; Honorable Mention—Bill Hopkins, WBTM Danville.

Non-Metropolitan division: Superior—E. E. Potthoff, WLPX Suffolk; Excellent—H. V. Eiler, WMEV Marion.

**LOCAL AND STATE NEWS**

Metropolitan division: Superior—The between John E. Withrow, WDBJ Roanoke, and Michael Blanchard, WCBY Bristol; Meritorious—Howard Hamrick, WKNL Richmond; Excellent—Harry Price, WMAY Martinsville; Meritorious—George Philip, WDBJ Roanoke; Honorable Mention—Bob Bradford, WLEX Lexington.

A cup, for the best protection of the AP on news by a radio member, went to Roy Battle, WBYK Roanoke, with honorable mentions for the staffs of WRLN Richmond, and WLPF Suffolk. This cup, donated by Junius Flaxhberg, owner of WDBJ Roanoke, and publisher of the Roanoke Times & World-News, goes annually to a winner determined by a vote of staff members of the Richmond bureau.

Mr. Robertson

Mr. Robertson's promotion was made to coincide with his 20th anniversary of service with The Shreveport Times' radio interests.

**GEORGE BLUMENSTOCK**

WSKB Founder Dies April 14

**GEORGE BLUMENSTOCK, 75, who founded WSBK in 1939 and served as its part-owner and station director for more than 12 years. The station went into bankruptcy several months ago (Star Oct. 16, 1961).** Survivors include his wife, Mrs. Julia Davionsen Blumenstock; three sons, Gene, David and George Jr., and two daughters, Mrs. Dorothy Jones and Mrs. Isabel Sampson.

**Slayer Hangs Self**

A FORMER Texas deputy sheriff convicted of killing KBKI Alice, Tex., crusading radio newswman W. L. (Bill) Mason, 51, in 1949 [BT, Aug. 1, 1949] hanged himself in his cell at Texas State Penitentiary on April 15. Sam Smithwick, 63, was sentenced to life imprisonment in 1951 for the July 29, 1949, slaying after Mr. Mason accused him over KBKI of owning a house of prostitution.

**Robertson Named**

B. G. ROBERTSON, assistant manager, KWOK Shreveport, La., will become manager of KTHS when that station, now at Hot Springs, Ark., is moved to Little Rock, Ark., it was announced last week.

KTHS has been granted a permit for 50 kw by FCC and is now in the process of being moved to Little Rock. Station will retain its present frequency, 1090 kc. Announcement of Mr. Robertson's promotion was made to coincide with his 20th anniversary of service with The Shreveport Times' radio interests.

**Ohio Clinic**

Set May 1 on Management

MANAGEMENT' clinic will be held May 1 by the Ohio Assn. of Broadcasters, meeting at the Deshler-Wallick Hotel, Columbus, to be followed May 2 by an all-day program clinic under direction of BMI.

Opening the management session will be a discussion of political libel problems by Carlton Dugan, OAB counsel. I. A. Pickley, WLOK Lima, Ohio, OAB president, will preside. Kevin B. Sweeney, BAB vice president, will speak on BAB's problem of growth. Robert W. Ferguson, WTRF Bellsare, OAB vice president, will preside. Paul J. Daugherty, legislative director of the Ohio Chamber of Commerce, will speak on the Ohio constitutional convention issue. John Pattison Williams, WING Dayton, will preside.

Comr. Jones to Speak

OAB luncheon speaker will be FCC Commissioner Robert F. Jones who is expected to discuss the TV law. NARTB President Harold Fellows will be first afternoon speaker, with Robert T. Mason and NARTB director, presiding. Lawrence Rogers, general manager of WSAT-TV Huntington, W. Va., will speak on the subject, "After You Get TV—CP—Then What?" Mr. Ferguson will preside. A business session will close the meeting.

Chairman of the BMI clinic will be Lin Pattey, BMI field representative.

Speakers include: Robert Tincher with WYAM, B. B. "Programming Begins in the Office"; Lee Oswald, WKB Cleveland, "Station and Program"; Leonard Kappeler WCWE Pittsburgh, "Music Is What You Do It To"; Sydney M. Kaye, BMI vice president and general counsel, "Copyright Rightful Protections.".

Afternoon speakers are: Roy Battles WBYK Cincinnati, "The Story of Every Nobody's Farm"; Walberg Brown, WFOO Canton, "The Eulogy Business"; Harold Bumus KYOK Colorado Springs, "Local News Builds Local Interest and Sales." At open forum will wind up the clinic.
**WIP PLANS AWARDS**

Sets Musical Artist Poll

WIP Philadelphia will inaugurate an annual musical artist popularity mail poll in May, with trophies to go to the leading male and female vocalists and bandleader.

The plan was announced by Benedict Gimbel Jr., WIP president and general manager, who also announced that broadcast award this month to be named, ad-sponsored by WIP, will be conducted and on WIP's all-night program, The Dawn Patrol, conducted by Joe McCauley.

**NARBA STATUS**

Still Pends Ratification

**AT WHAT may be about mid-way in the second session of the 82d Congress, the status of the National Association of Broadcasters (NAB) remains in doubt, and no action has been taken**

The Senator explained that the committee's activities have been taken up with "must" legislation, notably the mutual security program.

**Russell Campaign**

Radio-TV Appearances Set

WASHINGTON campaign headquarters of Sen. Richard B. Russell (D-Ga.), candidate for the Democratic Presidential nomination, says, the Senator is mapping a number of radio and television appearances during his 10-day swing through Florida.

Dates and appearances scheduled include: WTVJ (TV) Miami news show, 6:45 p.m., April 29; Participation on Junior Chamber of Commerce TV panel show, 7 p.m., May 2; WQXZ Miami broadcast on the Alan Courteney show, 11:30 p.m., May 4, and WTVJ panel with Sen. Estes Kefauver (D-Tenn., also a candidate for the Democratic nomination, 10 p.m., May 5. Preferential primary election in Florida is May 6.

**KFJZ Awards**

Grants Six Scholarships

SCHOLARSHIPS of $150 each have been awarded to six high school seniors by KFJZ Fort Worth, which for five years already has made annual awards to Texas Christian U. students in the speech-drama-radio department at Fort Worth.

The scholarships are awarded to attract promising students into the field, according to KFJZ President Gene L. Cagle and Dr. E. L. Press, department chairman.

Winners are Drucilla Jane Greenhawk, Jackie McClellar, Nancy Uley, John Parsley and John Robert Simler, all of Fort Worth, and Randall Dee White, Alpine, Tex. Judges were Bobbye Russell, station manager of TCU's KTCU; Hal Thompson, KFJZ program director, and Dick Osborne, TCU graduate student and assistant program director of KXOL Fort Worth.

**GE Tube Warehouse**

GENERAL ELECTRIC Tube Dept. has announced plans for operation in Chicago of what is expected to be the largest electronic tube warehouse ever built. Now under construction, the new $875,000 building will serve as sales headquarters, warehouse center and commercial service headquarters for the G-E Tube Dept. central regional operations.

There's no escaping the fact...

**KWK is the radio buy in St. Louis!**

It's heads up for KWK, the station that serves the St. Louis Market at the low, low cost per 1000 radio homes delivered.

Unearth the facts! Your Katz man has the figures—based on Pulse reports!

**Globe-Democrat Tower Bldg.**

Saint Louis

April 28, 1952 • Page 85

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**J. Allen Brown 1952**

J. ALLEN BROWN, 42, vice president and general manager of WLOF Orlando, Fla., was fatally injured April 19 while motororing from Alabama to Orlando.

The injury was sustained at Sylva- vester, Ga., in a collision with a truck. Mr. Brown was taken to a hospital in Albany, Ga., and then transferred to Atlanta for surgery. He died of head injuries.

Mr. Brown had been in advertising and broadcasting a quarter-century and was widely known in the industry. A native of Birmingham, he has traveled and advertized in that city. At 19, he was manager of an A&P supermarket and was known as the youngest man in the country to hold that position.

Later he became a department head at Sears, Roebuck & Co. stores.

Though he had broadcast in 1929, his first fulltime radio job was at WHMA, Gadsden, Ala., where he was producer and announcer. From Gadsden he went to WAPI Birmingham. After managing KNOX Sweeterwater, Tex., he became sales manager of WHMA Anniston, Ala., when that outlet took the air in 1938. He opened another new station in 1942, WHIT New Bern, N.C.

Later in 1942, Mr. Brown became general manager and sales manager of WFOY St. Augustine, Fla. His public relations and community activities are credited with the growth of the station.

In 1946, he conducted for NAB a nationwide study titled "Radio Advertising for Public and Political Relations." This study was credited with producing hundreds of new clients for radio in industry, retail and association circles. He lectured on sales and advertising at American U. during his NAB service and conducted summer radio clinics at U. of Denver.

Mr. Brown was a director of the Orlando Rotary Club, member of the Greater Orlando Chamber of Commerce and member of Orlando Baptist Church.

Since 1929 it has been his wife, the former Eloise Sigrest; two children, Nancy, 11, and Randy, 8; a brother, Argyle Brown, of Gadsden, Ala., and his mother, a resident of Anniston, Ala.

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**VOTE’ DRIVE**

Radio-TV To Aid Campaign

ADVERTISING campaign designed to get $3 million Americans to the polls in the 1962 elections will include radio-TV aids, it was indicated when the campaign was introduced in New York Tuesday by The Advertising Council in cooperation with the American Heritage Foundation.

Keyed to both national and local advertising forces of the demand will be exerted through advertisers, agencies, media-owners—including broadcasters—and some 276 cooperating organizations, all of which will be instructed and helped to promote "register and vote" messages.

Radio and television materials will be made available for public service use, including a set of TV films prepared by Five Star Productions. Initial guide books and catalogues of these and other available materials will be issued within the next two weeks, according to Leo Burnett, president of Leo Burnett Co., volunteer agency handling the campaign.

Program will fall into three major phases: First emphasizes when, where and how to register; second educational—informational phase urges people to keep informed and qualify as intelligent voters, and third stresses a get-out-the-vote message.

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**NAVY SEMINAR**

Held on Public Relations

NAVY'S sixth volunteer public relations seminar was held in its Office of Information April 13-26 in the Pensacola-Key West, Fla., areas, with about 60 public relations officers attending, all holding posts in civilian media.

Navy Secretary Dan A. Kimball addressed the group. William F. Fitzgerald, account executive with Robert J. Enders Adv., Washington, D.C., Marine Corps journalist and first lieutenant, was among those present.
Grants authorizing new stations and transfers, accompanied by a round up of new stations and transfer applications, begin on page 21.

April 18 Decisions...THE COMMISSION IN BANC

Denied Petition

WALT Tampa, Fla.—By order denied petition requesting reconsideration and grant without hearing of application for CP to change frequency from 1110 kc to 920 kc, increase hours from 6 to unlimited hours, and change transmitter by 2 kw to 1 kw, with 1 kw-N, change type, and install DA-12 (Con). Hyatt diagnosed. Further orders issues regarding applicant's qualifications and proposed program rejected. Notice of hearing issued. Order dated Feb. 1, 1966, in this proceeding, be deleted on Commission's own motion.

Set for Hearing

McLennan Best, Co., Waco, Tex.—Denied for hearing application for new AM station on 650 kc with 500 w-D, DA. Made XHRV Sherman, Tex. KTLW Texas City and KCLL Hamilton, Tex., parties to proceeding.

The Israel Putnam Best, Co., Putnam, Conn.—Denied for hearing application for new AM station on 1340 kc 850 w-uml. made WBNJ New Bedford, Mass., party to proceeding.

April 18 Applications

THE COMMISSION IN BANC

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KADA Ada, Oklahoma

Only Mueco recorder offers all the flexibility, high fidelity and features you require at a price you want to pay. FIT EVERY PURPOSE—EVERY PURSE.

Service Directory

TOWERS

Commercial-Custom Built Equipment
U. S. RECORDING CO.
1121 Vernon Ave., Wash. 5, D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 7027
Kansas City, Mo.

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COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 7027
 Kansas City, Mo.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCB *

COMMERCIAL RADIO EQUIPMENT

INTERNATIONAL BLDG.
D. 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCB *

There is no substitute for experience
GILLET & BERGQUIST
902 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCB *

GEORGE C. DAVIS
501-514 Munsey Bldg. - Sterling 0111
Washington 4, D. C.
Member AFCCB *

COMMERCIAL RADIO EQUIPMENT

SMITH & HARRIS
MUNSEY BUILDING DISTRICT 80-15
WASHINGTON 4, D. C.
Member AFCCB *

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5470
WASHINGTON 5, D. C.
Member AFCCB *

MILLARD M. GARRISON
1319 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCB *

RUSSELL P. MAY
1302 18TH ST., N. W. HUDDON 9000
WASHINGTON 4, D. C.
Member AFCCB *

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dulles, Texas
Seattle, Wash.
4212 S. Buckner Blvd.
4742 W. Ruffner
Member AFCCB *

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Member AFCCB *

KEAR & KENNEDY
1302 18TH ST., N. W. HUDDON 9000
WASHINGTON 4, D. C.
Member AFCCB *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6100

GUY C. HUTCHESON
P. O. BOX 32
AR 4-8721
1100 W. ABRAM
ARLINGTON, TEXAS

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5470
WASHINGTON 5, D. C.
Member AFCCB *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road - Riverside 7-2153
Riverside, III.
(A Chicago suburb)

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

FRED O. M. DICKEN
CONSULTING RADIO ENGINEERS
1131 G ST., N. W.
EX. 8073
Washington 5, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G ST., N. W.
Member AFCCB *

SOUTHERN CALIFORNIA

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
220 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7546

GRANT R. WARTHALL
Apart, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
APTS-3353
Member AFCCB *

RAYMOND M. WILMOTTE
1469 Church Street, N. W.
Dcatur 1231
Washington 5, D. C.
Member AFCCB *

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
501 Sonset Blvd.
Hollywood, Calif.
Normandy 2-6715

Vandervere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg.
NA. 2498
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCB *

Sign-off Time
WFGN Fitchburg, Mass.-Granted request for authority to sign-off at 7 p.m. KDST, from April 21 through September 27.

R. L. CRAMER
CONSULTING RADIO ENGINEERS
610 W. 66th St.
ST. LOUIS 8, MO.

Kalamazoo, Mich.-Granted license for operation at 6310 kc.

WJLD-AM Detroit, Mich.-Granted license for operation at 1570 kc.

WJKQ-FM Detroit, Mich.-Granted license for operation at 104.9 mc.

WJH-FM Detroit, Mich.-Granted license for operation at 98.1 mc.

WJF-FM Detroit, Mich.-Granted license for operation at 95.9 mc.

License covering change of facilities:

WJFR-FM Detroit, Mich.-Granted license for operation at 95.9 mc.

WJG-FM Detroit, Mich.-Granted license for operation at 98.1 mc.

WJH-FM Detroit, Mich.-Granted license for operation at 104.9 mc.

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WJF-FM Detroit, Mich.-Granted license for operation at 95.9 mc.
Help Wanted

Salem

Salesman. Good opportunity in Illinois for hard-working salesman. Liberal commission, paid vacation, etc. Send full details to Box 982M, BROADCASTING • TELECASTING.

Wanted—Salesman in Worcester, Massachusetts. One of four stations in the area. A real “big spot.” Station operated by owners of WHIM, Providence. Write particulars to Box 29, BROADCASTING • TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $30,000 yearly at toplight operator. Mail particulars. Radio—2353-Union Blvd., Detroit.


Leading station in southeast has excellent opportunity for successful, thoroughly experienced radio advertising salesman. Must have highest qualifications. WSASV, Savannah, Georgia.

Announcers

Key job for better than average experience. PWRF, Wilkes-Barre, Pa. Must be first class ticket. Pleasant small city upper midwest. Excellent future opportunities. Good pay. Apply. Box 985M, BROADCASTING • TELECASTING.

Immediate opening for strong night announcer with network affiliation. Pay dependent on ability. Box 985M, BROADCASTING • TELECASTING.

New station in Wisconsin vacationland, excellent opportunity for first class announcer. Above average pay for above average announcer. Box 982M, BROADCASTING • TELECASTING.

Combination announcer-writer—1st class license—contact Robert F. Wolfe, WMBR, Green Bay, Wis.

WGO, Gulfport, Mississippi, has opening for experienced announcer who can also do sports.

Staff announcer: For fulltime independent station, must be good newscaster, knowledge of good pop music essential. Salary $30 a week, 1st 6 months $50.00 week after. Night duty 4-12. Send audition and complete background. WGIL, Galesburg, Illinois.

Wanted—Immediate opening for experienced all-round announcer. Independent station located in fine summer resort area needs man who can do a good job. Send disc, salary expected and immediate interview. WHFB, Benton Harbor, Michigan.

Opening May 15—two experienced announcers. Station is a vacation spot. Prefer those from the south, but not necessary. Don’t waste my time and yours. Nathan Frank, WHNC AM-FM, Henderson, N. Y.

Announcer-engineer (first class): Excellent position with top station in a top market. Good pay. Must be able to operate all studios. Box 985M, BROADCASTING • TELECASTING.

Immediate opening for public service announcer. Must have A1F, or other similar license. Box 983M, BROADCASTING • TELECASTING.

Technician

1060 watt daytimer near Chicago wants very good technician. Compa- ny helpful. Require personal inter- view. Box 984M, BROADCASTING • TELECASTING.

Good position in southwest, $70.00 weekly. Give engineering background and how located. Box 982M, BROADCASTING • TELECASTING.

Engineer—announcer-first class ticket. Up to $75.00 starting. Western Penn- sylvania box 986M, BROADCASTING • TELECASTING.

Operator, first class. No announcing. $40 a week for first six months. Exempt. Box 984M, BROADCASTING • TELECASTING.

Another opportunity for Vacuum tube technician. Bachelor quarters free. Good future. Box 983M, BROADCASTING • TELECASTING.

Chemist 20-Gallon capacity. First phone engineer—in the center of the country. Alamosa, Colorado—"Gateway To The Lincoln National Forest". Well paid, wire or phone—salary requirements. Wayne Phelps, KALJ—Alamosa, New Mexico.

Immediate opening for first phone engineer with experience. Must have 1st class ticket. Box 985M, BROADCASTING • TELECASTING.

KDLK needs two combo men. One opening is chief position. Excellent location. Directly opposite Del Rio, Texas. F. O. Box 1182 or phone 1617.

Help Wanted (Cont’d)

Help Wanted

Operator who can announce or is willing to learn, announcing chores are light. Good pay. If you are inexperienced, we will teach you at our expense. Must be able to opera- te two position. Can use college student during vacation in "Willet". KDRL, Devils Lake, N. Dak.

Experienced chief engineer-announcer for complete responsibility operation and maintenance of transmitter and equipment. Must have car and like small town life. Fine little station in beautiful country. If you want permanent job with good pay, write immediately stating experience, minimum salary desired and full details about yourself. Send photo, telephone number and equipment list. Mother Lode Vacation Station, Sonora, Califormia.

Radio operator with first phone license. Write or phone A. M. McGregor, KSD, Danville, Ill. 8-5914, days; 3-5877, evenings.

Good experienced announcer with first class license. Good opportunity for inexperienced man who wants to learn broad-cast radio. Good salary, excellent vacation area, no housing or traveling problems. WGN, Wilmette, Ill., 6101.

First class engineer: $50 for 40 hours plus overtime. WCBT, Hoanoke Rapids, N. Carolina.

Combination engineer-announcer with experience. $75.00. WEDJ, Breveton, Alabama.

Engineer wanted. No experience necessary. Good pay. Great opportunity for right type of man. Box 984M, BROADCASTING • TELECASTING.

Need engineer now. Prefer combination man, permanent. WGGA, Gainesville, Georgia.

Immediate opening for engineer with first class license. Good opportunity for inexperienced man who wants to learn broadcasting. Good salary, excellent vacation area, no housing or traveling problems. WGN, Wilmette, Ill., 6101.

First class ticket holder who can or cares to become more experienced for mature congenial person in local industrial area. Box 984M, BROADCASTING • TELECASTING.

Wanted first class engineer. Evening shift. Contact WIEL, Elizabeth-town, Kentucky with over two years experience as a combination announcer/ technical engineer. Box 985M, BROADCASTING • TELECASTING.

Announcer, 22, family man. No professional experience but willing to work from bottom in good organization. Write immediately, after May 1st, northeastern Ohio station. Box 986M, BROADCASTING • TELECASTING.

Been an announcer, 20 years, Bachelor Graduate SRT. Interested in writing, reading, publicity. Close interview. Box 987M, BROADCASTING • TELECASTING.

Announcer, DU, news 2 years exp, Am 25, married, no children. Desire AM or TV in one of large West coast cities. Good education and family background preferred. Box 988M, BROADCASTING • TELECASTING.

Experience wanted—News, special events and staff. College grad., single, male preferred. Send details. Presently employed 1 kw. station. Box 989M, BROADCASTING • TELECASTING.

Radio announcer. Program man. SRT graduate, programming background any location. Veteran, draft exempt. Write Box 990M, BROADCASTING • TELECASTING.

Production-Programming, Others

Attractive opening for capable young lady—continuity department. 10,000 watt clear channel prominent midwestern network. Young lady, must have good eye, offers immediate opportunity. If you are well qualified, you will be engaged and paid promptly. Write for appointment at large coast studio. Spacious building, etc. and photo, if available. Write immediately stating experience, if any, and education and experience. K5CR, Chicago. 6110.

Transmitter operator, experience desirable, Bachelor degree, KWRP, Wash- ington, North Carolina.

WANTED: Experienced newsman with bachelor’s degree as parttime instructor in broadcast department at a leading university while working on graduate degree in broadcasting. Must have experience desirable. Write Box 990M, BROADCASTING • TELECASTING.

WCKA, Effingham, Ill., needs female commercial announcer with some experience immediately.

Situations Wanted

Managerial

General manager, experienced, all phases radio including building new market station. Guarantee to show profit. Box 991M, BROADCASTING • TELECASTING.

Manager—11 years experience, 5 years as station manager, sales experience. Box 992M, BROADCASTING • TELECASTING.

CP holders! Station owners! Don’t lose your license. Employ a manager, prove executive and technical ability to organize, build and operate your station, 20 years broadcast experience. Reasonable salary. Personal interview with owner. KRD, Rind, Indiana, Wisconsin.

Announcers

Married, veteran, draft exempt, 2 years experience. Strong on news and sports. Prefer coast to return to those from the south. Box 785M, BROADCASTING • TELECASTING.

Experienced announcer, strong on DJ, commercial style, operates veteran. Needs position in adjacent Pennsylvania. Good salary, increasing progressive network. Box 995M, BROADCASTING • TELECASTING.

Bachelor’s degree, young, 2 years experience with large station. Graduated SRT. Interested in writing, reading, publicity. Close interview. Box 996M, BROADCASTING • TELECASTING.

Announcer, fourteen months experi- ence, prefers landscape or mountain. Desires station that is going into expansion. Must become ready to turn, available immediately. Box 997M, BROADCASTING • TELECASTING.

Combination man, 33, married, veteran emphasis on announcing, programing, and news. Prefer coast. Box 998M, BROADCASTING • TELECASTING.

Chief announcer—supervises both day and night operations. Strong background in both music and news areas. Box 999M, BROADCASTING • TELECASTING.


Let me prove I can sell for you, too. Over 20 years experience. My prospects in production and announcing desires to advance to progressive network position. Salary $75.00 minimum. Veteran, Box 994M, BROADCASTING • TELECASTING.
Situations Wanted (Cont'd)

**Television**

**Managerial**

Television. Former technical super-

visor, preferred. Johnny Sunday

Experienced announcer.

**Technical**

in- aster. Good voice. 24-329 M.

Program director of 1000 watt inde-

pendent desires to make change. Pre-

ferred AM-FM experience. Draft exempt. Box 990M, BROAD-

CASTING - TELECASTING.

Newman, voice, married, veteran, 24, 

Graduate Missouri. Presently 

employed as executive assistant to 

radio director ABC affiliate. Available June 15. Box 707B, BROAD-

CASTING - TELECASTING.

**Equipment, etc.**

Available pending F.C.C. approval of 

application filed. 192 foot tower.

Lighting less choice included. Make 

contact. Box 996M, BROAD-

CASTING - TELECASTING.

All trans like new. Two RCA M14077 

 advisable and well tuned, with 

automatic equalizers and M19822 heads, 

Two Western Electric 124D amplifier, $75.00. Two Western 

Electric 112A amplifiers, $100. Two 

77A RCA large TV micro-

phones, $175.00. Two RCA 2412 

microphones, $150. Two 

436-A cardiods, $150. One 

FullA eight ball, $55.00. Box 083M, BROAD-

CASTING - TELECASTING.

Pre-FTV set recorder $455$ each, 

both, $800.00. F.O. Box 454, 

Jacksonville, Florida.

Radio Station KOCH in Houston, Texas. 

Now available. Make offer at a price of a Pre-FTV. 

... disc recorder ... with a 1C cut-

ting head, combined with trans- 

mitter, in waist high cabinet. Priced at $120.00 when new. For sale at $350.00. 

For information address correspondence to 

W. W. Wilson, KOCH Building, Houston, Texas.

R.M.C. equipment. 3 heads, 2 armo-

ries, Control, $1000.00. Over-all 

package, $1500.00 KD, Wadad, Minne-

nesota.

Slow transmitter, brand new Collins 21B 

in original crates, never unpacked. 

Will sell to school. Available to Gold 

seal for Columbus, Georgia, 

and phone Manager, Radio Station WBOA, Columbus, Ohio. 

This is the finest transmitter available for immediate de-

livery anywhere in the country today.

Complete Colpa Transcription Library. 

Thousands of thousands of great 

novelty, barhoop shows. Complete set, 

$800.00. No delivery charges, will sell for $300.00 f.o.b. Mil-

waukee, Wisconsin.

For sale - Twin self-supported heavy 

tower type, D-36, height 171'. 

Designed to simultaneously support both TV and FM radiating elements. 

Now standing adjacent state highway.

Winter, 1953. Call Station for 

information. W.W. Wilson, 

13-600 heavy duty, 1,300' extra heavy duty, 1,300' heavy duty tubular steel, 1400' towers, design engineers, 

immediate delivery, special price. 

Huntington Electrical, Inc., Clay at Lake Branch, Houston, Texas.


**WANTED**

WANTED: Broadcast engineer desires reponsible connection with proposed midwest out-

let. Benefit from long Hollywood 

television experience.

**For Sale**

Two Presto 76V tape recorders $455$ each, 

both, $800.00. F.O. Box 454, 

Jacksonville, Florida.

Radio Station KOCH in Houston, Texas. 

Now available. Make offer at a price of a Pre-FTV. 

... disc recorder ... with a 1C cut-

ting head, combined with trans- 

mitter, in waist high cabinet. Priced at $120.00 when new. For sale at $350.00. 

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Thousands of thousands of great 

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$800.00. No delivery charges, will sell for $300.00 f.o.b. Mil-

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tower type, D-36, height 171'. 

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Winter, 1953. Call Station for 

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13-600 heavy duty, 1,300' extra heavy duty, 1,300' heavy duty tubular steel, 1400' towers, design engineers, 

immediate delivery, special price. 

Huntington Electrical, Inc., Clay at Lake Branch, Houston, Texas.


on all Accounts (continued from page 16)

media buying in advertising agencies. In one instance, he developed advertising techniques which altered buying practices of an entire industry—the hair attachment business. Previously a mail order industry, Mr. Evans used black and white and radio. He increased one company’s advertising budget “100 times over,” and that of the entire industry from about $10,000 to $400,000 yearly in only 18 months.

As partner in Evans & Durham Agency, New York, he conducted media studies for such clients as Schenley Distillers, Alexander Smith Carpets, Ex-lax and Vaseline. He believes the selection of Negro media and its personnel is done haphazardly with unorganized and incomplete methods in most instances.

The basis for Negro media selection, he believes, is usually the recommendation of a maid in the home of the company president. “The man in the agency who has walked through Harlem twice becomes the Negro expert,” he charges.

The agency, rather than the client, is reluctant to raise the level of Negro advertising. Mr. Evans claims, and many campaigns in Negro media are compromise campaigns bought at the insistence of the client. The Negro, he says, buys brand names and is not a price bargainer. He gets poor satisfaction out of having the best because of his status as a member of a minority group.

These concepts are used by Mr. Evans in his general account duties.

Employment Service

EXECUTIVE PLACEMENT SERVICE for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nationwide service. Send for full information today.

HALL & FLETCHER
TV & Radio Talent Consultants
728 Bond Bldg., Washington, D. C.

POSITIONS FREQUENTLY AVAILABLE as Engineers

Announcers

Program Directors

WRITE FOR PLACEMENT FORMS

Edward C. Lobbell & Associates
17 East 48 Street, New York 17, N. Y.

Outstanding Opportunities

Florida

$42,500.00


Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

CHICAGO

Cleveland

SAN FRANCISCO

Wichita

Dallas

Sterling 492-2

Ray V. Hamilton

Leder M. Smith

Rutledge 2-575

215 Montgomery St.

Redwood 2-4767

Page 90 • April 28, 1952

WLA Lebanon, Pa.—Granted mod. for extension of completion date 1-7-52.

ACTIONS ON MOTIONS

By Comr. George C. R. T."OK Oklahoma City, Okla. and Kansas City, Mo.—Denied move for reconsideration of order assigning license of KOKO to O. L. Taylor to First Central Beet Co. application for license and CP of station WEEK from First Central Beet Co. to O. L. Taylor and application to change license and CP of station WNCC from O. L. Taylor to Radio Station WEEK in Neber, Ky.

City Best Co., Nashville, N. H.—Granted petition of First Central Beet Co., Liberty, N. H., for change of call sign to CCHS, effective date of time from April 18 to April 23, in part to change main studio location to Morrill, Mass.

Oakland Best Co., Pontiac, Mich., and John C. Pomeroy, Pontiac, Mich.—Granted petition of Oakland Best Co. for change of main studio location for disfavors without prejudice application for CP of station WUON, denomination of station WUON, removed from hearing docket application of John C. Pomeroy.

By Hearing Examiner J. D. Bond Chief, FCC Broadcast Bureau—Granted petition for change of location from points in vicinity of WJLA South Bend, Ind., for renewal of license and for transfer of center of operation of WJLA to those points in vicinity of WJLA. Broadcast Bureau may file proposed findings of fact and conclusions of law.

Gulf Beaches and Mondays, Fla., and WBBJ, Tampa, Fla.—Denied petitions of both the order granted petition of Gulf Beaches Best Co. for leave to amend its application to substitute as vice-president bus.

By Frank Hobbs in lieu of Harold Falconer, and to supply certain information regarding personal and financial qualifications of Mr. Hobbs; to show certain technical and financial information incident to change of its proposal from non-directional to directional operation, and dismissed as moot in all other respects since such amendments have heretofore been made; upon request of any opposing counsel, at the further hearing concerning the proposed changes the Commission shall present Hobbs for cross-examination. Granted petition of WBBJ for leave to amend its application to change proposed operation from non-directional to directional and to show certain technical and financial information incident to such change. Effective date for appeal purposes in this proceeding, April 18.

April 23 Applications... ACCEPTED FOR FILING (Continued from page 87)

KVOZ Laredo, Tex.—Requests license for CP, as mod., which authorized new AM locations.

Modification of License

KWEM West Memphis, Ark. — Requests mod. to license station to change main studio location to Memphis, Tenn.

KMLW; Lincoln, Neb.—Requests mod. license to station location as follows: South Dakota, Minn.

WCAU-AM-FM Philadelphia Requests mod. license to change main studio location.

WRAP Norfolk, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. location.

AM-1470 WBOY Beckley, W. Va.—Requests CP for a new station on 1470 with 1 kW D 2370 (to 2 kW in 3 kW).

UAW-CIO Program to Canada International Union, UAW-CIO, Detroit—Requests mod. to change main studio to Canada.


License Renewal

Following stations request renewal of license:

WISH Indianapolis, Ind.: WHOT South Bend, Ind., and WSJN Bridgeport, N. Y.

TENDERED FOR FILING

KWBX Waco, Calif.—Requests mod. of license for CP power from 1000 to 1000 kW 1000 kW install DA-N.

AM-1300 KPOW Portland, Ore.—Requests CP to increase D power from 1 kW to 5 kW.

AM-1300 KDAS Malverne, Ark.—Requests CP to change frequency from 1300 to 1300 kW.

APPLICATION RETURNED

KPLN Camden, Ark. — Mod. CP, which authorized new AM station, for approval of ant. trans. and main studio locations.

KSWX Brattleboro, Vt.—Renewal of license.

APPLICATION DISMISSED

WACI Santa Barbara, Calif.—Assignment of license from Radio Station WIBS强行 to apply for license and Ramon Pares, d/b/a Munis. & Pares.
FCC Actions (Cont.)
April 24 Decisions...
COMMISSION EN BANC

Granted CP
KLCN Riverton, Neb.—Granted CP to change frequencies from 900 kc to 910 kc, with 1 kw D.

Denied Mod. CP
WELT East Raninele, W. Va.—Denied mod. CP (which authorized new transmitter) for exten-
sion of completion date from Feb. 15 to May 15 1952, filing has been made, filed within 30 days, denial will be set aside and application designated for hearing; otherwise it will be presumed that application will be granted. Inspection of station and permit will be cancelled.

KTRM Beaumont, Tex.—Denied mod. CP (which authorized increase in power from 1 kw to 5 kw D on 990 kc and change in DA-D.) for extension of completion date from April 1 to Oct. 1 if request for hearing is filed within 30 days of denial, with application designated for hearing; otherwise it will be presumed that applicant does not desire to prosecute the application and permit will be cancelled.

To Remain Silent
WNAW North Adams, Mass.—Granted authority to remain silent additional 90 days from April 7 pending consumma-
tion of assignment of license which was granted April 24, 1952.

WEXI (FM) St. Charles, Ill.—Granted authority to change call letters to WEXI-FM, which will be effec-
tive 90 days from March 18 pending reorganization of station.

FCC Modifications
Following stations granted modified license of change in power or antenna heights:

WAM-FM—New Bedford, Mass.—Granted license to change ERP from 11 kw to 5 kw and ait.

WERE-FM Cleveland—Granted license to change ERP from 11 kw to 5 kw and ant.

WCP-FM Tarboro, N. C.—Granted license to change ERP from 3 kw to 2 kw and ant.

WTVB-FM Coldwater, Mich.—Granted license to change ERP from 5 kw to 3 kw and ant.

KAZG Mcgill, N. Mex.—Granted license to change ERP from 1 kw to 2 kw and ant.

Following stations granted renewal of licenses for regular period:

KCBR Midland, Mich.—KCBR-FM Kalamazoo, Mich.—KXQI At-

WTRC Thomasville, N. C.; WSLS Roanoke, Va.; WATF Day-

KTAR Phoenix, Ariz.; KYBC Austin, Tex.; KMMX San Juan, P. R.; WMMAM Marquette, Wis.; WMT Grand Forks, N. Dak.; WWNO New Orleans, La.; WPAB Ponce, P. R.; KFRR Ker-

KDKR Dallas; KDFK Nashville, Tenn.; KQO Spokane, Wash.; KLF Denver; KSBJ Sikeston, Mo.; KFNB New Orleans City; KVI Seattle; KJWE Kennewick, Wash.; KLBD Chicago; KKLV Colby, Kan.; KYUM Yuma, Ariz.; WGB Bettendorf, Iowa; WPTF Charlotte, W. Va.; WQCS Miami, Fla.; WBHC Jackson, Miss.; WREC

When It's BMI 14 Years
Another BMI "Pin Up" Hit—Published by Duchess

KISS OF FIRE
On Records: Georgia Gibbs—Mercury; Tony Martin—Victor; Billy Eckstine—MGM.

On Transcriptions: Shep Fields—Langworth.

BROADCASTING

New Grants, Transfers, Changes, Applications

BROADCAST MUSIC INC.

KTRM
WERL
WMAM

(Continued from page 68)

Telereport

(WICU) (TV) to Telecast From Erie Classrooms

WICU (TV) Erie today (Monday) is to begin a series of telecasts showing classroom activities in Erie public schools. The series is entitled Erie Schools at Work, will present 30-minute telecasts three weeks each.

The announcement of the series was made by Herbert F. Vane, play-

A WANTED AVENUE

ROOM 280 — INSURANCE BUILDING

REPRESENTED BY JOHN BLAIR & CO.

April 29, 1952 • Page 91
**ALERT TEST**

ABOUT 1,200 AM stations subscribing to the Conelrad alert plan were scheduled to participate this past weekend in nationwide simulated air attack exercises involving emergency broadcasting.

The special test early Saturday morning, conducted jointly by the FCC and the U. S. Air Force, was called to give broadcasters an opportunity to check their emergency equipment and Air Force pilots' "experience in navigating without the aid of the radio compass," it was announced.

The exercise was scheduled for the period 1:30-5 a.m. April 26, with stations operating as they would during an actual emergency attack—airing emergency civil defense instructions. It was designed to test the system devised by the FCC and three air defense forces of the Continental Air Defense Command.

Participating stations in Saturday's exercise were not previously identified, but the broadcasts were planned over two prescribed frequencies—640 kc, a clear channel, and 1240 kc, a Class IV local frequency. Stations which operate 24 hours a day were not affected.

Early morning listeners were unaware of the exercise unless they tuned to those channels and caught, before and after each test, every half hour, the announcement of the FCC-USAF project. They would have heard the entire broadcast with the belief that it was emanating from the same station throughout that period.

The plan called for each group of stations within a metropolitan area—those each on 640 kc and 1240 kc—to carry a common program originated from a single point in each city. The broadcasts were to be alternated without interruption at certain intervals, with only one station on the air at any point. Another requirement was reduced power.

In the smaller cities with only one or two outlets, each station was to generally transmit its own program over one of the two common frequencies, with a silent period between each transmission.

**Political Libel**

(Continued from page 85)

...penses arising from record-keeping, administrative costs and extra precautions due to libel risks. Only a fortnight ago, Rep. Mike Mansfield (D-Mont.) warned that he was considering introduction of legislation to prohibit what he called "double charging" by stations for political time.

Sen. Gillette indicated that he was inclined to go along with the Horan bill and hinted the subcommittee might recommend its passage.

Col. Roberts said it was an "unfair burden on the broadcaster" to force him to make a private decision (on parties, candidates, their remarks, etc.) which rightfully should be made by the public.

The DuMont representative said his network would not permit the Communist party, even as a legal political party, to buy time on its facility. Mr. Fellows questioned this, noting that the calculated risk would be possible in willful violation of the law. Col. Roberts said DuMont was ready to accept that risk. Both men agreed, however, that the broadcaster ought not to be required to assume the burden.

Col. Roberts said that a vicious attack can be made against a candidate without being libelous. Sen. Hennings discussed generously what is "fair comment" and what is "libel or slander."

Cardinal principle of radio-TV station operation on political broadcasting today is "fairness," Mr. Fellows emphasized.

The subcommittee is concurrently drafting language for a bill on the election laws. Broadcasting TELECASTING was told by the subcommittee counsel, John Moore.

However, nothing specific on the granting of the broadcast try is expected to be included in the bill. And while the subcommittee is concerned with libel and liability, it probably will not include the subject in its legislation.

**MOON-DOG HOUSE**

WJW's Freqd Packs 'em In

OVERWHELMING response to a disc jockey's two-week promotion over WJW Cleveland of a coronation ball for fans of his 11:15 p.m. Monday Night Rock House brought a crowd of 25,000 to the ball and 70 extra firemen and policemen to handle the throng, station notes.

The huge group in Cleveland was reason enough for WJW disc jockey Alan Freed, the show's star, to set new standards. The night's promotion started with the title, The Freeridium, and changed its name to Moon-Dog House when a record shop bought part of the show across the board. Fans clubs and mail followed and advance tickets were held a few weeks ago in Akron and Canton, with 4,000 attending each event.

Mr. Freed's two weeks of promoting the Cleveland "Moon-Dog House Ball" was done on his own program and made the promotion used through all other media. Although advance ticket sales reached 6,000 and the crowd began to gather an hour before the ball, not even Mr. Freed was prepared for the crowd of 25,000 at the Cleveland dance.

Needless to say, the two original Moon-Dog Howse events are continuing the Monday through Saturday broadcasts.

**WMAQ LOCAL BUSINESS**

Volume Up, Kopf Reports

MORE than $150,000 in local radio business has been billed by WMAQ (NBC) Chicago in the past few weeks, Harry C. Kopf, vice president and general manager, said last week. He issued details from the sales report of Rudolph Neubauer, WMAQ sales manager, showing sales of more than 150 one-minute spots and participations, as well as 60 minutes of programming weekly which was bought by the Chrysler Dealers of Cook County through Glenn Adr., Chicago.

Largest spot order, for 25 one-minute announcements weekly for 62 weeks, came from Domin Inc., through Dowd, Redfield and Johnstone.

**ILL. U. CLINIC**

Set for May 1-2

RADIO NEWS CLINIC, sponsored by the U. of Illinois, will be held at the university's Robert Allerton Park near Monticello May 1-2.

Program participants: Jack Shelley, WHO Des Moines, Fred Hinshaw, WLBC (Cincinnati, Ind.); William E. Bay, WMAQ Chicago; Bill Pindling, WFXT, Springfield; Glen Bretherton, WHO Des Moines; Larry Walman, WLPQ La Salle; Robert Hickman, WTAD Galesburg; Bert Bar, WVLN Olean, Quincy Howe, Cleveland; Brooks W. Pursell, Kansas City; C. Peoria, and Dick Evans, WDOB Decatur, with additional activities. The clinic will be represented by Ray Livesey, WLBI Mattoon, past president of IBA.

**PRESS STRIKE**

Sees Tacoma Radio Boom

PRESSMEN'S strike which stopped publication April 12 of the *Tacoma News Tribune*, the city's only daily, has brought new and feature coverage on Tacoma's radio stations and made business "awfully good," according to station executives.

A week after the strike hit Tacoma's afternoon and Sunday publication, all local stations reported success in (1) meeting the competition for news, and (2) serving advertising requirements of local business.

To its normal 12 daily newscasts, the *Tacoma News Tribune* added special commentary programs, two extra news shows Saturday and Sunday, and an extra sportscast daily, Jerry Gooch, general manager, reported. Notices of club meetings, Philharmonic concerts and other public events, and a quarter-hour of funeral and obituary notices were being aired as a public service.

Mr. Gooch said advertisers who heretofore have used radio could now have focus business up to standard, although department stores and others who threw in a quick spot substitution to substitute for the normal newspaper ads were not having equal success.

KTFT (FM), the transit-radio station owned by the *News Tribune*, took over the AP bureau for Pierce County (Tacoma) and added two persons to its news staff.

Burke Ormsby, KTFT director of news and special events, reported the station also launched a Sunday program with eight actors dramatizing the weekly comics. Over-all spot business at KTFT doubled after the strike began, he said.

KTAC (formerly KTBI) Tacoma, which began a concentrated news coverage when it went full time, expanded its news schedule tremendously, according to H. J. Guilliam, president. Business at the station boomed after the strike began, he said.

**WTMJ ANNIVERSARY**

Observance Begins May 1

SPECIAL programs over WTMJ-MTV Milwaukee will mark the 50th anniversary of Milwaukee Journal radio service to the community May 1.

Festivities will begin an anniversary observance period which will be climaxed in August by a week-long celebration of the 10th anniversary of Milwaukee's Radio City Summer also will mark the 25th anniversary of WTMJ's affiliation with NBC.
and more attention to maintaining a satisfactory margin between revenues and expenses in the coming months, said Irving A. Maier, board chairman of the advertising bureau. He reported Wednesday that national advertisers set a new record in newspaper-space purchases last year, spending a total of $513 million, a figure almost double the comparable newspaper revenue in 1946.

Some $2,286 million is estimated as the newspaper take from advertisers this year, he said, to lead the next largest medium, direct mail, by a two-to-one margin. Radio's income from the total advertising bill will be about $690 million and television's, $484 million, he added.

Newspapers, however, still "simply cannot attain any real decline in revenue," he noted.

Agendas for closed sessions Tuesday, first day of the convention, indicated possible discussion for a wide range of radio-TV topics, from newspaper monitoring of competing radio newscasts to promotion of newspaper-owned radio stations.

Representatives of papers with less than 100,000 circulation, representing separately, did not raise any radio-outsider subjects, it was reported, while those from papers with 10,000-50,000 circulation asked only one question: "How many papers in cities under 60,000 population have applied for or definitely intend to apply for a TV station?" Five papers represented answered affirmatively.

Delegates at the advertising session Wednesday also heard how to sell national retail advertising from William A. Green, Bureau of Advertising assistant advertising director. E. L. Colgate, and many other circulation corporations which turned AM and TV advertising budgets over to newspapers as a result.

A sales, presentation, prepared for Motorola, was outlined to show the thesis that advertising limited to 63 TV markets had reached only 58.1% of the consumers, so that, it was argued, only $30,000 of every $100,000 spent for advertising was reaching effective coverage.

Another corporation, Tidewater Oil, was reported as turning from radio to newspaper advertising on grounds that its greatest sales period occurred at the time of lowest radio audience. Another advertiser increasing its newspaper purchases was Campbell Soup Co. identified as increasing expenditures from $220,000 in 1948 to over $1 million in 1951.

Louis N. Brockway, executive vice president of Long & Ruthven, speaking Wednesday as vice chairman of the Advertising Council, said that 579 daily newspapers had joined the two-month old newspaper circulation promotion to one-column, three-inch-space—often on the front page—to public service messages twice a month. "It means a circulation of 27 million readers every 15 days... and some of the space you cannot buy at any price," he reported.

First-day meetings stressed freedom of the press, with ANPA President W. Grahame C. McMillan setting the pace by urging that Presidential powers of seizure be made plain and explicit by law. His speech was followed by an address from Dr. Alberto Gainza Paz, publisher in exile of Argentina's La Prensa, who gave similar warnings on press restrictions.

Discussion groups later in the day, along with a published restriction on newspapers, based on reporting: Presence of a radio in a newsroom for the purpose of receiving and reporting police calls is listed as a federal offense.

Slocum Named Secretary

Election of ANPA officers and directors, final business before adjournment Thursday afternoon, resulted in naming of Richard W. Slocum of the Philadelphia Bulletin and previously an ANPA director, as ANPA secretary. Two newly elected directors were Franklin D. Schuur of the South Bend (Ind.) Tribune and H. H. Cahill of the Seattle Times. Re-elected officers were Mr. McMillan, president; George C. Biggers, Atlanta (Ga.) Journal and Constitution, vice president; and W. L. Fanning, Westchester County Publishers, White Plains, N. Y., treasurer.

Special meetings for associated newspaper groups were held Monday the day before the ANPA sessions started, and included a labor conference panel at which Richard P. Doherty, employer-employee relations director of the NARTB and industry member of the Wage Stabilization Board, was a speaker. Other organizations which met during the week included the AP, UP, NNS, New York State Publishers Assn., Pennsylvania Newspaper Publishers Assn., Publishers Bureau of New Jersey and the American Assn. of Newspaper Representatives.

Robert Atkinson, owner of Atkinson Co., Los Angeles, radio station representative, adds to duties by representing list of West Coast Radio Sales, that city.
CONSTITUTIONAL TV

TELEVISION thus far is only instrument by which steel companies have been able to compete on equal terms with President Truman, Wage Stabilization Board and CIO, Clarence B. Randall, Inland Steel Co. president, told National Press Club luncheon Friday.

"Perhaps television should be super-imposed on the Constitution," he quipped, "but it should be done by Constitutional means."

Mr. Randall said he was "largest audience which any private citizen had ever addressed" in his April 9 reply to President's seizure of steel mills.

SHARP REVENUE RISE SHOWN FOR DUMONT NETWORK

DuMont's TV Network has shown consistent rise in revenue over past 15 months, Chris J. Witting, director and general manager, reported in statement for publication today (Monday). Revenues for 1951 were up 110% over 1950 levels, with 12 quarter-hour's of business with its affiliates, against 83 quarter-hours in 1950, network reported. Meanwhile, average commercial DuMont network has risen to 15.5 stations, with at least five sponsors increasing their networks substantially in recent months and 13 indicating plans for remaining on air all summer.  

CLIENT SERVICE BUREAU ORGANIZED BY WLWT

WLWT (TV) Cincinnati announced Friday formation of Client Service Dept. to be headed by Frederic Gregg. Mr. Gregg for past year has been in charge of promotion for Crosley television outlet.

New department will offer complete promotion and merchandising service to TV advertisers. Operating on six-figure budget with full staff of specialists, department will be completely self-contained unit embracing all phases of promotion, merchandising, exploitation and related client and station activity.

TEST DRAMA'S RATING

WOR-TV New York's experimental Broadway TV Theatre—same play each night Monday through Friday—attained unduplicated Pulse rating of 32.3 in its opening week, April 14 through 18, when "Trial of Mary Dugan" was presented, WOR-TV spokesman reported Friday. They said this meant show was seen by 918,000 families (not counting duplications) during that week. President Theodore C. Streibert regarded this rating as "merely a start" and predicted audience for series, sponsored by General Tire & Rubber Co. and R. J. Reynolds Tobacco Co., "will continue to increase, and that the plays will build themselves."

NEW SPAC GROUPS TO MEET THIS WEEK

FIRST meeting of NBC's new Stations Planning & Advisory Committee is to be held Tuesday, April 29, in New York, with Harding Bannister officiating for first time since taking over as stations relations vice president.

Committee to convene at 10 a.m. Tuesday with NBC President Joseph H. McConnell and Mr. Bannister, vice president, followed by morning-long closed session for elections, etc. Combined SPAC will hear summer radio presentation in early afternoon by Jack Herbert, vice president for radio network sales, with separate radio and TV sessions following.

Radio group to hear further talks on their departmental activities by following: Mr. Herbert, vice president and programme director; Hugh M. Beville, director of plans and research; Jake Evans, manager of advertising and promotion; Synd Eiges, vice president for press and exploitation; Charles Barry, vice president for radio network programs; Henry Cassidy, director of radio news and special events, and William McAndrew, director of public affairs.

The group will meet simultaneously scheduled for departmental talks by Sylvester L. Weaver Jr., vice president in charge of NBC TV network; Joseph V. Heffernan, financial vice president and treasurer, president and director of TV network sales; Davidon Taylor, general production executive; Mr. McAndrew; Ed Madden, vice president of TV network operations and sales; Carl Stanton, manager of TV commercial program planning, and Wile, vice president and director of TV network production.

Morning of second day to be spent by combined SPAC in closed session, and in afternoon, Radio and TV groups will separate for further conferences with NBC officials.

New SPAC consists of:

RADIO—Richard O. Dunning, KHQ Spokane; Ralph B. Gandy, WOR New York; and WOC Des Moines; Port; B. T. Whitmire, WFBG Greensville, S. C.; Robert B. Hanna Jr., WGY Schenectady, P. A.; Sugg, WMY Oklahoma City; Allen M. Woodall, WDIA Chattanooga; G. E. Vucinich, KGHI, Anchorage; Jack Herbert, WOR; Bannister, WOR; and Russell, WBFM, Durango.

TV—M. M. Campbell, WFAA-TV Dallas; E. E. Vadeboncouer, WSB-TV Syracuse; Stanley Ruben, WOR; C. J. Witting, WLWT; and E. E. McAndrew, WOR.
WREC rates per thousand listeners have declined 10.1% since 1946. You get more in every way from WREC.

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