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TELECASTING

Begins on Page 63

The Newsweekly
of Radio and
Television
21st Year

WOR-tv channel 9

the station that gave New York an amazing new concept of TV programming, "Broadway TV Theatre," has packaged another unique buy . . .

"TONIGHT'S NEWSREEL"

Every day, all of channel 9's Fox Movietone United Press films are wrapped into one complete newsreel . . . and shown continuously — exactly like a newsreel theatre. An entirely new and up-to-the-minute newsreel every night!

The station whose programming genius gave advertisers UNDuplicated AUDIENCE . . . with "Broadway TV Theatre" . . . now gives sponsors complete audience turnover — among the alert, responsive viewers who make up the news audience in America's Number 1 market.

"Tonight's Newsreel" is available now at rates that are astonishingly low.
Results are what we love... and what WTVR sponsors get

Getting results for sponsors is our business. And our formula for making sponsors happy is simple indeed. We take a big helping of public service, mix it with top network programs, add the program and engineering knowhow we've acquired during our 26 years. Oh, yes, we can't forget the friendly warmth that characterizes WTVR announcers. Sponsors like these ingredients. Have you tasted the result?
WHEREVER radio station WFAA is heard, housewives are familiar with a jingle that goes, “Better buy Burleson’s honey.” You can find Burleson’s on grocers’ shelves in major markets all over the Southwest. It wasn’t that way back in the early 1930’s...

A WFAA salesman had just finished speaking on the power of radio advertising before the Waxahachie, Texas, Rotary Club. T. W. Burleson walked up and introduced himself, explaining that he operated a small honey packing business. Radio interested him, but when they got around to discussing cost, the old gentleman snorted, “Just for rich folks!” and stalked out the door.

"Young whippersnapper!" he cried . . .

"That $600 will break us!"
Instead, it built a honey of a business for the Burlesons

It was two years later that young Ed Burleson, just out of college, was in Dallas trying to build distribution for his father’s growing business. Radio looked like the answer, and Ed signed a $600 contract with WFAA for a year’s schedule of announcements. Ed Burleson got a stormy reception when he reached home with the news.

Within six months though, the elder Burleson had reason to change his opinion of radio, and by the end of the second year’s contract, sales of Burleson’s honey had jumped 400%! From that day to this, radio has had a large share of Burleson advertising — over the station that helped make it a honey of a business — WFAA.

WFAA-820 is a honey of a station, too. Ask the Petry man about it today!

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES • ALEX KEESE, Station Manager • RADIO SERVICE OF THE DALLAS MORNING NEWS
WGAL-TV
LANCASTER, PENNSYLVANIA
for Response

3 Programs
telecast once weekly for 13 weeks

Drew 55,245 pieces of mail

The programs:
TALENT TIME 31,564
NAME THE BRAND 13,471
STUMP YOUR NEIGHBOR 10,210

Buy WGAL-TV to sell these many thousands of prosperous buyers

A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles
WATCH for developments on new RCA multiple-purpose TV method (probably to be designated as Telespot) until now highly classified. Dr. Charles B. Jolliffe, RCA vice president and technical director, demonstrated system to FCC, civil defense and military representatives in Washington Friday. Method entails principle of Ultrafax high-speed transmission.

ACTION of Senate Rules in reporting so-called Gathings resolution authorizing House Interstate and Foreign Commerce Committee to investigate blood and thunder programming in TV, stems from mounting opposition to that type of programming and to commercials—mainly beer. Committee connected to counsel with NARTB TV Board of Review on enforcement and presumably will give it strong backing in effort to bring modifications and restraint into programming aimed to offer juvenile audiences. Chairman of committee likely to be Rep. Lindley Beckworth (D-Tex.).

TAILORED price regulations for radio-TV industry will be out in next fortnight. OPS staff is poring over final draft now, which is understood to provide ceilings at retail-wholesale sale level. Regulation based on manufacturers' price survey recently completed by agency, and will cover receivers, phonographs, other radio-TV appliances.

UNITED Paramount Theatres' pitch at government agencies for closed circuit theatre telecasts didn't stop at Justice and State Dept. discussions (see story page 31). It's authoritatively learned that UPT executive also solicited Defense Dept. for recommendation as to feasibility of medium. Defense reportedly rejected bid on grounds it would place itself on record as supporting one medium to exclusion of others.

WATCH Sen. Hubert Humphrey (D-Minn.) for possible firepower on "political" institutional advertising by large corporations. Senator is studying answer from Internal Revenue Bureau on his query as to what administrative action it could take, and whether legislative authority is needed to take action, against firms which deduct expenditures for this type of advertising on their income tax.

SOME Congressional quarters tried to pull quickie on military personnel procurement authorities by agreeing to thaw funds freeze for recruiting if Defense Dept. would consent to deduction from fiscal '53 moneys. But Air Force-Army officials wouldn't nibble. Question still hangs in the air. (Story page 34.)

REQUEST to include entire state of West Virginia in TV Zone 1, instead of splitting state between Zones I and II, will be filed this week with FCC by WHIS Bluefield, W. Va. Petition will point to unfair discrimination between cities in West Virginia under present plan, which provides 170-mile co-channel minimum separation in Zone I and 190-mile separation in Zone II.

CURIOUS phase of TV life under NARTB (Continued on page 6)

BROADCASTING • Telecasting

RADIO-TELEVISION BARRED, PRESS TO COVER HEARING

BAN against radio and television coverage of preliminary hearings in damage suit filed by Sen. Joseph R. McCarthy (R-Wis.) against Sen. William Benton (D-Conn.) was imposed Friday by Sen. Benton's counsel. Suit asks $25 million in punitive damages.

Explanation given for action was that Theodore Kiendl, attorney handling case for Sen. Benton, had sponsored New York State law banning microphone and cameras from many types of judicial and public proceedings. He was represented as feeling it would be inconsistent on his part to allow proposed pickup of hearing, scheduled to start this morning (Monday). Mr. Kiendl is number of firm of Davis, Pope, Wardwell & Kiendl, New York. Both Sen. Benton and Sen. McCarthy had said they had no objection to cameras and microphone at hearing. Press will be admitted to proceeding.

RATES DOWN 27% IN TEN YEARS—GRABHORN

"RADIO RATES, in relation to circulation, have decreased themselves—and not because of advertiser pressure—by some 27% over the last 10 years," Murray Grabhorn of Eastern Petry Co., station representation firm, declared in speech prepared for delivery yesterday (Sunday) at meeting of Kansas Broadcasters Assn. in Wichita. He called on radio to "hold the line" on rates.

His statement was part of answer to one made at recent AAAA's convention by Melvin Broby, of Needham, Louis & Broby, that trends within various media, comparing 1951 with 1952, showed that cost-per-thousand for magazines had risen 7%, for outdoor advertising 5%, for network radio time 16%, for spot radio 22% [B&T, April 7].

Mr. Grabhorn said he "respectfully" took issue with Mr. Broby's analysis regarding radio: "I want to compare his analysis, based on 32 random stations, with a matched sample more than three times as big—97 stations, to be exact," Mr. Grabhorn said. He explained latter study, made by statistical tabulating co. for NARTSR, showed "average Class A one-hour rate had increased 12.8% from July 1941 to July 1951. In dollars and cents, the average went from $140 to $153."

But, he noted, radio circulation gained 54% in same period, and if rates had gone up at same place they'd average $223 per Class A hour instead of $183.

HORMEL PLANS TV

GEORGE A. HORMEL & Co., Austin, Minn., will put its network radio show, the Hormel All Girl Review, on television next fall, spot-ting a series of half-hour films in various markets. Kling Studios, Chicago, will handle the photo-liquidity, execute this month with a series of 13 shows featuring 60 of the girl musicians and vocalists. Arrangements were completed last week by Jay C. Hormel, board chairman, who will supervise production, and Ben Niles, Kling's president in charge of TV and motion pictures. Agency is BBDO, Minneapolis.

BUSINESS BRIEFLY


SPOTS FOR SHOES • Thom McAn Shoes, through Neff-Rogow, N. Y., planning May 16 to 29th radio spot campaign using 6:30-8:30a.m. and evening periods to appeal to male audience.

10-WEEK CAMPAIGN • Junket Brand Foods, Little Falls, N. Y., planning 10-week spot campaign using mostly participation shows in top radio markets, starting May 26. Agency, McCann-Erickson, N. Y.

DAIRY RESUMES • Foremost Dairies, which cancelled its national radio campaign short while ago is resuming on all its stations w/ two-week schedule starting Thursday for its tangerine juice. Schedule may be extended is successful. Agency, Fletcher & D. Richards, N. Y.

TEST FOR MEXICANA • Mexicana Skin Cream, N. Y., buying five-market test campaign (Continued on page 98)

RADIO STILL BEST CBS PROCLAIMS IN ADS

"AFTER Four Years of TV, What's Happening to Radio?" was answered in full-page CBS Radio ads in The New York Times and The Tribune Friday: With CBS Radio's fall schedule "already 80% as far along as last year's schedule was on Sept. 1," network said "radio is building early momentum for one of the biggest seasons in its history."

Noting that public continues to buy half million AM sets monthly, advertisements reported that half of radio listening is outside of living rooms, with result that "in total listening, people spend more time with radio than with any other medium."

"In terms of advertising," full-page spread continues, "a mass advertiser may choose to spend a dollar for 344 radio listeners . . . or 365 television viewers . . . or 334 magazine readers . . . or 240 newspaper readers."

"In terms of advertising frequency, he may choose to reach a given number of prospects once in newspapers . . . or 1.3 times in magazines . . . or 1.5 times in television . . . or 3.9 in radio—at no difference in cost."

Advertisement, which broke Thursday in Wall Street Journal and is scheduled later this month for Newsweek, Business Week, and four trade publications, appeared in New York just as CBS-TV clinic was being held (see story, page 66).

HANNA HEADS DISC GROUP

MICHAEL R. HANNA, WHCU Ithaca, N. Y., named chairman of new NARTB Transcription Rules Committee. Group was authorized by board at February meeting to look into possibility of revising FCC rules covering announcement of transcribed programs. Chairman Hanna will name other members of committee, with first meeting scheduled in near future.

for more AT DEADLINE turn page
CAN TWO AM’S GET ONE TV STATION?

CAN two AM stations in same city get together, apply for and be granted TV station without running afoul of FCC’s doppy regulations? Question was put squarely up to the Commission Friday when KFBT Wichita repeated same questions posed early in March by Senator Edwin C. Johnson (D-Col.) in letter to William P. Klarner (FBE), April 21. At that time, Chairman Walker replied by saying that question had not been taken up by the Commission. [See Editorial, page 32 which closed earlier].

Essence of problem here: Commission rule prohibits ownership or control of two AM stations in same community. Some AM broadcasters are considering joining to set up new corporation to apply for TV in order to obviate contested hearings for channels, also to make it easier financially. Some FCC staff officials have questioned whether ownership of TV station in same manner might not jeopardize ownership of AM stations.

Declaratory ruling is therefore requested on four questions propounded by Sen. Johnson: (1) Can owners of two or more AM stations in same city be granted TV station and be permitted to retain their AM stations which are run as separate entities, (2) Would combination of two AM owners for TV put that application at disadvantage in hearing with other applicants not engaged in broadcasting, (3) Is there any prejudice at FCC regarding granting of such an application, (4) Would joint application for TV by two AM station owners be in conflict with public interest, provided each radio station is operated separately.

FACILITIES ARE EXTENDED BY RADIO FREE ASIA

THREE shortwave bands now used by Radio Free Asia for broadcast programs into Far East, according to John W. Elwood, director. Transmission facilities now include Guam and second Manila transmitter. Programs travel on 9490, 11,840 and 6110 kc. Mr. Elwood described it as “an important step toward covering all of Southeast Asia with a radio barrage of truth to expose the false promises of the Communist.”

FCC DIVISION CHIEFS

APPOINTMENT of division chiefs in recently established FCC Field Engineering & Monitoring Bureau was announced Friday. Following were named: Stacy W. Norman, Inspection & Examination Div.; George L. Jensen, Engineering Div.; Irving L. Weston, Monitoring Div. All three have been with FCC and predecessor agencies since late 1920’s. Field Engineering & Monitoring Bureau is headed by George L. Turner, with Frank M. Kratokvil as assistant chief and head of Field Operating Div.

DUMONT BUYS NIELSON


In this Issue—

Can department stores use radio as they do newspapers? Pomeroy’s of Pottsville, Pa., is applying field tactics to find out. A test campaign, thus far successful, makes use of radio-only on WILK, according to Paul A. Crosser (FBT, April 21). In a Sears, Roebuck experiment, reported by Advertising Research Bureau, radio outpulls the printing medium. Page 24.

A feature, “The Tale of the Cautious Grocer,” tells how radio’s power makes money for a Kentucky grocer who had little to spare. Page 30.

In a $1.5 million transaction, KPHO-AM-TV Phoenix is being purchased by Meredith Publishing Co. Page 35.

With some 18 BMI clinics held in the nation last week, another 24 are slated in the next ten days. Attendance is up at all of them. Page 36.

Annual George Foster Peabody Award winners announced in New York re-emphasize that broadcasters can achieve merit in programming. Page 86.

On Capitol Hill, a probe of radio-TV programming threatens (Page 85), as the McFarland bill clears for House debate. Page 89.

NBC radio affiliates pledge confidence in the network’s plans at the first 1952 Stations Planning and Advisory Committee meeting. But some privately see a defeatist attitude. Page 92.

TV Engineers are plumbing through a new National Bureau of Standards’ report on VHF propagation. Their question: Is there a new threat to television? Page 94.

Another problem possible affect on 80-90% of 17 million TV sets in use today by ham operations on the 21 mc band authorized by FCC. Page 67.

In Washington, a joint committee with FCC, industry and aviation representatives, sits down to talk over height and sites for TV towers this week. Page 68.


Full particulars of closed circuit TV, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies for possible future use. Page 82.

Upcoming

May 5: ABC Affiliates, Fort Worth, Fort Worth.
May 5-6: NBC radio workshop, Chicago.
May 7-8: Sales Clinics, Kansas City.
May 8-9: NBC radio workshop, New Orleans.

(See Clinics and Other Upcoming page 30)
THE SAVANNAH FOOD BROKERS ASSOCIATION—
whose membership comprises all of the leading food brokers in this area—
PLACE THEIR ADVERTISING EXCLUSIVELY
on WSAV

"Ladies Be Treated" 9:15-9:30 AM, Monday thru Friday

—a program designed to promote consumer preference for leading brand-name foods,
and to stimulate the cooperation of the 500-odd retail grocers within the WSAV
listening area.

THE SAVANNAH PHARMACEUTICAL ASSOCIATION—
whose membership comprises all of the leading druggists in this market—
PLACE THEIR ADVERTISING EXCLUSIVELY
on WSAV

"A Man and His Magic" 6:05-6:10 PM, Monday thru Saturday

—This program is designed to build public confidence in the retail druggist as an
important member of the nation’s health team, and as the most dependable source
of all consumer drug products.

The People Who Actually Sell FOODS and DRUGS Know from Experience
that WSAV is the "SELLINGEST" Medium in the Entire Savannah Seaboard
Market!
Summer ‘Boom-State’

The tremendous impact of Station WGY on an enlarged summer-time audience is ably demonstrated by one of WGY’s sponsors—the Catskill Game Farm. In 1951, this organization abandoned its advertising schedule in newspapers and other radio stations to use WGY exclusively. Through spot announcements in the morning and night-time stations breaks, the result was a 250 percent increase in attendance.

Reaching all the summer resorts in the Adirondack, Catskill and Berkshire Mountains and Vermont, sales messages carried by WGY also reach the many tourists and vacationers in Saratoga Springs, Lake George, Lake Champlain and Cooperstown, New York. The WGY area is surely one of America’s foremost vacation areas.

Motorists visiting “WGY-Land” learn the station’s location on the dial through seven striking, colorful 8' x 24' Scotchlite billboards which are located on the major traffic arteries leading into the WGY area.

You can realize outstanding results by doing your summer selling on Station WGY.
Koin proudly acknowledges two national awards for the locally produced dramatic documentary program on racial prejudice.....

WHO KILLED DR. DREW

Koin

A MARSHALL FIELD STATION

AND KOIN F-M - PORTLAND, ORE.

The value of a radio station to its community is measured by the services it performs.

KOIN

Proudly acknowledges two national awards for the locally produced dramatic documentary program on racial prejudice.....

WHO KILLED DR. DREW

Koin

A MARSHALL FIELD STATION

And KOIN F-M - PORTLAND, ORE.
In Boston, the big station is WEEI!

WEEI wins more quarter-hour firsts than all other stations combined.

WEEI commands an average of 23.2% of the radio audience—33.3% more than any other station.

Ludlam's Lodge

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

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

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

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

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC 5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 12  •  May 5, 1952

feature of the week

FOUR participating spots on television have opened a new market in the Seattle area for a metal polish produced and previously sold only in California.

When John C. Charles & Co., Los Angeles, decided to put its Formula #40, a liquid polish for brass, copper and chrome, into the Pacific Northwest market, it started with no distribution outlets. In fact, it had only a jobber, Emmett E. Egan & Co., Seattle, and a product which had originally been developed for shining sports equipment but now was being promoted for copper-bottom cooking utensils and such additional items as fireplace andirons and brass door knockers.

The product had sold well in California for three years, but in Seattle there was neither demand nor even awareness of Formula #40. Egan & Co. took the account Dec. 20, 1951, and the television promotion started right then. The vehicle was Peter Lyman's Telebuys Fun, aired on KING-TV Seattle Monday through Friday at 3:15-3:30 p.m. John Freiburg, a principal of the manufacturing company, appeared on the first program and thereafter Pete Lyman carried it alone.

After demonstrating the product on a copper-bottom pan, Mr. Lyman used a blackboard to invite viewers to write in. Offering a free sample of Formula #40, he suggested this wording on a postcard:

"Where can I buy Formula 40?"

My favorite store is ————."

Two such demonstrations and free-sample offers a week, in a two-week period, brought in 1,200 postcards.

The broker then separated the cards according to the stores named and showed them to the store managers as evidence that their customers wanted Formula #40. It was a convincing demonstration and it promptly opened, as retail outlets for the product, 300 independent supermarkets, the affiliated stores of three major food chains in Seattle and hardware and department stores.

Sent From Afar

Postcards came from as far north of Seattle as Port Townsend and Port Angeles and from as far south as Olympia, with one from Portland, Ore. One store in Seattle received mention on more than 400 of the cards.

Telebuys Inc. went off the air after Formula #40 had been on two weeks. With the distributorships opened, the sponsor stopped its TV advertising—temporarily.

As of March 14, however, Formula #40 was back on KING-TV with participating announcements on The World Today (6:45-7 p.m.). The new demonstrator of the product is Mary (Mrs. Emmett E.) Egan.

"We've got the distribution," Mr. Egan told Broadcasting • Telecasting. "Now we want to sell the product."

strictly business

DAYTIME radio still has a strong place, depending on what you are advertising," according to Herbert M. Cleaves, sales and advertising manager of the Jell-O Division, General Foods, who a fortnight ago was promoted to the marketing management, Associated Products Division.

His opinion on video advertising: "You have to weigh very carefully the rising costs against the possible sales potential of your product... For many products, television has priced itself out as an advertising medium."

As advertising head of the Jell-O Division, Mr. Cleaves' problem was not to get people to purchase the product but to use it more frequently—from the stocks of almost

(Continued on page 33)
### WNEW

1st, 2nd or 3rd in

55 of 56

Quarter-hours,

6 A.M. - 8 P.M.

**APRIL 1952 PULSE**

**MONDAY-FRIDAY**

**AT-HOME ONLY**

**April '52 vs. '51?**

**Ratings** **UP 10%**

**Share** **UP 15%**

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**Page Dimensions:** 658.8x866.4

**Page 13**

**Broadcasting • Telecasting**

**May 5, 1952**
CHESTER T. BIRCH, advertising vice president, Andrew Jergens Co., Cincinnati, to Dancer-Fitzgerald-Sampie, N. Y., as vice president in charge of service on Procter & Gamble account.

L. L. SCHULTZ, supervisor of creative work, Biow Co., N. Y., elected a vice president.

DONALD M. SMITH Jr., merchandise account executive, Young & Rubicam, N. Y., to Grey Adv., same city, as account executive. NOYAL WELCH, assistant sales promotion manager, Servel Inc., joins Grey as account executive.

TOM SWICK, media department, Campbell-Ewald, N. Y., to McCann-Erickson, that city, as radio-TV time buyer.

Mr. Schultz

HENRY A. MATTOON, vice president and member of plans board, Ruthrauff & Ryan, N. Y., to Dancer-Fitzgerald-Sampie, N. Y., as vice president and copy supervisor.

DESpite paradoxes in his behavior pattern, Fred Kilian, director of radio and television programming for Young & Rubicam, Chicago, adheres to a consistent approach in these media. He is a "ham actor" who never kept a scrapbook, a collegian who avoided attainment of even freshman status in almost four years of study, an ex-life insurance salesman who sold only one policy—to himself—and a broadcast specialist who sees "serenity and peace" in radio and only "hard work" in television.

Mr. Kilian, who was born in Toledo, as a harried undergraduate at the U. of Toledo, studied courses in each school except pre-law, thereby neglecting to get a concentration of credits in any course which would have given him at least a freshman rating.

He's been working since he was 9 (then as a library page), and trod the boards with stock companies at 15. In 1929, at age 18, he was assistant technical director at Chicago's Goodman Theatre and acted on a CBS network show there. He studied two years at Pasadena Playhouse in Hollywood, buttering his bread by appearing as a movie bit player and working as Omnslow Stevens' stand-in. After graduation, he was an assistant director at Republic Pictures.

Mr. Kilian, in the past 10 years, has resigned himself to the hybrid role of talent and management, with the former claiming "I have a penchant for the latter, and the latter doing the same." As he has gained increasing technical ability and objective views toward the various media in which he has worked, Mr. Kilian has found for himself a proportionate lack of entertainment value in each. He figured once he had appeared in 300 plays, but had only seen 50 during the same period.

At Y&R he is responsible for broadcast programming of such clients as Schlitz beer (he was hired last July as radio supervisor for Schlitz on Halls of I'ley, NBC radio, and Playhouse of Stars, CBS-TV), Purity Bakeries, O-Cedar, Borden Co. (Chicago), Elgin National Watch Co. and International Harvester, Truck Division.

He has worked in Chicago television since 1947, when, as production manager at ABC, he tested the medium for ABC on the independently-owned WKBV (TV) with a show sponsored by General Mills and the Hub Store. In the fall of 1948, when ABC's WENR-TV took the air, he became program director. His shows got the highest local rat-

(Continued on page 64)

two top CBS radio stations
Two Big Southwest Markets
One Low Combination Rate

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

National Representatives

JOHN BLAIR & CO.

Page 14 • May 5, 1952
B. FRANKLIN ESHLEMAN II elected vice president of Benjamin Eshleman Co., Phila. BENJAMIN F. BUSCH Jr. appointed agency’s media and marketing director. JOSEPH R. ROLLINS Jr. will head radio-TV staff. DAVID S. BURCAT and RAY McDEVITT join agency in marketing and art departments respectively.

WAYNE TISS, vice-president in charge, BBDO Hollywood, elected to board of trustees, College of the Pacific, Stockton, Calif.

GEORGE E. SCOTT, formerly with Ruthrauff & Ryan, to Betteridge & Co., Detroit, as production manager.


ALLEN L. BILLINGSLEY, president of Fuller & Ross & Smith Inc., Cleveland, elected to board of directors of Interchemical Corp.

ROSS ROY Inc. opens Dallas office at 823 Mercantile National Bank Bldg., that city, headed by ORVILLE MCDONALD, account executive.

DICK KIRK joins J. Neal Ferguson & Assoc., Dallas, as account service man and copy writer.

WARD BYRON, executive producer, ABC-TV, and FRANK WOODRUFF, producer-director of Bigelow Theatre for Young & Rubicam, to Lennen & Mitchell in New York and Hollywood office respectively.


PETER LORCHER joins Ruse & Urban Inc., Detroit, as head of newly created merchandising and specialties division.

J. M. KORN, head of J. M. Korn Adv., Phila., elected to board of governors of Pennsylvania chapter of AAAA.

BADGER, BROWNING & HERSHEY, N. Y., moves to 19th floor of International Bldg., 630 Fifth Ave.

RUTH KUNZE, administrative assistant, Philip Lesley Co., N. Y., named assistant account executive.

LOIS REA, Lowe Runkle, Oklahoma City, to H. M. Gross, Chicago, as production manager.

RUSSELL TOLG, radio-television director, BBDO, Chicago, was guest speaker last week at meeting of Alpha Delta Sigma advertising fraternity.

NEEDHAM & GROHMANN Inc., N. Y., relocates in RCA Bldg., Rockefeller Center, on 17th floor.

LUCY Lager beer, through McCann-Erickson, for the third consecutive year is bringing major league baseball to San Francisco Bay Area fans. Shown just after signing of contract are [1 to r] H. G. Fearnhead, general manager, KYA San Francisco; Burton C. Granicher, McCann-Erickson, and Ken Hildebrandt, KYA sales manager.

WBEN’S new 11:20 p.m.-to-midnight disc show “Diane” has an established and loyal buying audience. Her careful selection of restful tunes, reading of romantic poetry and special attention to requests has made her a favorite with those at home and in cars.

Diane dominates Western New York 11:20 p.m. to midnight Monday thru Friday.

Her identity is cleverly concealed, adding an aura of mystery to the show. Her sponsors, however, agree that there’s no secret about Diane’s terrific sales power!

Why not use a segment of this popular show to air your wares — profitably!

Check Petry for availabilities
That's the size of the audience that listens regularly to the broadcasts of the Cleveland Indians games through WERE.

WERE's balanced programming makes it the potent sales force in Northeastern Ohio...

WERE broadcasts the exclusive play-by-play of the Cleveland Indians games.

WERE broadcasts 19 newscasts daily.

WERE carries Cleveland's top disc jockeys.

WERE is the music-news-sports station for Greater Cleveland.

O. L. Taylor Company
National Representatives

WERE Cleveland, Ohio
5000 W - 1300 KC

Vital in Northeastern Ohio
BLIND MAN'S GUFF

Some people, including Canadians, take views on Canada's marketing problems that are based on popular misconceptions. In this case of the blind leading the blind.

Admittedly, there are "obstacles".

Canada is a vast country, larger than the U.S. by one quarter. Canada's population—14 millions—is widely dispersed. In the U.S. there are 45.1 people to the square mile; in Canada 3.57.

And most Canadians live in semi-urban and rural areas. Only 38% live in cities of 30,000 or over.

Also, 25% of the population speaks French.

But there's a way round these geographical and linguistic obstacles to Radio.

For Radio in Canada is bi-lingual and wears seven league boots.

94% of all Canadian families own a radio.

And Radio is Canada's most popular entertainer and most effective 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. W.
Toronto.

Spot

LOEW'S THEATRES, N. Y., placing TV spot schedule in addition to regular 52-week radio spot campaign in about twenty-five cities to promote "Singing in the Rain" for 4 days prior to premiere in those cities. Agency: Donahue & Coe, N. Y.

LOOZ PRODUCTS, L. A. (dietary supplement), sponsoring Stewart Craig, health commentator, on 12 CBS Radio Pacific stations, 10:30-10:45 p.m. PDT, for 13 weeks starting May 11. Agency: Dean Simmons Adv., S. F.

FALSTAFF BREWING Corp., St. Louis, sponsoring Cases of Eddie Drake, private detective film series, on WKY-TV Oklahoma City and KMTV (TV) Omaha. Agency: Dancer-Fitzgerald-Sample, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland, Fla., announces plans for advertising educational program to improve handling of frozen concentrated orange juice on consumer and trade level. Final media plans not yet established. Agency: J. Walter Thompson Co., N. Y.

Network

GOODYEAR TIRE & RUBBER Co., Akron, Ohio, began sponsorship April 20 of 3 programs in ABC radio's Pyramid plan. Shows include: Stop the Mule, 8:30-8:45 segment Sun., 8-9 p.m. EDT; Top Gun, Wed., 8:30-9 p.m. EDT, and Defense Attorney, Thurs., 8:30-9 p.m. EDT. Agency: Young & Rubicam, N. Y.

PEPSI-COLA Co., N. Y., starts All Around the Town on CBS-TV, Sat., 9-9:30 EDT, starting last Saturday. Show features Mike Wallace and Buff Cobb. Agency: Blow Co., N. Y.

S. C. JOHNSON & SON, Racine, Wi. (wax products), sponsoring Pee wee Reese Show featuring Brooklyn Dodgers' baseball captain on MBS Sat., 5:45-6 p.m. local time. Agency: Needham, Louis & Brorby, Chicago.

Agency Appointments


BOSTITCH Inc., Westerly, R. I. (wire stitching and stapling equipment), appoints N. W. Ayer & Son, Phila.

DOESKIN PRODUCTS Inc., N. Y., to Grey Adv., that city, effective June 1.

YORK ELECTRIC & MACHINE Co., names Aitkin-Kynett, Phila.

GENERAL ELECTRIC APPLIANCES Inc., St. Louis (distributor of GE major appliances), names Olian Adv., that city, to handle dealer cooperative advertising.

EDWARD & JOHN BURKE Ltd. (Guinness Stout and Burke's Ale), names Compton Adv., N. Y.

TITEFLEX Inc, Newark (flexible all-metal hose and electrical connections), appoints John Falkner Arndt & Co., Phila.


CASSOU'S VARIETY BREADS appoints Jewell Adv., Oakland, Calif.

Adpeople

E. S. HARTWICK, vice president, Carnation Co., L. A. (ice cream, evaporated milk), to represent Adv. Assn. of West on board of directors of Brand Names Foundation.

HUGH McELLAR, assistant advertising manager, Squirt Co., Beverly Hills (beverage), elevated to sales promotion manager. CARL HOFFMAN, district sales manager, named advertising manager.

HANK LAVENTHOL, Adrian Bauer Adv., Phila., to Wings Shirt Co., N. Y., as advertising manager.

KAY STEWARD, Botsford, Constantine & Gardner, to advertising staff, California Spray Chemical Co., Richmond, Calif., as copy writer.
LOOK AT THE NEW ARRIVAL!

- An ABC affiliate which delivers for the advertiser Ohio's third largest market — the YOUNGSTOWN area!

- An ABC affiliate which delivers that market at a low cost per thousand listeners!

- An ABC affiliate with exclusive play-by-play of all Cleveland Indian Ball Games.

WBBW — the new ABC affiliate in YOUNGSTOWN — a young, vigorous station which can deliver . . .

CONCENTRATED COVERAGE with NO WASTE CIRCULATION

WBBW
YOUNGSTOWN, OHIO
1240 KC
REPRESENTED BY FORJOE & CO. INC.
Local Advertisers "KNOW" the Impact of Florida's Sweet Music Station National Advertisers are Finding Out "FAST"!!!!!!

CASE HISTORY

A National Spot Advertiser (*) bought two quarter-hour shows weekly on WLOF in February of last year. Results were wonderful so the campaign was extended for a full 52 weeks. This year the advertiser increased the budget for WLOF by more than 400% because of the fine results from the shows. This account has signed a new contract with WLOF calling for an expenditure of $20,000 in 1952.

(*) Name furnished on request.

Open Mike

Edward B. Baker
President
Standard Audit and Measurement Services Inc.

Allocations Report

EDITOR:
In all the hurry and hurry of trying to read and analyze the Commission's TV allocation plan and order, I suddenly realized how important it was to all attorneys practicing before the FCC that Broadcasting & Telecasting was able to come out on their official release date (April 14) with a full and complete printed version of the gargantuan document. You and your staff obviously worked through the long hours of the Easter holiday in order to provide a service that the Commission was not equipped to do. You have my congratulations and appreciation for a job well done. I regret that I cannot express the same sentiments with respect to the contents of the document but recognize that you had no control... over that factor.

Arthur W. Scharf
President
Scharf Communications Bar Assn.
Washington, D. C.

EDITOR:
At this late date I want to add my word of appreciation for the extremely fine job you did on getting out the report and order of the FCC lifting the television freeze. This emphasizes further my personal opinion that Broadcasting & Telecasting is the best trade periodical published in any field.

Richard M. Fairbanks
President and General Manager
WIBC
Indianapolis, Ind.

Editorial Comment

EDITOR:
[I was] Perplexed when I read your editorial writer's bland statement (April 21) that no more than a half-dozen AM educational stations remain on the air. Thought maybe he meant those who had on the air 30 years, but found there are more than three times that number dating to 1922...

Thought also that his statement that "most" educational institutions are under the aegis of government must have been an error of typography, as I'm sure none of your editorial writers would ever stoop to flashing generalities...

Don Anderson
Special Program Writer
WOI-AM-FM Ames, Iowa

[EDITOR'S NOTE: What our editorial writer was referring to was non-commercial educational AM stations, of which not many are left.]

Complete Coverage

EDITOR:
I am sorry that I have not written to you sooner, but I have been rather snowed under since the convention. I did want to express to you my personal appreciation for the very wonderful coverage that you gave to the BAB at the convention and the follow-up story that appeared this week...

It is certainly wonderful to have a trade magazine so thoroughly behind our radio industry in all of its activities.

Charles C. Caley
President and General Manager
WMBD-AM-FM Peoria, Ill.
The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all-aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental IS THE NAME TO REMEMBER

A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All-aluminum cabinet of special, unified, frameless design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.
POMEROY'S PLAN

By BRUCE ROBERTSON

IN AN 11-day radio campaign, Pomeroy's of Pottsville, Pa., sold coupon books worth $17,805 at a selling cost of 4.7%. A two-day Pomeroy's radio promotion on WPAM in Pottsville produced sales totaling $3,416 at a selling cost of 1.4%. These two short-term promotions are only the beginning— albeit an auspicious one—of a long-term program of experimentation with the use of radio which Pomeroy's will undertake in the months ahead. Like the year-long radio test made in 1945 by Joske's of Texas, results of the Pomeroy's radio promotions will be available not only to other members of the Allied Stores group, to which both Pomeroy's and Joske's belong, but to other stores and radio stations throughout the country.

The Joske's radio experiment was conducted under the aegis of the NAB Dept. of Broadcast Advertising, now operating independently as Broadcast Advertising Bureau. Pomeroy's broadcast campaigns are being handled by the store, with Samuel H. Cuff, consultant to Allied, acting as general overseer of the store's radio activity.

A medium-sized store, under the $5 million volume class, Pomeroy's ratio of advertising costs to total sales is about 2.24%; this is about one-third below the average in the nation. The store is no stranger to radio. Its radio expenditures have been running at the rate of about 16% of its newspaper advertising dollar volume, a remarkably high proportional allocation of advertising funds to radio for a department store to make.

Pomeroy's president, Robert B. Gable, is a full-fledged radio engineer and the author of a book on that subject, and the store has won numerous awards for its use of radio.

Unlike the Joske's radio pattern of "beamed broadcasting" which entailed continuing sponsorship of a variety of programs aimed at specific segments of the total audience—women, children, men—as well as those designed for the entire family group, the Pomeroy's test with radio is aimed at an experiment in using radio in the same way as department stores use newspapers—to sell specific articles of merchandise.

"Look at the advertising of a store in a week's newspapers," Mr. Cuff suggested, "and you will find an appreciable variation from day to day, with the largest amount of spots used on Thursday and none, or very little, on Saturday. This is not at all like the typical radio pattern of commercial programs broadcast for the advertiser at the same time each day or each week. The reason is that the radio formula was developed by the networks primarily to meet the needs of national advertisers, whereas department stores have developed a pattern of buying space in newspapers based on their own requirements."

At Pomeroy's, the radio experimental plan is to attempt to use radio in the same way that the store uses newspapers—to promote the sale of those items the store management and the department heads are most anxious to move at any particular time. In other words, the idea is to make radio fit the department store pattern.

"Perhaps," Mr. Cuff commented, "the natural resistance of department store buyers to changing their habitual advertising methods may explain in part the relatively small place radio has in the overall department store advertising picture."

Terms and consultant contracts were not divulged. Mr. Mullins and Mr. Millers were scheduled to fly to Honolulu Friday to further plans for a radio and TV station there. KPHO, established in 1943, operates on 910 kc with 5 kw. It is an ABC affiliate. KPHO-TV, on Channel 5 with 17.5 kw output, was established in 1949 as KTTLX (TV) by Texas oilmen W. L. Pickens, R. L. Wheelock and H. C. Coifield. In 1950 it was sold to Mr. Mullins and associates, including Rex Schepp-KPHO interests. Later that year Mr. Schepp sold out his interests to the Mullins group. It was at that time that Mr. Mullins bought KPHO from Mr. Schepp. KPHO-TV was renewed last week on a regular basis (story page 74).

Merrills. Pickens, Wheelock and Coifield also established KEYI (TV) San Antonio in 1950, and sold the station to Fort Industry Co. in 1951 for $1,000,000 [BT, Oct. 15, Aug. 6, July 23, 1951]. They are still TV applicants for Corpus Christi and New Orleans VHF stations and for Dallas and Houston for UHF outlets.

Merrills Publishing Co. bought WOW-AM-TV in 1951 for $2,525,000 [BT, Oct. 1, Aug. 13, 1951]. WOW is an NBC affiliate on 590 kc with 5 kw. WOW-TV is on Channel 6 with 17.2 kw.

Merrills-owned WHEN (TV) in west central New York is on Channel 8 with 27 kw.

Fred O. Bohem is president of Merrills Publishing Co. E. T. Merrills Jr., is vice president and general manager. Payson Hall is controller. All three are active in the operation of Merrills-owned broadcast properties.

New Radio Format Used by Allied Store

KPHO-AM-TV SALE

Meredith to Pay $1.5 Million

Terms of the management and consultant contracts were not divulged. Mr. Mullins and Mr. Millers were scheduled to fly to Honolulu Friday to further plans for a radio and TV station there. KPHO, established in 1943, operates on 910 kc with 5 kw. It is an ABC affiliate. KPHO-TV, on Channel 5 with 17.5 kw output, was established in 1949 as KTTLX (TV) by Texas oilmen W. L. Pickens, R. L. Wheelock and H. C. Coifield. In 1950 it was sold to Mr. Mullins and associates, including Rex Schepp-KPHO interests. Later that year Mr. Schepp sold out his interests to the Mullins group. It was at that time that Mr. Mullins bought KPHO from Mr. Schepp. KPHO-TV was renewed last week on a regular basis (story page 74).

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May 5, 1952 • Page 23
**RADIO POWER**

**Outpulls Newspaper Ad In Sears, Roebuck Test**

RADIO easily outpowered newspaper advertising in drawing traffic to three Sears, Roebuck & Co. stores in the St. Louis area and produced a much heavier dollar volume of purchases, according to an advertising survey conducted March 27-29 by Advertising Research Bureau Inc.

The two media were pitted against each other on equal terms, according to Joseph B. Ward, ARBI president. Radio advertising was placed on KOKX St. Louis. ARBI tests measure effectiveness of retail advertising by a point-of-sale measurement. Equal money is spent in two media, advertising the same merchandise during the test period.

Sears stores spent $746.70 for a newspaper advertisement, which ran March 26 in the St. Louis Post Dispatch. The ad totaled 110 column inches. Spot announcements, 50 in all, were carried on KOKX at a total cost of $782.90. The schedule consisted of five announcements March 26, with 20 the next day, 18 the third day and seven on the last day of the test.

A trained interviewer was stationed in each of the stores—North Store, South Store and East St. Louis Store. They interviewed 86% of all customers showing an interest in the test merchandise.

Combined results for the three stores show radio produced 41.6% of store traffic for the test merchandise, Coldspot refrigerators and Kenmore gas ranges. The newspapers produced 25.7%.

In percent dollar value of purchases, the radio advertising produced 45.1% of the total amount compared to 29.8% for the newspaper despite the facts 57.6% of newspaper traffic purchased merchandise compared to 48.6% of radio traffic.

Analysis of traffic by days indicates radio produced 33.9% of traffic the first day of the test, 39.5% the second day and 49.6% the third day. This showed a sharp growth in radio impact during the three days. On the other hand the newspaper produced 29% of traffic the first day, slightly more to 31.4% the second day and with figures topping back to 17.2% the third day.

Radio traffic was divided rather evenly by source, 63.3% of its total coming from in-city sources and 36.7% from outside the city, with 0.9% unascertained. Of newspaper traffic, 69.7% came from the city and 28.8% outside the city, with 1.5% unascertained.

The radio announcements proved radio definitely superior to newspaper in drawing traffic to the North Store and East St. Louis Store. On the other hand, the newspaper attracted nearly twice as much traffic to the South Store.

**Comparative Pull**

From the standpoint of dollar results, radio produced 47.9% of dollar value of purchases at the North Store compared to only 27.4% for the newspaper. At the South Store, newspaper produced 49.8% of dollar sales compared to 27.5% for radio.

Radio's superiority was most strikingly shown at the East St. Louis Store, where its dollar sales were six times those of the newspaper. At this store radio produced 60.5% of dollar value of purchases against only 10.3% for the newspaper. Radio drew 48.2% of the traffic in this store compared to 10.7% for the newspaper.

Tabulated results of the ARBI tests are shown at left.

Hi-Lite Names Olian

HI-LITE Industries, Chicago (plastic dishes), has named Olian Adv., also Chicago, as its agency. Radio spots will be used.

"And I heard you tell Mom TV towers isn't dangerous to navigation."

**NEW ARBI GAUGE**

Lists Radio vs. Press Pull

NEW system of rating radio stations on the basis of ability to compete with newspapers in attracting business to stores was announced at the Washington State Assn. of Broadcasters April 25 meeting (see story page 46) by Joseph B. Ward, president of Advertising Research Bureau Inc., Seattle (see St. Louis ARBI survey, this page).

Awards are given to stations achieving an "ARBlndex" rating of more than 1.0. ARBlndex was described by Mr. Ward as the ratio of performance at the point of sale of a radio station and a newspaper, based on ARBI surveys in which an equal sum is spent in both media for identical goods advertised simultaneously. If the station and newspaper draw the same number of people, the station gets a rating of 1, the newspaper being the constant factor. A 2 to 1 ratio would give an ARBlndex rating of 2.0.

Mr. Ward explained the ratings are not comparable to listener ratings but instead measure effectiveness in drawing traffic. Seven out of 10 stations included in past ARBI surveys have qualified for the certificate, Mr. Ward said.

If a station has an ARBlndex of between 1.1 and 1.5, Mr. Ward explained, its advertising rates are in good shape. If the rating is between 1.6 and 2.0, the rates would appear to be too low, with the station giving too much value to the retailer in comparison with newspaper pulling power. If the index is less than 1.0, the station's rates likely are too high, according to Mr. Ward.

Offering several tips on increasing local business, he advised time salesmen to confer with store buyers, who actually make media decisions. He said ARBI surveys show that people who come into retail stores because of advertising buy three times as much as shoppers who come for other reasons.
A SWEEPING proposal that radio and television programs be studied and investigated in the House was approved by its Rules Committee last week.

In a sudden maneuver, a resolution (H. Res. 278) was cleared through the sentiment committee and placed before the House for action. If approved by the House, the Interstate Committee or its subcommittee would be empowered to make a full-scale study and investigation of radio-TV programs. It would be in a position to judge what is considered “offensive and undesirable radio and television programs”.

The study would “determine the extent to which the radio and television programs currently available to the people of the United States contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence, and corruption.”

Under the resolution, authored last year by Rep. A. C. Gathings (D-Ark.), House probes would make recommendations for the “elimination” by legislation of these so-called offensive or undesirable programs.

Suggestions also would be forthcoming on how the House, together, the House could “promote higher radio and television standards.”

Freedom of committee action would be permitted by giving the unit a subpena power to require appearance of witnesses, to have testity and submission of any books, records, correspondence, memoranda, papers or documents it would wish to study.

Rep. Gathings appeared before the Rules Committee last Tuesday. In effect, he wanted a probe of radio-TV programming whether it be by a special committee or by the Interstate & Foreign Commerce group. The representatives of these two rules groups, with Rep. Eugene Cox (D-Ga.) in the chair, apparently agreed with him.

The rules unit has seen fit in the past to approve a similar request. Only difference then, when it cleared Rep. Gathings’ resolution lumping together comic books, magazines and pocket-size books, was the placing of all these media within jurisdiction of a select committee [BT, March 31]. Now the probe will be split with radio-TV coming under the purview of Chairman Robert Crosser’s (D-Ohio) commerce group, and the other media under a specially set up committee.

Five Man Subcommittee

It was expected that a five-man subcommittee will be named, headed by Rep. Lindley Beckworth (D-Tex.) and that it will confer with the recently-named NARTB-TV Code Review Board. Greatest complaint, it’s understood, has been against blatant beer commercials.

Wading through the maze of resolutions and rescinding actions by Rep. Gathings and the Rules Committee, the situation in layman’s language narrows down to this:

1. Originally, in 1951, Rep. Gathings proposed his investigation of radio and television programs. He wanted the House Commerce group to take full responsibility [BT, April 21, 7].

2. This year, Rep. Gathings asked for a select, 15-man committee to look into radio and television, with which fit was at it, also study comic books, magazines and pocket-size books.

3. The Rules Committee okayed this request. But the House Commerce group objected because if any investigating was to be done on radio and TV, it wanted the say.

4. Subsequently, Rep. Gathings agreed with the Crosser Committee and the House leadership went along. The question then boiled down to the original Gathings resolution directing the commerce group to take full responsibility. The query was, how did the Crosser Committee feel?

The answer was signed, sealed and delivered on Tuesday when Rep. Warren Harris (D-Ark.), representing Rep. Crosser and the full commerce group, stated the committee backed the Gathings request.

What followed was routine. The Rules Committee accepted this as

Rep. Gathings

a green light and rescinded its original approval of a resolution to lump all media together, separated radio and TV from the printed media, and okayed the new concept: The Commerce group to investigate radio and television, a special committee to probe printed media.

Final test remaining is what will happen to the Gathings resolution in the House. If approved by the House, the action will serve as a mandate that the study and investigation be conducted.

Significantly, the Gathings resolution provides that the study shall be conducted whether the House is in session, recess or adjourned.

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**NATIONAL SPOT BUYS**

**FOLLOWING** on a period of comparative quiet, radio spot business came alive last week as at least nine national advertisers moved into spirited spot action, led by the three major cold-remedy manufacturers.

The most significant features of the cold-remedy activity are: (1) the remarkably early disclosure of plans in this strongly competitive field, and (2) the unusual out-of-season projects being undertaken by these firms.

Seek and Kade Inc., New York (Pertussion), has placed an unusual three-week schedule on independent stations in about 25 to 30 secondary markets starting this week.

The firm’s agency, Erwin, Wasey & Co., New York, is also preparing a radio spot presentation which will include availability of on-waves participation shows in about 100 markets. The radio and TV spot schedule is understood to be a larger one than last season’s. The orders will be placed in mid-June but with starting dates set for next October.

Vick Chemical Co., through Morse International, New York, is currently preparing its radio and TV spot budget. The actual buying of radio spots will start about July 1 for a late September or early October launching.

Grove Labs., St. Louis, through Harry B. Cohen Adv., New York, is placing a 17-week schedule using one-minute transmissions in about 150 for July 1, going June 2 in the malaria belt area. For its cold remedies, Grove Labs. is also planning to start buying its fall campaign around July 1.

Hodaco Campaign

Hodaco Inc., Lafayette, La., is understood to be buying radio spots again. Firm is placing its campaign direct and is buying from 18 to 30 spots per week in 100 cities located in the following states: Oklahoma, Arkansas, western Tennessee, Georgia, Alabama, Mississippi, eastern Texas, and Louisiana, effective early this month. Although spots are being bought directly by the advertiser the transmissions were produced by the Erwin, Wasey advertising agency in New York.

Lever Brothers, New York, on behalf of its silver dust, has started a daytime radio spot campaign in 60 markets. Contracts, placed through Sullivan, Stauffer, Colwell & Bayles, New York, are for 26 weeks.

Blatz Brewing Co., Milwaukee, through William H. Weintraub Co., New York, is preparing a spot announcement campaign to start May 5. Schedule will first break in Wisconsin.

Stoppers Inc., New York (Clever, an all-day deodorant), through Donahue & Co., New York, is taking under advisement a spot radio schedule which, if approved, will start late in July or early August. Definite decision should be forthcoming shortly.

Remington Records Inc., New York, through its newly appointed agency, The Bobley Co., New York, effective May 15 will buy spot announcements on nine Good Music stations to promote its “3 Master Work Recordings For The Price of 1” in a nationwide drive to compete for the classical record market. Contracts are for 15 weeks.

Firm also plans to use film spots to start in about two weeks but the station and market list has not yet been prepared. It will be national.

In addition, Loew’s Theatres, New York, is placing both TV and radio spots in about 25 cities to promote the motion picture, “Singing in the Rain” (see New Business, page 18). Donahue & Co., New York, is agency.

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**BROADCASTING • Telecasting**

May 5, 1952 • Page 25
BMI CLINICS

SOME 18 BMI program clinics—attended by an estimated 1,400 broadcasters—were held in various parts of the country within the last fortnight, with another 24 scheduled for the next ten days.

Attendance at the total of more than 40 sessions scheduled for the April 27-May 18 period in the United States and Canada was reported as “continuing to run far ahead” of the similar series held last year.

Twelve traveling teams of three or four speakers each—joined by several local speakers in every city—are making the tour, accompanied by BMI officials and field men.

Nine clinics held last week and one held April 24 in Calgary, Alberta, reported their progress this week, as follows:

PHOENIX, April 28

Radio's meeting the challenge of television was the focal point of 88 station executives who traveled from five states to hear how to get radio “off the spot,” prime topic Monday at the first BMI clinic ever held in Arizona.

Keynote was sounded by Murray Arnold, program director of WIP Philadelphia, who said flatly: “Radio is on the spot. Let's get moving now. Radio must have new material, new ideas, new faces and—most of all—new sounds if we are to meet the competition of television. The one big shortcoming is a lack of progressiveness, he charged, hitting at radio programming which has become, in too many cases, "stagnant."

Best way to meet the TV challenge, he advised, is through local color and local talent. The program director proposed that executives stay at home occasionally to listen to their own stations, look for flaws and find errors that can be corrected, even though the valuable experience can also be a "brutal" one.

"A fast buck is not the best buck," according to George Higgins, managing director of KMBC Kansas City, who spoke on the relationship between programming and sales. "Too often a salesman has sold a program which has no chance to sell the particular product it's supposed to sell," he regretted. "There is nothing worse we can do in radio."

Emphasizing personal contacts by salesmen, KMBC, he said, has its representatives accompanied by a continuity writer once a week to visit every client the station has. The big point is cooperation between program and sales departments, Mr. Higgins noted, with the result of fresh and salable material that brings in sales.

Clinic chairman was Ralph Wentworth, BMI field representative, assisted by Glenn Dolberg, BMI station relations manager. Albert Johnson of KOF, president of the newly founded Arizona Broadcasters Assn., opened the session, which also featured the following speakers: Wayne Sanders, manager of KCO, Tulsa; Ed Krop, vice president of KVOO Colorado Springs, Frank Burke, editor of Radio Daily, Jack Williams, KOY Phoenix program director and Ed Frech, program director, KFRE Fresno, Calif.

Hollywood, April 29

Murray Arnold, program director of WIP Philadelphia, charged radio with derelictions and said the industry must inject “new program twists and aids” to offset competition and the loss of audience confronting it today.

The Hollywood meeting, co-sponsored by Southern California Broadcasters Assn., had James I. Cox, BMI West Coast representative, acting as chairman. George Higgins, managing director of KMBC Kansas City, advised management to police its “own operations,” stressing that every department is important to the station’s success and every employee a public relations man. He said staff members should be sales minded.

Ed Frech, program director of KFRE Fresno, said radio has been “taking quality for quantity and taking easy money for bad programs.” It must correct its own errors and must raise its programs and sales standards, he said.

James Russell, president of KVOO Colorado Springs, echoed a statement by Mr. Frech on the importance of local public service and news programming, saying an NARTB radio survey indicates 76.1% of women and 82.9% of men prefer news programs to all others, yet only 7% of the average station’s time is devoted to locally produced newscasts.

Maurice Mitchell, vice president and general manager of Associated Program Service, New York, advised station managements to use sales aids sent them.

Alan Torbet, general manager of KROW Oakland, said that his station builds programs for ten different types of audiences daily, and by this means has developed an excellent sales tool, for its account executives, besides giving advertisers their choice of the type of audience they wish to reach. He said KROW sales executives, using charts, are able to show advertisers how to cut down on newspaper space and spend the money on radio.

Mark L. Haas, vice president and program director, KMPC Hollywood, spoke on “Radio’s Inferiority Complex,” chiding radio management for its fear, because radio is “still the most effective mass influence, greatest advertising medium and foremost exponent and practitioner of public service.”

Nashville, April 29

In Nashville last Tuesday, BMI conducted a clinic in cooperation with Tennessee Assn. of Broadcasters. Perry Sheftall, WJZM Clarksville, opened the meeting as TAB president with Jim Sparohn, BMI field representative, serving as clinic chairman.

Bruce Wallace, manager of public service, WMJ Milwaukee, spoke on the topic, “Seek the Right Kind of Public Service Programs”: Al Kentgott, program director of WDIA Nashville, on “Building Record Shows vs. Playing Records”; Hugh Smith, program service director of KPIX (TV) San Francisco, on “Sundial or Stopwatch.”

Robert J. Burton, BMI vice president, reviewed the copyright situation. Other speakers were: Carter

President Carl Haverlin of BMI addresses the April 24 clinic at Calgary, Alta.

BATTLE CREEK, Mich., April 30

Announcement of the Michigan state legislature’s approval of a six-year bill providing broadcasting stations from paying 5% sales and use taxes on broadcasting equipment and electricity was made by Dan E. Jayne of WELL Battle Creek, president of Michigan Assn. of Broadcasters, at MAB’s joint meeting with the BMI clinic.

He said the tax exemptions will allow station operators toCROWD stations and give even greater relief for those entering television.

The action followed a long campaign against the tax by Michigan broadcasters.

Burt Squire, BMI field representative, presided at the clinic.


A tape recording of a speech made at an earlier BMI clinic by George J. Higgins, managing director and vice president in charge of sales, KMBC-KFPR Kansas City, on “Sales and Programming” also was played.

RICHMOND, Va., May 1

Gordon Phillips, assistant manager of WROV-AM-FM Roanoke, told listeners at the Richmond clinic that "intelligent programming pays off in sales and profits." Mr. Phillips said: "... There is nothing

(Continued on page 96)
NUMBER of radio homes in Vermont rose from 80,253 in 1940 to 98,856 in 1950, or 98.5% saturation, according to final figures for that state made available by the U. S. Census Bureau. Figures also were made available for Nevada, where the number of radio homes rose during the decade from 22,920 to 45,570, or 93.4% of saturation (see table this page).

Radio saturation in Vermont was highest, 98.5%, in urban areas. It was 95.7%, 95.7%, in rural non-farm areas. The city of Rutland had the highest saturation, 98.7%. Among counties, Chittenden was highest with 99.0% of all homes having radio.

In Nevada, 1950 radio ownership ranged from 96.5% in urban to 88.8% in rural non-farm areas. Reno had 97.2% saturation compared to 90.8% in Las Vegas. Among counties, Douglas topped the list with 98.6% saturation.

First state breakdown on radio and TV ownership under the 1950 Census covered Delaware [B*7, April 14].

TV IN VERTOM

Television ownership in Vermont as of April, 1950, when the decennial Census was taken, showed a saturation of 1.7%, or a total of 1,730 television homes. The state has no TV stations, but gets some reception from other northeastern states.

At the time of the Census enumeration, nationwide TV ownership was less than a third the current figure.

Nevada had TV saturation of 0.5% in April 1950, or a total of 263 sets, according to the Census Bureau. Only possible reception was from distant stations.

BRIGHTMAN NAMED

To Demo Publicity Post

APPOINTMENT of Samuel C. Brightman as acting director of publicity for the Democratic National Committee was announced last week by Chairman Frank E. McKinney.

Mr. Brightman, a former newsmen at KSD St. Louis and Washington correspondent for the Louis ville Courier-Journal, has been on the committee publicity staff for the past five years. He succeeds Charles Van Devander, who resigned as publicity director April 15.

Mr. Van Devander, previously Washington bureau chief for the New York Post, was reported last week to have accepted the post of campaign manager for Sen. Robert Kerr (D-Okl.), a Presidential aspirant.

Mr. Brightman also served on the news staffs of the St. Louis Star-Times and Cincinnati Post and saw Army service from 1942 to 1945. He is a native of Missouri.

Andrews Named

NEW Director of the Point Four Technical Assistance Program is Stanley Andrews, former owner of KARK Little Rock, Ark. He was officially sworn in last Thursday. He was highly commended at the ceremonies by State Secretary Dean Acheson. On leave from his Agriculture Dept. post as Director of the Foreign Agricultural Office to which he was appointed in 1949, Mr. Andrews was named the Arkansas Farmer in addition to his radio activities.

Ghilain Joins WMAL

DUAL role with the Evening Star Broadcasting Co. will be filled by Mr. Ghilain May 15 when he joins WMAL-AM-TV Washington as assistant to the director of programs and director of advertising. He is presently with NBC's WRC-AM-FM WNBW (TV) Washington.

May 5, 1952 • Page 27
PKG

Meritorious accomplishments in radio and television in 1951 were recognized with distinguished George Foster Peabody awards at the 12th annual presentation in New York last Thursday.

Ten awards were announced at a luncheon meeting of the Radio Executives Club in the Grand Ballroom of the Hotel Roosevelt. They were presented by Edward Weeks, editor of the Atlantic Monthly and chairman of the Peabody National Advisory Board.

The citations were divided into five for radio, four for television and one, a combination radio-TV award. Several hundred radio-TV leaders convened for the occasion, which was broadcast and telecast by most major networks and WQXR New York.

Drawing encomiums in the radio classification were CBS Radio, WQXR New York, NBC for its Bob and Ray, KPOJ (MBS) Portland, Ore. and Alistair Cooke on BBC. WSB-AM-TV Atlanta was cited for "meritorious regional public service by radio and television."

In the video category, top plaudits went to Edward R. Murrow's See It Now on CBS Television, NBC-TV's Gian Carlo Menotti, ABC-TV's Celanese Theatre, and WCAU-TV (CBS-TV) Philadelphia.

The occasion marked the sixth consecutive year that the presentations highlighted a luncheon session of the Radio Executives Club of New York presided over by I. E. (Chick) Showerman, president.

The awards, announced by Dean John E. Drewry, U. of Georgia's Henry W. Grady School of Journalism, "are designed to recognize the most disinterested and meritorious public service" and to "perpetuate" the memory of the late George Foster Peabody. The awards were set up with the assistance of NAB and are administered by the Henry W. Grady School of Journalism and a distinguished National Advisory Board.

CBS Radio drew a radio educational program citation for its The Nation's Nightmare, lauded as a "shattering and fearless documentary series on syndicated crime in the United States." The program and producer, Irving Gitlin, were

(Continued on page 60)
HOUSE FCC BILL
CLEARED FOR EARLY DEBATE

THE HOUSE'S "traffic cop," its Rules Committee, waved ahead the Senate-passed McFarland bill (S 686) last week with hopes pinned on an early vote in the lower chamber.

It is now up to House managers to set a definite day for debate, a maximum of three hours to be allowed. That point should be reached within two weeks, Capitol Hill observers agree.

By action of the House Rules Committee, which from legislation that must pass on its way to the floor, the bill to modernize FCC functions and procedures can be further amended during debate.

Once the House passes the bill, it is certain to go to joint Senate-House conference.

Rep. Oren Harris (D-Ark.), who has been acting as chief lieutenant for House Interstate and Foreign Commerce Committee Chairman Robert Corcoran (D-Ore.), appeared before the Rules Committee last Tuesday.

He presented the background, outlining in general the bill's purposes and provisions, in order to justify the granting of a "rule" - i.e., clearance for formal House action.

Mr. Harris told the committee, under acting chairmanship of Rep. Eugene Cox (D-Ga.), that in the "public interest something ought to be done" to facilitate the processing of station license applications.

First since 1934

He noted the bill was "rather complicated" and "highly technical" and that he wouldn't "endeavor to explain technical" portions of the bill "even if I could."

But, he said, S 686 would be the first major legislation in communications since the Act now on the books, which he mentioned that date, he said, has been "much progress and development in communications, particularly in radio and television."

Rep. Harris said that the Commerce Committee in agreeing on its own version of the McFarland bill, sponsored by Majority Leader Ernest W. McFarland (D-Ariz.) in the Senate for the past four years, found it necessary to consult with the committee's own staff, the staff of the Commerce Committee, with FCC and with the radio-television industry.

In brief, he said, the key purposes of the bill are:

(1) Improve the FCC's organizational setup, particularly the administrative functions of the FCC and its staff. (2) Clarify and improve FCC's procedure of granting permits and licenses to radio and television (a point, he said, of greater importance today because of the freeze lift in TV). (3) Develop new administrative changes. (4) Modify and improve FCC procedures and rules in hearings. (5) Impose special requirements on

FCC in its exercise of quasi-judicial functions as compared to rule-making.

The full bill of the committee was in accord, Rep. Harris admitted, particularly in the technical phases of the bill. He cited organizational setup as one field of disagreement.

He noted the views of former FCC Chairman (then Chairman) Wayne Coy; Comr. Robert F. Jones; Joseph H. Ream, executive vice president of CBS Inc. and a member of its board of directors; Jonathan Miller, NARTB board chairman, and Frank Roberson, Washington radio attorney, were solicited.

"Sometimes the FCC was not in agreement," Rep. Harris said. Rep. Brown interjected: "This is not a Commission bill."

Difference of Opinion

Rep. Harris also assured Rep. Cox that the McFarland bill contains provisions for the "protection" of the individual licensee's rights.

"Becoming more specific in analyzing sections of the bill," Rep. Harris said, "there are differences of opinion among committee members on the new section dealing with newspapers' rights when licenses were, and general commissioners on so-called "double jeopardy" provision which the House unit knocked out of the bill.

Rep. Harris Ellsworth (R-Ore.), of the rules group, who has an interest in KNR Roseburg, Ore., noted that the bill apparently would prevent the FCC from formulating policy "by failing to hear" on cases.

In committee sessions, Rep. Harris said S 686, as amended by the House committee, would provide for FCC panels - that is, to substitute a provision that would divide itself into member panels of three. He said this would expedite action in consideration of TV cases.

Additionally, the bill would provide for informal assistance to the corresponding member for each of the Commissioners and de-emphasize the legal staff, putting them in "a different category," Rep. Harris concluded.

POINT-OF-SALE
Plan Begun at WTAM

VARIATION of the NBC "chain lighting" merchandising plan was set up at WTAM Cleveland by new NBC General Manager Hamilton Shea on his first official day there.

The plan varies promotion of point-of-sale promotion with housewives buying regularly in 348 food stores controlling 79% of Cuyahoga County's food volume, Mr. Shea said.

Advertisers may now reach fourths of potential food buyers in Cleveland with radio and in-store displays, Mr. Shea said.

A PLEDGE of confidence in NBC's network radio plans was issued by the network's Stations Planning & Advisory Committee after its first 1952 meeting last week, though reports persisted that some members had privately expressed disappointment at what they considered a defeatist attitude.

The formal statement was explicit in its commendation of NBC's sales, programming, advertising, and promotion programs, was congratulating the network for "its realistic approach to the future development of network radio and the forward looking plans it is making to broaden radio's effective- ness and service and increase billings."

Yet some SPAC members were said to feel that an overly pessimistic attitude was reflected in some officials' statements, such as one attributed to Harry Bannister, former SPAC chairman. Mr. Bannister was making his first SPAC appearance as NBC station relations vice president, and was said to have admonished that radio is up against a trend.

NBC officials for the most part declined to comment on specific reports as to developments at the two-day session, maintaining that it was a strictly private meeting whose proceedings should be kept confidential by both network representatives and SPAC members.

The conference opened with an admission that criticism existed, appeared to take the position that their approach was realistic and also aggressive, that criticism stemmed from lack of understanding of all network problems, and that the major stations represented on SPAC do appreciate NBC's position and like its plans.

In the committee elections, F. A. Sugg, manager of WKY Oklahoma City, was named SPAC chairman and E. R. Vadeboncoeur, vice president and general manager of WSYR-TV Syracuse, was chosen to fill the last two spots. Richard O. Dunn, president and general manager of KHQ Spokane, was elected secretary for radio and Lee B. Wellman, executive vice president of Fort Industry Co., secretary for television.

Summer Presentation

Elections were held at the opening session Tuesday morning. In the afternoon meeting the committee viewed NBC's summer radio presentation which, produced under the direction of Jacob A. Evans, manager of the radio advertising and promotion department and unveiled in March [B+T, March 31], has won praise from all segments of the industry.

Then the committee divided into separate radio and TV groups for sessions with NBC officials representing each medium.

The TV session meeting reportedly went smoothly. Most NBC-TV sponsors are remaining on the air this summer, which was "an encouraging sign," they were said, however, to have been two main subjects of complaint: (1) what was considered a lack of sufficient attention to the quality of network programming, and (2) comics giving free on-the-air plugs to non-sponsoring products.

Network officials were said to have taken the position that they currently are concentrating heavily on development of their revolutionary new early-morning Today show and accordingly cannot devote full attention to other morning shows.

Regarding free plugs, it was said that some comics have been called on the carpet, though some SPAC members expressed doubt that network officials shared their concern.

The extent of commercialism in coverage of New York's Easter Parade drew specific complaint, it was understood, with network authorities agreeing and the networks that they would not happen again.

Text of the SPAC statement on NBC's plans follows:

"The NBC summer sales plan is a vigorous and well-documented presentation pointing up in dramatic fashion the greatly increased values of network radio as a sales medium.

"We are enthusiastic over NBC's expanded advertising and promotion programs, and are particularly pleased over the plans for on-the-air and newspaper promotion. We believe these will do much to enlarge the radio audience and promote radio's value to advertisers.

"The NBC summer programming schedule offers an abundance of sensibly priced programs which we believe will (Continued on page 58)
YOUNG grocer Wyndall Smith had a well-known business problem: His new store just was not grossing enough. But the solution wasn’t quite as simple as the diagnosis. Particularly, when it was considered that Wyndall’s Super Shopping Center was out on Highway 60, east of Owensboro, Ky., away from many potential customers. Then Wyndall Smith turned to radio. That was eleven years ago. This year as he renews his radio, prosperous Grocer Smith has this local success story to tell.

***

IT DOESN’T take “big money” to advertise your business on radio. But clever and forceful use of radio will pull small businesses into the big business class.

Back in 1941, Wyndall’s Super Shopping Center, located east of Owensboro, Ky., on U. S. Highway 60, was struggling along, using such newspaper advertising as the firm could afford. The young owner, Wyndall Smith, knew that he had to do something to attract patrons from downtown Owensboro and the surrounding countryside if his store was to prosper.

Trained as a trouble shooter for a national chain grocery, he was accustomed to the use of newspapers. He followed the precepts of that chain and bought newspaper space. Still his store was grossing only $50,000 a year. Something had to be done.

But Mr. Smith was a cautious merchant. He decided to try a limited investment on WOMI Owensboro. Results were pleasing. He increased the budget. Now 40% of his advertising budget goes into radio on both WOMI and WYJS. Business last year totalled $1,500,000.

Mr. Smith, who is now only 36, uses announcements for saturation coverage of his market to tell of specials and perishable goods but also likes local institutional programs for good will building.

Wyndall Smith (1) signs a contract for 1958 with WOMI Owensboro. Hugh Potter, WOMI manager, points out that this is the eleventh year that the firm has used radio.

During the period when Sen. Dudley LeBlanc was creating a sensation with testimonial announcements for his well advertised Hadacol, Wyndall’s had announcements transcribed locally which used a similar approach and brusque them to the extent that they amused the listeners and created much customer comment.

One of these Hadacol-type commercials used a small girl’s voice telling how her mother had trouble making her income cover the cost of necessities before they discovered Wyndall’s, but since trading regularly at Wyndall’s the family was able to eat well and buy the clothing it needed. Another announcement used a woman’s voice with a pronounced Mississippi drawl. Others were done by men, all of whom testified as to Wyndall’s quality foods and bargain prices. They were cruel but they did a job for Wyndall’s and radio.

Radio Quickly Moves Unusual Shipments

Wyndall’s has used radio to advertise both his regular and extra announcements in a morning or afternoon during the peach or apple season when he brings in fresh fruit from distant points in one of his farm-to-market trucks.

"If it was not for radio I couldn’t afford to gamble on bringing in perishable merchandise in large quantities," Mr. Smith declared during a recent tape-recorded interview which was presented at the NARPB District 7 meeting at Louisville. "Radio, like gas, is fast", he agreed.

Results have sold Wyndall Smith on the continued and increased use of radio advertising. One story he likes to recall occurred during the war-time shortage period.

Having received 7,000 packages of cigarettes from a supplier, he called WOMI and ordered one announcement to be used at 11 a.m., advising that the cigarettes would go on sale at 11:30 a.m., with a limit of two packages to a customer. By 1:30 p.m., 3,500 customers had passed through the checkout aisles and all of the cigarettes were gone as a result of that one announcement.

One factory located about a half mile from Wyndall’s had to practically shut down when its employees learned directly or indirectly by radio that the scarce smokes were to go on sale.

The ease with which radio can be put to work for a food center is another plus value it has for Wyndall’s. Mr. Smith explains:

"With radio and radio alone you can keep the public as near you as your telephone. You can pick up your phone, turn in your order and give the station a list of the specials you have to offer. You don’t have to wait for a layout man to draw up the copy, have it set into type and a proof run before getting your item advertised that afternoon or the next morning. It’s easy for a busy merchant to use radio advertising. Where time is an element and shortage of help is a problem, this means a lot.

Wyndall’s Acceptance Is Radio’s Success Story

With radio repeating it day in and day out over the years, Wyndall’s slogan, "Where prices are born and not raised!", has become a battle cry in the Owensboro area and Wyndall’s has become one of radio’s best users and boosters in the food field in Western Kentucky.
PARAMOUNT HEARING

RAIBOURN QUERIED

FRANK WHITE, leaving the Mutual [B&T, April 28], will team up with NBC, effective about July 1, in charge of network's TV film and syndication operations. NBC President Joseph H. McConnell announced Wednesday that the 

* to assist the new president in his transition to that office. Mr. White's three-year contract expired April 30. When he leaves, Mr. O'Neill becomes both president and board chairman.

Film Expenditures

THREE TV networks (ABC, CBS and DuMont) spent $3-, 576,552 on films in 1961, it was disclosed at the Paramount hearing last week when they submitted figures in answer to request by DuMont [B&T, March 24]. Also placed were NBC and United Paramount Theatres' expenditure of $30 and $31 million for films exhibited last year at the owned theatres. Motion picture exhibitors as a whole were estimated to have spent $462 million on rentals for the 12,000 movies houses in the country. ABC spent $1,310,195 for films in 1951. Of this amount $884,260 was for feature pictures. CBS spent $1,706,900, of which $610,000 was for features and $1,064,900 for syndication of shorts to affiliates.

DuMont spent $585,457, of which $156,935 was for features. NBC figures were not introduced since it was not a party to the heating.

frank white leaving the mutual

By Mr. Raibourn, vice president in charge of television, he was quoted, mostly, on whether Paramount attempted to interfere with development through its holdings in Scophony Corp. of America—a continuation of a line of questioning begun two weeks ago. Commissioner Counsel Arthur Gladstone intro

duced numerous exhibits tending to indicate that Paramount may have tried to keep TV "under control." In addition, Dr. Allen B. DuMont, was addressed by Mr. Israel Jr., then a Paramount executive. Initials on the letter indicated it had been sent to Mr. Raibourn's office.

Dr. DuMont lamented the fact that Paramount did not lend more active financial support to his company, and wrote:

...I feel that the [DuMont] management has more than accomplished what it promised to do and we are in a very good position at the present time to be an outstanding company in this field. In spite of this we were subjected with our TV division in a period of six months ago to me and again recently by Mr. Stanton Griffla, chairman of the board of Paramount, that we would not put a dime in television and could not see any possibility in it for future growth. In view of these acts, I believe that Paramount should either either control some other company to give up interest in this company so that we could proceed along other lines and take care of this very important necessity.

I have tried to carry along for a long period of time and give the impression on an earlier occasion that this was going along fine and that we and Paramount were interested in "televisioning" and promoting television. Unless I have some backing from Paramount in this connection there is only one alternative for me to do is to break the sound phase that is called a spade a spade, and if we cannot become properly financed take the steps I have outlined previously.

Confidential Note Exhibited

Another FCC exhibit was a confidential memorandum from Mr. Raibourn to Barney Balaban, now president of Paramount Pictures. The memorandum, dated January 45, noted that Paramount had the power to stop action of any group of stockholders in Scophony Corp. of America through Paramount's control of Class B stock. This note contained a recommendation from Mr. Raibourn that Paramount sell its interest in Scophony.

Scophony was largely controlled by British Scophony and had a number of theatre TV patents. It was also working on such inventions as the dark-trace (Scatiron) TV tube.

In his memo on the Scophony situation, Mr. Raibourn wrote: . . . We are minority stockholders in Scophony, although we are in a position to stop action by others which might be detrimental to our interests through the fact that stock cannot be disposed of, or licenses granted out.

We are, however, the only one of the group who can dispose of our interest...

Because of our position as a minority stockholder (1/6 interest in non-management stock) we had to take this kind of interest or patent rights would have probably flowed to RCA, GE and the AT&T. I have been unable to point this situation in the direction in which I would like to see it move. General Precision Equipment has an entire difficult attitude on a number of matters than we have.

I should like your permission to sell any interest, providing a satisfactory factory profit can be obtained. This recommendation is made in spite of the fact that I believe we have unusually valuable patents and in basically predicated on the fact that I am sure we do not wish to go into the manufacturing and development field and therefore necessary to the proper exploitation of our rights in this situation.

Disagreement between Mr. Raibourn and Arthur Levey, Scophony president, is evident in an exchange of correspondence between the two.

In July, 1945, Mr. Levey wrote to Earl E. Hines, president of General Precision Equip Co., objecting to the way the Class B stockholders acted in their relationships with Scophony. A copy of the letter was sent to Mr. Raibourn. Mr. Levey said:...The record shows that the "B" stockholders have consistently sought primarily to maintain "exclusivity" of their licenses rather than permit the company (SCA) to progress through contacts developed through the management of the DuMont Network...what has resulted in providing very substantial revenue to the company as well as essential technical advancement...

According to the record, "B" stockholders have consistently discouraged even the management of the company from "outside" sources, so that Scophony could not have to remain dependent upon them ("B" stockholders)....

Near the beginning of his cross-examination last week, Mr. Raibourn went into a complex technical discussion of the German and American approaches to the problem involved with the Skatiron tube专利. He strongly contended that the Commission counsel apparently was exploring the possibilities of cartel implications in the Scophony situation.

Mr. O'Neill today (Monday) will be Donald A. Stewart, manager of DuMont Television Network's film department. Chris White, who has been senior general manager, may also be called to testify today.

To Take Stand Again

Due to return for re-direct examination are Barney Balaban and A. H. Raibourn went into a complex techni- cal discussion of the German and American approaches to the problem involved with the Skatiron tube patent. He strongly contended that the Commission counsel apparently was exploring the possibilities of cartel implications in the Scophony situation.

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CLOSED CIRCUIT TV

Federal Agencies Muli

FULL-BLOWN possibilities of closed circuit television, already perceived by federal civil defense planners, are currently under the watchful eye of certain government agencies, it was learned authoritatively last week.

In details were not immediately available, it was known that at least three government departments—aside from the Federal Civil Defense Administration—have made preliminary investigations of the potentialities of United Paramount Theatres Inc. on the possible use of this selective communications medium.

Whether a central government coordinating unit will be established, or whether plans were being instigated at the individual agency level was not known.

These departments—Justice, Agriculture, and the Treasury—are known to have been standing up to see the feasibility of utilizing telecasting for various purposes, and the Treasury Dept. presumably would concentrate its programming on savings bond campaigns.

"Through the plan runs a single common denominator: reaching a selective audience during nonregular movie going hours at a reasonable cost. As in the case of FCDA, the government agency would produce the program and rent out theatre facilities and AT&T lines. At present, theatre owners have projected certain costs for ushers, etc."

Economy Factor Potent

Perhaps the most compelling argument for such demonstrations is the economy factor pointed out by federal CD planners: the agency has shown that it can reach, through two-way communication, some 35,000 people in a one-hour program for a mere 20¢ per seat—or about $7,000. It has generally been conceded, though, that if the project is pursued on a widespread scale, some arrangement would be made with theatre owners on cost factors.

UPT and FCDA authorities also have noted certain limitations: (1) Lack of agency funds to launch the project on a large scale this year; (2) number of theatres equipped for TV (some 75 in 30 cities; (3) use of so-called "obituary" time set aside by theatre exhibitors (usually early morning or late evening hours); (4) FCC's postponement of theatre TV hearings on specific channels which could be set aside for the medium.

Mr. Sulds of UPT feels it will be possible "to have a far-flung hookup of theatres embracing the major cities of the nation perhaps with two, three or even four theatres or limit the closed circuit tie-up to a few cities on a regional basis, depending on relatively small seating capacity."

"Closed circuit theatre television complements broadcast television" and "adds the specific approach to the general approach" bridging small groups of thousands of miles apart.

Mr. Sulds has pointed out that in any event, United Paramount views the FCDA experiments with enthusiasm—"both from the standpoint of public service and also from the point of view of advancing the art." A Justice Dept. spokesman told Broadcasting Telecasting last week that a UPT executive had contacted his agency some months ago on a possible program on delinquency aimed at a juvenile audience. The Justice Dept. indicated it was willing to foot the bill and that the demonstration would be a great public service venture for theatres and the UPT official as Mr. Sulds but said nothing had come of the idea.

Another possibility held out for the Justice Dept. was a demonstration to reach top-level factory or plant officials to apprise them of anti-sabotage measures.

It also was learned that UPT had approached a State Dept. official with a proposal for a theatre TV showing for public school students involving UNESCO.

The Treasury Dept. is watching closed circuit developments with keen interest, but has mapped no concrete plans for its use, according to Elihu Harris, assistant director in charge of promotion for the Saving Bonds Div.

While the Defense Dept. has had no actual experience with closed circuit TV as yet, both the Army and the Navy have conducted instructional television programs for servicemen. Col. Ed Kirby, chief of the Army Dept.'s Radio-TV Branch, said the medium holds "attractive possibilities" for the military.

Ken Capen, assistant director for radio-TV for the Dept. of Agriculture, felt his agency would probably experiment in the medium "if it were to develop." He foresees "effective educational use" of closed circuit video for training specialists "especially in an emergency." But there was no indication which officials UPT has contacted in the Federal Security Administration.

There was immediate speculation that if the above-mentioned government agencies embark on closed circuit video, others might follow. The office of the President of Price Stabilization, the Office of Defense Mobilization, the Dept. of Labor, Federal Security Agency, etc.

SOUTHERN ILLINOIS broadcasters attending a conference on area cultural-educational programs at Southern Illinois U., Carbondale, Ill., last month were, front row (l to r), Leonard Johnson Jr., WAVA Ave; Walt Schafer, WCIL Carbondale; George Deddls, WGHH Marion; Tom Land, WROY Carmi, and Jay Riley, WOKI Metropolis; back row (l to r) Boren C. Robbins, Southern Illinois U., Carbondale; Mr. W. Lewis, WBVY Belleville; Charles Cook, WJFP Herrin; Merrill C. Currier, WKRO Cairo; Oscar Hirsch, KEVS Cape Girardeau, Mo., and Charles Lambert, WFRX West Frankfort.

NATIONAL NIelsen-rAtinGs 70 TAIRO PROGRAMSobiles (Total U. S. Area, Including Small-Town, Farm, Urban Homes and Including Telephone and Non-Telephone Homes)

REGULAR WEEK MARCH 16-22, 1952

CURRENT Radio Program Homes

Evening, Once-a-Week

(Average For All Programs) (7.0)
1. "The Andy" (CBS) 13.6
2. Jack Benny (CBS) 16.1
3. Lux Radio Theatre (CBS) 14.3
4. Fibber McGee & Molly (CBS) 13.5
5. People Are Funny (CBS) 10.1
6. Star Playhouse (NBC) 5.9
7. Our Miss Brooks (CBS) 10.3
8. Walter Winchell (ABC) 16.1
9. Time for Home (CBS) 16.1
10. Arthur Godfrey's Scouts (CBS) 9.9

Evening Multi-Weekly

(Average For All Programs) (4.6)
1. Lone Ranger (ABC) 7.2
2. One Man's Family (NBC) 6.7
3. Beulah (CBS) 6.7

Weekday

(Average For All Programs) (5.1)
1. "The Price of Nielson (CBS)
2. Our Gal, Sunday (CBS) 9.1
3. Mr. Peabody & Sherman (MBS) 6.1
4. Arthur Godfrey's Scouts (CBS) 6.1
5. Guiding Light (CBS) 8.6
6. Rex Bell (CBS) 5.2
7. Aunt Jenny (CBS) 2.5
8. Wendy Warrior the News (CBS) 2.6
9. Perry Mason (CBS) 7.5
10. This Is Your Drake (Cali) 7.1

Daily

(Average For All Programs) (3.9)
1. Shadow, The (MBS) 3.1
2. Hollywood Star Playhouse (NBC)
3. Captain Video (CBS)

Current Rank

(Average For All Programs) (4.6)
1. Theatre of Today (CBS) 6.1
2. Grand Central Station (CBS) 6.1
3. What Happens Every Day (CBS) 6.2

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KIRO SEATTLE

Has 25th Anniversary

TWENTY - FIFTH anniversary was observed last week by KIRO Seattle, CBS affiliate. Network programs and personalities saluted the Seattle outlet on its first quarter century in broadcasting. Station was founded April 27, 1927 as KPCB.

Station itself marked the occasion by moving studios and offices to a new location at 1530 Queen Ave. [B*T, Jan. 21].

Full page birthday advertisement appeared in local newspapers April 27. Copy carried statements by program talent, management of the station, and letters regarding outlet's activities and its CBS programming.
Like putting money in the bank

Yes, sir! When you buy WITH in Baltimore, it’s just like putting money in the bank! First of all, you don’t need big money. WITH’s rates are LOW . . . and a little money does a BIG job for you. WITH delivers you more listeners-per-dollar than any other radio or TV station in town. And that means low cost results!

Follow the lead of the local folks! They know advertising media best. And WITH regularly carries the advertising of twice as many local merchants as any other station in Baltimore.

So save money in Baltimore. Let a small appropriation do the job for you. Get all the details from your Forjoe man. And get them today!

WITH
IN BALTIMORE

TOM TINSLEY, PRESIDENT  REPRESENTED BY FORJOE AND COMPANY
RECRUITING

Media Funds Thawed

ANOTHER chunk of cold cash, stiffening until late 1951 in a congressional deep freeze, has been released and made available for additional network radio and television recruiting activities, it was learned authoritatively last week.

An estimated $200,000 which had been frozen by congressional whim in fiscal 1951 allocations will be used to boost small advertising programs involving spot announcements and other media. It was not revealed immediately what radiomen she would be.

The revelation that extra funds now are available for use came less than a month after House action which threatened to suspend virtually all paid advertising after July 1. (B&T, April 14).

Some $95,000-plus has been expended in recent weeks on the interim program calling for spot drives over some 500 independent outlets, a Program Broadcasting System and 13 50 kw stations for Air Force and Army personnel recruitment.

It was understood Grant Advertisers, Inc. is drawing up plans to extend the campaign, now nearing expiration, on a limited scale for national commitments. The campaign is to be set up within the next fortnight, along with the amount to be derived for broadcast commitments from May 1 possibly through September.

The $500,000—radio's share use of the $500,000-51 funds—the $500,000 interim media campaign also came out of that budget, as did network shows ($200,000) dropped last—had been held in reserve since December by the Defense Dept. The freeze was lifted with the understanding that the monies be expended on "directed" advertising—radio, television, special magazines and pamphlets, and other "point" media.

This development will keep Military Personnel Procurement Service officials in business through the summer at least while efforts are aimed at unfreezing other refrigerated funds.

The House last month voted to cut the $12.5 million 1953 recruiting budget to the bone. The actual slicing was contained in an amendment paring Army maintenance and operation. About $1,050,000 was in the Air Force-Army radio for TV, and other advertising. The bill (HR 7891) pend before a Senate Appropriations subcommittee.

But this isn't the only, other money still frozen prompted one procurement authority to comment: "Not only is much cold but much is frozen." He referred to an estimated $2 million in funds for last year, 1951, still attached on Capitol Hill.

Of the $2.1 million tabbed for 1952 activities, about $400,000 already has been siphoned off for radio spot and television production (B&T, March 17).

OVER 200 business and civic leaders last Tuesday attended dedication of the new, $5 million Lever House, Manhattan's newest and most modern structure. Among guests at a dedication luncheon at the Waldorf-Astoria were (l to r): Bernard M. Baruch, U. S. elder statesman; John Hancock, Lever Bros. chairman; Frank Stanton, CBS president, and James A. Farley, Coca-Cola Exec. officer, executive.

Pomeroy Plan—New Radio Format

(Continued from page 22)

days. Only at Pomeroy's in Pottsville.

The compacts—a $1.25 item—were given to coupon book buyers at the store's cosmetic section, which did a handoff business in powder, perfume, etc., with the new coupon holders. More than three-fourths of the coupons were immediately exchanged for merchandise, largely of the high-mark-up variety, the store reported.

A cost analysis of the campaign showed that the spots produced $17,805 worth of sales at a cost of 4.7%. Incidentally, a similar campaign in 1951, when no compacts were given away, produced only $9,915 in sales. The whole question of premiums in connection with radio advertising drives is now being thoroughly tested and carefully analyzed.

The rug campaign was an entirely different affair, two days of announcements (Thursday and Friday, April 24-25) for a two-day sale (Friday and Saturday). A typical announcement explains the sale:

"As a salute to home furnishings week Pomeroy's of Pottsville offers . . . for two days only . . . 30 nine-by-twelve room size rugs at less than their 1939 prices.


"This sale lasts only two days . . . that's only two days. Remember, there are only 30 rugs . . . you have a choice of five colors . . . the sale lasts only two days . . Friday and Saturday Only. And You Pay No Money Down. Don't miss this chance of a lifetime. It's at Pomeroy's in Pottsville."

The WPAM schedule for this two-day campaign included 18 announcements. Rug sales totaled $1,796 but the rug buyers also made other purchases totaling $994, making a grand total of $2,790.

"In appraising these results," the report on the sale cautiously notes, "it is important to remember that, although former promotions costing very much more than this one, had failed to move the merchandise even though there had been several of these and they had run over a long period of time, it is still necessary to remember that this was a very special value promotion."

Perhaps the most important point of the test is to show that the right kind of radio commercial will move this sort of 'dressed' merchandise when other media will not."

Radio station executives may obtain full reports on these and succeeding Pomeroy's radio campaigns, including descriptions of the merchandise, the gimmick, if any is used copies of all announcements; a detailed analysis of costs and sales results, and all other pertinent data, from Dept. Store Studies, in care of WPAM, at $15 for each month's studies. There will be at least two reports each month, Mr. Cuff said, possibly more.

In addition to the Pottsville tests, he said, similar test campaigns will be conducted simultaneously by other stores in the same general area, so that one method can be judged against others.

milestones

► LAST Tuesday marked the 20th anniversary of One Man's Family, which started as a sustainer on NBC April 29, 1932, got a West Coast sponsor in 1933 and went coast-to-coast on NBC starting May 4, 1934. Program is now on NBC radio, Monday-Friday, 7-45-8 p.m., and NBC television, Saturday, 7-30-8 p.m., with Miles Lab sponsoring radio and alternate weeks on TV.

► CBS Radio People Are Funny, sponsored by Mars Inc., Chicago, (Mars candy bars), starring Art Linkletter, enjoyed 10th anniversary on coast-to-coast radio last month.

► "RED" WOODWARD has celebrated his 20th anniversary as N. J. MEET

Comr. Hyde Speaks Today

TALK by FCC Comr. Rosel H. Hyde today (Monday) leads the two-day agenda for the annual meeting of the New Jersey Broadcasters' Assn., announced Wednesday by Paul Alger, association president and manager of WSNJ Bridgeton.

Executives from 21 commercial AM and TV stations are expected to attend two meetings today in the Hotel Dennis, Atlantic City, for an intensive study of broadcast-management problems.

In addition to Comr. Hyde's luncheon speech Monday, the week's program will include a report on the New Jersey civil defense test of its state radio network to the World, by Robert McDougall, chairman of WGPS Atlantic City and radio-TV director of the emergency network, and Robert Stone, state CD public information officer; a review of the independent New Jersey stations, by Irving Rosenhaus, president of WAAT-WATV (TV) Newark; network plans for radio, by Hugh Higgins, CBS Radio merchandising manager; a report on the Pomeroy Plan, by Tom Flanigan, managing director of the National Assn. of Radio and Television Broadcasters.

Presentation of young composers' radio-work is under way by Robert McDougall, WAAT educational director; national radio-TV functions during air raids, by FCC Coordinating Engineer J. W. Michel; radio's role in civil defense, by Dwight Rower, member of the Federal Communications Bar Assn.; "What the Agency Faces in Recommending TV and Radio," by Walter Erich, assn. director of Gray, Rogers, Philadelphia; a trade paper's place in radio by Norman Knight, vice president of Sponsor magazine; radio from a retailer's viewpoint, by Harry Klawans, advertising manager of Bitt department store, Atlantic City; and "Political Policies and Prices" by Harry Goodwin, general manager of WNJR Newark.

Second day of the meeting will be devoted to a BMI program sales-promotion clinic, headed by Bob Fuller as BMI chairman. Talks will include:

Making your station a positive community force, by Tom Tighe, general manager of WLK Asbury Park, New Jersey.

Chairman of the community, by Seymour S. Siegel, director of WNTC New York; copyright laws, by Sydney M. Kaye, general counsel and vice chairman of the board, BMI; classical music programming, by Charles Payne, program director of WNYC New York; news, Merrill Morris, news director of WNTF Morristown; accounts servicing and sales copy, Sam Carey, promotion service manager of WBYE Richmond, Va., and continuous block programming, Nat Shoenthal, assistant director of educational activities, WAAT.

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BROADCASTING • Telecasting
KNEW
SPOKANE, WASHINGTON

is pleased to announce

the appointment of

WEED
AND COMPANY

as
NATIONAL
ADVERTISING
REPRESENTATIVES

EFFECTIVE MAY 1, 1952

Spokane is the hub of the great Inland Empire, as large as New England and rated one of the nation’s top markets. It includes a large part of 4 states, 37 counties and a part of Canada.

Over 1 Million People — Over 1 Billion Dollars Buying Power

RADIO STATION KNEW 5000 WATTS 790 KC.

SPOKANE, WASHINGTON

BURL C. HAGADONE,
President & General Manager

C. E. RODELL,
Station Manager
among 90 southern California broadcasters attending BMI program clinic April 29 at the Hollywood Roosevelt Hotel (attended, I to r) Mrs. Alan Torbet; Alan Torbet, KROW Oakland; Frank Burke, editor, Radio Daily; Norman Nelson, SCBA, and Mrs. Jim Cox; second row (1 to r) Ed Frech, KFKE Fresno; George Higgins, KMBC Kansas City, Mo.; Murray Arnold, WIP Philadelphia; James Russell, KYOR Colorado Springs; Charles Hamilton, KFI Los Angeles, and Ned Connor, KRKD Los Angeles; third row (1 to r) Maurice Mitchell, Associated Program Service; Glenn Dolberg, director, station relations, BMI; Col Smith, KFAC Los Angeles; Jim Cox, BMI, and Mark Haas, KMPC Los Angeles.

William Hiter Grant
WILLIAM HITER GRANT, 64, vice president of Outdoor Adv. Inc., and manager of the firm's Philadelphia office, died April 22 at Bryn Mawr Hospital. He is survived by his wife; a daughter, Constance Joan, and a sister, Mrs. Ruth H. Greene.

NRTB SESSIONS Board, Code, Dues Groups to Meet

REVIEW agency to maintain the new combination dues plan of NRTB, adopted last February by the joint Radio-Television boards, will start operating next week.

The new unit will hold its first meeting Thursday at NRTB Washington headquarters, one of a series of NRTB meetings slated to wind up in mid-June. Chairman of the dues committee is Harold Essex, WSJS Winston-Salem, N. C.

Under the dues plan, NRTB gives discounts ranging from 10% to 25% provided all units owned and/or operated by the same company are association members. Network dues are not included in this arrangement.

The Essex committee will have the job of reviewing cases where ownership status is in doubt, determining whether or not joint fees should be paid. Operators of two stations get a 10% discount under the plan, covering their total bill. Other discounts: three units 15%; four units 20%; five or more units 25%.

Committee Members
On the committee with Chairman Essex are Clair E. McCollough, WCAI-AM-TV, Lancaster, Pa., and Robert T. Mason, WMRN Marion, Ohio.

Mr. Essex, a radio director for District 4, also is chairman of the board's Finance Committee, which is scheduled to meet June 11 in Washington. Other members are Kenyon Brown, KWPT Wichita Falls, Tex.; Ben Strouse, WWD

CONTEST has been started to name horse owned by Bill Williams, star of Adventures of Kit Carson, TV film series sponsored by Coca-Cola Bottling Co. on KECA-TV Hollywood. Winner receives $100 U. S. Savings Bond.

NBC SPAC Meet

are confident will not only build audience but do an effective job for sponsors.

"NBC action in engaging the Nielsen Coverage Service is a step which will provide up-to-date, comprehensive data on the facets of radio listening, including nationwide data, on out-of-home and multiple-set listening which has never been adequately measured before.

"We members of SPAC congratulate NBC on its realistic approach to the future development of network radio and the forward-looking plans it is making to broaden radio's effectiveness and service and increase billings."

SPAC members, in addition to the Mr. Allison, included R. T. Whit- mir, WFBF Greenville, S. C.; Ralph Evans, WHO Des Moines and WOC Davenport; Robert B. Hanna, WGBH Boston; Fred B. Woodall, WDAK Columbus, Ga.; Ed Yocum, KGBL Billings, Mont.; Willard C. Worcester, WIRE Indianapolis; Martin C. Canfield, WFAA Dallas, and Stanley E. Hubbard, KSTP-TV Minneapolis-St. Paul.

DAY RATES LOW
Reports NRTB Researcher

ONE out of every three U. S. radio stations under-pricing its quarter-hour daytime rate according to a study conducted by Richard M. Allerton, NRTB research director.

In surveying AM station rates, Mr. Allerton found that 58% of stations have a quarter-hour daytime rate amounting to 40% of the one-hour daytime rate, according to the NRTB, Radio News letter. "Parenthetically, this 40% relationship to the hour rate would seem to be a normally accepted rate," he explained.

It was found that 7.3% of stations set a higher relationship of quarter-hour to hour rate, ranging from 41% to 62%.

On the other hand, 34.7% of the stations have rate cards with quarter-hour time charge that is lower than 40% in relationship to the hour rate. Practically all of these stations range from 30% to 40%, according to the survey, the bulk of them narrowing down to the 33%-to-67% range.

Mr. Allerton said the survey is not designed to show that AM station one-hour rates are high or low. The significant point is: Nearly 50% of AM station grounds are under-pricing their quarter-hour rate," he added.

Gard Picks Ross Roy
GARD Industries, Chicago, manufacturer of weather-proof sprays for all leather goods under the name Ross Roy, Chicago, to handle its advertising. Radio and TV will be used.
We are proud to receive the National Headliners Club Award for Outstanding Public Service which cites our sponsorship of Florida's new law making public all political campaign contributions and expenditures. The record dates back to early days of the century for The St. Petersburg Times and back to the beginning of its teammate, Radio Station WTSP. Here are a few of hundreds of items:

INFORMING VOTERS—Free air time, free newspaper space give all candidates opportunity to tell their story.

GET-OUT-THE-VOTE—WTSP-Times campaigns bring surprisingly high percentages of voters to polls, spur interest in government.

WINNERS-LOSERS PARTY—Each election night all candidates watch vote count in WTSP studio, broadcast comments, go home in spirit of harmony beneficial to the community.

GOOD GOVERNMENT—Unblinking spotlight has kept city and county governments free of scandal since Times won divorce of Pinellas County from Tampa-dominated Hillsborough nearly 40 years ago.

RACE RELATIONS—WTSP-Times won referendum for Negro housing project after it was rejected by City Council. Times won top Florida award of 1951 for editorial on touchy subject of Negroes in colleges.

LABOR RELATIONS—WTSP brought leaders together in special broadcast to air both sides of city bus strike, major step toward settlement.

MILLION REFUND—Times crusade for utilities regulation (begun when Florida was one of three states without control) has brought $1,100,000 refund to electricity users. Current campaign for donation of those refunds to a building fund may provide a long-sought civic auditorium.

HEALTH—Forums by medical society members on various health problems produce overflow audiences, heavy mail.

SHUT-INS—WTSP beams programs at large number of men in Veterans Hospital and high number of elderly shut-ins . . . daily baseball play-by-play . . . golf matches . . . tarpon roundup . . . yacht race . . . high school and junior college events . . . parades . . . meetings.

SENIOR CITIZENS—Two WTSP-Times campaigns under way for removal of $50 a month earnings by pensioners and for establishment of a craft and handwork program.

F-Y-I FORUMS—WTSP's For-Your-Information forums give community facts on many civic problems. One result: Switch from street cars to buses.

BETTER LIVING—This aim of WTSP adult education clinic has co-operation of YMCA, YWCA, PTA, Library, Junior College, Art Group, Classroom Teachers, Council of Human Relations.

BRIDGES—Since its founding The Times has been leader in drive for better and more and toll-free bridges and highways in Tampa Bay area. Recent result: New Gulf Coast Highway (U.S. 19) and Bay bridge.

REALTORS FORUM—WTSP service to inform home owners and home seekers.

BONDS—Times broke up municipal bond monopoly, saving thousands of dollars in refinancing; won reappraisals for tax equality.

FUN—WTSP-Times support has oiled symphony concerts, local operetta, other cultural projects in addition to Halloween parties, treasure hunts, Santa Claus arrivals, amateur sports competition and many other entertainment projects.

Local ownership and a continuing policy of public service have built the WTSP-Times record of performance which now becomes a challenge for the future.
AMA CLINIC
Cott Talks on Sales

"TODAY, all business is in show business, and the competitive system of selling makes every sale¬man a showman," Ted Cott, vice president of NBC and general manager of WNBC-WNB New York, said Tuesday.

Speaking at the New York American Marketing Assn.'s 1952 marketing clinic held in cooperation with the Sales Executives Club of New York, Mr. Cott, whose subject was "Factfinding: Merchandising That Makes for Greater Sales," said: "There must be a marriage of the retailer and the manufacturer, and the advertising medium is an available and vital matchmaker."

Freedom of choice—whether it is between two candidates for public office or two cans of beer on the self-service shelf—is a basic American concept, and it is important for a product to have an extra plus to win the election of the consumer or the voter, he asserted. NBC's "Operation Chain Lighting," he said, is a case in point; by promotional partnerships with 11 food chains, the station is able to give promotional positions to the station's clients, which have resulted in making radio advertising a twin of merchandising.

Research was nominated by Mr. Cott to serve as the best man at the retailer-manufacturer wedding, although "It is too often the handy choices to prove a point without a true realization that it also points a way," he cited the sets-in-use figure for radio which indicates "an untouchable audience, a new frontier, an expanding market of 58%. . . . The sets not-in-use is an exciting opportunity."

Identifying merchandising as imagination, Mr. Cott urged much wider use of ingenuity, with statistics as the starting point for a jump-off into action. "We need more people to take more chances," he concluded, "and the safest way to get there is on an impulse."

DANCE Educators of America, N. Y., have named Marie O'Connor, alt¬er¬nate star of NBC-TV Colgate Comedy Hour, as TV dancer of the year.

NLRB DECISIONS
NBC, 3 Stations Affected

NATIONAL Labor Relations Board has announced decisions and orders affecting KTKO Oklahoma City; WJPS Evansville, Ind.; WOOD-AM- TV Grand Rapids, Mich., and NBC Chicago.

Results of an election at NBC Chicago involving staff newsmen showed that all of the six votes cast were for the National Assn. of Broadcast Engineers & Technicians, CIO. No votes were cast for the Radio Writers Guild of the Authors League of America.

In another election, held at WOOD-AM-TV, Local 1205 of International Brotherhood of Electrical Workers, AFL, received 176 votes to 9 cast for NABET. Election involved all broadcast engineers and technicians at the AM and TV stations, including regular part-time technicians.

At WJPS, NLRB granted a request of IEBEW to withdraw its petition for certification of representatives, thereby closing the case. An election to be held within 30 days of April 10 was reported ordered at KTKO. All broadcast technicians and engineers at the studios in Oklahoma City and at the transmitter in Moore, Okla., including the assistant engineer, are to vote for or against Local 1141 of IEBEW.

TIME QUESTION
Clock Battle in Northwest

Northeastern area of the nation, Oregon and Washington, was split between daylight saving and standard time last week. Despite a decision by Gov. Douglas McKay that Oregon would stay on standard time, a ruling that was protested by the Oregon Assn. of Broadcasters and others, the Portland City Council at late week voted to authorize daylight time. Oregon City, Forest Grove and Vancouver, Wash., were expected to follow.

However, Tacoma City Council stood pat on standard time in face of 1,456 signatures on a protest petition. Seattle and other western Washington cities adopted daylight time while the eastern portion and most rural areas retained standard time.

CLIMAXING four months of negotiations, CBS Hollywood and the Publicists Guild reached agreement last week. Retroactive to Jan. 1, new contract is being submitted to the Wage Stabilization Board for approval, and includes a 15% weekly wage increase across-the-board, thereby raising the average weekly salary of $96 to $115. Negotiations next are to start with the Publicists Guild and ABC Hollywood.

May 5: BMI Program Clinic, Hotel Vancouver, Vancouver, B. C.
May 5: BMI Program Clinic, Bentley Hotel, Alexandria, Va.
May 6: BMI Program Clinic in conjunction with Pennsylvania Assn. meeting, Plankinton Hotel, Mil¬waukee.
May 5: BMI Program Clinic, Broadview Hotel, Wichita, Kan.
May 5: ABC affiliates regional meet¬ing, Fort Worth, Tex.
May 5: BMI Program Clinic, Sheraton-Plaza Hotel, Seattle.
May 6: BMI Program Clinic, Columbia Hotel, Columbus, Ohio.
May 6: BMI program Clinic, Dennis Hotel, Atlantic City, N. J.
May 6: BMI Program Clinic, Olympic Hotel, Seattle.
May 6: BAB Sales Clinic, Kansas City.
May 7: BMI Program Clinic, Radisson Hotel, Minneapolis.
May 7: BMI Program Clinic, Skirvin Hotel, Oklahoma City.
May 7: BMI Program Clinic, Benson Hotel, Portland, Ore.
May 7: BMI Program Clinic, Hotel Savery, Des Moines.
May 8: Export Advertising Assn. fourth international convention. Plaza Hotel, Miami.
May 8: BMI Program Clinic, Onondaga Hotel, Syracuse, N. Y.
May 8: BMI radio promotion-promotion merchandise workshop, New Or¬leans.
May 8-9: BMI Program Clinic in con¬junction with Texas Assn. of Broad¬casters, annual meeting, Plaza Hotel, San Antonio, Tex.
May 9: BAB Sales Clinic, Des Moines.
May 9: BMI Program Clinic, Hotel Saskatchewan, Regina, Sask.
May 9: BMI Program Clinic, Club Hotel, San Francisco.
May 9: BMI Program Clinic, Sheraton Hotel, Chicago.
May 9: BMI Program Clinic, Hotel Taurine, Boston.
May 10: North Atlantic Region, IRE, 6th annual New England Radio En¬gineering convention, Copley (Sheraton) Plaza Hotel, Boston.
May 12: BAB Sales Clinic, Omaha.
May 12: BMI Program Clinic, Jefferson Davis Hotel, Montgomery, Ala.
May 12: BMI Program Clinic, Augusta House, Augusta, Me.
We are proud to introduce...

Gayle V. Grubb

Vice-President and Managing Director
WJBK-AM • WJBK-TV

Mr. Grubb, the new Vice-President and Managing Director of WJBK-AM and WJBK-TV, was formerly a Vice-President of the American Broadcasting Company's Radio and Television operations in San Francisco. A veteran of 28 years radio experience, he brings to WJBK a vast background in radio and television acquired as manager of Radio Stations KFAB, Lincoln, Nebraska, and WKY in Oklahoma City. Since 1945, Mr. Grubb was in charge of KGO and KGO-TV in San Francisco.

The entire staff of WJBK and the companion stations, owned and operated by The Fort Industry Company, say: "Welcome to Detroit!"

WJBK-AM • WJBK-FM • WJBK-TV

Tops in Music—News—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY, INC.
FCC Awards increase to ... 10,000 Watts

WJBK's signal power will be stepped up to 10,000 watts (daytime) and 5,000 watts (night time). A terrific plus to Detroit's Best Buy. This is the greatest power signal boost ever granted to any independent radio station in the Metropolitan area of Detroit.

This increased power of WJBK will extend its market coverage, and, in addition, give your sales message even greater concentration among the station's loyal, responsive listeners.

Increase your sales punch in the wealthy Detroit market with WJBK, Detroit's Best Buy!

WJBK-DETROIT

Tops in Music — News — Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.
Set Sales

Drop 40% From Last Year
For Both Radio, TV

Output of radio and television receivers dropped over 40% below that of the first quarter of 1951, according to a three-month analysis listed last week by Radio-Television Mfrs. Assn. Figures cover the entire industry.

Radio set output was down 44% and TV 40%, RTMA estimated. Output of radio sets totaled 2,387,800 in the quarter of which 976,882 were manufactured in March, a five-week month. Output of TV sets totaled 1,324,831 for the quarter.

RTMA found that 123,668 radio sets manufactured during the first quarter had FM circuits, with 27,107 TV sets containing FM band tuning facilities.

Receiving tubes sold amounted to 85,934,322 units compared to 118,277,243 in the same 1951 quarter. March tube sales totaled 30,935,220 units compared to 44,413,146 a year ago. Of the March tubes, 27,812,601 were of the entertainment type. Total value of receiving tube sales by RTMA member companies for the first quarter was $61,051,403.

Analyzing the output of television picture tubes, RTMA found 98% were 16 inches or larger in the first quarter compared to 94% a year ago. Most tubes were rectangular.

Picture tube sales to manufacturers totaled 370,206 units in March, with a value of $8,582,538 compared to 608,596 units valued at $15,064,425 in the same month a year ago. First quarter tube sales totaled 1,040,829 units valued at $29,898,653 compared to 1,222,793 tubes valued at $49,852,434 a year ago.

Set production by months for the quarter of 1952 is shown below.

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portable</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>404,933</td>
<td>358,729</td>
<td>98,433</td>
<td>199,147</td>
<td>95,132</td>
<td>630,453</td>
</tr>
<tr>
<td>February</td>
<td>409,337</td>
<td>312,593</td>
<td>72,779</td>
<td>161,033</td>
<td>759,453</td>
<td></td>
</tr>
<tr>
<td>March (five weeks)</td>
<td>510,561</td>
<td>357,699</td>
<td>94,720</td>
<td>345,314</td>
<td>175,169</td>
<td>975,897</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,324,831</strong></td>
<td><strong>939,117</strong></td>
<td><strong>241,019</strong></td>
<td><strong>806,240</strong></td>
<td><strong>361,424</strong></td>
<td><strong>2,367,600</strong></td>
</tr>
</tbody>
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Louder Speakers

Larger Inventories Sought

Plea for easing of materials and larger inventories to meet expected demand by set-makers for loudspeakers after July 1 has been placed before the National Production Authority.

Loudspeaker manufacturers told NPA April 24 the current 45-day speaker inventory will be inadequate when industry swings into peak production during the third and fourth quarters. Under present conditions, set-makers would have to wait before receiving these components. Copper wire inventory shortages were reported in particular.

The loudspeaker industry group also asked more data on cobalt and nickel. NPA said there is a "temporary balance" between supply and demand but pointed out military needs will mount. The industry group conceded it would be "risky" at this time to remove controls on these alloys but said it would face production lags because of curtailed civilian needs.

Certain carbon steel also has figured in NPA actions. NPA removed "second-quality" or rejected steel from controls and told manufacturers they need not file requirements for the fourth quarter. Applications (CMP 4-B) for materials to make all-type radio-TV appliances — receivers, phonographs, record-players, etc. — were sent out to firms last week.

While carbon steel is used for chassis and tubes, industry spokesmen felt the order would have little effect on manufacturers when viewed against other shortages and fulfillment of current civilian demand for sets.

Teachers Named

For News Internships

TEN university journalism teachers have been selected for the 1952 radio internship program of the Council on Radio-Television Journalism, according to Basket Moos, Northwestern U., council chairman.

They will serve in selected radio-TV station newsrooms during the summer vacation period. Robert K. Richards, NARTB public affairs director and council secretary-treasurer, said the program will give teachers practical newspaper experience and better prepare them to train students for broadcast service. The interns contribute their services on an "average fee" basis. NARTB supports the council financially.

The interns are Paul Deutschmann, U. of Oregon; Milo Ryan, U. of Washington; Alan Scott, U. of Texas; Corder M. Pickett, U. of Kansas; Paul Krakowski, U. of West Virginia; Oliver R. Smith, Brigham Young U.; Russell N. Baird, Bowling Green State U.; Richard F. Crandall, Columbia U.; G. Marvin Rosenzweig, U. of California; William Carmody, Colorado A&M.

WVO Revenue Up

Revenue totals are higher at WVO New York. General Manager Ralph N. Wel reports the month of March the most lucrative in the station's entire history and totals for the entire first quarter of 1952 surpassing those of 1951 by 21%.

WVO, which specializes in foreign language broadcasts, notes its station "formula." That formula, according to Mr. Wel, is: "Thorough merchandising with specialized programming for specialized audiences and ... scoring ... rate-cutting practices."

Lieut. Gen. Henry L. Larsen
Director of Civil Defense
State of Colorado

"...KLZ does a front line job for Civil Defense"

Lieutenant General Henry L. Larsen, director of Civil Defense for the State of Colorado, says, "KLZ does a front-line job for Civil Defense"...high compliment indeed from this able, combat veteran General of the U.S. Marines. (Ret.)

KLZ contributes time, personnel and facilities in support of the important Civil Defense program in Colorado and works in close cooperation with both City and State Civil Defense offices. Such activity is typical of the comprehensive public service efforts of KLZ, Pioneer Broadcasting Station of the West.
Tom Cavanagh, (1), new station manager of KLBS, is greeted by Mr. Lewis (r) with Mr. McLeod adding congratulations.

**CONTROLS STAY**

Battle royal was fomenting on Capitol Hill last week against the backdrop of the steel industry dispute and walkout which threatened long-range repercussions in the nation's military and civilian economy. Although all the main issues were aired in the Senate and House, there were still indications that the Senate and House eventually will vote to extend wage-price controls despite sentiment for their abolition in the wake of the steel dispute. The question was: how long an extension beyond June 30?

Reason for anticipating renewal of the Defense Production Act appeared partly political in nature as both Congressmen and Senators held hearings on economic controls.

The Senate Banking & Currency Committee resumed sessions after executive deliberations which were side-tracked because of the steel issue. The House counterpart unit opened hearings at the same time.

Still at stake, aside from extension of wage and price ceilings, is (1) the mutiny issue; (2) Regulation W cost allowance formula for advertising; (2) Regulation W governing installment purchases of radio-TV sets and other appliances; (3) exemption for broadcasting and other media from price controls.

Consensus was that the last two would remain status quo, providing, of course, the price controls are extended. There appears to be no organized fight to preserve the advertising cost provision authorized as Sen. Homer Capehart (R-Ind.). Most manufacturers have had the opportunity to apply for higher ceiling prices on the basis of added expenses accrued before the July 24, 1951, cutoff date, though they stand to benefit further if this date is extended.

Mixed Reactions

Demands flew thick and fast last week on the economic front. There was mixed reaction in Congress ranging from cries for abolition of controls to a two-week extension. The U.S. Chamber of Commerce labeled wage-price controls "superfluous and wasteful." Price Stabilizer Ellis Arnall called for a two-year reprieve. Renewal of the act was supported generally by Economic Stabilizer Roger Putnam and Wage Chief Nathan Feininger.

Mr. Putnam backed President Truman in reiterating a demand for repeal of the Capehart amendment. The OPS, he said, is under "unending pressure and heavy pressures to raise ceilings on many commodities in vital areas." Steel industry's request for price boosts, if granted, would set off a wave of price hikes and wage demands in other industries, he added.

Former Defense Mobilizer Charles E. Wilson added his own thoughts. He said the U.S. is in a "grave position" and must get its economy "back on the track." Joining production with defense requirements will take "several years" despite the progress made under his leadership, Mr. Wilson told the Senate Banking Committee.

The issue of the steel upheaval is the forthcoming probe of the Wage Stabilization Board by the House Labor & Welfare Committee tomorrow (Tuesday). The lower chamber voted unanimously to conduct the investigation because of WSB's handling of the dispute. Proposal is to revamp the board itself and eliminate the classification of such disputes. WSB governs wages in the radio-TV and other industries.

**PRISON RIOT**

Covered by Detroit Outlets

DETROIT radio-TV outlets gave full coverage last week to the 98-hour riot staged by 2,600 convicts in the Jackson, Mich., prison. Viewers and listeners throughout the state, and in some cases throughout the country, were kept abreast of developments through facilities of Detroit stations.

As the mutiny began, WWJ-TV's news producer, Tom Sutton, rushed to the scene and within a few hours films were appearing on regularly scheduled newscasts. WWJ used WIBM Jackson as a relay station for providing direct radio coverage. Programs featured commentary by Bob Leaflin, staff announcer, and interviews with prisoners themselves.

Films made by WJBK-TV were picked up for showing on Douglas Edwards' CBS-TV show. Network commended the station on the fine quality of the film cut-ins, WJBK reported.

All too the riot ended, WJBK telecast a panel discussion on the causes, possible remedies and probable repercussions of the uprising. Participants included Attorney General Frank Millard and Detroit Times reporters Jack Pickering, Al Kaufman and Edward Breslin.

Newscaster Ray Girardin, CKLW Windsor, Ont., aired a taped interview with Earl Ward, riot ringleader, the day after the mutiny began.

**Floberg Lauds Radio**

ATTEMPTS to pierce the Iron Curtain by radio were described as a "marriage of technical achievements . . . and the message of a free world trying to get through" in a speech by John F. Floberg, Assistant Secretary of the Navy for Air, at an Armed Forces Communications dinner in Philadelphia April 26. Floberg said the new electronics achievements as a "triumph," and the "failure of one-half of the world to establish any reasonable human communications with the other" as a "tragedy."
**Question:**

**HOW DO DRUGGISTS RESPOND TO "KYW FEATURE DRUGS"?**

**Answer:**

(and we quote)

"ONE OF THE GREATEST MERCHANDISING IDEAS TO COME ALONG"

"Congratulations on the great job you're doing for the independent retail druggist. 'KYW Feature Drugs' is one of the greatest merchandising ideas to come along and should merit the whole-hearted support of every selected pharmacy."

That's how one official of a local drug store association feels about this dynamic KYW program. And we can show you many, many other letters in the same vein!

**Hal's Their Pal.** With every program, Hal Moore wins new support from the local drug trade as he selects and commends another "featured" store. All this brings effective cooperation, including terrific opportunities for in-store promotions, for participating sponsors. For interesting case histories and for availabilities, check KYW or Free & Peters.

50,000 WATTS NBC AFFILIATE

KYW

PHILADELPHIA

WESTINGHOUSE RADIO STATIONS INC

WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
On All Accounts
(Continued from page 14)

ings in the first 21 months of operation, and 11 hours of programming was fed to the network weekly. Mr. Kilian helped develop the popular sell-out Super Circus, the name and format of which were based on a "never-sold" radio audition for Super Bubble Gum.

He picked up business know-how to supplement his program creativity in numerous radio jobs, with announcing, production and managing stints scattered among WOTF Toledo, WBCM Bay City, Mich., WIZE Springfield, Ohio and WBMM (CBS) Chicago. He believes all "mass communication media are fumbling along in an effort to do what television does," that other media do it "by a mechanical and chemical process to try and make up for the time-lag." Immediate, he believes, is television's forte, and it will reach mature fulfillment "when the techniques become less obvious and less cumbersome.

Mr. Kilian is a charter member of the Chicago Television Council, and is a member of the Tavern Club. He lives on the city's far North Side with his wife, the former Laura Dulski of Saginaw, Mich., who was a singer and actress. Their family includes a stepson, Joe, 18, of Illinois freshman who plans to attend Pasadena Playhouse; Mike, 12, "a fiddler player who wants to go to West Point," and Warren, 8, "a hamboke from the toonals up." All three youngsters have appeared in movies and commercial films, and Warren has been offered several Hollywood contracts—all of which were turned down flatly. Mr. Kilian uses the same approach with his No. 3 son as with professionals— he guides instead of tells, uses psychology instead of a text book on drama.

Allergic to strenuous exercise, he spurns golf, saying "I get enough exercise walking down the hall to the media department."


30th ANNIVERSARIES
Trio of Stations Recall Humble Beginnings

KGY Olympia, Wash., WBAP Fort Worth and WDRC Hartford have just celebrated their 30th anniversaries in radio. KGY marked its 30th birthday anniversary amid ceremonies marked throughout by cooperation of local merchants and listeners. KGY merchants contributed $10,000 worth of merchandise prizes which Tom Olsen, president-general manager of KGY, gave away to lucky ticket holders. The tickets were dropped from atop a fire truck extension ladder in downtown Sylvester Park. Some 6,000 persons participated in this event.

Programwise, ceremonies were highlighted by the appearance of Mr. Olsen with Father Sebastian Ruth, of St. Martin's College, who founded KGY at nearby Lacey in April 1922.

Father Sebastian operated with 5 w, as a one-man staff, coupling the station operation with his teaching duties at St. Martin's. Today, KGY operates with 250 w on 1240 kc.

Build-up for the anniversary ceremonies began 10 days beforehand when the station began a feature of airing news of 30 years ago. KGY began newscasting in 1922 with Sam Crawford, now in the sales department, doing all of the news-gathering by foot, auto and telephone.

KGY went commercial in 1927 when Archie Taft and Lou Wamer bought the station and moved it from Lacey to Olympia. Mr. Olsen purchased KGY in 1939. "Quietly and with no fanfare," WBAP celebrated its 30th anniversary last Friday.

During the past three decades, WBAP has grown from a 10 watt to its present status as a 50 kw clear-channel station. The man who put WBAP on the air in 1922 as The Hand Band, Harold V. Hough, today is director of the Fort Worth Star-Telegram broadcast operation, WBAP-AM-FM-TV.

From the one employe in 1922, WBAP operations have grown to a staff of 160 employes.

Several other "old timers" are still with the station. R. C. Stinson, chief engineer, started with the station in 1926. Ted Graves, Al Shipp and Al Bowman, all musicians, joined shortly thereafter. George Cranston, general manager, came to WBAP in 1930 as did Gene Baugh, musical director. A. M. Woodford, production director, began with WBAP in 1929 as an engineer.

WBAP shares assignment with WFAA Dallas: NBC rides 820 kc clear channel; ABC rides 570 kc regional channel. When WFAA operates on clear channel, WBAP operates on the regional channel and vice versa. Both channels are for combined coverage of the Dallas-Ft. Worth market areas.

Party for Dooolittle
Party celebrating 30th anniversary of the incorporation of WDRC was arranged by the station staff as surprise for Franklin M. Doolittle, president, and Walter Haase, general manager, with each receiving gifts from employes. WDRC was incorporated in April 1922.

The station is licensed to the Connecticut Broadcasting Co. It operates on 1830 kc with 5 kw D.

'HEDLINERS' Radio-TV Awards Announced
FOUR achievement awards plus a Valor Medal have been voted to representatives of the broadcasting industry by the National Head- liners' Club, which will make presentations to winners of its 19th annual competition in Atlantic City June 7.

Based on more than 1,000 entries from 400 newspapers, radio stations and syndicates, 18 awards are to be given news writers, photographers, and cartoonists for outstanding features and news coverage during the past year.

Radio-Television awards were announced last week as follows:

For consistently outstanding news broadcasting, KFI Los Angeles, cited for its KFI Calling series. The weekly program features recorded telephone interviews with people in world news.

For consistently outstanding radio editorials, KFMB San Diego and ex-editorial editor Paul W. White, "for courage in taking an editorial stand on vital issues of local, state and national importance." Judges suggested that "such a program in the public interest might set a pattern for other stations to follow."

For outstanding television coverage of an news event, Charles and Eugene Jones of NBC-TV "for their world beat with a film and tape interview of Robert Vogeler following his release from Communist authorities in Czechoslovakia."

For a consistently outstanding job of "radio reporting under danger in their role of providing American audiences with a 'listening post' for their troops in the field": combat radio correspondents from the Dept. of Defense, as exemplified by the work of Lt. Col. Peter J. Wills, Ph.D., USA, and Sgt. Gene Coons, USMC.

For newsreel reporting of action at the front in Korea, Headliner Awards to Wade Bingham, television news cameraman for Telenevis Productions; Gene Zenler of Warner-Pathe, and Bang Young Lee, Korean newssreal photographer for MGM.

Thirteen other awards were made for best newspaper news stories, features, photographs and editorials. Among those honored for journalistic effort was Cedric Adams, who writes the column, "In This Corner" for the Minneapolis Star Journal and Minneapolis Tribune. Mr. Adams is also a commentator for WCCO Minneapolis.
This is a typical Saturday night at WSM'S world famous Grand Ole Opry. These are five thousand out of the millions who have come to Nashville because a single radio station believed that the music of a region should be kept alive for the world to hear and applaud.

During its 26 year history the Grand Ole Opry has played to countless millions on the air and to a live audience of over 5,000,000 people. During the past nine months, 8 national magazines have featured the astounding Grand Ole Opry story, adding new weight to a program which has become an American Legend in less than 3 decades. Irving Waugh or any Petry Man can show you how to harness the power of this folk music to your product.
WSAB MEET
Confidence in Radio Noted; Northwest Ratings High

LIFTING of the television freeze and the fact that radio is still the best advertising medium were the two principal concerns of the annual meeting of the Washington Assn. of Broadcasters at Pullman April 25-26.

Joseph B. Ward, manager of Advertising Research Bureau Inc., Seattle, presented ARB Index ratings to stations in Pacific Northwest markets where radio has outpolled newspapers according to ARBI surveys. Recipients were KIT Yakima, KMNO Seattle, KVOS Bellingham, KPQ Wenatchee, KEA Centralia-Chehalis, KGY Olympia and KXXL Spokane, all Washington, and other stations of the XL group in Oregon and Montana.

New officers elected for the coming year were: President, Leo H. Beckley, president and general manager, KBRC Mt. Vernon; vice president, Loren B. Stone, manager, KBRO Bremerton; secretary-treasurer, Allen Miller, general manager, KWSW Pullman.

Directors elected were Roger Jones, president, KVOS Bellingham, and Donald A. Wike, commercial manager, KUJ Walla Walla.

Outgoing president, Fred F. Chitty, general manager, KVAN Vancouver, advised the broadcasters to see to it that they are not ignored in their home communities. Mr. Chitty told "still the best," and recommended that radio executives "sell with confidence."

John P. Hearne, attorney for KLAC-TV Los Angeles and KRON-TV San Francisco, and a former examiner for the FCC, reviewed the history of the television freeze. As reasurance to those businessmen still primarily concerned with the AM side of broadcasting, Mr. Hearne noted that currently in television markets, radio is holding its own, and there is a place for both.

William R. Taft, president and general manager KFRO Everett, lauded WSAB sales clinics, which have been, held quarterly for the past year. After two of these meetings, he reported, KFRO had obtained $4,000 in new business.

Loren Stone, manager KBRO Bremerton and chairman of the Washington State Advertising Commission urged broadcasters to back an adequately financed state advertising program.

Tom Olsen, president and general manager of KGY Olympia, and WSAB legislative chairman, described the success of Washington's state law permitting legal advertising on the air.

Carl Downing, WSAB executive secretary, reported on the association-backed Radio News Bureau, which operates from the state capital at Olympia. WSAB recommended that the broadcasters undertake the same special network coverage for the 1953 session of the Washington legislature that they used in 1951.

Awards at Banquet
Saturday night, at a banquet of the National Collegiate Radio Guild attended by more than 175 broadcasters, Gov. Langlie presented two awards to the outstanding men and women students at WSC's radio school. Bruce Berg, a senior, of Helena, Mont., received the Edward R. Murrow Award, named for the CBS newscaster, an alumnus of WSC. The Judith C. Waller Award was presented to Donna Murdock, San Carlos, Ariz.

Dr. C. Clement French, who took office as president of the State College on April 16, extended greetings to the broadcasters at the Saturday banquet. All sessions of the WSAB annual conference took place in the studios and studio auditorium of KWSC. Luncheons and the banquet were held at the Washington Hotel, Pullman.

Attending the WSAB sessions were 55 broadcasters, plus the staff of KWSC and approximately 15 radio students at the college.

The group also heard from Jim Cox, West Coast representative for Broadcast Music Inc., who mentioned the program clinic held for May 6 at the Olympic Hotel in Seattle, and from Lee Jacobs, NARTB director at large for small stations.

TAB CONVENTION
Set May 8-9 In San Antonio
TEXAS Assn. of Broadcasters is urging all Texas stations—whether they are members of the association or not—to send a representative to the semi-annual TAB meeting in San Antonio, May 8-9.

Sessions will be held at the Plaza Hotel, with San Antonio stations KABC KITE KONO and WOAI to be host.


Thursday afternoon will be devoted to a forum, at which participants will discuss public censorship under the new Texas election laws; sports broadcast rights; personnel procurement; public service policies and whatever points are raised from the floor.

Friday will be devoted to a BMI clinic.

C-P-P Net Drops
NET INCOME of Colgate-Palmolive-Peet Co. for the first quarter of 1952 was $2,250,000, compared with $4,378,000 in the same period of 1951, according to a report.

Domestic sales were $63,402,000 as against $72,725,000 in 1951's first quarter.

NEW WSAB officers and directors include (standing, l to r) Mr. Beckley, president; Mr. Chitty, outgoing president; Mr. Stone, vice president; Mr. Miller, secretary-treasurer; Carl Downing, executive secretary and director of the Radio News Bureau; Mr. Wike and Mr. Jones, directors; (seated) Mr. Mitchell and Mr. Hearne.

ALLIED RECORDING
 Gets Federal Contract
FOR the fifth consecutive year, Allied Recording Mfg. Co., through the Bureau of Federal Supply, has been awarded the contract for all recording, processing and pressing of transcriptions for all executive branches of the government. The new contract, effective June 1, continues through May 31, 1953.

Allied will turn out all transcriptions required by the federal agencies at its Hollywood headquarters and at K. R. Smith Div., its New York plant. They include Voice of America show for the State Dept., Guest Star shows for Treasury Savings Bond Div. and So Proudly We Hail for the Adjutant General's Office of the U. S. Army.

Allied also presses recordings for overseas shipment from West Coast headquarters of Armed Forces Radio Service as well as transcribed public service Navy and Marine Corps recruiting programs.

Under all the contracts, Allied provides federal agencies with recording facilities to transcribed programs in Washington, Chicago, New York and Hollywood, according to Daken K. Broadhead, firm's president.

D.G. TAX APPEAL
Ruling Affects Engineers
FRANCHISE tax imposed on "unincorporated" businesses by the District of Columbia does not apply to consulting radio-TV engineers. That decision by the D. C. Board of Tax Appeals in 1949 in the case of consultant George P. Adair, former (1944-47) FCC chief engineer, was affirmed two weeks ago by the U. S. Court of Appeals.

Court of Appeals found that even though approximately 30% of the gross income went for salaries, it was nevertheless a fact that more than 80% of the income came from the personal services of Mr. Adair. D. C. regulation uses 80% figure as a cutoff for determining difference between personal service business and "unincorporated" business.
SUMMERTIME
—and the hiatus is myth-ing

A MARILLO is located on Highway 66, the direct route from Chicago to Los Angeles. The heavy summer traffic can—and does—tune in to KGNC for 400 or 500 miles rolling through our coverage area. We offer exclusive NBC programming to a trade territory which extends at least 140 miles in all directions. As far as listeners are concerned, the summer hiatus is just a myth you read about in the trade press.

People around Amarillo do about the same things in the summer that they do in the winter because there isn’t much else to do. We’re about 900 miles from the seacoast; folks can’t go there for the weekend. The mountains are about 400 miles that way—too far a piece for a fast holiday. There’s only one honest-to-goodness night club in Amarillo and none in other towns KGNC covers. Except for an occasional movie there isn’t much nightlife.

What do folks do with their leisure?
Listen to KGNC.
COURT LAXITY

A WARNING that failure of the courts to review the “substance” of decisions of administrative agencies could result in loss of “the right of every person to have his day in court” was sounded by Brig. Gen. David Sarnoff, chairman of the board of RCA, in an address April 23 before the Harvard Law School Alumni Assn. of New York City.

Speaking on “A Layman Looks at the Law,” Gen. Sarnoff cited the color-television case, in which he noted, “eight of the nine Justices of the Supreme Court obviously agreed... that the administrative agency [FCC] having made its decision there was nothing for the Supreme Court to do.” He continued:

I would not challenge the necessity of ceasing the strain on our overburdened courts by resort to the expedient of the administrative process. Nor would I challenge the right of a court of law to circumscribe that which it will consent to hear.

Scared by Sarnoff
In N. Y. Speech

Frank Byrnes
FRANK BYRNE'S, 63, KCBS San Francisco sales account executive, died at his home there April 20. He joined KGW (now KCBS) in 1942. His wife, Alyse, survives.

FORD WORKSHOP

Funds Over $90,000 in '51

EXPENDITURES of the Ford Foundation’s TV-Radio Workshop in 1951 totaled $90,877 out of the project’s overall $11.2 million grant (BT, April 28), according to the first annual report of the Fund for Adult Education, which administered the grant.

The report, released yesterday (Sunday), showed workshop expenditures of $50,917 for production of The Peace Act, weekly series now on CBS Radio, and $12,993 for Assembly VI, weekly coverage of last winter’s meeting of the UN General Assembly in Paris, which was seen on NBC-TV.

Total authorizations for these two programs were $175,000 for People Act and $50,000 for Assembly VI. Expenditures shown were those which had been made up to Dec. 31, 1951.

Workshop expenditures for “other programs and supervision” were placed at $46,927.

Apart from the workshop, the Fund made grants totaling $2,500,223 during the year. These included $280,000 to Lowell Institute for development of programs for the Educational Radio Network; $157,800 for KPFA-FM Berkeley, Calif., experiments in subscription radio as “another means for providing offerings in adult education”; $100,000 to Iowa State College for development of educational TV programs on its WOI-TV Ames; $25,000 to the National Assn. of Educational Broadcasters for monitoring studies of television programs in three cities; and $90,000 to the Joint Committee on Educational Television for “technical advice to educational institutions applying for television channels.”

The report noted that four series are in preparation for NAEB’s Educational Radio Network: Our Jeffersonian Heritage; The Wages of Mankind; America and the Soviet Union; and Discussions of Current Public Issues. They are being taped, will be carried by the NAEB network’s 107 stations, and subsequently will be distributed to commercial stations, it was said.

The Fund had a balance of $1,730,001 on Dec. 31, aside from the TV-Radio Workshop’s balance of $1,104,123. The Fund is headed by Alexander Fraser as board chairman and C. Scott Fletcher as president, while Robert Saudek is director of the workshop, with John Coburn Turner as assistant director.

'Tokyo Rose' Plea

APPEAL by Iva Toguri D’Aquino for reversal of conviction involving treasonable broadcasts during World War II was turned down in a brief order by the U. S. Supreme Court last Monday. Mrs. D’Aquino, alias Tokyo Rose, must serve out a 10-year prison term for her broadcast activities over Radio Tokyo. Court issued the order without any accompanying opinions.
"It never occurred to me that my neckties might be a problem..."

Not only his neckties, but his shirts, gestures and state of health are of tremendous concern to John Cameron Swayze's regular viewers. Swayze, who started as a reporter and newscaster in Kansas City, must choose his accessories as carefully as he edits his scripts. Television's most decorated newsmen, Swayze has won more awards for accuracy than a Swiss watch... including the coveted DuPont award. Formerly Director of News for NBC's Western network, Swayze's phenomenal memory and brisk showmanship first gained national prominence with his TV coverage of the 1948 presidential conventions. Now with his daily Camel News Caravan, television's highest rated news show, Swayze is one of the most-heard newsmen in the business.

As a keen interpretive reporter and knowledgeable showman, Swayze knows that 1952's big story is politics, and his first assignment, like that of 100 other NBC men of news, is to cover the conventions and the elections as they've never been covered before.

Swayze, Pearson, Kaltenborn, Mueller—these are a few of the outstanding reporters who make the NBC News Center pre-eminent in broadcasting. News reaches most Americans first through radio and television, and ratings prove that, day-to-day, more Americans prefer NBC as their primary news source on both radio and television. The reason is simple. NBC's news-gathering facilities are larger and more active, and NBC consistently broadcasts more hours of news, more special events than any other radio or television network.

Politics makes more than strange bedfellows. It makes exciting news, and in this, the most intense political campaign since 1932, more Americans will hear the news first and hear more of it from NBC.
local sponsors report... AP NEWS more profitable

"Business doubled in one year... with AP news on WRUF."

Fred M. Cone, Owner
Ideal Laundry, Gainesville, Fla.

From Mr. Cone: "AP news on WRUF contributed greatly to the increase in our business. AP newscasts give the people what they desire most — up-to-the-minute news. This certainly pays off for us. All of us are sold on AP for results!"

"Listeners more interested than ever in news."

Bernard C. Brazeau, Pres.,
First National Bank,
Wisconsin Rapids, Wis.

Says Mr. Brazeau, whose bank is the biggest sponsor of news at WFHR: "Because news is the listener's greatest interest today, we use AP news over WFHR consistently with maximum results. AP does a real job in promoting good will and business for us!"
able than ever!

And from WRUF Director Powell: "I had a hard time persuading Mr. Cone to use radio. But after a few experiments he decided on AP newscasts. Within a year he had to double the size of his plant."

And from WFHR General Manager Frechette: "Our income from AP news has been substantial year after year. Many news sponsors have been with us ever since WFHR went on the air more than 11 years ago. AP news sells easily, to national as well as local advertisers. We were among the first AP radio stations. And still feel AP is the best in the business."

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

PROFIT is the proof... PROFIT from increased business... for sponsor and station! AP news produces consistent results... and top listenership. Keen, precise news coverage compels the listener's attention... holds him for sponsor's sales message. AP news builds peak buying audiences!

For complete information on how you can achieve results with AP news... contact your AP Field Representative... or WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.
THREE WEEKS have elapsed since the FCC handed down its "farce" report on television. The questions that have arisen are myriad. The biggest concern is whether efforts will be made to block the allocations through litigation—a course threatened by a number of attorneys representing disfavored clients. And, for the most part, these prospective appellants favor the Jones dissent, which would jettison what the Ohio Commissioner described as the "final and most accessible" allocation and substitute a wide open procedure following the pattern in AM broadcasting.

There can be no answer to this all-encompassing question until some affirmative legal move is made. But there can be an answer to another question worrying many broadcasters confronted with the necessity of making their plans forthwith. That is the vexatious problem of deciding whether competitive radio broadcasters in a given market should join hands in the quest for a TV facility. The FCC hasn't spoken on the legality of such "marriage". Prospective applicants are in a quandary. The inference, however, is that the FCC, at least, is of the opinion that such fusions would constitute "duopoly" in radio. Obviously, there would be "monopoly" involved in those 902 markets in which only one TV facility has been allocated to no matter who acquired the facility. (There are 970 markets which have only one AM outlet.)

This whole situation is fraught with trouble. In TV there are many "years," a factor that there ever was in AM or FM allocation. The FCC, admittedly, is anxious to get new television services on the air fast. But by maintaining silence on the so-called "duopoly" issue, the end result could be further delay.

If an answer to the question posed is to be of any help, it must be made promptly. Therefore, it behooves those applicants who may be contemplating merger to petition the Commission for an immediate "declaratory ruling," permissible under the Administrative Procedures Act.

Non-Kissin' Kin

PROBABLY no profound conclusions can be drawn from it, but it is an interesting fact that most of the leaders of the American Newspaper Publishers Assn. (ANPA) are west coasters. According to a house organ that through one corporate arrangement or another are identified with broadcasting stations.

All but one of the newly elected ANPA officers and directors represent newspapers that are affiliated with broadcasting. Here's the list: President, Charles F. McCahill, Cleveland News (WHK-AM-FM Cleveland, WHKH Akron, WKBV Youngstown, WHKC Columbus); vice president, George C. Biggers, Atlanta Newspapers Inc. (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD Miami); secretary, Richard W. Sicom, Philadelphia Bulletin (WCAU-AM-FM-TV Philadelphia); treasurer, Thomas O'Neil, Westchester County Newspapers (WFAS-AM-FM White Plains, N. Y.); director, Franklin D. Schumacher, South Bend (Ind.) Tribune (WSBT South Bend). The lone newspaper-only representative among the new officers and directors is Director H. H. Cahill of the Seattle Times.

The newly chosen chairman of the ANPA's Bureau of Advertising is Stuart M. Chambers of the St. Louis Post Dispatch (KSD-AM-TV St. Louis). Mr. Chambers has an even closer association with broadcasting than the others mentioned above. He used to be commercial manager of KSD before he moved to the paper as business manager.

As chairmain of the Bureau of Advertising, Mr. Chambers will be in charge of an agency to which publishers have contributed $1,374,000 to finance a free-wheeling, pro-newspaper, anti-radio and TV selling campaign.

In terms of momentum, the newsprinters' Bureau of Advertising will out-gun the broadcasters' Broadcast Advertising Bureau which has about $468,000 in sight for its fiscal year to carry on its job of undoing what is done by the Bureau of Advertising.

At first glance it would seem that these publishers who have both newspaper and broadcasting interests are engaged in a somewhat farcical struggle to finance one pocket of their pants only to put it in another. Actually, of course, the results of these competitive selling campaigns will be to add momentum to the whole advertising business and increase the volume which all media share.

Competition between broadcasting and newspapers should be vigorous. Indeed the more vigorous it is, the more healthy both media will be. It would only damage both if the competitive spirit were dampened by the common ownership of some properties.

One-Man Brigade

CHANGE IN the high command of Mutual, which saw young, aggressive Thomas F. O'Neill take over from another former Frank K. White, causes little consternation. That is because the change was amicable and because Frank White remains in the broadcast field. He'll be doing business across the street at NBC—his third network connection in 15 years.

Tom O'Neill represents the ownership of Mutual. At 37, he is the youngest major network chief. In his five years in radio he has infused into the General Tire radio and television properties a new business approach that has paid off. He has a sound business background. And he has imagination. His right-hand bower will be Executive Vice President William B. Finshriber Jr., who trained under Mr. White, and who takes on additional duties as an MBS director.

Frank White leaves Mutual in good condition. When he took over the Mutual presidency just three years ago, there were those who had misgivings about the continued existence of four "live" nationwide networks. While network radio is making a comeback, these three years, Mr. White can look back upon improved business volume and program ratings. He met the challenge.

We have no doubt that Frank White will do more than pay his way at NBC. His rich experience with CBS—in both radio and recording—and with MBS, will serve the network in excellent stead. He's a one-man brigade.

A TWO-DECade stalemate in radio legislation may be broken if the FCC decides to follow Rules Committee, gate-way to action, sent the McFarland Bill (S 658) to the floor where it should pass this week, despite some features which would wreak havoc in broadcast- ing. But we're told there's no cause for alarm since Senate and House conferences will compose differences and root out the inequities. It should be that or no bill at all.

The Rules Committee also okayed an Inter-state Commerce Commission to study radio-TV programming, by reporting out the Gathings Resolution (H. Res. 879). This is a green light to the objectors to broad- casting "Monopoly" of TV programming and "farcical" beer commercials. Here's where the new NARTV-TV code review board should step in, backed by the new subcommittee.

EXPERIENCE of the visual publishing field will go well in helping make a success of television.

FREDERICK OWEN BOHEN

He is Fred Bohen, chairman of the board and director of WOW-AM-FM-TV Omaha and vice president and director of WHEN (TV) Syracuse. In addition to a broadcaster's duties, Mr. Bohen is president and publisher of Meredith Pub. Co., Des Moines, Iowa, which publishes Better Homes & Gardens and Successful Farming.

His entrance into the radio-TV industry occurred when Meredith Engineering Co., subsidiary of the publishing firm, built WHEN (TV) and purchased the WOW properties. WHEN (TV) began operation in 1948 and WOW-AM-FM-TV was acquired in August 1951.

Applications for TV outlets in Albany, Rochester and Schenectady have been on file with the FCC for four years.

Mr. Bohen feels that the expansion of his firm into the broadcast industry will afford him an opportunity to prove that years of experience with a visual medium such as a magazine can be transferred profitably to the TV screen. Plans and a limited number of experimental TV ideas employing the know-how of a magazine editor already have been carried out.

Mr. Bohen joined the firm which he now heads as an advertising salesman in the Chicago office in 1921. Two years later, he was promoted to advertising director of Better Homes & Gardens and Successful Farming and subsequently was named general manager of the firm, a position he held until 1928 when he became president and publisher of the company following the death of its founder, E. T. Meredith Sr.

Under his direction, the Meredith Pub. Co. has grown to be one of the largest magazine publishing houses in the country. Better Homes & Gardens circulation has jumped from slightly more than a million copies to the current 5.5 million monthly under Mr. Bohen's direction. In the past 25 years, Successful Farming circulation has increased to over 1.2 million. The latter publication has been either first or second in advertising pages among the general farm magazines for 36 of the last 38 years, he reports.

Mr. Bohen, a native of Minnesota, is active (Continued on page 58)
Best
time buy
on the market

Say "Children's Hour" and instantly people in and around Philadelphia think of a Sunday morning program now in its 24th year on WCAU Radio, sponsored by the Horn & Hardart Restaurants and Retail Shops. Say "Horn & Hardart Herald" and they think of the long-established news show heard every morning over WCAU, inviting them to "hear what happened during the night."

This spot played by WCAU in the Horn & Hardart organization's advertising is best described in the Company's own words . . .

"We early recognized the economy of advertising by radio — and more particularly over WCAU. Our 'Children's Hour' has not only done an outstanding sales job but has become a most effective vehicle for promoting good community relations. Furthermore, through our newscast, we have been able to tell our story to our Philadelphia customers every weekday. The result has been 24 years of uninterrupted selling — over WCAU. Today we are finding WCAU just as productive a sales medium as it has been at any time in our long and profitable association."

Almost a quarter of a century of consecutive and exclusive advertising on WCAU adds more proof — proof that WCAU is the best time buy on the market.

WCAU
The Philadelphia Bulletin Station
CBS Affiliate • 50,000 watts
Represented by CBS Radio Spot Sales
front office

W. WELPOTT and WILLIAM J. PURCELL named manager of station operations and manager of engineering respectively for General Electric Co.'s AM, FM, TV and international broadcast outlets with headquarters in Schenectady, N. Y.

FRANK V. WEBB, general manager, KFH Wichita, Kan., elected to board of directors and named vice-president-manager of corporation and secretary-treasurer of wholly owned subsidiary, KFH Building Co.


James Baker, promotion manager, WTRY, N. Y., promoted to sales staff.

Gordon A. Winter, St. John's, Newfoundland, businessman, and Roy J. Fry, Winnipeg department store executive, added to board of governors of Canadian Broadcasting Corp.

Jim Conley, commercial manager, WSHH Stillwater, Minn., to Bolling Co., Chicago, station representative firm.

Carl Hill joins KBIG Avalon, Calif., as account executive in charge of office in Wilton Hotel, Long Beach.

John G. Ponic to local sales staff, WBBM Chicago.


Pan American Broadcasting Co., N. Y., international sales representative firm, appointed by WNEL San Juan, Puerto Rico.

David T. Harris, sales staff, KFBK Sacramento, to KWG Stockton, Calif., as manager, succeeding Howard L. Bailey.

H. Phillip Dexheimer, display advertising staff, Los Angeles Examiner, to Hollywood headquarters, KBIG Avalon, Calif., as account executive.

IN SYRACUSE...

**TELEVISION SUPPLEMENTS RADIO**

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

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly survey, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes (October and December, 1951) show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request.) Here are the combined results:

<table>
<thead>
<tr>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Radio</td>
</tr>
<tr>
<td>1467</td>
<td>986</td>
<td>3.07</td>
</tr>
</tbody>
</table>

The Survey Also Showed:

1—An average of 2.4 radios per TV home.
2—61 radios purchased after the homes had television.
3—Average 4.4 hours per day of radio listening in non-TV homes.

Comparative loss of radio-listening time in TV homes—only 30%. Here is proof that TV has NOT replaced radio in Central New York—merely provides another means of reaching this rich market.

Gordon C. Pentz, assistant manager of KWBE Beatrice, Neb., promoted to general manager. Bill Boyce, staff announcer, elevated to assistant sales manager.

Charles S. Sterritt, director of audio and visual office of public relations, American National Red Cross, named Detroit sales manager of CBS Television Network.

Terry Lee, sales manager, WFAA-TV Dallas, promoted to assistant station manager.

Donn R. Colee, commercial manager, WLOF Orlando, Fla., appointed acting manager succeeding J. Allen Brown [B+T, April 28]

H-R REPRESENTATIVES, N. Y., appointed by WELI New Haven, Conn.

Mr. Sterritt

John Treagle, All Canada Radio Facilities Ltd., Toronto, and Norm Brown, Radio Time Sales Ltd., that city, to sales advisory committee of CAB for station representative firms.

Arthur H. Beckwith, commercial manager, WLAN Lancaster, Pa., to WAKE Greenville, S. C., as general manager.

**Personals...**


J. B. Conley, manager of KEX Portland, Ore., awarded citation by Veterans of Foreign Wars on behalf of station's cooperation with group's radio endeavors. John Hill, salesman, WLS Chicago, and Alvarita Smith, former receptionist there, announce recent marriage. Harry Folts, general manager, WINS New York, hospitalized for two weeks after undergoing minor surgery.

**C OF C MEETING**

Group Protests Seizure

Strong stand against seizure of property by the President was taken last week by 40th annual meeting of the U. S. Chamber of Commerce, held in Washington. President Truman previously had implied he could seize newspapers and radio stations if he felt this would be in the best interest of the country [B+T, April 21], drawing a storm of protest.

The U. S. Chamber contended the President's seizure of the steel industry "violates fundamental Constitutional guarantees designed to protect every citizen's right to private ownership of property."

The Chamber added, "Not to challenge this action is to condone assumption by the executive branch of government of powers which can nullify the American concept of due process of law. To seek justification for such an act in a vague theory of inherent executive power is to foster a compromise of principles that long have stood as the foundation of American justice and liberty."

D. A. Huley, retiring president, lauded the April 29 decision of Judge David A. Pine of the U. S. District Court, District of Columbia, holding the President had seized the steel mills illegally.

Another Chamber declaration reaffirmed the position that all administrative agencies should be required to keep the public fully informed as to their structure, functions and actions.

**AFCE ELECTIONS**

McNary Voted President

New officers of the Admin. of Federal Communications Consulting Engineers, announced in Washington last week, are James C. McNary, president; Frank G. Kear, vice president; Frank H. McIntosh, secretary, and T. A. M. Craven, treasurer. Mr. McNary succeeds George C. Davis as president.

New members of the executive committee are Millard M. Garrison and Stuart B. Bailey. They replace Everett L. Dillard and Lester H. Carr. Remaining members of the executive committee are John Creutz and Ronald H. Culver.

**SETTEL NAMED**

Gets 'Voice' Post

Arthur Settel, public relations chief for the Office of the High Commissioner in Germany (HICOG), has been named to head overseas program information and promotion for the State Dept.'s Voice of America, it was announced last week. He will headquartered in the office of International Broadcasting Services in New York City. Mr. Settel served as HICOG public relations director after a tenure as information chief for the Economic Information Office under William H. Draper Jr., former U. S. economic advisor.
"Look, Pop... all Gold stars"

"Was I proud of the kid! And glad those gold stars weren't red stars.

"Y'see, my youngster's growing up in a country where we teach our kids decent things. Like respect for the other fellow's views. Like fair play and truth. Like government of, by and for us people. In schools, churches and homes we teach them the Golden Rule.

"But take those countries the commies run. Over there, they teach their kids things like mass marching... propaganda... religion-hating. Like spying on their parents. A very nice lot of juniorskis they're raising... I don't think.

"Our history books are full of the Freedom of worship, speech, press and all that. Our kids learn it early. But maybe that's the trouble! They forget to appreciate Freedom when they grow up... to keep interested in it... to stand up for it. And I'll admit I'm guilty myself about keeping an eye on Freedom... always expecting 'George' to do it.

"Instead I should get what they call 'active'. You know, attend town meetings and forums. Read up on what's what abroad and at home. Learn to tell home-bred socialism from honest legislation. Learn to squawk bloody murder when I see our tax dollars being spent foolishly or hear about corruption by public officials. Talk over important issues with my friends, neighbors and the men I work with down at Republic. Listen to both sides carefully before I vote, instead of the candidates that make vague big promises. And tell off any loudmouth that runs down another race or religion.

"Why let 'George' do it? After all, 'George' isn't Junior's old man... I am!"

REPUBLIC STEEL

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. an America whose magnificent hospitals are justly famous throughout the world. Through Hospitals, Republic serves America.

Many thousands of tons of Republic ENDURO Stainless Steel are helping these institutions of mercy maintain highest sanitation standards... in operating rooms and laboratories, in instruments, sterilizers, incubators, therapy tanks, wheeled beds, food preparation and serving equipment... and in structural applications such as walls, doors, sunshades and guard rails. -- and plenty of it -- is a mighty weapon in the relentless fight against sickness and disease.

Republic is proud to be part of that fight!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telescast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
Our Respects to
(Continued from page 52)
in civic affairs in Des Moines. He
has been chairman of the board of
trustees for Drake U. since 1949
and also has served as a trustee
for the Des Moines Home for the
Aged. He is past president of the
Greater Des Moines Committee and
regional director and vice president
of the National Assn. of Manufac-
turers.
Currently he serves as a direc-
tor of the following companies:
Northwestern Bell Telephone Co.,
Omaha; Chicago and North West-
ern Railway System, Chicago; Na-
tional Assn. of Magazine Publishers,
New York; Magazine Advertising
Bureau, New York; Allis-
Chalmers Mfg. Co., Milwaukee, and
Central Life Assurance Society,
Des Moines.
Mr. Bohe married the former
Mildred M. Meredith in 1919. They
have a daughter and two grand-
children.

KPRC CENTER
Will Cost $400,000
THE HOUSTON Post Co., licensee
of KPRC-AM-FM-TV Houston, last
week announced plans for a new
$400,000 TV-Radio Center.
It is expected that the new build-
ing will be completed within five
months. Herbert Voelcker & Assoc.
was listed as architect. E. Lee
Bond, Contractor Inc., will re-
portedly do the actual construc-
tion.
Final plans for the building are
the results of seven months of
planning by Jack Harris, vice presi-
dent of the Houston Post Co., in
charge of KPRC-AM-TV; Paul
Huhnoff, KPRC-TV chief en-
gineer; Bert Mitchell, KPRC-TV
program director, and Harvey
Wheeler, KPRC technical director;
all of whom cooperated with the
architects.
Announcement of building plans
was made by former Gov. W. F.
Hobby, president of the Houston
Post Co., in a special Sunday sup-
plement of The Houston Post.

GROUP TRAINING
CREI Broadens Program
CAPITOL Radio Engineering In-
stitute, on the occasion of its 25th
anniversary, last week announced
the broadening of its program of
Group Training for Industry. As
described by E. H. Rietzke, CREI
founder-president, the group train-
ing can be tailored to individual
company needs at a special low cost.
CREI has published a brochure,
describing in detail the group train-
ing program. This brochure is
available on request to the Institu-
tute, 3224 18th St., N.W., Wash-
ington 10, D.C.

ELECTION coverage for Crosley sta-
tions WLW and WLWT (TV) Cincin-
nati has been expanded to include the
attitude of Great Britain. Vincent
Evans, Crosley London correspondent,
have made the first of a series from
the country.

Graybar RECOMMENDS
MACHLETT ELECTRON TUBES

For years, it has been Graybar policy to distribute only the
finest in broadcast equipment. It is natural, then, that Gray-
bar offers the Machlett line of tried and tested electron tubes.
Machlett products are backed by more than 50 years of
experience and skill — you get a bonus of extra-long life and
high-quality performance in every tube.
All types and sizes of Machlett tubes, as well as any of
your other broadcasting equipment requirements, are quickly
and conveniently available from Graybar's nation-wide net-
work of warehouses. For facts, call your nearest Graybar
Broadcast Equipment Representative, Graybar Electric Com-
pany, Inc. Executive offices: Graybar Building, New York
17, N. Y.

via Graybar

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...

Larry Pribyl, program director, KBWE Beatrice, Neb., appointed business manager-program director.

Charles Joffe joins WTRY Troy, N. Y., as promotion manager.

Anne Davis, WXJN Jackson, Miss., appointed state rep. in native to National Assn. of Women in Radio and Television.

Sheldon N. Daddis appointed to advertising staff at WMRN Marion, Ohio.


Sam Gifford, WHAS-TV Louisville, Ky., appointed program director of WHAS-AM.

Pat Boyett appointed chief announcer at KKEY (TV) San Antonio.

Jean Kimmel,continuity staff, EA MQ Amarillo, Tex., to Kent Shorever, manager, Bill Corrington joins latter station as music librarian.

Mary Holt, W BS CBS Cleveland, named one of division's top disc jockeys by Cylinder Magazine.

George Ball, newswoman, WHL Hempstead, L. I., appointed director of public affairs.

Pete Boghosian joins KCBS San Francisco apprentice staff.

Lynn Morrow, WTVJ (TV) Miami, awarded plaque by Miami Beach Hotel Assn. for work as moderator of Law of the Land, selected by group as "outstanding television public service show of the year."

Jerry Haynes, KTRH Houston, Tex., to WFBA-TV Dallas, as announcer.

F. Turner Cooke, program manager, WMAS-AM-FM Springfield, Mass., recalled to active duty as commandant in U. S. Navy.

Mary Elly, copywriter, WTWN St. Johnsville, Vt., to WTMR Morristown, N. J., as traffic manager.

Nancy Craig, WJZ-TV New York's woman commentator, received special American Society for Prevention of Cruelty to Animals award on her teletest last Wednesday.

Kate Smith, NBC-TV star, awarded plaque by American Cancer Society for "noteworthy and distinguished service in behalf of the cancer control program.

JAY WATSON appointed program director at WFAA-TV Dallas, succeeding Lawrence Keydon, program director, who resigns to devote full time to writing for radio-TV.

Ruth Welles, KYW Philadelphia women's commentator, presented Headliner Award by city's chapter of Theta Sigma Phi for "outstanding work in field of radio journalism and William Hindman, special events staff, WCOL Columbus, to announcing staff.

WLWC (TV) that city.

McDowell K. Starkey, continuity editor, KWPT Wichita Falls, Tex., to KTUR Tulare, Calif., in same capacity.

Ralph R. Connor, former news director, KYR Colorado Springs, returns to station as director of public affairs.

Charles Kelly, program director, WMAL-AM-TV Washington, awarded certificate of appreciation by Boys Clubs of America for service to that group.

Bill Write added to WIP Philadelphia announcing staff for summer. Bert Baker, Wolf and WSTR-TV Syracuse, joins WIP announcing staff.

Bill Ness, graduate of Northwest Broadcasting School, Portland, Ore., to KCMC McMinnville, Ore. Other graduates recently placed in radio are: PERC McKINSEY, KWRD Pendleton, Ore.; Charles Milam, KYJC Medford, Ore.; WALLACE COOPER, KFIR North Bend, Ore.; FLOYD Nicholson, KJWR Coquille, Ore.; Harold Howard, KSL Silver City, N. M., and Jack Hyrmond, KPXR Espanola, Wyo.

Jim Wells, KRLD Dallas, to KKEY (TV) San Antonio, as production manager.

Jimmy Capps, WPFT Raleigh, N. C., father of girl, Jane, April 23. Sam Beard, station staffer, father of boy, Samuel, April 21.

ED VIEHMAN, a senior producer, WCCO Minneapolis-St. Paul, father of boy, Thomas Patrick, April 22.

Lenore Aloe, WWDC Washington, and James T. Haight were married April 26.

Ruth Beattie, secretary of CABS Toronto, and James Mardock were married April 15.

News...

Jim Bormann, news and public affairs director, WCCO Minneapolis-St. Paul, and president of National Assn. of Radio News Directors, received award from Minnesota Junior Chamber of Commerce for "distinguished public and community service."

Charles Shaw, WCAU Philadelphia news analyst and CBS correspondent in that city, appointed news director, WCAU-AM-FM-TV.

Bruce Anderson, WCCO Minneapolis-St. Paul news writer, father of boy, Stewart Fraser, April 13.

Folsom Scholarship

Set up at Notre Dame

"FRANK M. FOLSOM Scholarship," providing an annual grant of $800, has been established at the U. of Notre Dame for undergraduate students majoring in pure science or engineering, Dr. Charles B. Joliffe, RCA vice president and technical director, announced last week.

For several years, Mr. Folsom has served as trustee and board member of several colleges and universities, and, specifically, as a member of Notre Dame's Advisory Council for Science and Engineering. Candidates competing for the Folsom Scholarship will be selected by Notre Dame officials and recommended to the RCA education committee for consideration, with the first recipient to be named during the fall of 1962.

Other competitive RCA scholarships will be offered additionally to outstanding undergraduate science students at 17 universities throughout the U. S.

K&V- The People's Choice

in Portland, Oregon

1,246,540 active, young-minded Westermers comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

Represented nationally by Edward Petry & Co., Inc.

May 5, 1952 - Page 57
MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY

COLLINS ... for broadcast equipment of unquestioned quality

Collins 212A Studio Console

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall. Write for complete technical information.

ROBERT J. LEYKUM, supervisor of Majestic Radio & Television receiver plant, Brooklyn, appointed vice president in charge of manufacturing.

ALEXANDER W. GATES, former district representative, CBS-Columbia Inc., appointed sales representative for Tele King Corp. in Massachusetts, Rhode Island, Connecticut, New Hampshire and 19 New York counties.

EDWARD J. KEATING, Western Electric and Ebasco Services, to Andrew Radio Corp., Long Island City, N.Y., as procurement coordinator.

PERCY SAUNDERSON joins latter company as assistant purchasing agent. M. J. McNICHOLAS, assigned to procuring government contracts for Andra, promoted to manager, special apparatus division.

RAY separation. AMERICA, N.Y., announces publication of "Survey of Radio-Frequency Transmission Lines and Wave Guides" by E. S. Wintun, trademarks as VQ, 2, book compiling historical survey plus technical data from published articles between 1919 and 1936.

R. W. FORDYCE, general sales manager, Bendix Radio, and broadcast division, Bendix Aviation Corp., Baltimore, resigns to enter distributing business in Miami where he will handle Bendix radio-TV line in southern Florida area.

Mr. Fordyce

COLLINS RADIO COMPANY
Cedar Rapids, Iowa

13 W. 42nd St. NEW YORK 18
1200 S. 12th St. DALLAS 2
2700 W. Olive Ave. BURBANK
Dogwood Road Fountain City KNOXVILLE

AMPEX ELECTRIC Corp., Redwood City, Calif., announces new type console for audio magnetic recording in medium price market. Unit includes push button control, built in microphone pre-amplifier and newly styled cabinet giving full interior accessibility.

GENERAL ELECTRIC Co's special products division, Schenectady, N.Y., announces production of portable surface-resistance indicator designed to help produce better resistance welding bond by providing rapid and accurate measurement of resistance between pieces of metal to be welded.

ALTEC LANSING Corp., Beverly Hills, announces production of 250 B and 258 S consoles. Former is designed for two-station studio use, public address and recording installations. Latter, features high quality control in AM, FM and TV broadcasting. Unit has miniature plug-in preamplifiers, line amplifiers, monitor amplifiers and power supplies.

SPRAGUE ELECTRIC Co's Hortic division, North Adama, Mass., announces availability of new precision metal-encased tubular ceramic capacitors. Type 2500, 2511 and 2522 capacitors extend capacitance range available to circuit designers in close tolerance ceramic capacitors at relatively low voltage of 500, 1000 and 1500 volts d.c.

ALDEN ELECTRONIC and IMPULSE RECORDING EQUIPMENT Co., Westboro, Mass., announces production of pocket size recorder made up of microscope and driving units. Magazine is self contained unit consisting of recording, reproducing, timing switch and 8 day supply of paper. Driving unit contains synchronous motor with pinion gear to engage and drive one paper reel.

GENERAL ELECTRIC Co, Syracuse, announces production of air-cooled 5 kw VHF television transmitter for channels 7 through 13. Units available for shipment in June.

WARD PRODUCTS Corp., Cleveland, has released new catalog giving complete specifications on Model SPPC-88 describing special mobile antenna used to eliminate frequent breakage that occurs when antennas for 30-50 mc bands are mounted on high vehicles.

Technical ... 

FRANK DELLE, chief engineer, WFAI Fayetteville, N. C., to engineering staff. CBS Radio, New York.

DONALD KRUTILEK appointed technical supervisor at AAA-TV Dallas, succeeding CARLOS DODD who resigns to become regional communications officer for Civil Defense Administration.

J. P. GILMORE, CBC, Vancouver, appointed assistant coordinator of engineering projects at CBC engineering headquarters, Montreal.

ALTON TRIFT, studio engineer supervisor at WPTF, Wake Forest, N. C., father of boy, David, April 38.

RCA VICTOR, Camden, N. J., announces new and improved type of three speed record player designed to fulfill the three turntable-quality reproduction from records of all three established revolving speeds. Models are 2ES3, 2ES38 and 2ES37. Shipment to distributors is scheduled in May.

Equipment ... 

RCA VICTOR, Camden, N. J., announces new and improved type of three speed record player designed to fulfill the three turntable-quality reproduction from records of all three established revolving speeds. Models are 2ES3, 2ES38 and 2ES37. Shipment to distributors is scheduled in May.
AIR RAID TEST
N. J. Stations Take Part
NEW JERSEY'S 20 commercial radio stations, linked together in a
civil defense network, were com-
pletely successful in carrying out
detecting instructions and other data in a
state-wide air raid test, described as the 
nation's first, last Tuesday, CD
officials reported.
Originating station for the net-
work broadcast in "Operation New
Jersey" was WAAF Newark. Fred
Weber, owner of WPFG Atlantic
City, is radio-TV director for the
New Jersey CD network. He
reported that all of the state's 20
commercial AM stations relayed the
quarter-hour official broadcast.
Immediately after the all-clear
sirens sounded, WNJR Newark
broadcast a half-hour pickup from
the control center, with News Edi-
tor Tom Costigan interviewing Gov.
Alfred E. Driscoll and state
civil defense director, Leonard
Dreyfuss, who read reports as they
were received from points through-
out the state, describing local
results of the test.

KAQ NEWSBEAT
Foretold Eisenhowe Shift
KHQ Spokane is claiming a 3½-
month newbeat on the appoint-
ments of Gen. Matthew Ridgway
to succeed Gen. Dwight Eisenhower
as Allied commander in Europe,
and of Gen. Mark Clark to replace
Gen. Ridgway.
Tail Tripp, KHQ news director,
and Robert Wesson, KHQ program
director, attested that on Jan. 19,
1952, KHQ broadcast the following
information:
"The KHQ News bureau learned
tonight that should Gen. Eisen-
hower resign his command to seek
the Republican Presidential nomina-
tion, he will be succeeded as
NATO commander by General
Matthew Ridgway. A Pentagon
official, close to the joint chiefs of
staff, also told the KHQ news
bureau that the Pentagon is still un-
decided as to whether Gen. Mark
Clark or Gen. Maxwell Taylor will
go to Japan to head SACP in
Tokyo."

BAIRD NAMED
Succeeds Maiier at Pearson
ROBERT M. BAIRD, assistant
manager of KRLD-AM-
FM-TV Dallas, last week was
named manager of the office of
John E. Pearson Co., station
representation firm, effective today.
He succeeds H. W. Maiier Jr., who
resigned to join CBS Radio and
Television Spot Sales in Memphis.
Mr. Baird for-
merly was man-
ger of KTOL
San Angelo, Tex. Previously, he
was identified with KV00 Tul-
sa, KGGM Albuquerque, KOME
Tulsa, WKKO Kalamazoo and
KXIL Dallas.

Mr. Baird

The Pearson firm also announced
last week that Juanita Irene Hall,
formerly of Radio News, Chicago,
has joined the Pearson
staff in Chicago. She was
appointed last fall to succeed Kay
Fisher who resigned, but was
forced by illness to delay assump-
tion of her new duties. Her
background includes service with
radio stations and radio representa-
tive firms.

WFIL BONUS PLAN
Set for 2,300 Druggists
NEW merchandising plan has been
put into effect by WFIL Phila-
delphia for 2,500 independent drug-
gists who are members of the Phi-
delphia Assn. of Retail Druggists,
and who account for 75% of the
area drug market. Used are point-
of-sale displays, direct mail promo-
tion and weekly feature of one
product in a telephone jackpot quiz
contest on the Skip Daves disc
cockey show.
The plan is a bonus for adver-
tisers who buy the equivalent of six
one-minute spots weekly for 13
weeks, with participating druggists
mentioned during the quiz show on
a rotating basis.

Ahead of Police
FAST coverage of a finance
company robbery almost re-
sulted in jail for Jack Dents,
newcomer for WCTC New
Brunswick, N. J. Acting on a
3:30 p.m. tipoff, Mr. Dentz
grabbled a tape recorder, rushed to
the finance company
and interviewed the
office manager even before
the police arrived. The radio
reporter, hurrying back to
WCTC studios, was detained
by police, suspicious of his
rush, until he convinced them
he was not involved in the
crime.

RCA Vans for Indonesia
FIRST of 40 radio broadcasting
vans built by RCA for Indonesia
has been turned over to repre-
tatives of the Indonesian govern-
ment in New York City. The
mobile units are equipped with
RCA 150-w transmitters and asso-
ciated equipment.

CPN-KNX SALES
First Quarter Revenue Up
COLUMBIA Pacific Network re-
gional and KNX Hollywood local
sales increased in revenue during
the first quarter of 1952 as com-
pared with the same period in 1951,
according to Edward W. Buckalew,
assistant general manager in
charge of sales.
Locally KNX radio showed a gain of
24% from Jan. 1 through
Mar. 31, 1952, over the same quar-
ter last year. Columbia Pacific
Network's first quarter sales
figures for 1952 were 30.5% above
last year's first quarter, Mr.
Bucka-
lew reported.

Otto L. Tiedeman
OTTO L. TIEDEMANN, 49, of the
WBAL Baltimore sales staff, died
April 26 following a heart attack.
With WBAL since October 1949,
Mr. Tiedeman was well-known in
Washington and Baltimore adver-
tising circles. He was a prominent
Maryland yachtman and a mem-
ber of the Gibson Island (Md.)
Club.

Otto L. Tiedeman

*HANNIBALAND*
the large 41 county area
surrounding Hannibal,
Mo., Quincy, Ill. and
Keokuk, Iowa.

KMO

with

KMO

G give your sales a big boost—a shot in the arm—in the rich, midwestern
farm area around Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.
You can do this for the lowest cost-per-listener, and with a guarantee to
reach the rural and city buying power by using KMO. This is true
because the majority of the radio families living in Hannibal and
surrounding counties can select KMO. For proof and availability write, wire or
phone KMO or Pearson today.

KMO = satisfying results and service

Representative

John E. Pearson Company

Mutual Network

Hannibal, Missouri

5000 watts day

1000 watts at night

BROADCASTING • Telecasting
May 5, 1952 • Page 59
Peabody Winners
(Continued from page 29)

commended for an "extraordinary public service" in which the programs permitted the facts to "tell their own story, without benefit of artificial coloration." The series covered narcotics, dishonest sports "and other national maladies."

For "radio entertainment (non-
omical)," an award was bestowed on NBC's Bob Elliot and Ray Goulding—Bob and Ray—as "the foremost satirists in radio." Their fare was described as "fast moving, deadly accurate, frequently outrageous and extremely funny."

Their stock should rise "although this is their first year of network broadcasting," the citation said.

Teen-Age Program

KPOJ Portland "served its community well during 1951," another citation explained, "through various carefully conceived and well executed programs." As a result, a Peabody award went to the MBS affiliate for "meritorious local public service by radio." Cited were Careers Unlimited, for aiding teenagers. "Indicative of the high quality and social usefulness" of the program is the fact that it has been rebroadcast for two years over KROS Portland, owned by the city's high school.

Another example is Civic Theatre of the Air, designed to stimulate community interest in the city's Civic Theatre, a non-profit organization using amateur talent. There were "similar worthwhile enterprises in the citation added."

WSB Atlanta won a coveted dual honor of The Pastor's Study on WSB and Our World Today on WSB-TV—the "first time" Peabody handed out a joint radio-television award on a regional basis. They were described as "typical" of WSB enterprise last year.

The Cox Radio TV properties, licensed to the Atlanta Newspapers Inc. (Atlanta Journal and Constitution), have promoted "the best interests" of the city since the inception of each operation, the award noted. "These stations in 1951, as in previous years, gave a practical demonstration of how radio and television can complement each other in the public interest," it was pointed out.

WQXR New York's citation was issued for "radio youth programs," with a low bow also to Dorothy Gordon, their moderator; Iphigenie Ochs Sulzberger, director of special activities for the New York Times, station licensee and the Liberty network, which rebroadcast the series on tape.

It was noted that the Times Youth Forum was aired not only locally but also in other major cities, "coast to coast and over trans-Atlantic facilities." The forum consists of student discussions on varied topics.

Air Cooker E. S. correspondent for the Manchester Guardian, was recognized for his Letter from America via shortwave facilities of the BBC. Mr. Cooke's description of the atmosphere of the scene was labeled "delightful" and "penetrating." He was praised for contributing to international understanding by radio. Dr. Murrow, of distinguished radio TV commentator, the Peabody citation represented a notable catch—it meant he had followed up his 1950 Hear It Now with another award (citade of television?) with a greater honor for See It Now, the network's video counterpart.

CBS Television's See It Now was acclaimed for "television entertainment interpretation." Mr. Murrow's widely-acclaimed tele-documentary was adjudged as a "simple, lucid, intelligent analysis of top news stories" and cited for "a strikingly effective format for presenting news and personalities ... with humor, sometimes with indignation, always with the truth." The citation also commended Fred W. Friendly, co-producer of the series.

NBC received its honor for "television entertainment (music)" in the form of Gian Carlo Menotti's Amahl and the Night Visitors, first telecast last Christmas Eve. It was repeated on Easter Sunday. The citation noted the acclaim accorded the operetta, and said its "sight and sound" was "of a high order."

The network's Labor Day Children's Telecast was praised as "outstanding," and its "witty, interesting, accurate and often entertaining" segment on the children's work "is living testimony to the necessity for innovative educational programming for children." The program "is an excellent example of the use of television in education." The committee also cited the network's "outstanding" coverage of the fashionable opening of the Pennsylvania Golf Association's junior tournament and the "strikingly accurate" broadcast of the 1952 world's professional golf championship.

In discussing the network's "educational" series, the citation said: "It is gratifying to note that it is not unnatural for a television series to be "fashionable," since the point is to have a point."

The Peabody citation "has been made to the network's educational series The Yanks Are Coming and the Children's Theatre, both of which are "fashionable" at present."

Referring to recent bans on broadcasting congressional hearings and noting that the press has been a more aggressive defender of new freedom than broadcasters have been, Mr. Murrow said a threatening danger is that television might become too complicated. "Television has been a window, it is an intruion to news and, to maintain its effectiveness, must not limit itself to the sponsor's investment, but to the public's interest and build its own ingenuity."

'Auditory Wall Paper'

American radio listening is a sort of "auditory wall paper," according to Mr. Cooke, whose acceptance notes differences between American and British broadcasting systems, American and British audiences. It is not similarities but dissimilarities—and the understanding of and respect for them—that often make friendships meaningful, he said.

In his survey of television's immediate future, Mr. Weeks anticipated the presentation of good Hollywood pictures on the air and repeats of the better programs to provide continuous and high level consumption. Bowing to extensive plans for coverage of national political conventions this summer, he hoped the issues would be "fairly fought" on television.

Members of the Peabody National Advisory Board are:

Edward Weeks, Editor, Atlantic Monthly, Boston, chairman; Mrs. Elizabeth Ames, executive director, "Yadda;" Saragosa Springs, N. Y.; John H. Benamou, chairman, Committee on Consumer Relations in Advertising, N. Y., C.; Bennett A. Cof, president, Random House, Inc., N. Y., C.; John Crosby, radio columnist, New York Herald Tribune; Mark B. Mugglin, publisher, Louisville (Ky.) Courier-Journal and Times; Earl J. Glend, Mayor, Salt Lake City, Utah; Philip, Hamburger, television writer, The New Yorker, New York; William A. Jackson, literary editor, San Francisco (Calif.) Chronicle; Walden Kayeprz, science editor, New York Times; Mrs. Dorothy Lewis, Coordina-
tor, U. S. Station Relations, United Na-
tionalist Radio Corporation, Atlanta, Georgia; Paul Porter, foreman chairman, National Broadcasting Corporation, New York City; J. K. Keel, TV director, radio education, Ohio State U., Columbus; R. W. Carver, University of Georgia, Athens, Georgia; E. F. Drewry, Dean, Henry W. Greely School of Journalism, U. of Georgia, Athens, ex-officio.

EDITED OF 1955 Publicity Directory has been published by Publicity Adv., Kalamaoo, Mich. Book contains names of over 2,000 consumer, farm and business trade publications which accept free publicity on new products, books, literature and new methods and services.
AWARDS luncheon of Virginia Associated Press Broadcasters brought together this foursome at Washington's National Press Club fortnight ago. Standing (l) Tony Vacarro, AP White House correspondent, who was principal luncheon speaker; and Fred L. Hart, general manager, WLPM Suffolk, VAPB president; seated (l) Frank H. Fuller, AP Richmond, Va.; bureau chief, VAPB secretary, and Maynard Dillaber, news director, WMVA Martinsville. Mr. Dillaber succeeded Mr. Hart as VAPB president [B*T, April 28].

WABB ASSAULT CASE
Verdict Is Returned

J. ED TAIT, 43-year-old former official of an AFL motion picture operators' labor union, was convicted April 23 of a charge of conspiring to assault a radio technician during a strike against WABB Mobile, Ala., in January 1950 [B*T, Jan. 23, 1950], according to reports from the station.

Mr. Tait was fined $450 and given a 60-day suspended jail sentence, WABB said. He immediately appealed the verdict and was released on bond. A grand jury indictment accused Mr. Tait of conspiring with four other persons to assault Dean Durham, former WABB radio technician. The remaining four persons still face trial, it was further reported.
ONTARIO OUTLETS

TEN Canadian small-market stations have filed in Ontario Supreme Court to stop collection of copyright fees by the Composers, Authors, Publishers Assn. of Canada (CAPAC). Ontario stations took the action following a two-day meeting of the Canadian Assn. of Broadcasters’ Toronto Board of Directors.

CAPAC sought to collect copyright fees on a percentage basis under a new revenue ruling set by the Canadian Copyright Appeal Board at Ottawa. The association was empowered by the board to inspect station books and determine a gross revenue figure on which to base fees for a fiscal year (B+T, April 21).

The 10 stations cite their inability to determine what their gross revenue will be for the year on Jan. 1 of that year as provided in the revenue ruling by the board. The board also maintains CAPAC should not collect on percentage of a station’s gross revenue, since that revenue is derived only in part from use of CAPAC music. The stations already have stopped playing CAPAC music and plan to use only BMI Canada Ltd. and public domain music.

Virtually all Canadian stations are supporting the CAB board stand on the copyright tangle. Stations filing in court action are:

CHML and CKOC Hamilton, CKBB Barrie, CJQB Belleville, CKLB Oshawa, CJJO Guelph, CKFR Port Frances, CFOS Owen Sound, CKTB St. Catherines and CFOR Orilla.

WRITERS’ STRIKE

Would Hit Network Shows

SUCH sponsors as Piel’s Beer, Shell Oil, Bayer Aspirin, Metropolitain Life Insurance and Sanka Coffee will be affected when Radio Writers Guild calls a strike of its news and continuity writers, it was indicated last week when the guild announced that more than 100 individual shows would be hit by a walkout of writers.

Services of news writers and editors would be withdrawn from an additional total of 27 broadcast hours per week, with another 14 hours of sustaining news shows also to be affected. RWG figures exclude both radio and TV shows authored by freelance writers, who are expected to join the strike proposed against NBC, CBS and ABC.

Union spokesmen also announced the dropping of the guild request for national negotiations, a major issue in its pay dispute for news and continuity authors.

KTRH COVERS ‘EXERCISE LONGHORN’

Uses Full-Time Staff in Field for Daily Reports

Col. Alvin E. Hebert (I) of Maneuver Direction Headquarters and KTRH engineer Byrd record critique of the exercise.

Gen. Hoge evaluates Exercise Longhorn’s success at critique.


KTRH broadcast the final critique April 11 with talks by top Army and Air Force officers to the 500 unit leaders of the operation. Mr. Smith drove more than 700 miles in five days getting interviews on recorders and transporting them back as far as 100 miles to Fort Hood for broadcast. In-the-field broadcasts were made by portable tape recorders, then edited into documentary style. Several special bulletins were presented by direct tape feeds. Other special equipment included gasoline-driven motor generators and equipment for converting 24-volt direct current.

KMTV-KMA

Present Top Coverage of Flood Crisis!

Here’s the greatest story of disaster coverage ever to come out of the Midwest. KMTV Omaha and KMA-Shenandoah, Iowa, operating separately, presented to their audiences, outstanding TV and Radio coverage of the Missouri River Flood.

KMTV, Omaha, with 3 on-the-scene CBS-TV telecasts from danger areas, kept viewers up to date on flood happenings. Four motion picture cameras were working round the clock to record the epic-making struggle against the “Mad Missouri.” Three daily news telecasts plus evening network programs, gave KMTV top flood coverage in the metropolitan Omaha area.

KMA, Shenandoah, Iowa, performed extra-heavy duties during the flood emergency. KMA’s staff reported conditions in hundreds of square miles of non-urban areas which were not served by local radio stations or daily newspapers. KMA’s news and special events men maintained a 24-hour emergency broadcast and warning system for residents of the flood-stricken area.

Once again, the people in these areas who rely on KMTV and KMA for the best in news and entertainment, received the most complete emergency coverage possible.

CHICAGO-BROADCASTING COMPANY

OMAHA 2, NEBRASKA

CHANNEL 3

MAY BROADCASTING COMPANY


KTRH broadcast the final critique April 11 with talks by top Army and Air Force officers to the 500 unit leaders of the operation. Mr. Smith drove more than 700 miles in five days getting interviews on recorders and transporting them back as far as 100 miles to Fort Hood for broadcast. In-the-field broadcasts were made by portable tape recorders, then edited into documentary style. Several special bulletins were presented by direct tape feeds. Other special equipment included gasoline-driven motor generators and equipment for converting 24-volt direct current.

BAB Clinic Postponed

THE SALES clinic scheduled by BAB for New York last Monday was postponed because of the illness of Vice President Kevin B. Sweeney, one of the leaders in the clinic series. Next clinic is set for today (Monday) in St. Louis. Others this week: Wednesday, Kansas City and Friday, Des Moines. The series extends through Sept. 19. New date for the New York clinic has not been designated.
PROBLEMS?
Are you IN or going into TELEVISION?

With many years experience in all phases of television broadcasting, we offer an exclusive consulting service in selective markets to fit the needs of broadcasters, present or prospective, who require help in preparing and evaluating:

1. Application Data
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4. Production Facility Planning
5. Studio and Space Layouts
6. Organization and Personnel Requirements
7. Integration of TV with Existing Operations
8. Operating Policies-Practices
9. Programming Policies, Formats and Schedules
10. Expense Budgets
11. Revenue Estimates
12. Coverage Data
13. Market Appraisals
14. Network Affiliation Potentials
15. Rate Cards

AND if you have financing problems, we will be glad to discuss your requirements with you—confidentially, of course.

We are neither lawyers nor radiation engineers, but we will work with the representatives you may now have or may select, in these fields, in the preparation of material for your application and supporting evidence, we will collaborate directly with you and your staff on every other aspect of a complete station construction, fiscal, organizational and operating plan.

We stay with you until you are "on the air" and as long afterwards as you have need for our services.

Send for a brochure describing our service in more detail.

Inquiries which will be treated confidentially and acknowledged promptly may be addressed to:

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Frank E. Mullen & Associates
121 South Beverly Drive
Beverly Hills, California
Phone—Crestview-1-7191
Dog writes about man!

I'm on WTCN-TV . . . I'm Rollie Johnson's dog
...not for sale
...not a prize
...not a contest!

It's great to be five months old and the first dog actually raised and trained under TV cameras. My master is Rollie Johnson, Sports Director of WTCN in Minneapolis, St. Paul. He figures more people will understand and own dogs if they see how much fun we have.

This Rollie is a swell master! Even when his evenings include a TV program, a speech, telecasting a sports event, or his Big Brother meeting . . . he always winds up with time to play with me.

Rollie is starting his TV fishing contest on WTCN soon. Last year the entries, from a one pound sunnie to a fifty pound sturgeon, totaled four tons of fish! Lots of tackle and equipment got sold, too! Rollie travels around a lot, takes lots of movies of folks at their favorite sport, and shows 'em on our programs. Seems like fellows get a kick out of seeing themselves on TV.

Guess I'm just one more in the Rollie Johnson fan club; I know what folks up here mean when they say people like Rollie are old friends instead of announcers. By the way, some spots on some of his sports shows are open for sponsorship. Rollie and I would like to have you "aboard" if we can help you to sell your product.
VHF PROPAGATION

By EARL ABRAMS

DOES new information on VHF propagation, showing that consistent long-distance reception in those bands is possible, pose a threat to TV?

That possibility, fanned by newspaper stories last week, had TV engineers searching National Bureau of Standards Report No. 1172 for guidance. It is entitled “A New Kind of Radio Propagation at Very High Frequencies Observable Over Long Distances.”

That report told how a VHF signal transmitted by Collins Radio Co. at Cedar Rapids, Iowa, was received consistently via skywave at WBBM’s Sterling, Va., receiving station, 800 miles away.

Up to now, the theory was that VHF signals are not reflected from the ionosphere.

Consensus of TV engineers is that the facts are significant, and hold out a promise for communication and possibly other special purposes, but are not a threat to TV.

That attitude was summed up by an FCC official in this manner:

- The Commission knew about these tests before it set up its TV allocation table in its final report [BT, April 14].
- The received signals in this experiment are of such low intensity that they do not seem significant as a TV interference factor.
- The transmitting and receiving antennas are a big, 7-directional and the receiver is highly sensitive, much more so than is common for commercial TV stations.

Inter-Continental TV

Possibility that the results hold out hope for inter-continental TV was minimized by most observers, at least for the immediate future. Developments of this sort are a matter of decades, one authority commented. He likened this development to that of the atom bomb experience. How to obtain fission was generally known in scientific circles years before it was actually accomplished. But it was not until the U. S. decided it was necessary, that the money and energies were thrown into actual accomplishment.

Immense powers necessary to re- lay a 6 mc video picture are “fantastic,” according to some consulting engineers. There may be other and less expensive ways of accomplishing the same result, they pointed out.

Only manner in which the new findings may have an impact on TV is if a military or other government agency requires the use of these frequencies for special purposes. That would mean an allocation hearing—unless the world situation degenerated to all-out war—and TV broadcasters would have opportunity to protect themselves in bands involved encompass Channels 2-6.

If the military or other government agencies decided that the band would be useful for defense or diplomatic purposes, then the position of the low-VHF band TV operators would be serious, it is believed by some. These observers recall the Commission’s 1945 allocations report that each spoke of the spectrum space available for TV in the below-300 mc region “to make possible a truly nationwide and competitive television system.”

They emphasize the FCC’s next sentence: “Such a system, if it is to be developed, must find its lodging higher up in the spectrum where more space exists.”

Former FCC Chairman Wayne Coy in several speeches during his tenure urged the move of all VHF to the UHF frequencies. Fact that the Commission never seriously contemplated such a move was explained by one FCC staff executive after the final TV allocations report was issued last month [BT, April 14] on the ground that there would not be sufficient room in the 470-880 mc band for a “truly nationwide and competitive television system.”

Tests began Jan. 23, 1951 on 49.8 mc, according to the NBS report. Continuous wave emissions were used. Identical high gain 41.2-ft. high horizontal rhombic antennas with 500-ft. legs were used at both the transmitting and the receiving positions. Power of 23 kw was put into the antenna. Receiver bandwidth was 3 kc.

Signal Intensity Charts

Included in the report are charts showing signal intensity received in April 1951 and June 1951. They varied from a high of 55 db above one microvolt at about noon to a low of 4 db above one microvolt at about 11 p.m.

Signal was consistently received, irrespective of season, time of day or geomagnetic disturbances. Strength of the signal was actually enhanced during sun spot conditions (which normally cause fading on usual high frequency 3 to 30 mc circuits) and during passage of meteors. The latter phenomenon was accompanied by loud heterodyne whistles.

“Scatterig” effect from the E layer of the ionosphere was advanced as an explanation of the phenomenon, noting that possibility that the D layer played a part in reflecting the signals.

Future experimentation for frequency and distance dependence is planned, as is a more detailed study of the received signal. During a short period a receiving test was made with a station in Bermuda, 2,000 miles from Cedar Rapids, but reception was erratic and not associated with sporadic E ionization, NBS stated.

Last February NBS reported a new theory of VHF propagation which held that the bending of signals of this band over the horizon—hereafter considered in the nature of a “freak” condition—might be considered normal and not an exception to the “line-of-sight” theory of VHF propagation [BT, Feb. 4]. Tests had shown, NBS reported, that such conditions were too frequent and regular to be considered normal.

(Continued on page 96)

ALLOCATIONS CHANGES

First requests for changes in the table of assignment in the FCC’s Sixth Report and Order on TV [BT, April 14] were filed with the Commission last week.

Asking for changes in specific city-by-city instances, the following were suggested for changes: WMCT (TV) Memphis, Tenn.; WISC-AM-FM Madison, Wis.; KTEM-AM-FM Temple, Tex.; KXEL-AM-FM Waterloo, Iowa.

The Commission erred when it ordered WMCT to change from Channel 4 to Channel 5, the Memphis station averred. Error is due to the fact, it petition stated, the distance from its transmitter to Nashville, Tenn. (also assigned Channel 5) is 187.5 miles—two and a half miles less than the 190 mile co-channel minimum established for Zone 11 stations. In order to meet the established minimums, WMCT asked that its show cause order be amended to require it to change to Channel 3, which was assigned to Memphis in the final report.

Assignments of Channel 5 to Nashville and Channel 3 to Memphis were not in the proposed Third Report last year, the Scripps-Howard station (Memphis Commercial-Appeal) pointed out. Therefore it had not objected to the requirement that it change from Channel 4 to 5 when comments were invited last fall.

WISC Comments

WISC in comments last fall on the Third Report proposals had proposed that VHF Channel 3 be reserved for educational use and the remaining three UHF channels be made commercial—so that all commercial TV stations in the Wisconsin capital be competitive. The Commission had proposed to reserve a UHF channel for educational use, permitting commercial operation of the sole VHF channel and two of the three UHF channels.

Doubt that the Commission judged the Madison situation correctly was expressed by WISC. It called attention to the fact that it had filed two comments and referred to the discussion in the Sixth Report as probably using the wrong comment.

Reservation of VHF Channel 3 instead of a UHF channel would comply with the Commission principle regarding educational reservations, WISC averred. It pointed out that Madison is an educational center and the Commission said in its final report that wherever it could, it assigned a VHF frequency in those communities for educational use. The Wisconsin station also pointed out that in 16 educational centers, the Commission assigned the sole VHF wavelength.

(Continued on page 97)
PROBLEMS and procedures of television station operation, starting with the application to FCC for authority to construct, were appraised for some 250 executives from two CBS television stations and five,Buyers today at a two-day "post-freeze" clinic conducted by CBS-TV in New York last Thursday and Friday.

The Van Volkenburg, president of CBS Television, called the clinic an aid to both prospective and present TV broadcasters, told the assembly at the opening session Thursday morning that the freeze means that "television can begin to stretch its muscles and reveal its huge strength."

Reviewing TV's growth since the first CBS Television Clinic in March 1948, he pointed out that CBS-TV then provided 78 minutes of network programming daily, of which 32 minutes were sponsored, whereas today the network is programmed for about nine hours daily, with 6½ hours of that total sponsored, the balance uncommitted.

A national increase in the size and significance of television, he added, "we know it's still only the beginning."

"We meet today at the very threshold of the expression of a great social, cultural and economic force," Mr. Van Volkenburg declared.

Mr. Thower, vice president in charge of network sales, cited some 50 national advertisers not yet in TV but who he predicted would move more and more into this field.

He pointed out that CBS-TV's business in January and February was 95% ahead of that for the same period in 1951, and said CBS-TV leads all networks in total number of sponsored quarter-hours, including all new business on the books with both the regular and expansion and election coverage. These sponsored quarter-hours on CBS-TV now number 164, as against 259 sponsored on all three other networks, Mr. Thower asserted.

He cited TV's dropping cost-per-thousand—from $3.49 three years ago to $2.81 now—and the "fairy" which sales results as "simple economic factors," he said, have led 99% of the nation's leading food and drug firms to increase their TV budgets during the past two years.

Turning to commercial programming, Hubbard Robinson Jr., vice president in charge of network sales for next 10 years, "programmers, told the clinic that a network must create "a balanced line of merchandise" to fit the varying budgets of buyers.

"You have a right to expect from CBS Television," he said, "programs that meet these three requirements: Shows the audience like, so well they will make them into hits; shows that sell goods; shows with great staying power."

He expressed the view that there always will be a place for "a limited number of big spectacular shows," but that "the big market lies in creating a product that gives a profitable, rewarding value for the money invested."

Sig Mickelson, director of news and public affairs for CBS-TV, urged that both stations and networks develop "creative programs" to meet the public interest, asserting that TV has unprecedented value as a means for public improvement. Further, he said, there is need to be "frank, enlightened and commercial and commercialism." He cited news shows as traditional money-makers in radio which can also become money-makers in television by paying dividends not only in revenue but in public relations, community service, and community prestige.

Special events, education, religion, government and politics were among other fields in which he said TV can make significant contributions in local, regional and national service.

Charles Luckman, of the firm of Luckman & Pereira, architects of CBS Television City at Hollywood, outlined differences between the needs of motion picture studios and those for TV use. He said a study (Continued on page 97)
UHF DEFENSE

Made in Jones Ohio Speech

IN A ringing defense of UHF coverage potentials, Comr. Robert F. Jones last Thursday attacked what he called "absurdities" in FCC's "firm, fixed and final" TV allocation plan and charged that the Commission has "tried to legislate instead of regulate" the industry.

"The purpose of the allocation plan being adopted by the Commission is to create a nationwide, competitive television system but the effect . . . is to deny local television to cities not included in the (allocations) table," he asserted.

Comr. Jones, dissenting in toto to FCC's final TV "freeze" lift report, addressed the Ohio Assn. of Radio-TV Broadcasters Management Clinic, meeting at Columbus, Ohio, May 1-2. His speech bristled with criticism of the Commission's findings, some of which were contained in his original dissent [B+T, April 14; Sixth Report supplement].

Harking back to 1945, when a previous Commission handed down VHF assignments to 158 metropolitan centers, Comr. Jones declared:

"Little or no thought was given to efficient use of the channels. Today the Commission tries to justify all of those assignments, which are occupied by the owners, on the erroneous ground that VHF channels have a greater potential to cover wide areas than UHF channels."

'Faults' Listed

Today, the majority claims that VHF now covers rural areas better from VHF stations in the largest cities than UHF did in the past, based on an engineering standpoint" because either VHF or UHF "can be made to cover wider areas than the other," the FCC Commissioner asserted. He said the Commission has attempted "to make the arbitrarily wide minimum mileage separations (of 1945) the bone and sinew of the 1952 firm, fixed and final allocation plan."

Among the "absurdities" and "faults" stemming from "this chain of events," Comr. Jones continued, are these:

- "Inefficient use of the spectrum," with shrinking of the present 12 VHF channels to the equivalent of four in the northeastern part of the country (New York, etc.).
- Assumption that "every city and hamlet in the U.S. will use maximum powers and antenna heights available of all.
- The plan "excludes all local television service from every city . . . except the favored 1,274" and provides 889 cities "with just one local channel" despite the competition fact.
- Introduction of UHF is prejudiced," with no circulation of receiving sets versus the VHF with a circulation of 17 million VHF-only receiving sets—a prejudice "not confined to the interum cities.
- Plan "throws the heaviest financial burden upon those least able to pay" (UHF operators).
- UHF service is provided by and for large small cities, thus wasting "the natural potential of UHF over-man made noise in the biggest cities."

Scores Attributes

Scoring the "UHF is wonderful—yours begins" attitude of one VHF multiple station-owner, Comr. Jones complained that Commission Rules & Standards require 2,000-ft. antenna heights at 1,000 kw on UHF "to compete with relative coverage of VHF channels operating at 500 feet at maximum power on the basis of minimum co-channel separation."

UHF does not cover the same areas and relative number of locations as VHF unless 2,000-ft. antenna heights are used against 900-ft. antenna heights. These separations are based on minimum spacings, Comr. Jones observed. He also cited lack of information on tube and power costs per hour for comparative size UHF-VHF transmitters—that a 10 kw UHF transmitter-mitter costs $4.90 and a 50 kw VHF $4.70 per hour.

Turning to coverage potentials, Comr. Jones cited the Commission's Third Phase of 1945, that technical efficiency charts "were not distributed to the Commission until one year after the Third Notice was made public and until he has been able to arrive at a decision." He traced steps leading to FCC's assignment policy:

Hard and fast mileage separations based upon a New York sized maximum power and antenna height for the secondary cities in the country means meaningless circles on the maps of the FCC. It means relationship to efficiency as to tossing poker chips upon the maps and waving circles around them. These circles have no relationship to service areas. They have no relationship to the natural trading areas or the areas of cultural influence of the cities included in the plan. They are related to nothing. Only time will tell if any reasoning connected a year later to defend the plan from an engulphed national standpoint.

"The only relationship these circles have to anything in the plan is: (1) The Commission wants to give VHF to large cities; (2) the VHF to smaller cities if there isn't a city that can fill the arbitrary minimum mileage separations (of 1945) the bone and sinew of the distance between centers of two channels. To do this and not represent an existing transcendental division in a minor way can cause confusion in the national plan: (4) existing separations have a property right in the channels occupied by them and will not be changed; (5) the circles will not be moved even if two circles can be used in two smaller cities in place of one in a larger city."

This meaningless circles concept is "kept up at the present time as the assignment policy of the Commission. This assignment point is incorporated into the General Rules and Regulations of the Commission supported by any time of an excuse conceived as an afterthought. In other words, first we had the meaningless circles; then the Commission writes standards to fit the circles."

Comr. Jones told existing licensees of the Commission "staked your claim, assessed the crude ore and delivered a document [the Sixth Report] giving you squatting right—now you can rock the mine enough or rock the old with the old mining equipment. The FCC land office made you masters of all you survey when they assumed . . . the right of private property in your channel."

He described advantages this way:

(1) "You can squat on your channel."

(Continued on page 78)

HAMS ON 21 MC

Reception Effects Seen

Lucy' Viewers

FOR the first time in the history of television, a regularly scheduled program—"I Love Lucy," is said to have been seen in ten million American homes. American Research Bureau reports for April point up that the April 9 broadcast to 10,600,000 homes. I Love Lucy, presented over CBS-TV Monday, 9:30 p.m., stars the husband-and-wife team of Lucille Ball and Desi Arnaz.

May 3, 1952  Page 67
MEETING of a joint committee of broadcasting and aviation interests to discuss heights and sites of tall TV towers [B+T, April 28] has been scheduled for May 6, 9:30 a.m., in Room 2020, Temporary Bldg., T in Washington.

Basis for the meeting of what is known as the "ad hoc" committee, which also includes representatives of the FCC, has been a memorandum of two weeks ago which proposes that towers more than 500 ft. high and located outside of 5 miles of existing airways are considered hazards to air navigation if they are below a plane with a slope of 50:1. Details of this proposal were distributed at the meeting two weeks ago.

Joint working committee is co-chaired by John R. Evans, FAA, and Harold B. Quinn, CAB; Air Force; George G. Rosei, Cabe, Communications Consulting Engineers; and Robert E. Kennedy, Jr., Assn. of Federal Communications Consulting Engineers. The participants interest is as follows:


Full text of the FCC memorandum, which will be used as the basis for the May 6 meeting, is as follows:

PURPOSE

Determination of a method of achieving uniform treatment by the FCC of space subcommittes of applications for radio and television stations located off presently existing airways.

DISCUSSION

The sixth report and order of the Federal Communications Commission encourages high antennas to make the most effective use of the television frequency allocations authorized in that order. Telecommunication towers up to 2000 feet in height are contemplated in the Sixth Report and Order.

APPENDIX A

SUGGESTED CRITERIA FOR USE BY AIRSPACE SUB-COMMITTEE IN MAKING AN AIRWAY STUDY: STUDY OF OBJECTS MORE THAN 500 FEET HIGH OFF OF AIRWAYS Objects located outside the limits of the present civil airways or direct routes which are more than 500 feet above ground shall not be considered as obstructions to air navigation unless they do not have a vertical plane at right angles to the boundary of the airway or are not within the 5-mile boundary from the center of the airway. The 50:1 slope will be projected from a point 500 feet below the minimum altitude of the airway or route and superimposed along the boundary of the airway. It is to be noted that any object located anywhere within 5 miles of the boundaries of an airway or direct route which are 500 feet below the minimum altitude of the airway or route, will not be considered as hazardous obstructions to air navigation.

Any object over 500 feet high 5 miles from the boundary of the airway or direct route normally will not be considered as an obstruction to aircraft en route on civil airways or direct route. In any case, it will be required that these objects be not situated so as to have an effect on VFR off airways, or would require the establishment of new procedures or flight operations in the vicinity of airports.

OUTLOOK FOR CP'S

Hyde Sees Slow Start

SOME TV applicants are expected to be granted licenses under the new television allocations before the end of the year, but the number to be limited by the FCC, Commission Rosel H. Hyde said during the Georgetown U. Forum on WTTG (TV) Washington April 27.

Comr. Hyde, appearing with Frank W. Brown Jr., chairman of NARTB, and Rev. Daniel E. Power, S. J., program director for the Georgetown U. radio and television forum, representing education TV aspirants, said "a few" licenses probably will be granted "in a short time." A transcription of the broadcast, moderated by Mr. S. Blair Jr., was to be broadcast over WOL Washington yesterday (Sunday).

Mr. Hyde indicated many smaller communities might get TV stations before larger ones "because in the smaller communities and markets we have a very small area to reach. Therefore, we want to undertake the hazards of constructing stations, leaving "enterprising operators" a clear field in hearings.

Comr. Hyde said grant of licenses for the 52 VHF and UHF channels depended on "how fast we can make judgments on applications."
This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you 'one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore

WBAL-TV

NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY
### Comparative Network Show Sheet

**Eve**

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**Day**

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It's WHIO-TV for Sports in Dayton!

Over 10,000 written "Thank You's"! Not giveaway-gimmick responses—not fill-in postcards, coupons or box tops. With spontaneous individual letters and multi-named petitions, 10,173 loyal and appreciative viewers thanked the sponsor and ourselves for our recent basketball series!

This is the kind of special sports programming that has built such amazingly loyal community following for our station. The University of Dayton Flyers basketball team qualified for both the N.I.T. and N.C.A.A. tournaments in New York and Chicago. Our boys!—so we cleared our schedules. Then along came a new sponsor who knows opportunity when he sees it—the M. J. Gibbons Supply Co. First time to our knowledge that a plumbing and heating supply house ever sponsored this ambitious a program.

Well, though the team didn't quite finish on top, Mister Gibbons did—and so did we! Why, besides those letters—besides word-of-mouth appreciation every day—over 1500 people have gone to the slightly-off-the-beaten-path Gibbons showrooms to shake his hand and ask for a plumbing fixture booklet mentioned in a commercial.

Yes sir,—for sports, for entertainment, for public service with a meaning—Dayton stays in tune with WHIO-TV. SOON, FOR THE THIRD STRAIGHT YEAR, WE'RE AIRING THE CINCINNATI REDS DAY GAMES EXCLUSIVELY IN OUR TERRITORY—AND FOR THE FIRST YEAR WILL CARRY THE CLEVELAND INDIANS GAMES. Want action? See George P. Hollingbery Company, National Representative for impressive figures on a great market.
telesatus

"HOOPERADE of TV Stars" for March 1952 saw Red Skelton leading in two of the six cities which serve 50% of U.S. television sets, with a rating of 63.0 and 699,000. But 1,614,000 New York sets put I Love Lucy at the top with a rating of 52.4, the C. E. Hooper Inc. results showed. Leading in the three other cities were: Godfrey's Scouts on 52,000 Philadelphia sets with 53.0, Groucho Marx on 52,000 Boston sets with 50.9 and Milton Berle on 314,000 Detroit sets with 52.6.

Lucy was fourth in February in New York with 42.8. Martin & Lewis was first there that month with 56.5, larger than New York TV rating in several months, and second in March with 50.8. Mr. Skelton was first for both January and February in Chicago (53.2 and 62.5, respectively) and Los Angeles (46.0 and 46.7, respectively).

Godfrey's Scouts was second in Philadelphia in February (47.4), with Lucy first (48.4), second in March (45.8) and second in January (42.4). Boston ranked Groucho Marx, second in February (56.2) and fourth in January (56.2). Philco Playhouse was first in January (61.1) and in February (62.2), dropping to eighth in March (46.6). Detroit ranked Mr. Berle second in February (62.2).

Only three shows made the first 15 in all six cities: Lucy, Mr. Berle's and Martin & Lewis. Bob Hope made the list in all but Chicago, Godfrey's Scouts and Jimmy Durante in all but Los Angeles and Red Skelton and Groucho Marx in all but Detroit.

Rorabaugh Report Issued
Covers 1952 First Quarter

N. C. RORABAUGH Co., 347 Madison Ave., N. Y. 17, last week issued its report on TV advertising for the first quarter of 1952. In addition to the main Rorabaugh Report, which covers network and spot advertising in January, February and March, a supplementary report on local-retail advertising also was issued.

The report covers 64 markets and 108 TV stations. Listed are 6,400 advertisers, tabulated as 188 network advertisers, 1,277 national regional spot users, and 3,455 local retail advertisers.

Vistascope Showing
Set for Hollywood

FIRST demonstration of the Vistascope, a camera device which utilizes photographs for foreground settings with live action, will be staged at the Hollywood section of the Motion Picture and Television Engineers meeting May 20 in Studio Theatre on Paramount lot. Some 300 members of MPTE will attend, according to Ed Templin, program chairman.

Equipment, a French invention, is under exclusive license to Vistascope Corp. of America, which is owned jointly by Paramount Pictures and Sol Lesser, independent producer. It will be made available shortly to all film producers and TV stations on a royalty basis.

City-by-City Preferences Detailed in 'Hooperade' (Report 214)

Weekly Television Summary—May 5, 1952—Telecasting Survey

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<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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<td>KSTV</td>
<td>14,400</td>
<td>Louisville</td>
<td>WAVE-TV</td>
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<td>Amers</td>
<td>WOKT</td>
<td>10,652</td>
<td>Mankato, Minn.</td>
<td>XELD-TV</td>
<td>64</td>
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<td>WAGA-TV, WSB-TV, WVTX</td>
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<td>Brownsville, Tex.</td>
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<td>Oklahoma City</td>
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<td>Orlando</td>
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<td>NVRE, WTVT</td>
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<td>Detroit</td>
<td>WJJK-TV, WJJK-TV, WJJK-TV</td>
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<td>1,523,000</td>
<td>Washington</td>
<td>WTVK, WBNS, WTOP-TV, WTIG</td>
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Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 16,919,628

* Includes XELD-TV Matamoras, Mexico

Ediger's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Numbers of set estimates are based on data from dealers, distributors, TV circuit companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

BROADCASTING  •  Telecasting

City-by-City Preferences Detailed in 'Hooperade' (Report 214)

'I Love Lucy' Heads Videodex April List

VIDEODEX ratings of top ten TV network programs, giving percent and number of TV homes for April 1962, are listed as follows:

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<th>TV Homes</th>
<th>Percent</th>
<th>Station</th>
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<td>2.</td>
<td>54%</td>
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Viewing Areas

South and Fort Worth

More than a Million Urban Population in the 50-mile area

More than Two Million in the 100-mile area

NOW

166,000 TELEVISION OUTLET TELEVISION SURVEY

FOR KLTV-KRLV IN THE EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH

Channel 4 • Represented by The BRANHAM Company

May 5, 1952 • Page 73
"SHOCKING" rate at which American television material is being "burned up" will necessitate the opening of Europe as a source of writing and talent for films. This was the opinion expressed Wednesday by John L. Sinn, president of Ziv Television Programs Inc., as he prepared to leave with Herbert Gordon, Ziv vice president in charge of production, for several weeks of video conferences abroad. Acknowledging the already-heavy burden on American creative people working on TV, Mr. Sinn noted reasons why pressure on writers, actors, producers and directors of film programs will become even more severe:

"It is becoming more and more evident to leaders in the industry that at least 75% of programming will be on film," he said in listing.

FCC RENEWALS

Only KTTV (TV) Pends

RENEWAL of the license of KPHO-TV Phoenix last week by the FCC cleans up all but one of the 26 stations placed on temporary license last February [B+T, Feb. 4]. Still remaining on temporary license is KTTV (TV) Los Angeles.

Twenty-three of the 26 stations cited early this year were placed on temporary license because their list of program categories for the 1961-1962 season did not show any religious programs or educational time. The last of those were cleaned up two weeks ago when WNH-C-TV New Haven was renewed for the regular one-year period [B+T, April 22].

KPHO-TV was placed on temporary license until its ownership was clarified for the FCC. KPHO and KPHO-TV are owned by different companies, which have some common stockholders. KTTV has been the subject of complaints to the Commission regarding direct sales commercials, medical advice and an alleged invasion of privacy. WKRC-TV Cincinnati was put on temporary due to the pendency of the FCC's study of functional musical operations, but was renewed last March [B+T, March 2].

When the Commission placed the 26 stations on temporary status due to their omission of religious and educational programs, have former FCC Chairman Wayne Coy told BROADCASTING • TELECASTING that neither over-commercialization nor public interest was involved.

In 1961, when all TV stations were renewed, the Commission announced that it would call a meeting of TV operators to discuss the issue.

Subsequently, the NARTB code of good programming went into effect March 1. FCC never reissued the announcement, nor moved toward scheduling a meeting.

ZIV LOOKS TO EUROPE

For New Writers and Talent in TV Film

Mapping trip abroad where they intend to sound out video experts and talent are Mr. Sinn (l) and Mr. Gordon. 

advantages of film. "Also, the recent lifting of the freeze will open . . . a tremendous new field for programming by film."

"We . . . want to maintain our lead . . . by increasing not only the number of our films, but by also keeping and even raising their level of artistic integrity," Mr. Sinn indicated. "Toward that end we hope to make arrangements with television experts in Europe to augment the products of our American television film writers and producers." Hollywood, he pointed out, will continue as the main source of Ziv films.

The Ziv representatives, planning to visit Europe early this month, will confer with leading European television and film writers, producers and executives, to discuss properties and techniques as well as European production facilities.

ASCAP TALKS

All-Industry Unit Meets

ALL-INDUSTRY Television Per Program Committee held its first meeting in several months last Tuesday in the New York offices of Judge Simon H. Rifkind, special counsel to the group, to discuss the status of litigation with ASCAP, now pending in the federal courts.

Described as a session in which research and information in preparation by various committee members were exchanged, the closed meeting was attended by chairman Dwight Martin, vice president of WLWT (TV) Cincinnati; Nathan Lord, general manager of WAVE-TV Louisville; Thomas Dowd, Washington attorney; Eugene S. Thomas of George P. Hollingbery Co., Paul Adanti, general manager of WHEN (TV) Syracuse; Donald McGannon of the DuMont network, and Thad Brown of NARTB.

MUNKHOF, MAZZIE

Promoted at WOW-TV

SOREN MUNKHOF has been named program director of WOW-TV Omaha and John Maatze promoted to production manager of the TV outlet, it was announced last week by John P. Pogarty, general manager of WOW-AM-TV.

Mr. Munkhof joined WOW in 1938 as a local news reporter and subsequently transferred to the TV staff when the outlet went on the air in 1946. He is executive secretary of the National Assn. of Radio News Directors. Mr. Mazzie did television work at the station while attending Creighton U. in Omaha and was added to the permanent staff in 1950.

CBC-TV PLANS

Sponsored Shows on Sept.

TELEVISION programs for sponsorship by Canadian advertisers will be ready in September on Toronto and Montreal TV stations, A. D. Dunton, chairman of the Canadian Broadcasting Corp. told delegates last Wednesday at the 37th annual meeting of the Assn. of Canadian Advertisers at Toronto.

Rates will be based on station time and production costs of the CBC television organization, starting at $1,600 per hour and $960 per half-hour on the Toronto CBC television station, and $500 per hour, $300 per half-hour on the Montreal CBC station, he said. A limited number of spot announcements will be sold, with CBC TV rate cards to be issued soon.

Because of high costs, Canadian video shows will be sold in segments co-operatively if necessary, he said. Advertisers will be able to import their own programs, film or live, if their contents meet CBC program balance.

On CBC-produced live programs, advertisers will pay talent costs in addition to CBC rates. CBC will try to meet the wishes of advertisers who wish to enter Canadian television, he said.

He reported construction at both Montreal and Toronto stations and production centers proceeding on schedule. Shows were expected late August or early September.
NEW
Houston-Fearless
TV
Camera Pedestal

New smooth action...new stability...new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

The
Houston Fearless
Corporation

"World's Largest Manufacturer of Motion Picture Processing Equipment"
REPRESENTING LEADING TELEVISION STATIONS:

Davenport
(Central Broadcasting Co.—WHO-WOC)

Fort Worth-Dallas
(Star-Telegram)

Louisville
(WAVE, Inc.)

Miami
(Wometco Theatres)

Minneapolis-St. Paul
(Dispatch-Pioneer Press)

New York
(The News)

St. Louis
(Post-Dispatch)

San Francisco
(The Chronicle)

WOC-TV*
WBAP-TV*
WAVE-TV*
WTMJ
WTCN-TV
WPIX
KSD-TV*
KRON-TV*

*Primary NBC Affiliates
Whether you want to make a market test in one typical medium-size TV market—or want to cover 4,266,402* television homes using eight of the finest TV stations in America—the Old Colonel is your man!

Those TV set figures above are from the latest compilations available. They show that the eight stations represented by Free & Peters serve 26.8% of all the television homes in America! Pretty good, eh?

*As of Feb. 25, 1952. There’ll be more by the time you read this!

&PETERS, INC.
Station Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
 HOLLYWOOD
SAN FRANCISCO
nel and never invest another nickel...

(2) "Unfortunately, you can select transmitter sites, power and heights which will forever keep competition out of each other's service areas...."

Touching on the latter, Comr. Jones said measuring distances "from post office to post office or post office to transmitter site as a sole criterion for excluding or including channels in the plan is absurd when we know television transmitters will not be built there."

Comr. Jones described this as "the real control that this firm, fixed and final allocation plan delivers to you. As a group of existing licensees you can support the arbitrarily wide separations...and keep VHF competition at an artificial minimum in your cities. If all the VHF channels in your city are not occupied, you pioneers can still be enthusiastic supporters of fixed final plans, because you can continue without further competition for a period of one to five years while new applicants fight from the Commission to the Supreme Court."

Noting few UHF-only cities outside Grade B service areas (at 500-ft. antenna heights), the Commission felt the interference problem in Ohio is not confined to UHF-VHF intermixture but is "almost blanketed over Ohio."

"You who are outside the Table of Assignments because the Commission dropped your chances in arithmetical regression by employing spacings much higher than the minimum of 170 miles...have a real problem on your hands in spite of the evanescent promises that your case can be considered in one year," Comr. Jones stated.

No Plausible Excuse

FCC buttresses its separation argument, he continued, by claiming it is necessary in view of the limited amount of propagation data now available. Yet, he contended, if the separations are to be fixed, there would be no plausible excuse for the so-called "safety factor"—even if the Commission should modify its table and assign channels at closer spacings.

"This seems a plausible solution on the surface," Comr. Jones said. "However, the Commission completely destroys any hope that more assignments will be made in the VHF portion of the spectrum by its admission that it has not been able to remove existing operations which do not comply with its minimum separations because 'it has not been possible to remove these cases without unwarranted dislocation.'"

Comr. Jones wondered whether the Commission would dislocate the industry after 108 stations "have improved their facilities to approach the low level of efficiency in the allocation plan." He also asked whether dislocations will be "easier after 108 stations have been built a second time and 100 or 200 more stations are on the air?"

The answer: "Obviously not."

By contrast, he noted, the Commission failed to put in the "safety factor" in its general rules for co-channel spacing of UHF stations—"and UHF propagation data is almost non-existent." The Commission, he added, has thus been "much more harsh" with UHF than VHF in this respect.

Speaking generally, Comr. Jones remarked: "Congress created the FCC as an instrument for the exercise of continuous discretion under law in the regulation of a dynamic industry. Instead of keeping itself flexible on the basis of the day-to-day changes characteristic of such a dynamic art as television, the Commission has tried to legislate instead of regulate."

Comr. Jones Warning

The FCC allocations plan, Comr. Jones felt, poses a "critical" period immediately following the effective date of the order (early in June). If new and better methods arise, the blueprint could be changed without "undue stress," he felt.

But he warned: "The longer this plan stands and the more authorizations we grant under it, the more difficult and expensive it will be to change it. And in that most important first year the Commission has determined that it will refuse to consider any proposals for any change of any consequence."

The Jones address topped the first luncheon session of the two-day meet, held at the Deshler-Wallick Hotel. A BMI Clinic was held Friday concurrent with the Ohio Assn. of Radio-TV Broadcasters.

DuMONT SPONSORS Three Increase Outlets

THREE DuMont network sponsors have added more outlets to their current programs, Director of Sales Ted Bergmann reported Wednesday, with two of the advertisers making their second such coverage increase within recent weeks.

American Chicle Co. (Clorets chewing gum), through the Fitzgerald-Sample, have added two stations for "Rocky King, Detective: WHEN (TV) Syracuse and WMCT (TV) Memphis. Program now has a 29-station network. Curtis Publishing Co., through BBDO, has added WHEN (TV) Syracuse to its lineup for Keep Posted, making a total of 14 outlets for the panel program. Boyle-Midway (Autobrite), via Earl W. Bothwell, has added WNBF (TV) Binghamton, N. Y., to the 13 stations previously carrying Sports Showcase. American Chicle and Curtis Publishing added outlets only increased their networks for their programs within the past few weeks.

UHF Defense by Jones

(Continued from page 67)

NBC's early morning network television show, Today, featuring Dave Garroway, has just completed its first 13-week cycle with the following results reported by officials:

- Advertisers have increased from three at its inception to 18 currently, with more coming in on the show almost every day.
- Rating has gone up from 4:8 at the beginning of the program to 7:6 now.
- More than one-third of the time available has been picked up commercially.
- At least 1,500 pieces of unsolicited mail are received weekly, of which an average of only five could be described as non-favorable.

More than one-third of the time has been sold to national advertisers, A. A. (Ab) Schechter, executive producer, said. "Bookings are in for the summer and are also coming in for next fall," he added.

The three initial advertisers on the program were Kiplinger Letter, Magikote and Excello Corp. (Pure Fan). Since then the following have been added: Florida Citrus Commission, Baker & Black, Knox Gelatine, Regent Cigarettes, Time magazine, Newsweek, Beacon Wax Co., Doekink Tissues, Mystic Foam Rug Cleaner, Jackson & Perkins (rose bushes), Chase & Sanborn, Florist Telegraph Assn., Dial Soap, Kaiser-Frazer, International Silver, Pepperell Sheets, and Curtis Publishing Co.

The format of the program has been and is continuously changing. "Dave Garroway is assisted by such newsmen as Jim Plenning, who, this week, will report on world events from Europe via shortwave and also film special interviews with European leaders for later showing on Today, and by Jack Lesconile, among others."

UHF Defense by Jones

(Continued from page 67)

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,083 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock's and Jones' opinions, zoning and mileage separation. You'll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today. Limited Supply.
Philadelphia tunes to WPTZ more than any other TV Station

When ARB measured the TV viewing habits of Philadelphians for the entire year of 1951, WPTZ led in 48.9% of all the 15-minute periods. That's nearly as much as Philadelphia's other TV stations combined!

WPTZ—Philadelphia
NBC TV-AFFILIATE

1600 Architects Building, Philadelphia 3, Pa.
Phone LOcust 4-5500 or NBC Spot Sales
MOVIE SLUMP
Said to Have Begun Before TV
THE MOVIE industry was losing its grasp on the family's recreation dollar before television came on the scene, according to an article in the April 26 issue of Boxoffice, motion picture industry magazine.

The article is based on findings by Albert E. Sindlinger, Philadelphia, whose research firm has been conducting extensive research into the impact of video on motion pictures.

According to Mr. Sindlinger, the average family in 1941 was spending 23.9% of its recreation budget on movies. This had dropped to 19.5% in the pre-TV year of 1947, and further to 7.4% in 1951, which he calls the "TV saturation year."

Household expenditures for recreation increased 111% from 1941 to 1947, and 39.7% from 1947 through 1951, he said. He added that TV is not the direct cause for the downward trend of the movies' share of the recreation dollar. Other forms of entertainment were cutting into the percentage as early as 1941, he said.

Mr. Sindlinger said if the motion picture industry is to regain its share of the recreation dollar it must begin to examine the reasons why the average family is slowly whittling down its movie budget.

Three encouraging factors to movies, he said, are that population is on the increase, family income is rising and recreation budgets are up. The overall gross decline has been held to 11% since 1947, he said, because of the weight of population gain and increased admission scales.

WLTV (TV) DIRECTORS
Two Board Members Added
BROADCASTING Inc., owner of WLTV (TV) Atlanta, last week announced the election of two new members to its board of directors. They are William T. Lane, who has been vice president-general manager of WLTV since its beginning in September, 1951, and George E. Johnston Jr., president of the Johnston Broadcasting Co.

Officers of the corporation, all re-elected, include Walter C. Sturdvant, president; John O. Chiles, vice president; Mr. Lane, vice president-general manager; Clement A. Evans, treasurer, and Alfred Kennedy, secretary. All officers are board members. Other members of the board include Arthur L. Montgomery, Harris Robinson, James D. Robinson Jr. and Robert B. Troutman Jr.

CARRIED in 22 markets, John Kloven's Kaleidoscope, 15-minute United Artists TV series, has been renewed for fourth year in Philadelphia by Camden Trust Co. and in Pittsburgh by La Premiata Macaroni.

FILM SCANNER
DuMont Speeds Output
"UNPRECEDEDED demand" for Allen B. DuMont Labs' new "film-scanner" pickup system—nearly developed method of bringing TV viewers clear, sharp pictures on film or recorded programs—has resulted in accelerated production schedules in order to make the equipment available for delivery to broadcasters within 12 months, Herbert E. Taylor, TV transmission and vision manager, announced last week.

When new model was introduced at a demonstration during the NARTB convention in Chicago last month. delivery date was set at 18 months to two years. Due to increased demand since then, Mr. Taylor reported, "DuMont has revised drastically its time schedule for introducing it commercially."

The transmitter division has obtained a priority manufacturing rating, and a special section has been set up to handle production.

Engineers are already completing final plans for model's commercial production "so that it will be available...at a time when a large number of new broadcasters are preparing to go on the air," Mr. Taylor said.

Advantages of new pickup are: (1) Long life and low cost; (2) no operator is required, and (3) the "greatly simplified system" reduces wear and tear on film and is easily adaptable to any color TV system.

Take a good look at this area
This is the coverage area of WSAZ-TV
It is in an area of
2,000,000 Persons
Here is a market larger than
PORTLAND
WSAZ-TV
HUNTINGTON, WEST VIRGINIA
CHANNEL 5
For more information call...THE KATZ AGENCY, INC.
CUBAN VIDEO
Two Firms Engage Philco
TWO CUBAN firms have engaged Philco Corp. to equip and install television microwave networks in that country, Philco announced in Philadelphia last week.

For Circuita CMQ, operator of the leading radio and TV network in Cuba, Philco will build the largest TV microwave relay network outside the United States, it was stated jointly by James D. McLean, general sales manager of Philco Government and Industrial Sales, and Goxy Mestre, president of CMQ and head of the Inter-American Assn. of Broadcasters.

CMQ plans call for a 16-hop microwave system over a 500-mile route from Havana to Santiago de Cuba, with first installations to be at seven stations linking Havana and Santa Clara. Three channels will be provided for television and radio program service and three others for general communications use. The contract signed by William T. Tait, sales manager, industrial products, of Philco International Corp., schedules the equipment for immediate delivery with network operation to begin late this year.

Agreements with the Radiotelevision "El Mundo," S. A., Havana, approve plans for a 5-station, 4-hop TV microwave network extending 110 miles from Matanzas to Santa Clara, with intermediate relay stations at Jovellanos, Los Araros and Manacas, and one channel for TV programming and another for general service communications. Agreements with Philco were concluded by Senor Ventura Montes, technical director of the El Mundo firm, with almost immediate delivery scheduled, and network operation to begin next winter.

FILM INVESTMENT
New Lushane Firm Formed
LUSHANE Investment Co., 450 S. Beverly Drive, Beverly Hills, Calif., has been organized to finance television and motion picture projects, headed on a partnership basis by Maxwell Shane, motion picture producer-director, and Sidney and Alfred Lushing, Beverly Hills industrialists.

First TV venture is a series of 104 quarter-hour films, Art Linkletter & The Kids, featuring interviews with children, under the banner of John Gueld Productions, Hollywood.

Title Dispute
RIGHT to use of the title, "Fraud," is being contested by Marcy Sapin, publisher of magazine, Frauds and Answers, and Kenneth Herts, who has readied production on a proposed TV film series bearing the title of Fraud. Mr. Herts, in an exchange of letters, claims that the word is a common English noun and is public property.

TV Aids Newspaper
FOUR-COLUMN photo of the first public atomic explosion, photographed from the 20-inch TV screen at WLWT (TV) Cincinnati, was printed in that day's final editions of the Cincinnati Post. Station carried the blast telecast in place of Ruth Lyons' "Fifty Club TV" show, which goes to NBC via WLWT (TV) facilities. The show's regular audience of women watched the blast over three studio video sets.

U. S. ECONOMY
To Absorb TV—Richards
THE United States economy will absorb television in stride and support the medium along with radio and other forms of advertising, Robert K. Richards, NARTB public affairs director, told the National Capitol Forge, American Public Relations Assn., at its luncheon last Monday.

Noting that there is one business to every 40 persons, Mr. Richards said broadcasters are holding their own except in areas with too many stations.

Calling attention to public misunderstanding of NARTB's attitude toward educational TV, he said the association, during FCC hearings, warned against waste of TV facilities because of the practical problems facing educators planning to build TV stations, but said it is actively in favor of educational programming.

If state universities go into television, he said, taxpayers will be supporting the stations. Broadcasting and TV should be kept as free of government restrictions as possible, he suggested, since any such restriction cuts into individual liberties. He recalled that only a half-dozen educational radio stations remain of the 150 AM stations on the air. He said broadcasters are doing an outstanding educational job.

Mr. Richards explained the FCC's recent TV allocations and warned that the United States "will not sprout TV towers overnight."

Trident Film Series
TRIDENT Films, New York, is preparing production of 13 fairy tales featuring the Salzburg (Austria) Marionette Theatre for filming in Europe and ultimate release both to television and theatres. Previous puppet films by Trident, formerly James & Schwep, include "Night Before Christmas" and "The Nativity," shown nationally on TV last December. Salzburg Marionettes are TV veterans, too, having had a repeat spot on the Ed Sullivan show (CBS-TV) after a 30-city "in person" tour of the U. S. last fall.

TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp.

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .
CANCER DRIVE AID
TV-Radio’s Help Lauded

RADIO and television were responsible for a large part of the success of the American Cancer Society’s 1951 campaign for education in cancer detection, according to the society’s 1951 report, just published.

The report indicated a total of butted and exhibited or broadcast to audiences all over the country. Two transcribed educational programs were used on radio included 689 sets of Murry Lewis’ Love’s, a series of musical programs with short talks on cancer, and 372 sets of Life’s Fuller Measures, a series of dramatic sketches presenting cancer as a human problem to be surmounted by timely action. Among visual features aired via television was Worry and Doubt, a short motion picture stressing the futility of worrying and doing nothing about cancer.

Individual stations not only carried transcriptions but also went all-out promotion-wise on behalf of campaign funds. Typical of the reports received by BROADCASTING TELECASTING as of last Thursday were these:

A “Lights On” cancer drive capped efforts in the Troy-Albany-Schenectady area, with WTRY Troy, N. Y., participating. Program Director Randy English produced a one-hour program featuring members of the touring Movie-time USA troupe—Greer Garson, Audrey Totter and Victory Jory—in taped sequences. Vern Cook interviewed the stars on tape, later incorporated as background for the program.

WHAS-AM-TV Efforts

WHAS Louisville, Ky., set up a large display at the Merchants Home Show at the Jefferson County Armory, with photographs of WHAS-CBS-TV stars. This provided a natural tie-in with the Kentucky Chapter, American Cancer Society, which occupied adjoining booths. WHAS interview programs thus attracted large crowds near the display and cancer contribution boxes.

WHAS-TV designated April 26 as C-Day, featuring a nine-hour telethon of local programming designed to stimulate donations. Setting a goal of $11,000 in pledges, WHAS television turned telephones over to police, sports and celebrities. Special feature was a dramatic film, Victory, and a presentation of the society’s award to a Kentucky woman for the outstanding contribution.

WKY-TV Oklahoma City telecast an interview with a local cancer victim (whose larynx had been removed) on its daily Guest Room. Also appearing on the program were two physicians who performed the operation, a specialist-board chairman of the Oklahoma Cancer Society and the director of the society’s volunteers.

KIST Santa Barbara, Calif., went to bat for the cancer society with a show highlighting the talents of several Hollywood stars and celebrities from other radio sta-
Strictly Business

(Continued from page 12)

promoted to general sales manager of the division in February 1949. In September 1950, he was sent to New York as associate sales manager, Jell-O Division, to be appointed sales and advertising manager of the same division in January, 1951. Then, two weeks ago, Mr. Cleaves was named marketing manager for Associated Products: Jell-O, Minute Rice and Minute Tapioca, Calunet Baking Powder and Certo products.

Mr. Cleaves and his wife, the former Barbara Morrison, live in Darien, Conn, with their family of three children—Deborah, 16; Craig, 12, and Linda, 11. Given a chance, the whole family will rush to New Harbor, Me., for beach life, fishing, and—and paternal direction—"the finest clam bake you ever saw."

NEW TV TUBE

Allows Two-Band Tuning

TV RECEIVING tube permitting construction of television tuning units for both present VHF channels and the ultra high frequency channels to be used in the future was reported Wednesday as developed by the General Electric tube department.

The tube makes possible a combined tuning system for both bands of TV channels, according to GE tube engineers, who said a combined tuner should include an oscillator tube, a radio-frequency amplifier and mixer tube, the type GE is announcing.

GE engineers said production began on the oscillator tube last fall and that the radio-frequency amplifier was displayed for the first time in March at the Institute of Radio Engineers national convention in New York.

The new mixer tube, like its predecessors, they said, covers with its frequency range the entire band of television frequencies. All three tubes will be built at the firm’s Owensboro, Ky., receiving tube plant. The new mixer tube has designated type 6AM4.

Cantor’s Blood Drive

NBC radio and TV comedian Eddie Cantor has been commended for helping the American Red Cross blood plasma drive by New York’s Acting Mayor Rudolph Halley. In urging that New Yorkers support the blood donor program, Mr. Halley cited the network comedian for “personally extending himself to bestir public apathy” about military needs for plasma. Mr. Cantor scheduled a series of one-man shows, for which a blood donation will serve as admission, starting in Boston last Tuesday, followed by daily performances in Baltimore, Cincinnati, Cleveland, Buffalo and Chicago.

A TV FILM PRODUCER IS KNOWN BY ITS CLIENTS

Here are a few of the 125 national advertisers using Alexander-produced television film commercials:

- Borden
- Community Silverplate
- Continental Air Lines
- Dreyfus
- Elgin
- Frigidaire
- Fritos
- Haggar Slacks
- Lincoln-Mercury
- Magic Chef
- Motorola
- Philco
- Purina
- T-Up
- Stieffering
- Supreme Bakers
- Union Pacific
- Youngstown Kitchens

Since 1919, the world’s largest producer of short-length film commercials
Jerry Fairbanks Productions, Hollywood, now shooting The Greatest Mother, a special half-hour TV film for Mother's Day presentation by the Family Theatre, has added Ethel Barrymore and Ruth Hussey stage-film stars, to cast also headed by Loretta Young and Gena Rowlands. Miss Barrymore, signed for series by Interstate Television Corp., will make this her TV film debut and read from the Scriptures. Miss Hussey, for the fourth time for Family Theatre, will portray Mary, Mother of Jesus. 

Don Ament Productions, Hollywood, is now filming half-hour TV fairy tale series, Once Upon a Time, the first of six, and will star Ethel and Dewey Martin. Each film is laid in the home of a woodcarver who, as he carves figures, relates stories to two children. Already cast are Lois Butler, young film actress; and Don Jones, among the Sadlers Wells Ballet; Maurice Cass, film actor, and Mary Scott (Mrs. Cedric Hardwicke). Muriel Brown, children's short story writer, is adapting the scripts and A. Barr-Smith, English producer-director, is directing. Don Ament, Southern California artist, is the executive producer; Richard Avone, is the producer, and Leon Choeluck is production supervisor.

Reynolds Productions, Beverly Hills, has consummated deal for Screen Television Productions to film the first series of four half-hour TV programs for the duPont Co.'s Cavalcade of America on NBC-TV. Production is to begin within few weeks.

Allegro Pictures Inc., North Hollywood, Calif., and Bernard Tabakin, Beverly Hills TV program producer, have concluded arrangements with Jacques Gauthier, head of Enterprises Generale Cinematographique, Paris, for a half-hour TV series to be produced in France. Allegro Pictures and Mr. Tabakin will supply the star, director, scripts and writer. Allegro will handle distribution in the U. S.

Werner Janssen Productions, recently formed in Hollywood to produce 100 three-minute color TV films, has filed incorporation papers listing Stanley Neal, industrial film producer, as president; Werner Janssen, producer-conductor, vice president, and Sobey Martin, TV film director, secretary. The firm is capitalized for $150,000.

Sol Lesser Productions, Culver City, acquires $1,010,000-foot film library of Burton Holmes' travels to be re-edited and released as TV short subjects and theatrical features. The library also includes 26 features in color and represents Mr. Holmes' career as an adventurer-with-camera. His associate, Robert Mallett, joins Mr. Lesser to write and deliver narration for the re-edited releases.

Sales . . .

Edward Lewis Productions, Hollywood, will begin series of 26 half-hour TV films on CBS-TV May 30 for Joseph Schlitz Brewing Co., Milwaukee. Featured will be Irene Dunne as narrator-m.c. and Dan Duryea, Eddie Albert, Jane Wyatt and Teresa Wright among others in leading roles.

Hal Roach Jr. and Carroll Case, co-producers of Showcase Productions, Culver City, signed by Philip Morris & Co. for 26 more half-hour TV films in Racket Squad series. Shooting started last week.

Spratt's Patent Ltd., Newark (dog biscuit) has started Crusader Rabbit, TV film series produced by Jerry Fairbanks Productions, Hollywood, on WCAU-TV Philadelphia for 13 weeks trial run preceding national distribution under the same sponsorship, scheduled for September. Agency is Paris & Peart, Philadelphia.


Film People . . .

Edward Arnold, film actor and star of Mr. President, on ABC radio, and Diana Lynn, film and TV star, have joined forces as executive producer for Heye Theatre Inc., Hollywood, on a partnership basis. The company is producing TV films to be released by Interstate Television Corp.

George Stevens, motion picture director and 1962 Academy Award winner for Paramount's Place In the Sun, has been signed to direct the first TV film, Hal Roach, for his Hollywood, on a partnership basis. The company is producing TV films to be released by Interstate Television Corp.

SAG-ATFP Pact

Negotiations Continue

WHILE collective bargaining negotiations continue for a new contract covering actors in TV films, Screen Actors Guild's new daily and weekly free-lance minimum salaries of $70 per day and $250 weekly, will be put into effect May 7. An agreement worked out between the guild and the Alliance of Television Film Producers.

Execs ATFP, members of, in agreement also are Hal Roach Productions, Roland Reed Productions and Cascade Productions. Previous salaries were $55 and $175. Additional money agreed upon will be held in reserve by the producers until Wage Stabilization Board approval is obtained. Bargaining continues on all SAG proposals including rates for weekly free lance actors in multiple pictures, and additional payment to talent for re-use of TV films in which they appear. Present SAG contract with these producers expires June 24.

Actor Retains Rights

RADIO and television rights to his own services are retained by Broderick Crawford, in a new contract negotiated by the actor with Columbia Pictures Corp. New agreement replaces his original seven year contract. Under agreement worked out by his representative, Al Melnick, the film star is to make two Columbia pictures yearly for the next seven years and also be available for one outside movie per year, but retains all radio and TV rights for himself.
POLITICAL PUNS

AAAA Hits Comics' Gags

SPONSORS backed by the American Assn. of Advertising Agencies, alarmed by the growing trend of TV comedians to poke fun at prominent political figures, plan measures to curb the practice.

The culmination came April 27 on NBC-TV's Red Skelton Show, when the comic made an indirect reference to President Truman presumably causing viewers to tie in the phrase, "Number One Idiot," with Mr. Truman.

Fear has been growing for some time that if talent and writers refuse to adhere to codes established by networks, sponsors and their agencies, the government might set up control measures in the form of censorship or legislation.

Canadian TV Sales

SALES of television receivers in Canada climbed from $12,248,000 in 1950 to $20,836,000 in 1951, according to data released by the Dominion Bureau of Statistics at Ottawa. At the same time, radio receiver sales fell off from $59,160,000 in 1950 to $51,452,000 in 1951. There were 754,000 radio receivers sold in 1951, compared to 759,000 the previous year. Television sets sold in 1951 totaled $9,200 compared to 22,000 in 1950. Practically all television receivers were sold in southern Ontario.

Kaltenborn Awards

THE KALTENBORN Foundation, established to promote scholarly activities in the communication of ideas through radio, television and the press, has announced one or two fellowships are now open for the 1952-53 scholastic year. Application blanks will be forwarded upon request to the Foundation, 167 East 64th St., New York City 21. Recent fellowships went to students at Miami U., U. of Munich, and Free U. of Berlin.

PEABODY AWARD 1951
originating Station of
THE JOHNS HOPKINS SCIENCE REVIEW

Around Baltimore they always keep an eye on

WAAM TELEVISION CHANNEL 13

Affiliate DuMont Television Network—American Broadcasting Co.
Represented nationally by Harrington,ighter & Parsons, Inc.

May 5, 1952 • Page 35
SET SALE FRAUDS
RTMA-BBB Fight

ACTION to protect the public from fraudulent methods in the sale and servicing of television sets has been taken by Radio-Television Mfrs. Assn., in cooperation with the Assn. of Better Business Bureaus.

The two associations have jointly prepared an 11-page booklet titled, "Things You Should Know About the Purchase and Servicing of Television Sets." It was prepared by the RTMA Service Committee in cooperation with the Television Service Bureau of BBB, developing from an idea first carried out by the New York BBB.

Television sets are complicated and need some servicing from time to time, but the prudent person should suffer few headaches when buying and using a TV receiver, according to the consumer booklet.

"Remember these basic points," the consumer is reminded: "First of all, you are purchasing television reception. Your responsible dealer wants you to have it. He will demonstrate for you at his place of business. Many dealers also will arrange for a home demonstration prior to purchase. The set probably will perform better in your home than in the dealer's place of business, if you are in a favorable location.

"Get it in writing. The grandest promises may not do you any good unless they're down in black and white.

"Read before you sign. This means your bill of sale, installment contract if any, manufacturer's warranty and service contract. Know what you are getting and how you are covered before you buy. Retain your bill of sale—itis important should there be any need to establish warranty status in respect to date of receiver purchase.

"When in doubt, find out. If still in doubt, call or write the local Better Business Bureau or TV manufacturer's distributor in your area."

Noting that television is probably the nearest thing to a miracle that most persons will see in their lifetime, the booklet notes: "A television set is also a commodity when you're buying one or having one repaired or serviced. Amazing as they are, they are sensitive instruments and they have limitations. Because of some misunderstanding concerning these limitations and concerning the proper method of approach to the purchase and operation of a television receiver, RTMA and BBB have put out this booklet."

There are a few irresponsible operators in TV, as in every business, the booklet warns, explaining it is designed to protect the public from such organizations. Topies covered in the booklet include antenna, manufacturer's warranty, service, service contracts and types of service contractors. In addition, there is background material covering TV signals, equipment and types of interference.

Radio commercials of two New York City appliance dealers, offering to "store" TV sets and washing machines in listeners' homes and to pay $1 per week for the privilege, provoked action from the local Better Business Bureau, according to its April report.

Offer was made, according to the commercials, due to an urgent shortage of warehouse space in New York. After investigation, BBB reported the space shortage as "exaggerated" and that, regardless of any real shortage, just one TV set was "stored" in each household, with the purpose of making a sale. On these grounds, BBB requested the advertisements be discontinued, and one dealer, Bedford Radio Sales & Service, stopped the commercial immediately while the other, Sunset Appliance Stores, withdrew its ad within 24 hours after the bureau issued a public statement condemning the promotion.


BOOK PUBLISHERS
Enlist TV as Sales Aid

GROUP of 18 national publishers and 27 Southern California retail book stores in a cooperative deal combined forces to have television, often blamed as their main competition, sell books for them.

KNXT (TV) Hollywood's The Valley Book Parade, weekly half-hour program which started two weeks ago, features Lorita Baker Valley, book reviewer and lecturer of 25 years experience, and her daughter, Pat, leading discussions on books with writers, commentators and literary authorities.


Agency is Jack Case Adv. Counselor, Los Angeles.

WARD in Johnstown is TOPS
—for the Listener
—for the Advertiser

in Central Pennsylvania Market.

1st   2nd
RATINGS  RATINGS
SETS    SETS
RENEWALS  RENEWALS
WEED & CO., Representive

WARD in Johnstown is TOPS
NU-NBC INSTITUTE
Agenda Set for Chicago

ON-JOB training will be given for the first time this year to students attending the annual Northwestern U-NBC Summer Radio Institute in Chicago. Advanced students will be eligible to enroll for the seminar-internship in broadcast production during the six-week session of professional courses.

Those selected must have backgrounds, aptitudes and interests which indicate "a capacity for achievement in that area of study," according to the co-directors of the institute, Judith Waller, director of education and public relations at NBC Chicago, and Donley Feddersen, chairman of the department of radio and television at Northwestern.

Interns will spend 30 to 40 hours weekly as observers in an NBC Chicago radio or TV production department with on-the-job training in their selected field.

Twelve regular courses will be offered during the institute, covering programming, production, writing, sales, management, public relations, and announcing, with both radio and television included in most of the courses. Television alone will be studied in television station organization and television directing and production, which will be taught by, respectively, George Heinemann, TV program manager at NBC Chicago, and Ben Park and Don Meier, producers-directors there.

Other courses and instructors:
Radio and Television Today, a symposium conducted by Mr. Feddersen with broadcast experts; Radio and Television Announcing, Louis Koen, announcer; Radio-Production Procedures, Homer Hech, radio program-production manager; Music in Radio and Television, Ralph Knowles, radio production-director.
Sales and Management, Richard Fulkner, local radio sales; Dramatic Writing, Martin Malloy, assistant professor of radio, Continuity Writing, Lyne D. Barrhart, assistant professor of radio; News and Special Events Broadcasting, Basketto Moos, assistant professor of radio, journalism school; Program Planning, Charles Hunter, assistant professor of radio and the Service Broadcasting, Miss Waller.

Enrollment is limited to persons with experience in broadcasting or related fields and to "especially talented newcomers," Miss Waller said. Classes will be at NBC studios in Chicago and on the NU campus at Evanston.

WJLB Detroit last month entered its 27th year of broadcasting. Toasting completion of 26 years of operation are (1 to r) Richard Pavel, music director; George R. Kendall, station manager; Edwin E. Nyy, assistant to the president; E. H. Clark, chief engineer, and E. V. Hay, commercial manager.

WALK AM-FM on AIR
Patchogue, L.I., Dedication

WALK-AM-FM Patchogue, L.I., is now on the air after dedication ceremonies last month. AM station is on 1570 kc with 500 w daytime. FM outlet operates on 97.5 mc. Officers include Nils E. Segerdahl, president-general manager; William K. Mace Jr., vice president-treasurer, and John Wallace, secretary.

WALK is owned and operated by the Suffolk Broadcasting Corp. and is located in South County Shores, East Patchogue. Other staff members include Douglas Way, sales manager; Arnold Lewis, sports director; Edmond Robbins, assistant news editor; Vincent Ranieri, engineer; Walter Luce, engineer-announcer; Phillip Roll, traffic manager; Bob Early, morning personality; Leon Fremaul, staff announcer; program director; W. K. Mace Jr., vice president; Jack Ellsworth, program director; Mrs. N. Segerdahl, secretary-bookkeeper; Aileen Sybil, women's editor; Walter Bates, commercial manager, and Owen Marlow, announcer-engineer.

WSB Okays Guild Pact

NEW minimum wage agreement between Radio and Television Directors Guild and CBS Television in Hollywood, retroactive to Feb. 1, 1951, has been approved by the Wage Stabilization Board. Contract, affecting about 33 persons, calls for floor managers' starting rate to be $88 for a 40-hour week, progressing to $100. Directors start at $125, receiving $145 at the end of the first year. They receive additional fees for commercials.

NEW restaurant is being opened by Larry Finley, disc m.c., KFWB Hollywood, on Sunset Strip in that city. His programs will originate from there.
ACCORDION folder promotion piece, released by CBS Radio, declares "It's no secret that the Housewives' Protective League proved the most salient effective participating program in all broadcasting." Cartoon characters whisper to each other, "Let's tell our families about this exclusive promotion to the Housewives' Protective League, a special plan to add to your family income." The tagline "CBS RADIO" is prominently displayed throughout the piece, encouraging listeners to "Join the Club." The promotion is aimed at women who are looking for ways to supplement their income, with a focus on the benefits of joining a club that provides them with exclusive offers and opportunities for earning money. The promotion is available at participating stations and is designed to appeal to the audience's sense of community and support.
NEW BASEBALL PACTS REACHED

WMCA, WPIX (TV), WGN-TV, WXEL (TV) Set Plans

MORE baseball agreements, spon-
sorships and broadcast schedules were
announced by radio and
video outlets in three major league
cities after the season got going.

WMCA New York reports it
sold all baseball adjacencies and
availabilities for its broadcasts of
the 1952 Giants schedule.

WPIX (TV) New York, sched-
uling telecasts of 154 Giant and
York games, has surrounded the
events with six live shows and
1,088 spots.

Identified by WPIX as "the
largest sports package in the his-
tory of television," the sale is
backed by some 19 national ad-
vertisers.

Station is featuring Joe DiMag-
gio on his Yankee Preview program
10 minutes before and after all
York games for Philip Morris
and Chesterfield.

Bristol-Myers Co. for Bufferin
and Champion Spark Plug Co., has
taken all eight-second spots; Wil-
yss-Overland and Zippo Mfg. Co.
backs three-fourths of the sec-
dary 20-second announcements al-
ternately, and the primary 20-
second spots alternately by New
York Multiple DeSoto group of
dealers, Colgate - Palmolive - Peet,
CITIES Service Oil Co. (Pennsylvania
oil) and Dwight Edwards Co., a
division of Safeway Stores. Re-
mainng quarter of secondary 20-
second announcements was pur-
chased by Excelol Quik Frosted
Meat Products, through H. W.
Hauptman, New York.

WGN-TV Chicago is feeding all
Saturday Cubs and White Sox
games to WOOD-TV Grand Rapids,
with same sponsors as Chicago,
Hamm's beer and Chesterfields.

Station sent April 15 telecast game
to WXEL (TV) Cleveland, which
will handle broadcast for Indians.

White Sox opener. Plans have
been dropped for feed to Rock
Island, Memphis, Birmingham and
Atlanta.

Preceding Mutual's Game of the
Day, Toni Co., (for Prom Home
permanent, White Rain lotion
shampoo) sponsors five-minute
Warm-Up show over full network
alternately with Gillette Safety
Razor Co., Toni announces, with
Al Heller, sportscaster, handling
interviews of sports celebrities and
late baseball news.

WTTV (TV) Bloomington, Ind.,
is bringing major league baseball to
the Indianapolis area televiewers
for the first time. This was
announced by Norman Ciasna, sales
manager of WTTV, who explained that
WTTV is telecasting 26 Cin-
cinnati Red games through
WCP0-TV Cincinnati.

WXEL has named Bob Neal, for
past two years associate of the
general manager for WERE Cleve-
land, from which he has resigned,
to announce Indians' games, with
Nicholas (Red) Jones, former
American League umpire, con-
centrating on color. The station is
using four cameras this year,
Franklin Snyder, general
manager, said.

KVEN Ventura, Calif., came up
with carrier pigeons as a means
of circumventing the telephone
strike in its "Operation Coop" (B&T,
April 31) for the Ventura Braves-
Fresno Cardinals game in Ontario
April 11. Station and sponsor,
Warren General Tire Co., Ventura,
got together with the Ventura Rac-
ing Pigeon Club and moved the
game back for the strictly daytime
working pigeons who brought game
results after each inning to sport-
caster Jerry Palmer.

WPTR Albany, N. Y., announced
that George Miller, sports director,
handles play-by-play broadcasts of
all the Schenectady Blue Jays'
Eastern League games this year,
with Ed Lange, former Siena Col-
lege basketball star, handling color.

Tobin Packing Co. is sponsor.

WPIX (TV) and WLW (Radio) in
Cincinnati announce as a means
of reaching more people this
Winter, bringing major League
West coast baseball games to the
Greater Cincinnati area through
extraordinary radio and TV
networks, in network tieup with
KVFN (TV) Los Angeles, WOR
(Radio) New York, and WTVL
(Radio) Philadelphia.

WPIX plans to give away 10,000
pairs of "Operation Coop" stamps
in a month-long promotion.

CULMINATION of plans for carrier pigeons to serve as medium by
KVFN Ventura, Calif., received and transmitted description of baseball
game played by Ventura Braves and Fresno Cardinals in Ontario are set by
1 to 7 every afternoon starting April 15 with Harry Engel, owner-of-
general manager, KVFN; Lloyd Warren, president, Warren General Tire Co.,
Ventura; Don Johnson, racing secretary, Ventura Racing Pigeon Club. Tele-
viewers' strike prevented normal transmission
of play-by-play reports.

* * *

the weight of a magazine . . .

is nothing to be com-
pared in ounces or
postage rates. The
true measure is this:
"How much weight
does it carry in the
field it serves?"

BROADCASTING • TELECASTING

NET WORK CLIENTS

Up In Radio and TV
ADVERTISERS active in TV
network programming totaled 166 as
of April 1952 compared to 153 as
of January 1952, while 132 adver-
tisers were sponsoring regularly
distributed radio network shows as
of April, compared to 124 in Janu-
ary.

These listings appear in the new
edition of THE FAC'Tuary, pub-
lished quarterly by Executives Ra-
io-TV Service, Larchmont, N. Y.
Totals show 158 regularly sched-
uled programs sponsored on TV
networks, compared with 202 spon-
sored radio network programs.

This represents a drop of nine TV
programs and a gain of two radio
programs from the January totals
of 167 TV and 200 radio shows.

Currently active advertising agencies
in network TV number 90, with 82 agencies in network
radio, FAC'Tuary listings showed.

BROADCASTING • TELECASTING

is for 20 years post-
BROADCASTING • TELECASTING
published more radio and more
television news and business fea-
tures than all other industry publi-
cations combined.

No . . . the weight of a magazine can
best be determined by the intense
loyalty of its readers. That's why it
pays to put the weight of BROADCAST-
ING • TELECASTING behind your mes-
sage. It will carry you further, deeper,
more productively than any other approach.

Behind your message
add the weight of . . .
APRIL 24 Applications

KWSO West Valley, Ore.—Requests CP to change frequency from 1060 kc to 1060 kc to new station at 1420 kc.

KDAW Malvern, Ark.—Requests CP to change frequency from 1230 kc to 1230 kc to new station at 1230 kc.

KMGO San Antonio, Tex.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KFRC Cheyenne, Wyo.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KWLW Ridgecrest, Calif.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

KWWO Poplar Bluff, Mo.—Requests mod. CP, as mod., which authorized new AM station, for extension of completion date.

WLLN Williamsburg, N. B.—Requests CP, to change frequency from 1460 kc to 1500 kc.

WBUW Buckhannon, W. Va.—Requests CP, to change frequency from 1170 kc to 1170 kc.

WHRU Waukesha, Wis.—Requests ren. of license.

KFAR Fairbanks, Alaska—Requests extension of CP to operate on 590 kc.

KGBT: Malvern, Ark.—Requests CP to replace expired CP, which authorized new AM station.

KWSH Samohole, Oklahoma

WAVE

FCC actions

APRIL 24 THROUGH MAY 1

Grants authorizing new stations and transfers, accompanied by a roundup of new stations and transfer applications, begin on page 85.

ant-antenna
day"conditional

day

N-night

mod-modification

aural

transmitter

vis-

vision

unlimited

hours

terminal

CG-conditional

grant

SASA-special service authorization

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL-station-transmitter line

sync.-synchronous amplifier

STA-special temporary authorization

KWSH

New AM station, on 1380 kc, 1 kw.

WEBM Emporia, Va.—Requests CP to replace expired CP which authorized new FM station.

WILB Williamsburg, Va.—Requests mod. CP, which authorized new AM station, for approval of trans. and main studio locations.

KWWO- FM Poplar Bluff, Mo.—Requests CP to change frequency from 1800 kc to 1800 kc, and change trans. location and ant. height above average terrain.

WSFT Fort Myers, Fla.—Requests mod. CP, as mod., which authorized new AM station, for change of facilities. License Renewal

WHBU Waukesha, Wis.—Requests ren. of license.

APPLICATION RETURNED

KTKM Bar Harbor, Me.—Requests application for mod. CP, as mod., which authorized new AM station, for extension of completion date.

KSFQ San Francisco—DISMISSED

APPLICATIONS FOR ASSIGNMENT OF CP, as mod., to Columbus, Ohio, and assignment of CP, as mod., to Columbus, Ohio.

WJQS Jackson, Miss.—DISMISSED application for CP to change frequency from 1450 kc to 1450 kc, increase power from 250 w to 5 kw D, 1 kw N, etc.

April 25 Applications

ACCEP FOR FILING

WJLS Beckley, W. Va.—Requests CP to increase power from 1 kw D to 5 kw D.

KTKN Ketchikan, Alaska—Requests CP to increase power from 1 kw D to 5 kw D.

KPPO Portland, Ore.—Requests CP to increase power from 1 kw D to 5 kw D.

KINY Junkanoo, Grand Turk—Requests CP to change frequency from 1460 kc to 1470 kc.

WSLN Columbia, S. C.—Requests license for CP which authorized non-commercial educational FM station.

WRLM-FM Columbus, Ga.—Requests license for CP, as mod., which authorized new FM station.

WRLM-FM Columbus, Ga.—Requests license for CP, as mod., which authorized new FM station.

ONLY MAGNAEORD OFFERS ALL THE

BEAUTY, IN A RANGE OF GORGEOUS COLORS THAT

FITS EVERY PURPOSE—EVERY PURSE!

OTHERS OFFER

Page 90 • May 5, 1952
Help Wanted

Managerial

Experienced general manager, willing to take over $10,000 interest and management of full-time station (fulltime possibilities) in New England market, professional, mail particulars first letter. Box 72P, BROADCASTING TELECASTING.

Salesmen

Salesman who can sell and sell hard. Successful and aggressive, has already demonstrated his ability in radio, now looking for unlimited future unlimited. Rush details and references. Box 16P, BROADCASTING TELECASTING.

New England network affiliate in pleasant prosperous community near Boston seeks salesman. Excellent salary, opportunities. Write Box 68P, BROADCASTING TELECASTING.

Wanted immediately. Engineer for seeking high position. Must have Under 30 and possess sales ability. Some travel with a camera is required. Excellent opportunity with well established station. Radio 26P, BROADCASTING TELECASTING.

Salesman, successful, experienced, new under developed market vicinity Detroit, salary, increasing progressive commission, upwards $10,000 yearly sales. Top salaries to qualified. Write Radio 203 Guardian Blvd, Detroit.

Experienced announcer-engineer. Seven-dive start. Upper Midwest. Box 56P, BROADCASTING TELECASTING.

Announcer

Experienced announcer-engineer. Seven-dive start. Upper Midwest. Box 56P, BROADCASTING TELECASTING.

Florida east coast independent needs first phone man with accent on an- nouncing. Must have full time and full details to Box 27P, BROADCASTING TELECASTING.

Experienced announcer-engineer. Seven-dive start. Upper Midwest. Box 56P, BROADCASTING TELECASTING.

Metropolitan New York station needs announcer-engineer. Excellent salaries with vacation. Application without confidence to Box 27P, BROADCASTING TELECASTING.

Wanted, announcer from Texas or southwestern Texas station. Prefer early reply, send resume and photo to Box 28P, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Technical

First class engineer. No experience re- quired. Virginia network station. Box 13P, BROADCASTING TELECASTING.

Chief engineer. Immediate opening. 250 watt CBS station. Permanent, good home. Contact Chief for advancement in our group-owned station setup. Excellent opportunity for right man. Phone, background first reply. Box 15P, BROADCASTING TELECASTING.

First class engineer, no announcing. Salary, $2500 per year. Box 65P, BROADCASTING TELECASTING.

Composer man 1st phone emphasis an- nouncing, nearby Detroit, progressive position. Early start, high earnings, ideal conditions, car necessary. Rush audition, background and photo with application. Radio 2555 Guardian Blvd, Detroit.

First phone engineer—in the center of vacationland. Alamogordo—"Gateway To the Lincoln National Forest". Write, wire or phone—salary requirements. Write with full details, Rush operation. Box 973M, BROADCASTING TELECASTING.

Engineer with first phone license. Will- ing to learn announcing. No experi- ence necessary. KENA, Mena, Ark.

Engineer, announcer, emphasis on an- nouncing. University town, KLWN, Colorado. Send letter. Box 76P, BROADCASTING TELECASTING.

Engineer. Excellent working condi- tions in a university city. If desired, will be scheduled to attend uni- versity. KXNO, Grand Forks, North Dakota.

Radio operator with first license. Will- ing to travel. Write Box 12P, BROADCASTING TELECASTING.

Wanted, ambitious engineer experienced in construction and maintenance willing to take responsibility. Trans- portation furnished from west cost. Air mail details KULA, Honolulu, T. H.

Good experienced announcer with first class ticket. Send audio tape, record of clients, resume and character references to KWPS, Hot Springs, Ar-

First class engineer; $50 for 40 hours plus overtime. WCBT, Rosanne Rapids, Bessie, Miss.

First engineer. Radio operator, first class, unnecessary to transmitter at WDC, Dubu, Pennsylvania.


Immediate opening for first class operator, WEA, Plattsburg, N. Y.

Engineer. Wanted. No experience nec- essary. Good pay. Great future. Apply WFLB, Fayetteville, Longview, Texas. Eng. State. All applications an-

Wanted—First class engineer, $200 per month. Box 12P, WAUL, Shelbyville, Ind.

Help Wanted (Cont'd)


Manager with successful history begin- ning as salesman to sales manager to manager desires return to station man- agement. No experience with independent and network stations. Becomes more difficult. Complete history and interview upon request. Send resume accompanied with list popu- lar organization in country, excellent references. Position location. Midwest preferred. Mail 1st phone. Box 92P, BROADCASTING TELECASTING.

General or commercial engineer. Ex- perience. Capable. West or southwest. Box 31P, BROADCASTING TELECASTING.

Manager-salesman, 14 years all phases broadcasting. Highest type references. 29, married. Prefer non-commercial market west or southwest. Box 48P, BROADCASTING TELECASTING.

Corporation vice president 35 now active in engineering and factory man- agement of radio station properties. Has desire to return to his east or south. Direct correspondence solely by 1st phone in June or July. Primary interest in radio. Box 71P, BROADCASTING TELECASTING.
Missouri. 

Experienced announcer, 

Sunday 

Announcer. Experienced. Saturday 

BROADCASTING 

First 

73P, 

writer. Four 

years experience. Good DJ and 

commercials. Full pleasant 

mature voice. Tape available. Write Frank O'Malley, General Delivery, Montgomery, Alabama.

Announcer-engineer. First phone, one year experience, good DJ and commercials. Full pleasant mature voice. Tape available. Write Frank O'Malley, General Delivery, Montgomery, Alabama.


TO SPARKS, 630 Granada Ave., Mount Vernon, New York.

Technical 

RCA graduate. Veteran, married, car. 

FM. Good- 

voice. 

Terrific 

home listening. Tape available. Box 16, BROADCASTING TELECASTING.

Experienced engineer-announcer with selling experience, at present chief des- 

Gibson, 51P, BROADCASTING TELECASTING. 

I have a second phone and also a class 

(A) Ham license. Will work in broad- 

cast station for second class wages 

and a job with a larger station. Living 

in Mo. or Ark. Will consider anywhere. Have had radio college and corre- 

spondence courses, have 10 year experi- 

ence. Reasonable wages while work- 

ing. Box 48P, BROADCASTING TELECASTING.

Interview experienced announcer—day or evening, or 

market here. Tape and details on 

salary and location. Box 10P, BROADCASTING TELECASTING.

Topnotch experienced newsman. Excellent all phases, executive, program, 

sales, and news, writer. Dependable. 

with emphasis on sales ability. Tape 

available. Box 59P, BROADCASTING TELECASTING.

Good experienced staff announcer, com- 

mercials, DJ, news, personality, con- 

sulting, reliable. Box 80P, BROADCASTING TELECASTING.

South Louisiana, announcer, salesmen, 

copywriter, strong news, commercials. 

$75.00 week. Box 48P, BROADCASTING 

TELECASTING.

Personality, hillbilly disc jockey, music- 

ian, singer. 6 years experience as 

musician and singer, 21/2 years as disc 

jockey. Also experience: recording with top hillbilly star, NFL interviews, 

pop record shows. Age: late twenties, 

married with one child. Dependable, 

not drink. Presently employed. Box 59P, 

BROADCASTING TELECASTING.

Experienced engineer-announcer, 5 years all 

phases, excellent DJ, colorful news, 

college degree, all replies considered, 

available immediately, requires extensive 

knowledge of radio. Box 59P, BROADCASTING 

TELECASTING.

Attention east coast, announcer with 

5 years experience, 1st phone, 

dependable, ambitious. Do anything 

including sports. Box 59P, BROADCASTING 

TELECASTING.

Married veteran, experienced. Strong 

on news and commercials. Operate 

console. Box 80P, BROADCASTING 

TELECASTING.

Newscaster-staff announcer, copy- 

writer, Four years experience, Gradu- 

ate radio & school. Presently working 

on third phone. Car. Married. Will 

travel. Dependable, can handle immedi- 

cate. Disc. references. Box 75P, BROADCASTING 

TELECASTING.

Experienced announcer—sportscaster. 

First phone number. Grew up in college 

background, single. Will travel. Box 74P, 

BROADCASTING TELECASTING.

Announcer. Experienced. Saturday-Sunday 

fill-ins for station in five hour radius of N. Y. C. 

Paul Clark, 612 Haber, 2916 Union St., Queens, N. Y. C. 

Staff announcer, news, commercials and 

strong disc. Prefer Midwest. Tom Gibson, 800 W. 31st Independence, 

Missouri.

Experienced announcer, first phone. 

College graduate. Veteran, 2 years 

permanent job central-southern Indi- 

ana, Illinois, Ohio. Tape and details on 

request. Edward Martini, 602 East 

Palm, Orange, Calif.
Help Wanted

Announcers

TOPFLIGHT NEWSCASTER

wants by 50,000 watt network affilitate in Midwest market. This is an excellent opportunity and the salary is right for the right man. The right man in this case will have years of experience behind him. He will not necessarily have the most wizened face if you think he fits this description, but he will be authoritative. He will be 25 to 30 and make a good appearance. Box 1OP, BROADCASTING • TELECasting.

Television

Salesmen

WANTED

Old established Radio selling talent, programs, etc. Want Central West representative for TV films.

W. M. Ellsworth
Lincoln Tower
75 East Wacker Drive
Chicago 1, Illinois

Situation Wanted

Manager

Topnotch RADIO-TV

EXECUTIVE

Graduate engineer MIT. Former Radio-Television director at one of the nation's top agencies.

Well-rounded background that includes first hand radio station experience including 20 years of production, sales and administrative knowledge.

Important contacts with advertisers and agencies that mean sales.

Excellent man to head up TV operation, advise on application, program structure, administration and facilities.

Topnotch

BROADCASTING

TELECASTING

ANNOUNCERS

D.J. with S.A.*

Well known ... proven ... national award winner ... will attract new accounts ... build Hooper. Write for folder today.

SALES APPEAL

BOX 964M

BROADCASTING • TELECasting.

Production-Programming, Others

NEW TV STATIONS

Stable, economical, high-rated program structure planned for your application. Justified at hearings, later put into practical operation by heavily experienced executive producer-director. Minimum low few from 3 years with small, farm TV stations, 1200 AIR-hours; exceptional background includes radio, films, stage, public relations, scripting. Available for pre-line planning, mg. mgr. after CP or both. Full details from BOX 16P, BROADCASTING • TELECasting.

Executive Placement Service

We have selected General, Commercial and Program Managers, Chief Engineers, Disc Jockeys and other operating personnel of proven ability. Many are costly; tell us your needs today.

Howard S. Palmer
TV & Radio Management Consultants
78 Beverly Ave., Washington, D.C.

School

"One of the Nation's Great Radio-TV Schools"

531 S. W., 13th Ave., Portland 5, Ore.

Audience Analysts

Expands Mail Service EXPANSION of mail research facilities has been announced by Audience Analysts, a division of the research division of Lee Ramsdell & Co., Philadelphia advertising agency.

Audience Analysts specializes in obtaining a comprehensive picture of the listener through mail questionnaires which have run as long as 72 questions. Gerald F. Seling, member of the American Marketing Assn., is director of the firm.

Southern California

$30,000.00 down

Very profitable fulltime independent station in market providing ideal living conditions. Now operating under absentee ownership. More than $20,000.00 in net quick assets included. Excellent financing for qualified buyer.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.

CHICAGO

SAN FRANCISCO

James W. Blackburn
Ray V. Hamilton
James L. Ginns

Walter H. Sterling

1897 Union Bldg.

141 S. Wacker Drive

1635 softened

2115 H St., N. W.

For Sale

(Cont'd)

Equipment, etc.

1901 continuous coil Andrew soft drawn 7/4 coaxial line. Make offer.

BROADCASTING • TELECASTING

Presto 8-N recorder 1-C head, 90-A amplifiers, like new. Associated equipment $75, F.O.B. Box 72P, BROADCASTING • TELECASTING.

FCM 602, 500 watt, 6 Clements, 500 watt tweeter, Bose amplifier, complete.

Radio Station KCOH in Houston, Texas, announces the sale of a Presto model disc recorder ... a 2-5 channel, complete.


Topnotch

BROADCASTING

TELECASTING

ANNOUNCERS

D.J. with S.A.*

Well known ... proven ... national award winner ... will attract new accounts ... build Hooper. Write for folder today.

SALES APPEAL

BOX 964M

BROADCASTING • TELECASTING.
FCC Actions

(Continued from page 91)

May 1 Decisions

COMMISSION EN BANC

W. A. Blees, Avco Mfg. Corp. vice president and Crosley general sales manager, said Wednesday when the Crosley Div. demonstrated a production model of its "Ultratuner" — an ultra high frequency TV converter.

The revolution, which will emphasize sales rather than distribution, is being funded by this organization, Mr. Blees said, by a split of its home office into two parts with separate sales forces for electronics goods and appliances. The sales emphasis, in turn, will lay on two separate areas: Pioneering selling and replacement selling, a distinction that may prove "quite a trick" to teach dealers to follow consistently, the executive said. In spite of the current situation, he predicted that the television business will continue to grow "bigger and bigger."

The Ultratuner, demonstrated at the Westchester Biltmore Country Club in Rye, N. Y., will enable all the new sets to receive all VHF and UHF channels. It is producted and ready for immediate shipment to dealers, the small unit — measuring an approximate 8 by 8 by 6 inches — is priced at $50.55. Special features, in addition to reception of all channels, include a built-in antenna, which is said to preclude use of an outside UHF antenna within reach of the transmitting station. The transmitter module and simple installation, which can be managed quickly and easily by the set-owner without service help.

Projection Tube

RCA Tube Department has an all new seven-inch projection-type kinescope capable of providing a 20-by-15-foot picture when used with a suitable reflective optical system having an 80-foot projection throw. The new tube (RCA-TW2) measures approximately 1/16 inches in length and seven inches at its greatest diameter.

FCC Roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH MAY 1

On Air

AM Stations

1,260

FM Stations

608

TV Stations

135

Licensed

CPs

Pending

Applic.

272

87

7

221

58

4

144

(Also see Actions of the FCC, page 90.)

Docket Actions...

FINAL DECISION

Kansas City, Mo. — FCC denied application of Kansas City Best, Co., for new AM station at Kansas City, Mo., and Reorganized Church of Jesus Christ of Latter Day Saints, for new FM station at Independence, Mo., both seeking 1380 kc, 5 kw D. Denied April 3.

OPINION AND ORDER

Rockford, Ill.—George Basin Anderson, by memo, applied for FCC grant for petition for review of hearing examiner's memorandum opinion and order denying petition to leave to amend application for new FM station. Petitioner is to change applicant from individual to corporation, B & C Radio Co. and change engineering data; set aside ex parte applications, and accepted amendments, etc. Order

Non-Docket Actions...

TRANSFER GRANTS

Listed by States

KNSL and KVYK (FM) Redding, Calif., and KXCV (FM) Merced, Calif.—Granted transfer of control from Ruth McClung, executrix of estate of Hugh McClung, deceased, to Micky McClung, known as McClung's estate.

SGD BARGAINING

Directors' Minimums Raised

MODIFICATIONS in collective bargaining agreement of the Screen Directors Guild with major movie studios last week brought agreement on minimums for directors on Western pictures budgeted at $100,000 or under or $550 weekly for all other types of films, and $125 weekly for TV weeklies.

Retroactive to last March 13 agreement also included a new minimum of $450 for second unit negocio; each second assistant is to receive $300 and $175 weekly.

WTJ(A) on AM Time

TIME has been purchased by WTJ(A) (TV) Miami on five radio outlets promoting the joint appearance of Sens. Estes Kefauver (D. Tenn.) and Richard B. Russell (D. Ga.) on the program May 5.

To draw attention to the event which station management feels should be brought to the maximum number of viewers on the eve of the big endeavor, special bids are being aired on WPEC WKTW WVTB and WMIE, all Miami.

BILLINGS for first quarter of 1949 for KVYK Ventana, Calif., were 72.4% higher than same period last year, according to Roland Valle, manager. March was most successful month as station began operations in January 1948.

BROADCASTING • Telecasting

May 5, 1952 • Page 95
FCC Roundup

(Continued from page 95)

When Its BMI Its Years

Another BMI "Pin Up" Hit—Published by Alejandín

I'M YOURS

On Records: Don Cornell—Coral; Eddie Fisher—Victor; Four Aces—Decca; Tony Arden—Columbia.

BROADCASTING  Telecasting

Page 96  May 5, 1952

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BROADCASTING  Telecasting

Page 96  May 5, 1952
made it clear "that the difference between television and motion picture production is more than the obvious one of being separate and distinct media." TV, he asserted, "must place greater stock in efficiency and time-saving devices [in its production facilities] than was necessary when motion picture studios were planned."

"When Television City is completed," Mr. Luckman said, "we feel that CBS-TV and the general public will be satisfied that something new and revolutionary has been done—that a television production center has been devised which can accommodate any of the infinite number of changes through which television will undoubtedly go."

Oscar Katz, CBS-TV director of research, appraising the potentials for expansion of set ownership, said that "one-third of the population now own sets; another third live in TV areas but do not have sets, and the last third live in non-TV areas—but thus, there is much room for growth of the medium in TV areas as there is in non-TV areas."

John Cowden, operations director of CBS-TV advertising and sales promotion, advised new TV stations to "be prepared to meet their promotional problems head-on with a solid advertising program from the minute they go on the air." He cited the promotional activities of CBS-TV's Los Angeles station when it changed its call letters to KNXT (TV) and at the same time moved to a new site and boosted power.

These activities, he recalled, included-on-the-air promotion, newspaper ads, full-page advertisements for the first broadcast followed by 14 days of intensive advertising after the change; billboards throughout the market, and counter cards and window streamers.

He advised TV stations to stress, in their promotion efforts, the extent to which they generate their markets, size of potential audience, TV's sales effectiveness, and success stories of specific clients. He regarded film trailers as the simplest, most logical and dramatic tool of TV promotion.

David J. Jacobson, director of public relations, saw two main public relations problems confronting new stations: (1) Integration of the station into the community, and (2) capitalizing locally on solid integration with the network. A good publicity operation, he said, combines necessary manpower, knowledge of publicity techniques, and imagination capable of utilizing all opportunities including those offered by the network.

The CBS-TV Network's own growth was sketched early in the meeting by Herbert V. Akerberg, vice president in charge of station relations, who also gave his views on future expansion and development.

Friday's session (see AT DEADLINE story page 98) was slated to feature a luncheon address by CBS President Frank Stanton, with morning and afternoon sessions devoted to studies of such diverse subjects as acquiring a construction permit, by Engineering Vice President William B. Lodge; construction costs, by Chief Engineer A. B. Chamberlain; staff and operation costs in a major market and in a secondary market, by James C. Hanranah of WEWS (TV) Cleveland and Glenn Marshall Jr. of WMDB-TV Jacksonville; rate structures and income expectations, by Fritz Snyder, CBS-TV director of station relations, and a wind-up panel session with Mr. Akerberg presiding.

A dinner was held Friday night, and on Saturday the guests were invited to WELI New Haven to view UHF television reception.

Referring to the Bridgeport RCA-NBC experimental UHF station, the booklet quotes Technical Director Dr. C. B. Jolliffe as saying: "This pioneering station proves beyond doubt that UHF television is a practical means for extending television service to communities now without it. . . . We feel that the Bridgeport station, conducted by RCA as a service to the public, points the way to a truly nationwide television network."

KYBS (FM) LEASE
Collins Radio to Operate LEASE of KYBS (FM) Dallas by the Collins Radio Co., Cedar Rapids, Iowa, was reported last week. The station, on 107.9 mc with 90 kw power, has been in operation since last December when its owners, Baptist General Convention of Texas, shut it down pending its disposition. Station was losing $25,000 to $30,000 a year, it was reported.

Terms of the lease were not disclosed, although Dr. R. Alton Reed, radio and public relations director of the Convention, was reported to have said it would bring a 10% return on the property. Station was valued "in excess of $60,000," it was said.

Use for which Collins Radio Co. intends to put the station was not disclosed. Collins Radio has been working on classified military and government projects for the past several years (see story page 65).
NBA HOLDS ELECTIONS
LEWELL NAMED PRESIDENT
LEROY LENWELL, KBRL McCook, late Fri-
day was elected president of Nebraska Broad-
casters Assn. at annual meeting in Omaha.
Officers elected were Gene Ackerley, KCOW
Alliance, vice president; Bob Thomas, WJAG
Norfolk, secretary; Todd Storz, NARTB rep-
resentative, and Jack Yeager, KGFW Kearney,
and Hap Anderson, KOIL Omaha, board
directors.

Resolutions endorsing Horan Bill (HR 7062)
giving broadcasting relief from libel responsi-
bility and expressing interest in unattended
transmitter operation were adopted by NBA.
E. K. Hartenbower, KCMO Kansas City, new
NARTB District 10 director, read report of
William B. Quarton, WMT Waterloo, Iowa, re-
tiring district director, who was unable to
attend.

Speakers included Bill Martin KMMJ Grand
Island, retiring president, and Bob Thomas,
secretary; Virgil Sharpe, KOIL, who discussed
work of Nebraska Network; Todd Storz,
KOWH, on unattended transmitter operation;
George Round and Ken Keller, representing
U. of Nebraska, expressing university's ap-
proval for cooperation of stations. NBA
committee will confer with university on re-
duction of fees for multiple-station sports
pickups.

BMI clinic Thursday included talks by Ed
Mason, KMMJ; Jim Bormann, WCCO Minne-
apolis, president, National Assn. of Radio
News Directors; Gene Ackerley, KCOW;
Charles Stivers, WHAM Rochester; Grover C.
Cobb, KGGB Great Bend Kan.; Bill Kalana, WNEW
New York; Joseph Connolly, WCAU Phila-
delphia; Carl Haverlin, BMI president.

PILOTS PROTEST TOWER HAZARDS
ALLEGED hazards of high TV towers to air
navigation was taken to public by Airline
Pilots Assn. in a press release issued in Chi-
cago Friday by President Clarence N. Sayen.
Matter is subject of meeting two weeks ago
[B#T, April 28] and scheduled to be gone into
at working committee meeting May 6
(see earlier story on page 68).

At a meeting of Chicago Airspace Sub-
committee, ALPA submitted recommendations
restricting heights and sites of TV antennas
[B#T, April 7]. Pilots' organization is a mem-
ber of a "ad hoc" committee comprising broad-
casting and aviation interests, as well as repre-
sentatives of FCC and CAA.

FCC ATTACKS HOUSE
VERSION OF McFARLAND BILL
FCC opposes House version of McFarland bill
($) 658) chiefly on two key sections B#T
learned Friday. Commission expressed dis-
pleasure of bill to remodel its functions in let-
ter Thursday to House which is near debate
($) 658) (see story, page 27).

Among sections criticized are 5 (c), 15 (c)
and 8. Former two would divorces staff from
Commissioners' orbit. Reason cited for oppos-
tion was that separation would slow FCC work;
the second would allow FCC to act expeditiously
on TV applications. Same FCC reason applied
for Sec. 8 which would require 30-day notifica-
tion before applications are set for hearing or
grant, unless public would be issued without hearing.
Sections cited would place unnecessary burden on
Commissioners, agency noted.

TRUMAN FOLLOW
SPOT announcements immediately fol-
lowing President Truman's 4-5 p.m. Sat-
urday TV tour of White House were
boothed at WJW's Television stations
by Kefauver National Campaign Com-
mittee. Stations were WTOP-TV Wash-
ington and WBNS-TV Columbus, Ohio.
Account handled by Robert J. Enders
Advising Services. Kefauver started, "You
are the landlord of the White House.
Soon you will decide who will be the next
occupant." Rest of continuity prompted
Kefauver candidacy. Account had been
accepted by at least one station which
later withdrew on ground of station policy,
according to agency. (Early story, page 22).

Business Briefly
(Continued from page 5)
to start May 19, using two five-minute trans-
scribed shows five times weekly for six weeks.
If successful campaign will be expanded
through agency, Hirshon-Garfield, N. Y.

ENVELOPE FILM SPOTS O Self-Seal Div.
United States Postal Service, has begun spot
Television campaign using one-minute film
spots in principal national markets. Contracts,
to continue throughout 1952, are on staggered
schedule. Filmed commercials were produced
by Robert Lawrence Productions, N. Y., and
feature actor Henry Fonda. Agency: S. R.
Leon Co. Inc., N. Y.

TESTS BY COCA-COLA O Coca-Cola Bottling
Co., Chicago, testing consumer response to
its new 12-bottle carry-home carton with a
heavy spot radio schedule on WGOE Joliet, I11.

ULPH, VHF Equipment Costs Noted

<table>
<thead>
<tr>
<th>City Population</th>
<th>VHF Equipment Costs</th>
<th>VHF Equipment Costs</th>
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<tbody>
<tr>
<td></td>
<td>Under 50,000</td>
<td>50,000 to 100,000</td>
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<tr>
<td></td>
<td>($50,000-$100,000)</td>
<td>($100,000-$150,000)</td>
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CHARLES PHILIPS, sales manager and ex-
ecutive administrator NBC's WBGU New-
ark (W Album-owned WNRR (TV) Clevel-
dale as sales manager, effective May 12.

JOSEPH H. McCONNEL, NBC president, will
be honored by Alumni Assn. of Davidson
College at Army and Navy Club, Washington,
at dinner May 9th. Other distinguished alumni
of college will be present. Mr. McConnell will
serve as chairman for program.

WILLIAM B. ROHR, sales manager, WBGU
Newark (W Album-owned WNRR (TV) Clevel-
dale as sales manager, effective May 12.

JACOB RUPPERT Brewing Co., N. Y., on
Friday reported four promotions among exec-
utive personnel: J. J. TAYLOR JR., named
director of marketing; GERALD FRISCH
serve as general assistant to vice president
for sales & marketing Herman Katz; BEN
MITCHELL JR. named manager of distributor
sales, and J. L. CONNER appointed manager
for metropolitan package sales.

HELEN SLATER AYERS, Irving Serwer Adv.,
N. Y., to copy staff, Robert W. Orr & Assoc.,
N. Y.

FEHLMAN NEW PRESIDENT OF OHIO ASSOCIATION

NEW NAME adopted by Ohio Assn. of Broad-
casters at Thursday meeting in Columbus.
Group now known as Ohio Assn. of Radio &
Television Broadcasters.

In charge of officers Robert C. Fehlman,
WHBC Canton, was elected president. Other
officers elected were Adna Korns, WCOL
Columbus, vice president, and L. A. PiXley,
WLOG Lima, secretary-treasurer.

B- W. E. Fellers, NARTB president, was
speaker at meeting along with John H. Smith
Jr., NARTB FM director. William T. Stu-
bbfield, NARTB station relations director, also
attended. Friday session was programmed by BMI.
Forerunner of today's big, efficient outdoor advertising industry was this scene. Early in the century advertising posters of various sizes were displayed on buildings, boards and fences—wherever a suitable surface greeted the bill poster.

About the same time that billboards were becoming standardized, other media—newspapers, magazines, car cards—were also burgeoning with advertising as manufacturers sought more and better ways to reach the public.

Then came radio . . . and advertisers quickly took advantage of this new medium that enabled them to reach millions of people simultaneously with sound selling.

Now television has added sight to sound . . . and again advertisers were quick to capitalize on the added impact this newest medium affords them.

In WLW-Land, these two media—WLW Radio and WLW Television—used in combination, offer advertisers the most efficient and economical way to reach more people more often and more effectively.
The GREAT VOICE of the GREAT LAKES

LATEST INFORMATION ON AUTO RADIO CIRCULATION IN DETROIT

- 83 out of every 100 cars in Metropolitan Detroit have auto radios
- There are 837,036 auto radios in the Metropolitan Detroit area
- The average number of passengers per car in Detroit is 1.8
- 51,084 passenger cars counted at 172 different locations
- Auto Radio Circulation in WJR's primary coverage area is greater than the circulation of many national magazines!

WRITE FOR YOUR COPY OF WJR'S AUTO RADIO SURVEY TODAY. ADDRESS YOUR INQUIRY TO WJR, DEPT. 50, FISHER BUILDING, DETROIT 2.