You don’t need BIG MONEY in Baltimore

Not when you can buy WITH! A little bit of money goes a long, long way on WITH. The reason is simple: WITH’s rates are LOW... and WITH’s audience is BIG. That combination gives you just what you’re after—low cost results!

Take a tip from the local folks. Their advertising must pay off immediately. And WITH regularly carries the advertising of more than twice as many retail merchants as any other station in town! Get the whole WITH story from your Forjoe man today!
Go where there's GROWTH...

GO WHAS!

KENTUCKY FARMERS SET NEW RECORDS IN 1951!

TOBACCO INCOME
up 24% over 1950 to $223,505,000!

MILK PRODUCTION
... tops 2 billion lbs. annually!

LIVESTOCK
... 3,917,000 head valued at $332,769,000, up $25 Million over 1950!
(Increase of $25 million over 1950)

CORN PRODUCTION
... 78,810,000 bushels produced on 2,130,000 acres in 1950!
(86.5% of this corn was hybrid) Total yield 7.76 bushels per acre above average of the 16 Southern States.

More folks listen to WHAS than to all other Kentuckiana stations combined; seven days a week, morning, afternoon and night.

WHAS Farm programs have an average listenership 329.3% GREATER than that of the next highest rated station! (BENSON & BENSON)

The Benson and Benson survey included the twenty-one cities in the WHAS-market as well as the vast Kentuckiana farm audience.

Practically everyone in Kentuckiana is interested in agriculture... and WHAS.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

Represented Nationally by Henry I. Christal Co., New York, Chicago
IT'S DETROIT TIGER BASEBALL AS USUAL ON WKMH 1310 ON THE DIAL 5000w DAYS — 1000w NIGHTS FOR METROPOLITAN DETROIT LISTENERS

SPORTS • NEWS • MUSIC
THAT'S THE FORMAT FOR THIS GREAT MARKET
AND FOR

WKMH CALL YOUR HEADLEY-REED MAN FOR COMPLETE DETAILS
The Annual Shrine Circus, under the sponsorship of Zembo Temple, Harrisburg, opened at the Pennsylvania State Farm Arena on April 21st. Attending the show, a throng of seven thousand, and, WGAL-TV’s cameramen to lend support to this worthy cause.

But, WGAL-TV’s aid had begun before this. In a half-hour show, Saturday night preceding circus week, Shrine officials appeared before WGAL-TV camera to tell viewers how 6,000 orphaned and underprivileged children would be entertained during circus week — and how crippled children’s hospitals would benefit financially from the proceeds.

WGAL-TV is glad to have contributed to the outstanding success achieved by this year’s Shrine Circus, is glad to have helped attract record-breaking crowds. Public service activities are a regular part of the WGAL-TV operation.

**WGAL-TV**
**LANCASTER**
**PENNSYLVANIA**

A Steinman Station
Clair R. McCollough, Pres.

**Represented by**
**ROBERT MEEKER ASSOCIATES**

New York Chicago San Francisco Los Angeles
NEW ROUND of radio network rate skirmishing may be resolved through establishment (on rate cards) of new rate discounts on purchase of contiguous periods, giving large daily strips buyers, like P & G, Lever and Miles Labs, substantial reductions which would not "penalize" them as big buyers. Base rates, under this procedure, wouldn't change, except for necessary and ordinary adjustments based on coverage.

WHILE DECISION won't be reached for couple of weeks, it's learned that Miles Labs is inclined to renew all five of its present programs on same networks. Fortnight ago, Miles had top executives of all four networks at Elkhart, Ind., headquarters, to make matches, and presumably to ascertain that rates are uniformly applicable.

TRADE TALK these days mainly involves talk of trades. Latest, lacking necessary evidence of trickled through negotiations, presumably will involve WTAM with TRADEX in Chicago. These discussions, admittedly preliminary, presumably are increasing because of recent shortages of programming to accommodate expansions of radio network programs. But, with Richards family to retain 51% control, Richards stations, applicants for five TV outlets (B+T, May 5), also talking acquisitions of existing TV stations in their own right.

UPCOMING this week will be appointment of J. Leonard Reinsch to executive post with Democratic National Committee. Announcement expected from Chairman Frank McKinney in Chicago. An old hand at political radio- TV campaigning, Mr. Reinsch was radio director of DNC in 1944 Roosevelt campaign and afterward radio advisor to President Truman. It's presumed he will be on leave of absence basis from his post of managing director of Cox radio and TV stations (WSB-AM-FM-TV Atlanta; WIOD-AM-FM-Miami; WHO-AM-FM-TV Dayton).

DUE OUT SOON: new, identical standards governing 10-second shared station-identification breaks, now in preparation by NBC-TV Spot Sales for eight stations it represents. New standards will eliminate present need to make separate strips for each station. Additionally, standards will specify that advertising copy on station breaks occupy no more than 87% and no less than 76% of screen.

WHILE General Mills yet hasn't disclosed its full list of stations on its "summer saturation campaign," word trickled through last week that it had signed all five Westinghouse radio stations—but at rate card. Campaign covers 19-week, eight-spot announcements, with roughly $100,000 billing. Contract covers equitable distribution of spots among daytime, (Continued on page 6)

PEDLAR & RYAN QUITS: CAMAY TO B & B

PEDLAR & RYAN, New York agency, to leave advertising business with its prize Frosted & Gamble Camay soap account, estimated at $2.5 million annually, reported Friday as transferred to Benton & Bowles, starting Oct. 1. Action results from retirement "from the conduct of advertising" by Thomas L. L. Ryan, agency president, who was to announce his resignation today (Monday), also effective Oct. 1. Mr. Ryan's statement said he "resigned to all clients" and offered his congratulations "to all new agencies."

Future handling of other Pedlar & Ryan accounts was not known late Friday. These include Meville Shoe Corp. and Peck & Peck.

ALL BROADCAST STATIONS TO JOIN ELECTION DRIVE

NARTB to participate in three-ply "register and vote" campaign, as instructed at recent Chicago convention. President Harold E. Fellows announced Friday in naming John F. Patt, WJR Detroit, as chairman of special committee in charge of project. American Heritage Foundation and Advertising Council are supporting project. NARTB will direct participation by 2,500 stations in program, which will include independent and material urging citizens to register, material urging broadcasters encouraging citizens to inform themselves on candidates and issues, and nationwide saturation drive to encourage voters to go to polls.

Robert K. Richards, NARTB public affairs director, will coordinate NARTB activity at staff level, with John Archer Carter, radio-TV director, coordinating for AHF. In last 10 days of fall campaign all stations will be asked to broadcast minimum of ten get-out-the-vote announcements daily. All states to set up citizen celebrations, with state broadcaster associations taking part.

CAMPBELL RENews RAdio ADDS TV PROGRAMS

VOICING faith in radio's continued strength and impressed with daytime TV's growth, Campbell Soup Co. announced Friday it is renewing its network radio and TV programs and adding three half-hours of daytime TV in fall expansion of broadcast advertising.

Spokesman said company would sponsor three half-hours weekly of TV version of Double or Nothing on CBS-TV, while continuing sponsorship of quarter-hour Club 15 three nights weekly on CBS-TV, half-hour Double or Nothing five days weekly in NBC radio, and half-hour Adrich Family weekly on NBC-TV. Final decision on renewals had not been expected for another 10 days (see story, page 23). Campbell spokesman said "our renewals of evening and daytime radio, with plans to continue sponsorship of Club 15 and Double or Nothing, are evidence of our conviction that radio continues as a potent and profitable purchase. It certainly reaches many markets and many homes we cannot touch on television. Expansion into daytime TV decided upon, it was said, because company is "impressed" with daytime TV's growth and development.

BUSINESS BRIEFLY

NEW CPP PRODUCT • Colgate-Palmolive-Peet planning to put large advertising budget behind newest product, toothpaste with chlorophyll. Radio and TV spots most likely will be used. Test campaign is being prepared. Agency, Sherman & Marquette, N. Y.

SPOT CAMPAIGN • General Foods, N. Y. (Jello-O), planning 11-week spot radio campaign in several West Coast markets. Agency, Young & Rubicam, N. Y.

REGENT ON RADIO • Regent Cigarettes, N. Y., in addition to participating sponsorship in NBC-TV's Top 60 show three times weekly, is contemplating sponsorship of weekly half-hour radio network show. Agency, Hilton & Riggo, N. Y.

TENDER LEAF TEA • Standard Brands, N. Y. (Tender Leaf iced tea), preparing radio spot campaign to be launched June 1, using daytime network. Said to be 52-week basis. Agency, Compton Adv., N. Y.

PICK UP OPTION • American Cigarette & Cigar Co., N. Y. (Fall Mall Cigarettes), has picked up first option on CBS-TV 7-45-8 p.m. period, Tuesdays and Thursdays, which is being dropped along with show Stork Club by Liggett & Myers (Fatima cigarettes). SSC&B, N. Y., is agency for Fall Mall.

FIVE-WEEK CAMPAIGN • Bristol-Myers Co., N. Y. (Mum deodorant), effective June 1 is placing five-week campaign in various (Continued on page 108)

CHICAGO BAR OPPOSES LEGISLATIVE PROBE TV

CHICAGO BAR ASSN. Thursday opposed telecasting hearings conducted by legislative investigative groups, saying such telecasts (1) "violate our traditional concepts concerning proceedings which inquire into an individual's conduct and character," (2) there is and can be no guarantee that telecasting will be continuous enough to give both sides of the matter and (3) there is a tendency for such telecasts to undercut the privilege against self-incrimination. Lawyers in group agreed it was unjust to inquire about guilt or innocence before a national audience, and that legislative hearings are similar to grand jury inquiry, which are always conducted in secret.

CANNON RCA SECRETARY

JOHN Q. CANNON, assistant secretary of RCA for past year, Friday elected secretary of corporation. He succeeds Lewis MacCon- nagh who retires after 29 years of continuous service (see story, page 29). Native of Salt Lake City, Mr. Cannon joined RCA in 1945 as attorney in Victor Div. Had served successively in government as business specialist of Bureau of Standards, chief law officer of U. S. Civil Service Commission and director of personnel of Securities & Exchange Commission.
CALVIN J. SMITH ELECTED PRESIDENT OF SCBA

CALVIN J. SMITH, president-general manager of the American Broadcasting Company's station KWKW, has been unanimously elected president of Southern California Broadcasters Assn., succeeding Austin E. Joscelyn, CBS Hollywood operations director, who continues as SCBA board member.

J. Frank Burke Jr., co-owner of KFVD Los Angeles, named vice president. Thelma Kitcher, general manager of KFGJ Hollywood, named secretary-treasurer. New board members are Richard Reuterdahl, manager of KBIG Avalon; William J. Beaton, vice president-general manager, KWKW Pasadena; Robert O. Reynolds, vice president-general manager, KPMC Hollywood.

WKVM CHANGE OF FREQUENCY

PERMISSION to change to 810 kc was granted by FCC Friday to WKVM San Juan, P.R. Station is putting to use an existing agreement for 25 kw, D.A.'s same time, FCC denied petition of WGY Schenectady that WKVM's application be designated in same hearing with General Electric station, ABC's KGO San Francisco, WDAE Tampa, Fla. That case involves request of KGO to make changes in its directional arrays, which would require WGY to go directional. Both are on 810 kc. WDAE is involved through its application to change from 1250 kc with 5 kw to 810 kc with 10 kw, D.A.: Grant of WKVM's modification of CP was conditioned on it accepting any interference from WGY, which might result from the KGO-WGY-WDAE case.

FCC RADIO PLAIN FAVORED

COMMENTS in favor of FCC's proposal to set up a two processing lines for AM applicants in order to give preference to those communities without broadcast service [B*S*T, April 28, 21] have been received at FCC. Deadline for comments is today. One suggestion, made by Washington law firm of Bingham, Collins, Potter & Kistler, was that Line I processing be arranged so that simultaneous consideration be given to applicants for same city, with applicant who filed earliest not get grant first, but other applicant into Line II "freezer." Approvals were on file from South- eastern Arkanas Broadcasters Inc., Dermott, Ark.; Benton Broadcasting Service, El Dorado, Ark.; Knox Broadcasting Co., Rockland, Me.

ABC GROSS UP

ABC had gross sales, less discounts, returns and allowances, of $16,489,121 for first quarter of 1952, as compared with gross for comparable 1951 period of $14,560,345, report showed Friday. Network also reported additional $500,000 loan at 5 1/2 per cent under agreement with bankers' trust which permits drawing of $3,800,000. As of April 30 ABC had drawn total of 82's million under that agreement, including $500,000 borrowed in March.

COURT BARS STANDBY

THEATRE not required to hire standby musicians when it brings in "name" orchestra on tour, Judge Charles G. Simons ruled Friday in Sixth U.S. Circuit Court of Appeals in Cincinnati. Decision reversed ruling by National Labor Relations Board, holding practice in violation of Taft-Hartley Act. Case originated in Palace Theatre, Akron, where AFM Local 24 had refused to allow bands on tour to play unless theatre hired local standby orchestra.

Page 6 • May 12, 1952

Closed Circuit

(Continued from page 5)

nighttime, floating schedule and station breaks. This combination schedule, on one card, works out to roughly 50 per cent of one-time rate.

GENERAL MILLS understood to be negotiating with ABC radio network for its Hymnals of America in one-time deal running in 900 radio markets and placed on station-to-station basis. If network gets show, renewals on stations will not be forthcoming. Definite word expected next week. Dancer-Fitzgerald-Sample, N. Y., is agency.

REP. MIKE MANSFIELD (D-Mont.) is in no hurry to place bill in House hopper to prohibit setting up emergency charging for political talks by stations [B*ST, April 14]. Apparently, he's hoping threat of legislation will forestall broadcaster surveillance. He was impressed with Mr. December 1950 success in prodding NARTB to warn member stations on alleged charging beyond card rates. His present plan is to hold off for some weeks.

IN TEMPO WITH TV and radio programming co-ordination, consideration is being given by both national political committees to 12 noon convening of "Mighty Chicago in the P.M." This would coincide with hour Congress convenes and would give committees opportunities to perform their "smoke-filled room" conclaves prior to noon. Thought is that sessions could be held from noon to 3 or 4 p.m., with one luncheon session and one session starting at 9. This would mean minimum of interference with programs during off hours.

CARL HAVERLIN, president of Broadcast Music Inc. and a Lincoln student, author of one-time shot, to be announced May 17 at banquet in Mayflower Hotel, Washington. FCC Chairman Paul A. Walker to be guest along with Mrs. Jesse Ball DuPont, founder of awards in 1942; O. W. Riegel, foundation curator, and Dr. Francis P. Goddard, president of Westing- ton & Lee U., administering awards.

Plaques and $1,000 awards to be given large radio or TV station, small radio station and newspaper column. Money may be used to establish scholarships or fellowships for advanced study by young people at approved American institutions. Other stations to receive special commendation.

DuPONT RADIO-TV AWARDS TO BE ANNOUNCED MAY 17

ANNUAL awards of Alfred I. DuPont Foundation for outstanding radio-TV public service to be announced May 17 at banquet in Mayflower Hotel, Washington. FCC Chairman Paul A. Walker to be guest along with Mrs. Jesse Ball DuPont, founder of awards in 1942; O. W. Riegel, foundation curator, and Dr. Francis P. Goddard, president of Westing- ton & Lee U., administering awards.

Ats and $1,000 awards to be given large radio or TV station, small radio station and newspaper column. Money may be used to establish scholarships or fellowships for advanced study by young people at approved American institutions. Other stations to receive special commendation.

In this Issue—

Removal of credit controls on sales of durable goods may be handsome windfall for radio and television. Manufacturers, distributors and retailers are expected to increase advertising budgets to push durables that have been moving slowly because of restrictions on time payments. Page 23.

Rumors of impending radio network rate reductions are flying as under-the-table deals with advertisers continue. One such deal involves General Tire, majority stockholder of MBS, as sponsor that wants bargain. Page 23.

Auto makers are in high gear in summer advertising drives on radio and television. Page 22.

Talent agencies have struck gold in television, which has created most consistent demand for talent in entertainment history. Here's full story of how ten-percenters are getting rich. Page 78.

Don't be surprised or disappointed if law suits hold up television shows. Arthur Schaffner, president of Federal Communications Bar Assn., thinks Sixth Report and Order is full of weaknesses and that court action against it is almost inevitable. Page 74.

A new bill is introduced to give broadcasters relief from headaches they get in carrying political speeches. This one would modify existing laws to let broadcasters eliminate material out of such broadcasts. Page 85.


Legislation is introduced by Sen. Ed Johnson to give Secretary of Commerce blanket power to remove or prohibit construction of any radio or television tower he considered hazardous to flying. Tall tower issue is getting more controversial every moment. Page 72.

National Collegiate Athletic Assn. announces third study of influence of TV on football gate. Though study is full of contradictions, NCAA swears it means that TV is murder for ticket sales. Page 74.

Relaxation of government's ban against color television manufacturing may come within week, but it won't mean color will suddenly come to life. At best, it will permit only trickle of color equipment. Page 71.

Upcoming

May 14: Public hearing on nomination of Rosel H. Hyde, Room G-16, U. S. Capitol.
May 15-17: Canadian Broadcasting Corp. Board of Governors, Chateau Frontenac Hotel, Quebec.
(B&B, SMU Clinics and Other Upcomings page 38)

BROADCASTING • Telecasting
WREC has no patent on good programming

- Low cost coverage
- Fair business policies
- Civic interest

But we take pride in that we do deliver them to both Listeners and Sponsors alike.

That WREC does deliver is proved by the facts... costs are 10.1\% less than in 1946 per person reached, and WREC has a higher average Hooper than any other Memphis station.
In West Virginia, one order buys two powerful, sales producing stations at a combination rate that is about the same as you would pay for a single comparable station in either locality!

This means twice the impact in a lush industrial market that spends $500,000,000 annually. Write for details about WKNA-WJLS today!

Joe L. Smith, Jr., Incorporated
Represented nationally by WEED & CO.
ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

May 8, 1952

To the PRESS and RADIO:

Subject: ABOUT THOSE "TWELVE" INCREASES IN RAILROAD FREIGHT RATES

To meet increases in railroad operating costs which have been accumulating since 1949, the Interstate Commerce Commission on April 11 authorized an increase in freight rates estimated to average about 6.8 per cent above the rates then in effect and about 13.8 per cent above the rate levels of 1949.

This increase has been described as the twelfth since the end of World War II, but eight of the twelve have been interim increases, subsequently absorbed into, and made a part of, four basic decisions.

Whether described as twelve increases, or four, all of them put together have raised the level of railroad rates above pre-war levels by only a little more than one-half the percentage by which the major elements of the cost of producing rail transportation -- wages and fuel and materials prices -- have gone up in the same period.

And the average revenue the railroads receive for performing a unit of service -- moving a ton of freight one mile -- has gone up since before the war only about one-third as much as the average increase in prices generally.

Railroad freight rates today -- even after the latest increase -- are a smaller proportion of the cost of most things people buy than they were before the war, and total railroad freight charges are such a small part, on the average, of the cost of producing and distributing most goods that changes in freight rates, either up or down, are not enough to have material effect on retail prices.

Even if all freight rate increases authorized since 1949 -- including the one of April 11 -- were reflected in full in the prices the public pays for goods, the total increase in prices would be something less than one-half of one cent out of each dollar spent -- and that includes the increases in rates on raw materials and everything else that goes into the finished products, as well as in the rates on the products themselves.

The significant thing about the increase in freight rates recently granted is that railroad revenues will be brought more nearly in line with increases in the cost of producing transportation -- so that railroads will be better able to serve the public and to meet the requirements of agriculture, commerce and industry, and the demands of national defense.

Sincerely yours,

WILLIAM T. FARICY
Junior's too young to worry much about sharing a platter with french fries and onions. Mother is hopeful he'll escape his predestination and get a job posing for Borden ads, but chances are next time you see Junior in print it'll be on a menu.

Radio can be like that. You hopefully buck destiny by placing a schedule on a light-weight peanut-whistle and the results are hamburger instead of Chateaubriand. Avoid that error in Oklahoma City by going first class... buy KOMA, the only 50 kw CBS outlet in the state... the merchandising minded station in Oklahoma City.

KOMA Avery-Knodel, Inc. RADIO STATION REPRESENTATIVE 50,000 WATTS • CBS RADIO
J. J. BERNARD Vice-President and General Manager

"There's no ham in hamburger, Son!"

Fred E. Spence, president, Grant Adv., Toronto, transfers to agency's New York office as vice president in international division. He is succeeded in Toronto by Joe Wren.


Ruthrauff & Ryan transfers assets and liabilities of Mexico City office to newly organized Dillon-Huymans-Rincon Gallardo agency. Latter firm is headed by Luis G. Dillon, former executive vice president, Foote, Cone & Belding International; Edgar Huymans, former general manager of R & R office, Mexico City, and Fernando Rincon Gallardo, former FCBI regional director for Brazil and Mexico.

Lambert B. Beeuwkes resigns as general manager of WHEE Boston to enter advertising field in Philadelphia.


"I actually welcome the kind of campaign that other agency men would hate to stick their neck out on," says Al Charles, account executive for Washington's Kal, Ehrlich & Merrick Adv. Inc., "I mean the kind of a campaign where immediate results are wanted; the kind where your clients want the telephone to start ringing as soon as the announcement is over," Mr. Charles explained.

"It's a game with me," he added. "Each account has its own advertising problems. I welcome the tough ones because if it clicks through my ingenuity, I have a real sense of accomplishment."

Apparently advertisers have noticed Mr. Charles' good batting average because he now has 26 active accounts for which he places about $600,000 a year.

Radio is paid high compliment in the way Mr. Charles selects his advertising vehicle. He estimates that about 90% of his placements go to radio, with the remaining 10% divided equally between television and printed media.

"I have the advantage of choosing my media," Mr. Charles explained. "And, in all modesty, I can say that I know more about local radio than any other man in the country. A lot of people don't know how to use radio."

What would you say are basic rules for a successful radio campaign? a reporter queried.

Mr. Charles flicked the ashes from a cigarette, and reflected a moment.

"Well, first, domination. By that I mean get on all the stations. Second, try to sell only one idea at a time. Third, repetition."

Then speaking generally, and not for radio specifically, Mr. Charles said that gimmicks were invaluable and that when he has a piece of copy that clicks, he doesn't change it. He said that he once used the same copy for two years.

Speaking of copy, Mr. Charles said that there is a value in having copy so poor that listeners get sick and tired of hearing it. He explained further:

"If you hit the nail on the head with a catchy commercial, the whole country is talking about it. If your copy is purposely so poor that listeners can't stand it, they talk about that kind of a commercial too. If, however, you're in between, it doesn't make much of an impression at all. I try to..." (Continued on page 64)
HERBERT CLAASSEN, timebuyer, Ruthrauff & Ryan, N. Y., named manager of spot radio-TV timebuying.


ALLAN H. KELLY, formerly with BBDO, N. Y., and ANDREW P. SAYLES, Kenyon & Eckhardt, to copy department of Geyer, Newell & Ganger, same city.


ELIZABETH L. ROBINSON, director of advertising and sales promotion, Helene Rubinstein Inc., N. Y., to Ruthrauff & Ryan, same city, as account executive.

BRISACHER, WHEELER & STAFF have temporarily discontinued Hollywood office.

BILL DOYLE, Newell & Ganger, N. Y., to D'Arcy Adv., that city, as radio-TV writer.

DAVID MATHEWS, writer-producer, American Film Producers, N. Y., to Ruthrauff & Ryan, Hollywood, as supervisor of TV films.

ROBERT A. NAUSER, assistant to advertising manager of RCA Victor home instrument dept., Camden, N. J., to executive staff, Roy S. Durstine, N. Y.

MONTE J. CURRY, co-partner, Curry-Risley, N. Y. (art director services), to Rockett-Lauritten, L. A., as art director and account executive.


HERBERT W. WARDEN, who recently completed 17 months as reserve officer on active duty in U. S. Marine Corps has rejoined Hewitt, Ogilvy, Benson & Mather Inc., N. Y., as account executive.

REMUS HARRIS, Doherty, Clifford & Shenfield, N. Y., to Blow Co., that city, as account supervisor.


WILLIAM L. CURRY, secretary, KFMB-TV San Diego, Calif., joins agency as copy writer.

DAVID MATHEWS, producer, Universal-International, Hollywood, to Ruthrauff & Ryan, that city, as executive TV film producer on Big Town and all West Coast filming of agency's TV commercials.

GERALD M. SCHAFLANDER, Kaiser-Frazer Sales Corp., N. Y., to Geyer, Newell & Ganger, that city, in sales promotion and merchandising staff.

VIRGINIA L. GRIMES, public relations director, Toy Guidance Council, joins agency's public relations department.

DON BLAUHUT, radio-TV director, Peck Adv., N. Y., to Emil Mogul Co., same city, in same capacity.


BRUCE HOLTS and ROBERT E. CODY, technical writers, O'Keefe & Merritt Co., L. A., to Anderson-McConnell Adv., that city, technical publications staff, as editorial supervisor and handbooks' supervisory editor respectively.

DWAIN ESPER, assistant sports director, KLAC Hollywood, to Walter McCrery Inc., Beverly Hills, as promotion director.

TED BERRIER, production supervisor, Ruthrauff & Ryan, Hollywood, father of girl, Barbara.

Obviously OUTSTANDING...

38 OUT OF 40 Rated Daytime Quarter Hours OVER 40% Share of Audience

WMBD Dominates the Rich Peoriarea Market

In 38 out of 40 daytime quarter hours,

8 A.M. to 6 P.M.

Monday through Friday, WMBD's share of audience is more than 40% ... AND in SIXTEEN of those 40 quarter hours WMBD's Share of Audience is greater than 60%.

Proof again that WMBD DOMINATES the Peoriarea!

"C. E. HOOPER Fall-Winter Report October '51-February '52"

See Free & Peters ...

May 12, 1952 • Page 11
All That's Asked
EDITOR:
Broadcasting • Telecasting has always kept up to date with the industry and what else could you ask for:
Andy Potter
Radio-TV Director
Calkins & Holden, Carlock, McClinton & Smith
Los Angeles
Hal, Bill and Coo
EDITOR:
Several broadcasters have asked me what I thought of NARTB and BAB.
We now have in Harold Fellows and Bill Ryan “two of our own.” They started in radio at the beginning. They grew with the industry. As former station managers, they know what it means to have strong and able leadership in our national organizations. They know our problems. They are practical in their achievements.
If we as an industry don’t get behind Hal and Bill and help them do the job, then we don’t deserve a healthy NARTB and BAB.
I work with many stations throughout the United States. The confidence in NARTB and BAB is now at all time high...
Fred Palmer
The Fred A. Palmer Co.
Columbus, Ohio

Growing Pains
EDITOR:
The April 21 issue of Broadcasting • Telecasting carried a double page spread for KCBQ San Diego—“First in Audience In The Nation’s Fastest Growing Major Market.” We respectively take exception to this reference to San Diego as the nation’s fastest growing major market.
According to the U. S. Census of 1950, the population of the San Antonio metropolitan area showed an increase of 60.25% during the decade from 1940 to 1950. The San Diego metropolitan area showed an increase of 58.1% for the same period.
Furthermore, these figures do not include “on the post” military personnel for San Antonio’s 11 major military installations.
There is nothing better than first—and San Antonio is FIRST.
Howard W. Davis
General Manager
KMAC, KISS (FM) San Antonio
* * *
Yes and No
EDITOR:
The letter of W. E. Bradford of KSST in your April 21 Open Mike is very interesting. However, if you were looking for votes as to whether station listings should be marked that no P.I. business is accepted, please cast one very emphatic “no” vote.
Our waste baskets are pretty well loaded also with P.I. offers, but we have never had any problem in immediately distinguishing between a P.I. and a legitimate order. Evidence of the P.I. deal is usually available in the first sentence. Very little reading time is lost and they do make a nice hot blaze.
In our opinion, they should not even be given the status of having been voted upon as far as station listings are concerned.
G. P. Richards
General Manager
WHBL Sheboygan, Wis. * * *
EDITOR:
We heartily endorse Mr. Bradford’s suggestions.
F. T. Wilson
Manager
KGBB New Braunfels, Tex. * * *
Educated Educator
EDITOR:
The question of whether or not education can have a place in TV by joining forces with commercial broadcasters or by striking out on its own is a vital one.
I thought that you might be interested in the latest development in television at the U. of Omaha. The university is cooperating with KMTV (TV) to present a course over TV for college credit. We hope that many people will decide to register.
But the main point is not registration. The success of the course will not be determined by the number of registrants but simply by the fact that thousands of people will have the opportunity to see and hear education in action.
Bruce A. Linton
Head, Dept. of Speech, Radio and Theatre
U. of Omaha

Page 12 • May 12, 1952
"Better turn off either the sink or the TV, honey!"

TV is wonderful in its place, but that doesn't include 66.1% of the places where Louisville families can and do listen to radio sets!

WAVE radio is heard via thousands of extra sets in kitchens, bedrooms, basements, dining rooms and automobiles — hence can make 1000 impressions for you, for only 37¢!

Check with Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951.

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
"There is something..."
All prevailing trade winds point straight to the Plus Network...

*Mutual is the one radio network with a plus in client billings.* After the only full-year gain in the industry ('51 over '50), Mutual Network time sales for the first quarter of '52 are 11% ahead of '51.

*Mutual is the one radio network with a plus in share of audience.* Latest Nielsen data reveal the only increased share in the industry: Jan.'52 is 13% ahead of Jan.'51.

*Mutual is the one radio network with a plus in station facilities.* Our 12-year pattern of “the most stations in the most markets” now inspires imitative efforts by all other networks.

All prevailing trade winds point straight to the Plus Network... where the most sales-productive fields in all U.S. advertising await your plowshare—and where the lowest costs prevail, too.

the **MUTUAL** network of 550 affiliated stations
east, west, north, south
feature of the week

Seeing the 70,000 baby-chick passengers safely on plane bound for Austria are (l to r) Walter Bishop, Agriculture Co. of Pan America, Mr. Morency, John Christensen, state commissioner of farms and markets, representing Gov. Lodge, and Mr. Atwood.

A CHANCE conversation between Paul W. Morency, vice president-general manager, WTIC Hartford, and A. J. Brundage, retired 4-H Club leader, initiated action which resulted in a gift of 3,000 baby chicks from Connecticut 4-H Club members to the Austrian 4-H’ers.

This has resulted in a commercial order from the Austrian government for 200,000 chicks this year.

Mr. Morency happened to meet Mr. Brundage in the Hartford railroad station last year. They thought a gift of chicks to Austrian children would be a good idea. The idea was carried through by the Connecticut Poultry Assn. and 4-H Clubs. The good record made by the Connecticut chicks influenced the Austrian Ministry of Agriculture to place the large order this year.

It will take three cargo flights to carry the chicks to Europe. First flight, carrying 70,000 day-old chicks, took off from Bradley Field April 28.

Prior to the departure of the plane and its valuable cargo, Frank Atwood, farm director at WTIC, conducted a broadcast from Bradley Field. On the program, Mr. Morency declared “that helping the people of Austria to provide food for themselves is a splendid way to build good will between the two countries.”

Present to witness the loading (Continued on page 108)

strictly business

WILLIAM JAMES REILLY, Chicago manager of the Adam Young station representative firm, is a long-standing fan of two kinds of pitching, the radio sales and the baseball varieties. Although his loyalty to the former has never been questioned during 15 years in the business, he scans a wary eye in the direction of the Chicago White Sox. On opening day, an Adam Young station manager whom he squired to the park was cliotted in the head by a wayward pop-up. Radio, despite its hazards, is infinitely safer, Mr. Reilly concludes.

Manager of the Chicago office since 1948, he worked the 11 previous years for Weed & Co., another station representative firm, in Chicago. He covers essentially (Continued on page 90)
Speak of sports in the Carolinas and 3,000,000 listeners think of WBT's Lee Kirby. His 15-year record as play-by-play artist for Atlantic Refining Company ranks him with the nation's best. His WBT sportscast currently draws a 15.1 Pulse rating for a 59% share-of-audience. Two more significant examples of the pre-eminent power of WBT local personalities—and WBT itself.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY
Represented Nationally by CBS Radio Spot Sales
More advertisers use WIBC exclusively than all other Indianapolis stations combined!

A recent survey* found 124 local and national advertisers convinced that WIBC—alone—can deliver the radio audience in the Indianapolis market.

Here's why:

* WIBC's local programming and friendly interest in farm affairs have won the loyalty of Hoosier audiences.
* WIBC personalities make continual personal appearances throughout the state, merchandising WIBC-advertised products.
* WIBC’s 50 KW coverage reaches all of Indiana, spills well over into neighboring states.

From microphone to point of sale, WIBC is a potent selling force in Indiana. WIBC reaches the audience, moves the merchandise, gets the job done! See your John Blair man today!

* A survey of spot advertisers, conducted for WIBC in January, 1952.

JOHN BLAIR & CO.
National Representatives

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JOHN BLAIR & CO.
National Representatives

WIBC, Inc. • 30 West Washington Street • Indianapolis 5, Indiana

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New Business

Spot • • •

ARMS特朗G RUBBER Co., West Haven, Conn., sponsoring news programs on 100 stations coast-to-coast on multi-week Frequency basis for Armstrong Rhino-Flex tires. Contracts are effective June 2. Agency: Maxon Inc., N. Y.


NEW HOLLAND HAY MOWERS, New Holland, Pa., buying radio farm programs in Midwest starting May 12 for 13 weeks. Agency: J. Walter Thompson Co., N. Y.


AUSTIN MOTOR Co., Ltd., Toronto (British cars), starts radio advertising with spot announcement campaign on 26 Canadian stations. Agency: Harold F. Stanfield Ltd., Toronto.

S. & W. FINE FOODS Inc., S. F. (coffee, canned food products), renewed Second Cup of Coffee Club on 16 CBS Radio Pacific Network stations, Mon., Wed., Fri., 7:45-8 a.m. PDT, for 52 weeks. Agency: Foote, Cone & Belding, S. F.


Network • • •


QUAKER OATS Co., Chicago, renews Monday and Friday segment of Kagron Corp.'s Gabby Hayes Show on NBC-TV, Mon. through Fri., 5:15-5:30 p.m. Agency: Sherman & Marquette, Chicago.

GENERAL FOODS to sponsor Arthur Murray Party for 13 weeks from July 11, on CBS-TV, Fri., 8-8:30 p.m. EDT, as summer replacement for Manna. Agency: Benton & Bowles, N. Y.

Agency Appointments • • •

C. A. MOSSO Co., Chicago, for Oii-O-Sol antiseptic, names Tim Morrow Adv., same city. Radio is being used. FRANK E. DUGGAN is account executive.

SAVINGS & LOAN ASSN. of SOUTH PHILADELPHIA names Bennett Adv., Phila.

LORRAINE BURTON FOODS, Santa Monica, Calif. (Caesar salad dressing), and MRS. CHAPMAN'S HOME FOOD PRODUCTS, L. A. (Woody's Bar-B-Cue products), name Jimmy Fritz & Assoc., Hollywood. TV being used for former. Radio-TV will be used for latter.

EDWIN J. SCHOTTELE Co., Phila. (folding boxes), appoints Abner J. Gelula Assoc., that city.

GLADDING, McBEAN & Co., L. A. (mfra tile), names Hal Stubbins Inc., that city. TV is being used.

PIERCE INTERESTS, L. A. (Pierce Bros. Mortuaries, Pierce Insurance

(Continued on page 97)
YOU CAN GO "LIVE"
with SPOT PROGRAM TELEVISION

Spotted across the country are certain live, station-produced TV shows with strong claims on any advertising budget. For product tests...for getting your feet wet in television...for solving localized sales problems—these shows can't be beat.

These station-produced programs come in all types and sizes: variety, drama, homemaker, juvenile, sports and news, participations, etc. Their names may or may not be familiar to you. Some have ratings that seem stratospheric; others have ratings considerably more earth-bound. But they all have one feature in common: They sell their heads off for the sponsor. For they're planned that way, by people who know the local audience best.

These local live shows are just one more facet of the many different advantages of Spot Program television. All the exciting opportunities in Spot Program advertising are detailed in a new Katz presentation. Your Katz representative will be pleased to arrange a convenient meeting to show it to advertising, selling, or agency executives.

YOU CAN DO BETTER WITH SPOT...MUCH BETTER

THE KATZ AGENCY, INC.
NATIONAL ADVERTISING REPRESENTATIVES

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY
... and one man in his time plays many parts...
—Shakespeare
a new Capitol open-end dramatic show

starring PAUL FREES, America's most versatile actor!
15-minute transcribed dramas
easier to program! easier to sell!

THE PLAYER is a show you can sell! 15-minute dramatic programs—each one
a complete fast-moving entertainment package with a smash surprise ending!
Put THE PLAYER in a late afternoon slot or following the late-evening news—
3 or 5 times a week.
THE PLAYER has universal appeal—to men, women, and older children.
It's a show sure to build a strong rating, build sales, too, for any type of
product or service, at a cost that will pleasantly surprise Mr. Sponsor.
Send for full details and audition record. Write, wire, phone or use coupon.

a big show—in a low-cost package
As radio fare THE PLAYER is sure-fire. Starring Paul Frees, and scripted by
outstanding writers, THE PLAYER can vary daily as a strip show. Shows
include mysteries, westerns, romances, comedies, adventure, science fiction,
and other types, all featuring special music by Ramez Idriss.

here are some of the writers:

RICH HALL
TOM TOMLINSON
JOHN BOYLAN
BEN PEARSON
WALTER GERIN
PAUL WEST

here are some of the titles:

OLD MAN SOLITAIRE
THE GREAT JALOpy RACE
THE MISSING MR. DILLON
FROZEN JUSTICE
FIRST CITIZEN OF THE BOWERY
THE PROFESSOR GOES TO THE CIRCUS
MIRAGE

THE PLAYER marks the high-spot of successful
Capitol programs you can sell to sponsors

Capitol Records Distributing Corp.,
Broadcast Sales Division
1453 N. Vine Street, Hollywood 28, Cal.

Please send full particulars on THE PLAYER and audition
record.

NAME ___________________________ TITLE ___________________________

STATION OR COMPANY ___________________________

ADDRESS ____________________________________________

CITY __________________ ZONE ________ STATE ____________
“KWKH jacks sales of Jax Beer”

Says HAROLD W. HARGROVE
Sales Manager, Jax Division, Shreveport Beverage Agency
LARGE LOUISIANA BEER DISTRIBUTOR

Few beer distributors in America can boast as pretty a sales curve as Jax Beer has racked up in the big Louisiana-Arkansas-Texas area, primarily through KWKH advertising. Here’s how Mr. Harold W. Hargrove recently put it:

“In July, 1949, the Fitzgerald Advertising Agency of New Orleans launched a radio campaign for Jax Beer over KWKH. Our Jax sales increased approximately 30% during the first year this campaign was on the air and have continued to climb steadily since that time. We are confident that KWKH has been the greatest single factor in building demand for this product and we feel that the ‘Jax World of Sports’ and the ‘Louisiana Hayride’ are doing a grand job for Jax.

(Signed) Harold W. Hargrove”

50,000 Watts · CBS Radio ·

A Shreveport Times Station

The Branham Company
Henry Clay, General Manager
CREDIT LIFT EFFECTS

By JOHN OSBON

THE GOVERNMENT opened the gates last week to a potential multi-million-dollar plus in national, regional and local advertising expenditures.

The prospect for competitive buying of radio-TV network and spot time and for fresh new money in broadcasters’ sales tills loomed big among auto dealers with lifting of credit restrictions on automobiles, radio-TV and other appliances, and household furnishings.

Industry authorities, national advertisers, auto dealers and car buyers agreed that the government’s action paves the way for stimulated consumer demand, with a beneficial effect on all segments of the American economy including employment.

What impact the move would have on national network radio-TV accounts among those products freed by the government and on local or spot time sales was not, of course, immediately ascertainable. But the feeling seemed to be that any action to ease controls in the economy would prove helpful in the long run. Installment credit outstanding as of last March 31 was in excess of $115.1 billion.

Foundation for Further Action

While it obviously was too early to elicit concrete instances of expanded advertising media budgets and particularly increased radio-TV buys, the groundswell of activity laid with suspension of Regulation W for a spirited buyers’ market.

The indications of healthy media activity for summer and fall business not yet set may be gauged by the nature of the products freed for the open market by the Federal Reserve Board.

Perhaps the prime effect will be felt among automobile manufacturers and their dealers who had faced stiff reluctance from prospective buyers balked with terms calling for 50% down and 18 months to pay. Auto advertisers also agreed that the move would open up a market to millions of Americans who couldn’t buy cars before. Dealers will have to advertise more to sell and keep pace competitively.

Radio and television set-makers enter the Regulation W picture in two ways: (1) use of broadcast time, nationally and regionally, to meet consumer demand for radio-TV receivers, now operating at a normal production-distribution level. Local distributors and dealers, through manufacturers’ tie-ins, also are re-appraising their local sales outlook.

There were widespread reports that many local dealers throughout the country rushed full-page ads into print advising prospective buyers of a “no down payment, two years to pay” policy. In some instances, they also bought radio spots, though many broadcast commitments had not firm ed up or were not reported to BROADCASTING • TELECASTING late Thursday.

Set manufacturers had been caught in the squeeze between FCC’s late unilateral freeze on new TV station construction and a somewhat lingering demand for new video receivers until last fall. Since then, dealers have cleared their shelves of bulb ing inventories.

Auto Field Requisites

Actually, terms were not as stiff for set-buyers as automobile customers, with the reserve board prescribing a 15% down payment and 18 months maturity payment. Retailers have been scraping competitively for the radio-TV receiver dollar, with such resultant low prices that OPS has seen fit to devise tailored price ceilings for the industry.

But with decreasing inventories and the prospect of new TV stations adding to circulation, dealers are expected to find a more flexible market.

“The Federal Reserve Board’s action will stimulate business to some degree and have some effect in that it will open up new markets,” according to James Secrest, general manager, Radio-Television Mfrs. Assn. He foresees perhaps a rash of dealer advertisements at the outset to take advantage of the board’s action but no substantial long range impact.

Mr. Secrest noted that inventories have diminished to the normal six-week level and that the 15% down payment required under Regulation W was not too large. Some customers may purchase more expensive TV models, on which small down payments may be required. He predicts no mass buying that might deplete store shelves to the point that materials shortages will hurt production more seriously than has been the case.

RTMA spearheaded-the industry fight in June 1951 for relaxation of installment restrictions. Later, the Federal Reserve Board, acting on mandate from Congress, eased curbs from the original 25% down and 15 months to pay.

A more conservative view on the government’s action was given by James D. Shouse, board chairman, Crosley Broadcasting Corp. and vice president of Avco Mfg. Co. He saw no appreciable effect on buying habits of the American public or on the nation’s advertising expenditures.

“The public has been relatively (Continued on page 105)

NETWORK RATE CUTS

Charges, Denials Made

UNEASINESS carrying almost hysterical overtones surrounded the network radio rate situation last week, with reports of ready-to-go nighttime cuts ranging all the way up to 60% despite repeated denials.

At one network it could be heard that a rival was all set to chop nighttime costs, if it hadn’t already. The charges brought denials and veiled—and sometimes not so veiled—counter-charges.

Offsetting at least partially the unconfirmed speculation over the rate of nighttime rates were reports, also unconfirmed, that networks are thinking in terms of hiking daytime charges.

The whole subject seemed apt to dominate a meeting of the All-Radio Affiliates Committee formed initially under a cloud of announced and impending rate cuts—which was called by chairman Paul W. Morency, of WITC Hartford, to consider this and other matters May 20-21 in New York.

Storm center of the speculation about impending changes in nighttime rate structure was CBS Radio, which initiated last year’s round of cuts and which, perhaps at least partially for that reason, was reported variously last week to be considering—or even to have put into effect already—nighttime reductions of 15, 25, 30 and even 60%.

Stanton Statement

These reports brought from President Frank Stanton an assertion that, although rates in both radio and television are and for a long time have been a subject of almost constant discussion at executive staff meetings, no definitive action has been taken and no specific proposal has been submitted for his consideration.

“We have discussed the matter of rates at virtually every executive-level meeting during the past year,” he said.

But he reiterated that definite decision must await the results of newer station measurement studies, so that this factor may be appraised along with others. CBS Radio has subscribed to Standard Audit & Measurement Services Inc.’s current studies in that field, results of which are expected this fall.

Mr. Stanton leaves May 16 for a European vacation with Mrs. Stanton, returning about July 1.

Other CBS and at least two station sources claimed meanwhile that reports of scheduled cuts by CBS Radio emanated from other (Continued on page 86)

BROADCASTING • Telecasting

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**COMMUNICATIONS**

**GAB INSTITUTE**

Wailes Cites Radio Dominance

FAITH that radio will continue its dominance as a medium of mass communications, "certainly in the foreseeable future," was voiced, by Lee B. Wailes, executive vice president of the Storer Broadcasting Co., in an address Friday at the seventh annual Georgia Radio and Television Institute.

As one evidence of the aural medium's power and attraction, he noted that 1951's 41.9 million radio homes in the U. S. represented "an increase of almost 50% over the days before television." He called attention also to radio's circulation as dwarfing that of even combinations of major magazines; to its high rate of listenership, and to its economies as a salesman.

Stressing the effectiveness of the human voice, Mr. Wailes cited an occasion when the army "asked a group of blind and deaf veterans which of the two senses they would rather have restored, if they could have only one.

"Eighty per cent," he asserted, "said they would rather hear again. They felt more 'cut-off' from people, more lonely, when they couldn't hear human voices than when they couldn't see human faces."

The Georgia Radio & Television Institute, sponsored jointly by the U. of Georgia School of Journalism and the Georgia Assn. of Broadcasters, was held Friday and Saturday at Athens, Ga.

Scharfild, Healse Speak

Also speaking was Arthur W. Scharfild, president, Federal Communications Bar Assn., who addressed a dinner-meeting Thursday evening. Mr. Scharfild spoke on "Regulatory Aspects of Television" (see separate story, page 74).

Another leading speaker at the institute was Charter Healse, radio-TV director, information office, Atomic Energy Commission. Mr. Healse gave a detailed account of the April 22 atomic test coverage in his talk, "They Said It Couldn't Be Done."

A variety of radio-TV topics were touched upon at Friday's morning session. Friday afternoon was devoted to practical aspects of successful operation of radio and television stations.

*Among others scheduled to speak were Martha Rountree, TV producer and personality; Ford Bond, announcer-producer, and Clark Gaines, secretary, Georgia Dept. of Commerce.*

**FORT INDUSTRY**

*Now Storer Broadcasting Co.*

**COMPANY** name of Fort Industry Co., which includes radio and television interests of its president, George R. Storer, has been changed to Storer Broadcasting Co. The change was made because the former title, based on Mr. Storer's early industrial enterprises, was not descriptive of radio-TV operations.

Plan for possible public or private sale of Storer Broadcasting Co.'s stock is under consideration. This would not affect control in the hands of Mr. Storer or identification of J. Harold Ryan, director-vice president-treasurer, and his wife, Frances S. Ryan.


Mr. Kenkel, who will move his headquarters to New York, will be primarily responsible for direction of the new Nielsen coverage service to radio and TV stations. It was also added.

A graduate of St. Louis U, Mr. Kenkel was associated with Gardner Advertising Co., New York, for several years, ultimately serving as a director of radio and media and as an account executive. He joined the Hooper organization in 1941 and, a year later, became a vice president. In 1944, he was named executive vice president and became a director.

**IKE HOMECOMING**

*Radio-TV Setting Plans*

MOST major radio and television networks were preparing last week to broadcast General of the Army Dwight D. Eisenhower's first address upon his return to the United States, to be delivered during his homecoming welcome at Abilene, Kan., June 4.

NBC, ABC, and CBS Radio networks—the latter through KMBC Kansas City—scheduled the talk for 10-10:30 p.m. EDT. and MRS, planning to carry it, had not scheduled the time. NBC and CBS-TV networks scheduled the speech at 7-7:30 p.m., ABC-TV had not planned a telecast by the end of last week and Dumont, considering coverage, had reached no definite conclusions.

**DAYTIME RADIO**

*Solid Medium—Stolzoff*

DECREASE in the average radio station's audience without a corresponding decrease in its rates merely means the cost-per-thousand is going up," Jerry S. Stolzoff, account executive for Foote, Cone & Belding, Chicago, told the Louisville Advertising Club Friday.

He compared this to increases by magazines of their advertising rate without increases of circulation.

"Recommended to stations relatively low-cost news, music and sports programming during hours when television hits hardest, Mr. Stolzoff said also that "daytime radio is a hearty, lusty, solid advertising medium."

"The national bills for daytime radio are being paid by some of the sharpest national advertisers in the country," he said. There are many advertisements to the contrary radio on May 9, 1952, than there were on May 9, 1948," he said.

"Radio until mid-afternoon, is as strong as it has ever been in the entire history of the radio industry," Mr. Stolzoff said. "The slight decreases in percentage of sets tuned in is more than offset by the increase in the number of sets."

Citing FCC figures of $455 million AM-FM radio industry income in 1951, largest in history, he said: "According to every indication, it looks as though 1952 will be a bigger year than 1951."

**KENKEL SWITCHES**

Joins Nielsen Firm

FRED H. KENKEL, formerly executive vice president of C. E. Hooper Inc., has been named A. C. Nielsen Co. as a vice president, it was announced today (Monday).

Mr. Kenkel, who will move to his headquarters in New York, will be primarily responsible for direction of the new Nielsen coverage service to radio and TV stations.

Mr. Kenkel, was added.

A graduate of St. Louis U, Mr. Kenkel was associated with Gardner Advertising Co., New York, for several years, ultimately serving as a director of radio and media and as an account executive. He joined the Hooper organization in 1941 and, a year later, became a vice president. In 1944, he was named executive vice president and became a director.

Platt to Speak

JOHN H. PLATT, vice president in charge of advertising and public relations for Kraft Foods, Chicago, will discuss polls and planning which a client puts into a high-budget network show at the Chicago Television Council May 21.

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AUTO ACTIVITY

By FLORENCE SMALL

AMERICAN automotive manufacturers have released the clutch on their budgets for a power drive into summer advertising, using radio and television in both spot and network form. That was the finding of a recent MARGARITAVOK TELECASTING check made last week.

The purpose of the campaigns is to capitalize on the seasonal urge of Americans to hit the road, and to that end at least nine firms were found to be heavily involved in summer scheduling, with at least three of the companies using radio and TV spots.

First, Ford Dealers of America will retain its half-hour on NBC-TV during the summer months with a new program called Mr. Peepers, featuring Wally Cox. Show will be produced by Fred Coe. If the program proves successful it has a good chance of remaining on during the fall season. At any rate Ford will retain the time (Thursdays, 9:30 to 10 p.m.) during next year. J. Walter Thompson Co., New York, is the agency.

The three active spot advertisers are Dodge cars, Hudson Motors, and Kaiser-Frazer.

Dodge, (Chrysler Corp. of America) is using 500 radio and TV markets for its new car campaign, the following dates: April 28, May 5 and May 12, for two, three and four week durations.

Ruthrauff & Ryan, New York, has been placing the campaign, although the account goes to Grant Advertising Inc. effective early in June.

Hudson Starting To Roll

Hudson Motors through its agency, Brooke, Smith, French & Dor- rance, Denver, has placed a campaign in a number of markets for this month. Advertising is using programs and spots on local stations.

Kaiser-Frazer, in addition to its recent buy of 45 minutes per week on NBC-TV's Today with Dave Garroway, is placing a two-week campaign during May in a number of markets across the country. On a Monday-through-Friday basis, Kaiser-Frazer sponsors two separate five-minute segments on each day except Tuesday, when it has one five-minute segment. William H. Weintraub & Co., New York, is the agency.

The one radio network buy involves General Motors Oldsmobile Div., Lansing, Mich., which signed for sponsorship of the Poppy Lee Shown on CBS Radio (Thursday, 7:30-8 p.m.) starting the end of May. Agency is D. P. Brother & Co., Detroit.

DeSoto-Pluder also renewed Grocho Marx' You Bet Your Life on NBC-TV (Thursday, 8:30-9 p.m.) for next season through its agency, BBDO, New York. Chevrolet's You Bet Your Life is about to sign the renewal of its Dinah Shore Show twice weekly (Tuesday and Thursday, 7:30-8 p.m. on NBC-TV. Advertiser sponsoring of the show for two years in television. Campbell-Ewald Co., New York, is the agency.

Buick Cars, which has not used TV for two years, is expected to pick up the fourth Tuesday night 8-9 p.m. segment on NBC-TV, which has been released by Texaco Oil Co. Latter advertiser will continue to sponsor Milton Berle the other three weeks out of four. Kud- ner Agency, New York, is the agency for both Buick and Texaco.

Cadillac Considering

Cadillac Cars is understood to be considering a television show through its agency, McManus, John & Adams, Detroit.

Lincoln-Mercury will continue to sponsor the Ed Sullivan Toast of the Town show on CBS-TV next season. Ford Motors Co. had asked to co-sponsor the program because of mounting costs. However, Lincoln-Mercury Dealers are currently trying to get a larger budget so that it can singly underwrite the program.

Packard Cars through Maxon Inc., New York, which is sponsoring Rebound on a number of television stations, is currently in negotiations on next fall's plans. Decision is expected early this week.

Other developments in the automotive field last week were of a somewhat preliminary nature but strongly significant as indication of the future direction and extent of advertising outlay in at least a segment of the industry.

E. C. Quinn, vice president of Chrysler Corp., announced that his company is setting up the most intensive advertising and sales program in its history for its Chrysler Car Div. in a move to take the leadership in the luxury car market.

Speaking more generally, Harry J. Klinger, vice president of General Motors, pointed out that the automotive industry is once again entering into a competitive mar-

ACTIVITY

Firms Set Summer Schedules

WELCOMING Henry E. Abt (r), president, Brand Names Foundation, to the Rocky Mountain region are Palmer Hoyt (l), publisher, Denver Post, and Charles Bevis (c), manager, KOA Denver.

O'HARA BILL

Would Offer Political Libel Guard

By DAVE BERLYN

A "ENTRY LAWYER" approach to the vexing problem of political broadcast liability was offered on Capitol Hill last Thursday on the threshold of the upcoming national elections.

Use of the rustic term, "country lawyer," was the way Rep. Joseph H. O'Hara (R-Minn.) described his bill (HR 7782) that would attempt to "secure from the Federal and state courts and authority to delete libelous material from a candidate's talk.

The license does not hold that authority now under Sec. 315 of the Communications Act which governs political broadcasts.

Observers on the radio scene saw in the O'Hara bill a possible new avenue of exploration toward an eventual solution of the current lib- ease among political execution. The bill's provisions within a year after the measure became law. Apparent- ly this interpretation of Sec. 315 would become the law of the land. After the year was over, and incidentally, the election year would be history, too, the FCC then would be required to promulgate its rules and regulations.

Rep. O'Hara told BROADCASTING: "The bill, according to what he had designed the bill "to place the broadcasting station on the same basis as the newspaper in taking a political ad- vertisement."

His strategy, he explained, was to "get hearings on my bill and the Horan bill before the House Commerce Committee." The current situation for the broadcaster, he said, was "bad" but the Horan bill, he asserted, would leave it "almost as bad." "We must have one policy or the other," he said.

The bill, Rep. O'Hara continued, was "my own idea coupled with requests from small stations that something be done." The measure, he added, was "essentially an entry lawyer approach to the problem."

The broadcaster must have rights of censorship plus the responsibility when carrying a candidate's speech. "We shouldn't remove one in favor of the other," he added.

This new bill came in the midst of a feverish behind the scene activity at the Capitol to give the broadcaster libel protection. The developments included:

(1) Possibility that the libel-proof bill, as proposed by Rep. Walt Horan (R-Wash.), may be offered on the House floor as an amend-

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ket, "passing out of a period of 'pull' into a period of 'push' selling." "Dealers," he said, "will have to go out and start 'pushing' to produce more and more to main- tain sales volume. Competition has returned."

He made his remarks before a group of dealers meeting at the Waldorf-Astoria last week in New York.

To McFarland bill.

(1) Flood of letters from broad- casters urging legislators to get behind the Horan bill. Some 80-90 House members have received correspondence, it was reported.

(2) Absence of opposition thus far leads to opinion that the path to- ward enactment should be smooth.

(3) Identical bill (HR 7765) introduced Wednesday by Rep. Pat Sutton (D-Tenn.).

Definition of Candidates

The Horan bill (HR 7062) would denote legally qualified candidates as those "in a primary, general or other election"; specify that an au- thorization to speak on behalf of a candidate must be in writing, and direct that the broadcaster would have no power to censor the ma- terial broadcast.

It also would not hold the broadcaster liable in any civil or criminal action in any local, state or federal court. The candidate, moreover, would be subject to libel laws.

Both the McFarland and Horan bills would amend the Communica- tions Act but for different purposes and certainly to varied extent. The McFarland legislation would set up a new communications law while the Horan measure would change the language of but one section of (Carried on page 95)
Sarnoff Reviews Firm's Record

"INTERNATIONAL television as a regular service will be realized within the next few years," RCA Board Chairman David Sarnoff told corporation stockholders at their annual meeting in New York Tuesday.

Predicting international television as "a powerful aid socially, educationally and politically," Gen. Sarnoff warned, however, about technical, economic and political problems that must be solved before such television can be established on a regular basis—problems which he said, a "stimulating challenge to all of us."

This same technical pioneering by RCA that led to international radiotelegraphy, radiotelephony, radiotelephones and radio broadcasting on a world-wide scale, has also enabled RCA experts to bring the day of international television closer to realization, he observed.

"By cultivating better international understanding and helping to break down the barriers of misunderstanding, 'The Voice and Vision of America' can contribute substantially toward achieving the goal of universal peace," the General pointed out.

Lifting of the TV freeze in the U. S., Gen. Sarnoff noted, has given "tremendous impetus" to the expansion of television throughout the country. "Socially, economically and educationally, television can now attain its full stature as an industry and broadcasting service," he said.

Outlook Brightening

Adding his own report to the corporation's annual statement, which had been issued previously [B*T, March 3], Gen. Sarnoff concluded the nation's outlook for television is brightening.

"While uncertain factors in the current world situation obscure the general outlook, there are certain factors in our own field of operations that are clear," he said. "For example, productive capacity is the greatest in our history. Television is expanding its services. New markets for TV transmitters and receivers are being opened, and ... we expect that our business for the last half of 1952 will show an improvement over the first half."

RCA gross of $163,571,331 by March 31 of this year resulted in a profit of $14,841,260, which, after taxes, amounted to $7,076,829, according to the first-quarter report given by the RCA board chairman. For the comparable period last year, $185,656,755 gross provided a net profit of $7,655,856, or $1,901,542.

Like the rest of the industry, Gen. Sarnoff said, RCA was affected by a decline in TV set sales during the first quarter of 1952. RCA Vice President for TV receivers approved by government allocation of materials, he noted, adding, "we sold what we produced." Current inventories are, he said, "normal."

RCA has spent a total of $3 million for UHF research, his report indicated, and that the company is working on the following developments:

Atomic electronic computing equipment, called a "color corrector," which is said to be ready by half the time required to make color plates for printing, as well as improved fidelity and lowering production costs.

Electronic inventory control system, also developed for military purposes and considered applicable to commercial operations, which can complete in days the inventory operations requiring several weeks.

Electronic inspection apparatus for pharmaceutical check on the purity of drug products, such as ampules containing vaccines.

"Day-ticker," a portable one-man TV station announced previously [B*T, March 3], for use by reporters covering special events in the field. This equipment may be incorporated, Gen. Sarnoff said, in NBC-TV coverage of political conventions this summer.

Magnetic sound recorder projector to record individual commentary or musical background on 16mm film, expected to be particularly useful to home-moving enthusiasts, schools and advertising agencies.

Two-way microwave radio system for communication along highways, railroads and similar commercial routes as among military units. The North Atlantic Treaty Organization has ordered the system for use in Europe.

Closed-circuit industrial television for manufacturers', scientists' and educators' use and exchange of pictorial information.

Transistors Described

Transistors, described as tiny devices which operate like certain electron tubes, are being developed for further use in new radio, TV and electronic instruments.

Defense contracts include a "substantial" backlog, Gen. Sarnoff said, later answering a question from the floor commenting that the company is "spending several hundred million dollars." Research on military projects continues at "relatively high levels," with a recent project being the start of a 430-acre electronics proving ground at Morristown, N. J., for some $3 million.

Experimental work on color television will continue, the General said. RCA chairman emphasized, noting that one project now was to convert theatre-TV equipment — installed by RCA in 60 film houses throughout the country — to color use.

Questioned about subscription television, Gen. Sarnoff said it is "technically feasible" but, in his personal estimation, years off—not only for technical reasons but also because it introduces the idea of broadcasting as a public utility for which charge can be made, thus suggesting government control of rates and an exchange in the whole American broadcasting picture. He noted that there are, however, a number of interpretations of the idea on paper, including a number announced one developed by RCA.

RCA Advertising

In answer to another question, Gen. Sarnoff indicated that RCA advertising during 1951 was approximately the same as for the previous year, a little more than $15 million.

RCA business volume has increased nearly four times its $185 million of ten years ago to the present $690 million, Gen. Sarnoff pointed out, explaining that, to secure working capital for continued expansion, the corporation had loaned and borrowed $100 million by the end of last year, a figure that will increase to $150 million by mid-1963, he said.

Last year's 48% increase in NBC sales had reached a new high of $137 million, a figure which Gen. Sarnoff, who again attributed the rise to television. Video, he added, continues at a "profitable level."

Purpose of the stockholders' meeting was to consider election of four officers, name an independent accountant to certify corporation statements, and consider a cumulative voting resolution for election of board members.

Directors whose terms were to expire this year and who were re-elected are:...
HOSE leadership has set the McFarland bill (S 658) down for de-
bate this month, placing it in a
sudden upwelling of pending legis-
lation.

Despite the crowded calendar, in-
cluding the important foreign aid
bill, House leaders hope to get the
FCC-remodeling bill through at
least by the week of May 26. If
possible it may be debated the
week of the 19th (next week),
it was learned.

Rep. John W. McCormack (D-
Mass.) was unable to supply a de-
date when questioned on the
House floor last Thursday by Rep.
Carl Hinshaw (R-Calif.), second
eranking member on the House Inter-
state & Foreign Commerce Com-
Majority Leader, acknowledged the
measure's importance and recog-
nized that the bill had put long and strenuous days on the
bill. But he said, while attempting
to fit the bill into the House pro-
gram, he could not give an assured date.

It was subsequently learned,
however, that the leadership, par-
ticularly Rep. McCormack, is pin-
ing hopes on the weeks mentioned
above.

The House Rules Committee has
okayed the legislation and is per-
mitting three hours of debate. The
bill can be amended on the floor.

It was also learned that House
Speaker Sam Rayburn (D-Tex.),
who has authored revisions in com-
munications law when a member of
the commerce group, was look-
ing over comments sent to him on the
bill by the FCC (B&T, May 5).

In its memorandum, FCC warned
that sections of the House version
of the bill, as contained also in the
original Senate measure, would "paralyze the Commission's func-
tions at a time when it is impera-
tive that the Commission be able
to operate efficiently and easily to
permit the proposed nationwide
expansion of television broadcast-
ing to become a reality, as well as
to take care of its heavy workload
in other vital areas of the commu-
nications field."

Sections which were bitterly
criticized by the Commission were
those which would bar consultation
with members of its staff in any
adjudicatory proceedings designat-
ed for final administrative action
or would permit the FCC's expert
staff members from making rec-
ommendations. The bill, however,
would direct the FCC to establish
a "review staff" to handle hear-
ing cases and to limit it to sum-
murizing the evidence in hear-
ing cases and exceptions to initial
decisions and replies. FCC said:

"in all adjudicatory cases com-
ing to the Commission for review of an examiner's initial decision, the Commis-
sion itself would apparently be required to consider and, in the event of
estimating the finding of fact or conclusion of law contained in the initial
decision, and upon the review staff with respect to each such exception."

Because consultation with staff
members of the Commission is not
always possible, examiners and
reviewers also "would be forced to
devote a disproportionate amount of
time to conferences, at which the
seven professional assistants could
not be present, held for the purpose
of drawing up point by point direc-
tions to the review staff on each
matter of fact or law raised upon
exceptions to initial decisions,"

FCC stated. Also thus affected
would be all interlocutory motions
made in hearing cases and in petit-
tions for rehearing of hearing
cases, the agency noted.

No one Commissioner can be ex-
pected to make satisfactory decisions in
these fields without the assistance and
advice which may be gained from free
consultation with members of the staff
possessing specialized training in each of the
fields."

Another part of the McFarland
bill undergoing FCC's fire was Sec.
8 which would require a 30-day
notification before applications are
set for hearing or grants would be
issued without a hearing.

This is commonly known as the
"party in interest protest" section.
This section, FCC said in part, would:

- establish an unnecessary and burdensome procedure, entailing need-
less expense both upon new applicants and the Commission, which would
be required to reprocess applications twice, first upon consideration of
the application as filed, and subsequently, upon consideration of
the review staff's report on the applic-
ant.

On the problem of staff relation-
ship to Commissioners, FCC sug-
gested the following substitute for
Sec. 5(c) of the bill:

"No person engaged directly or indi-
rectly in any prosecutory or inves-
tigatory function in any adjudication
proceeding or who is subject to the
supervision or direction of any person
performing or supervising any such

executive or investigatory activity shall advise or consult with the Com-
mission with respect to decisions after formal hearing in any adjudica-
tion under the provisions of the Admin-
istrative Procedure Act."

In a separate memorandum to
the House committee, FCC also
questioned language in a new
amendment which would permit
discrimination against newspapers,
noting it would open the door to
"discretionary action and overcom-
ginstantly asserted that the provision, as
written, might mean that FCC may
not consider diversification of con-
trol over a newspaper to be in the
interests of the public, and that
might be used by one company to
hinder the possibility of increased
public service on the part of
more than one owner."

Additionally, FCC raised the
question of whether the amendment
might not apply to motion picture
firms and radio stations among
others because of the laws of con-
struction.

No Mention in Report
Not mentioned in the report was
the section on cease-and-desist,
suspension and fine levying powers
which was strongly supported by
opposition in broadcast industry circles (B&T, April 14).

FCC Comr. Robert F. Jones was
the only FCC member not partici-
pating in the writing of the memo-
andum as he was out-of-town ad-
ressing the Ohio Assn. of Radio-
TV Broadcasters' management clinic.

Downey, Ids., attending schools
there and was graduated from high
school in Salt Lake City. He at-
tended Utah Agricultural College.

In 1924, he was manager of the
Downey State Bank, which meant
he was a legal, financial and busi-
ness adviser to farmers and towns-
men of the area. That year, he mar-
rried Mary Henderson, a Downey school teacher.

Comr. Hyde traveled to Wash-
ington the following year, entered
George Washington Law School in
1925, completing its courses in
1929, and was admitted to the
District of Columbia Bar. First
job in the capital city was clerk in
the Civil Service Commission, later
he moved to the Office of Public
Buildings and Parks after study in
accounting.

He was started in Grade 1 with
the Federal Radio Commission,
becoming chief of its docket section
and was engaged in the handling of
important cases which served as a
guide for many years later. He
moved into the legal department
and in 1932 was appointed an examiner.

When FCC was formed, he was
again classified as an examiner.
Subsequently he became senior attor-
ney, working on common carrier as
well as broadcasting matters.

In 1938, he was put in charge of the

HYDE RENOMINATED

For Another FCC Term

ROSEL HERSCHEL HYDE, vice
chairman of the FCC and its
"career" Commissioner, appears
before the Senate Interstate & For-

giegn Commerce Committee Wednes-
day to testify on his re-appoint-
ment to the Commission.

President Truman nominated
Comr. Hyde to fill the seventh
year term last Monday. Comr. Hyde
is an Idaho Republican.

In advance of the hearing, it
was noted that little, if any, opposi-
tion to Comr. Hyde's re-appoint-
ment is expected among committee
members. There may be some ques-
tioning about the North American
Regional Broadcast Agreement
(NARBA) with which the Com-
mission has been very active in
recent years.

The NARBA treaty is now before
the Senate for ratification, but has
been held over by the Senate Foreign
Relations Committee where the U. S.
international role has been
embodied in it as a substitute for
action on major foreign policy
programs. Mr. Hyde was appointed
Chairman of the FCC, coming up
trough the ranks. He achieved his commis-
sionership and vice chairmanship
by merit. His service on and re-
newal of this Commission dates from
his association with the old Fed-
eral Radio Commission in 1928.

He was appointed to the Com-
mission by President Truman in
April 1946 to fill the unexpired
years of the Comr. William H.
Wills which ran until June 30,
1952.

Senate confirmation was swift
when Comr. Hyde was appointed
on the Commission. The Senate confirmed Comr. Hyde's nomination
when he was sworn in.

When named to the Commission,
Comr. Hyde was serving as Gen-
eral Counsel, a post he was pro-
moted to in March 1945. He was
assistant general counsel from
October 1942.

The tall, lean Commissioner is a
"young" FCC veteran. He was
born in 1900 on a farm near

GATHINGS PLAN

House Consideration Near

THE RESOLUTION aimed at
setting an investigation and study
of radio and television programs
is tentatively slated to be taken up
today (May 12, page 29) by the House
(B&T, May 5).

This was revealed last Thursday
by Rep. John W. McCormack (D-
Mass.), the House Majority Leader.
The resolution (H Res 279), authored by Rep.
E. C. Gathings
(D-Ark.), would direct and author-
ize the House Interstate & For-
giegn Commerce Committee to con-
duct the investigation.

Calender in the House for this
week, which is subject to change,
schedules the resolution as one of
the first pieces of business for the
two days. (For earlier story on a
Gathings interview, see page 52).

REVAMP BROADCASTING • Telecasting

May 12, 1952 • Page 27
LIBERTY Cuts Time

LIBERTY Broadcasting System, concentrating on small-market and small-station coverage, was understood last week to have cut its daily network hookup from a 16-hour to eight-hour basis.

Efforts to contact Liberty executives in Dallas had proved fruitless, as of Thursday night.

Word that the network was making major changes in its operating procedure spread last week following a closed circuit talk by Gordon McLendon, Liberty president. Several bilateral contacts by the BROADCASTING • TELECASTING • said they had been asked to keep contents of the talk on a confidential basis.

Liberty is plaintiff in a $12 million suit filed against 13 major league baseball clubs. The suit was filed in U. S. District Court, Chicago, last Feb. 21 [B•T, Feb. 25]. In that suit Liberty claims it suffered business damage through loss of baseball broadcast rights.

SDX Awards

Edward R. Murrow to Be Honored

EDWARD R. MURROW of CBS-TV's news show, See It Now, on May 15, will add more honors as a flow of Stars, a George Foster Peabody Award [B•T, May 5] at the national professional journalism fraternity's 1952 presentation ceremony and banquet at Chicago's Conrad Hilton hotel.

Among Sigma Delta Chi Distinquished Service Award winners will be Jim Monroe, news editor of KCMO Kansas City, and William E. Griffith Jr., radio news writer of KMBC Kansas City, both for coverage of the 1951 flood. A public service award will go to NBC's WMAQ-AM-TV Chicago for its news broadcasts on the narcotics problem, particularly the three-program series, The Stale of Narcotics, by Len O'Connor [B•T, April 7].

Other honors were awarded as follows:

Elected Fellows of SDX: Irving S. Hilliard, editor-in-chief, Despatch editorial pages, and Dr. Al. Berenson, managing editor, McCall's magazine, for his article, "Who's Trying to Ruin Our Schools" by Arthur D. Morse.


Charles Clayton, national SDX president, will preside at and address the ceremonies. Walter G. Curtis, president of the Headline Club, Chicago Daily News, will make remarks, and Gideon Seymour, Minneapolis Star and Tribune executive editor, will keynote the banquet session. Victor E. Blue, Southern Illinois University head basketball coach, made the announcements of winners April 3.

POSSIBLE CHANGES SPECULATED

NATIONAL PLANS

Congress and record, well associations izes problems City, chairman, Austin; and Seattle, WFAA- TV Dallas; standing room, Lee B. Wailes, Storer Broadcasting Co., secretary for TV; Willard C. Worcester, WIRE Indianopolis; E. V. Vandebouconcoeur, WSYR-TV Syracuse, vice chairman; Robert B. Hanna Jr., WGY Schenectady; Richard O. Dunning, KHQ Spokane, secretary for radio; B. T. Whitmire, WFBC Greenville, S. C.; P. A. Sugg, WKY Oklahoma City, chairman, and Ed Yoyum, KGHL Billings, Mont. NBC held its first 1952 SPAC meeting in New York [B•T, May 5].

RADIO NEEDS

Cited by Fellows at WAB

RADIO will not be able to solve its problems on behalf of the public or the industry itself unless it organizes a strong national trade association and state broadcasting associations backed by almost 100% membership. This was the assertion of NARTB President Harold Fellows as he spoke at the luncheon meeting of the Wisconsin Broadcasters Assn., in Milwaukee Tuesday. More than 50 station men in Wisconsin attended the two-day session, which started Monday with a day-long clinic sponsored by BMI [B•T, April 28].

Discussing the need for close cooperation with legislators, Mr. Fellows pointed out that this need is apparent on state and local as well as federal levels. He reminded broadcasters they are doing business by the grace of God, technical inventions and a government license, and that the third factor inevitably means the industry "is a shining target for government legislation, and always will be."

Main Element

The main element in the "pursuing the business of legislation," Mr. Fellows charged, is for the broadcaster to organize and conduct himself so that he establishes stature and respect for radio and television.

"We haven't done it," he said, "and we should start immediately." Charging broadcasters with smugness, Mr. Fellows recommended "sale" of both media to public and legislators, "because where we don't find friends it's our own fault."

He discussed briefly, and off the record, specific legislation before Congress and educational TV.

This was discussed also by Prof. Harold B. McCarty, director of WFA Madison, operated by the U of Wisconsin. He said the state radio council has made no specific plans for use of TV as an educational tool, and is now considering several proposals.

Two proposals involve use of a closed circuit TV laboratory at the university and election of a TV network with one originating station and 11 relay towers. The latter suggestion would require an estimated investment of $3 million, he said, equal to $1 per Wisconsin resident. Under no circumstances, he assured the broadcasters, would the university wish to compete on a commercial or non-profit basis.

WRBC PURCHASE

Lamar Firm Selling WJDX

TO BETTER its Jackson, Miss., coverage, Lamar Life Insurance Co. is buying 100% ownership of WRBC for $250,000, application for transfer approval filed with the FCC last week disclosed. WRBC is on 620 kc with 5 kw day, 1 kw night.

At the same time, Lamar is selling its present owned WJDX (1300 kc, 5 kw day, 1 kw night) to majority stockholders of the present licensee of WRBC (Rebel Broadcasting Co.). Purchase price is $100,000. Both transfers are contingent on the other.

In addition to acquiring a better facility, Lamar will also acquire the new studios and equipment of WRBC. It is selling to the purchasers of WJDX (a new corporation named Rebel Broadcasting Co. of Mississippi) the transmitter facilities of that station.

Officers and stockholdings of new Rebel Broadcasting Co. of Mississippi are virtually the same as those in the present WRBC license: T. E. Wright, president and 32.5% stockholder; W. B. McCarthy Sr., vice president and 21.4%; J. W. Carlier, secretary-treasurer, and 7.5%.

After FCC approval, call letters of stations will be exchanged. This will maintain the WJDX call letter for Lamar Life Insurance Co., but on 620 kc. WRBC will then be owned by Rebel Broadcasting Co., on 1300 kc.

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BROADCASTING • TELECASTING
YOUR BEST CUSTOMER:

THE FARMER

By ROBERT E. DUNVILLE

MEET your best customer, your prosperous, ready-to-buy customer who is growing sounder, establishing higher educational standards, and buying more merchandise because he has more spendable cash. He's the American farmer.

This man—the American farmer—owner of his own property and destiny, is the current American capitalist. Today he lives in a modern home—comfortable and attractive—full of modern conveniences. He has a well-equipped kitchen—and a late model car. Unlike the farmer of old, today he sends his children to good schools and more of them to college.

And this is the most important factor:

The farmer’s average net worth today is approximately $25,000. Farming is big business—represents a big capital investment. Many of us are paying for a home or car; not your best customer. He owns his. And even though his credit is good he usually pays cash for his expensive equipment, his tractor, his truck, his corn picker, as well as his day-by-day purchases of consumer items.

In 1940 gross income from farming in the United States was nearly $11 billion. By 1945, this had increased to $22 billion, and in 1950, $32 billion—up 194%. Latest figures show farm income in 1951 was higher than ever—$37.5 billion.

TODAY farmers are buying more consumer merchandise. Taking 1940 as the base, the index of their general merchandise purchases rose from 100 to 148 in 1946, and in 1950 to 283, two-and-a-half times the merchandise purchased in 1940—up 163%.

The modern farmer is building up his plant. Taking the value of farm construction in 1940 as our index of 100, we find an increase of only 11 points by 1946. In 1950, however, this index rose to 485—up 333%.

Total farm assets in 1940 amounted to $54 billion, with 12%, or $6.6 billion mortgaged. In 1951, total farm assets were $153 billion as mortgages dropped to 4% or only $5.8 billion. Farm assets rose 100%, and mortgages dropped 97%.

How many families are saving 50% of their income? Only 4% of total families save this proportion, but 13% of farm families do. How many save 30% of their income? Only 12% of total families do while 31% of farm families make this saving. The farmer’s higher percentage of savings is remarkable in the face of his increased spending and debt reduction.

Farmers have more ready cash than ever before. In 1940 the United States farm total was over $4 billion. In 1945 it was up to $14.5 billion, and in 1951 nearly $20 billion, a jump of 400%. That represents spendable cash per farm family amounting to $3,178—many times the liquid assets of the average city dweller.

That’s the national picture, and it may be applied with minor variations to most sections of the country.

RURAL communities are no longer just wide spots in the road. Today with good roads, good cars and a desire for good things, farm families come to town to buy their consumer goods. They buy at the super market and the chain drug store. These purchases in self-service stores represent the volume tonnage of consumer goods sold today.

Joseph B. Hall, president of the Kroger Co., confirms this fact. Mr. Hall says, “Nearly half of our sales are in rural communities. The manufacturer who advertises both to the rural and the urban public has a real advantage.” The importance of the rural consumer is further underscored by another authority on marketing—W. P. Napier, executive vice president, A. C. Nielsen Co.—who says: “Clients are shocked by the amount of business in small towns.”

Purchases of 24 grocery and drug store items were studied in a recent survey by the WLW Cincinnati research department through the People’s Advisory Council. The findings show 70.5% of rural families buy these products, compared to 71% of urban families. Like similar surveys over the past five years it showed the rural customer buys the same consumer goods as do city people.

Our research people looked into another aspect—the intention of the farmer to buy electrical appliances. What we found in the WLW area, we believe may be applied to other areas across the nation.

In 1946 only nine of every 24 farms had electricity. By 1945, this had risen to 13. In 1951, fully 21 of every 24 farms in our area were using electricity. A third of all farms electrified since 1945 means a tremendous electrical appliance market.

This survey of buying intentions (Continued on page 38)

SAVINGS of 50% of their incomes by U.S. families in 1950 saw 13% of farm families saving that amount, compared to only 4% of total families saving 50%.

ELECTRICITY study by WLW Cincinnati of farms in its area showed nine of every 24 farms using electricity in 1940, but 21 of every 24 in 1951, a jump of one-third.

CONSTRUCTION by U.S. farmers, with values based on 1940 index of 100, rose to a figure of 453 in 1950, a jump of 353% in farm building values.
CBS MERGER

WCCO, WTCN-TV Details

Details of CBS's merger of its WCCO Minneapolis-St. Paul with WTCN-TV interests in the same city were disclosed last week in a transfer application filed with the FCC. The Minnesota merger was on of two which CBS worked out last March in a move to strengthen its position in the TV network sweepstakes [BT, March 10]. The other was buying a 45% interest in KGK Pittsburgh.

Nub of the Minneapolis-St. Paul merger is the creation of Midwest Radio & Television Inc. to be owned 55% by present WTCN-TV owner Mid Continent Radio-Television Inc. and 47% by CBS. Mid Continent puts up WTCN-TV and $212,000 while CBS does the same with its 50-kw WCCO (on 890) and $185,000.

Mid Continent's WTCN has been sold to former U. S. Ambassador to Cuba and Australia, Robert Butler at an asking price of $225,000 [BT, April 21]. Station operates on 1280 kw with 6 kw day and 1 kw night. Transfer application has yet to be filed.

Original cost of WCCO was $480,025.49, according to the application. Replacement value was put at $784,760.

Original cost of WTCN-TV, which operates on Channel 4 with power of 17.9 kw, was $506,098.90, according to the application. Replacement value was put at $853,103.06.

Mid Continent Owners

Mid Continent is half owned by Northwest Publications (Rider Newspapers) and the Minnesota Tribune Co. (which does not publish a newspaper). It also owns 40% of Mid Continent's Milwaukee radio stations. Rider newspapers include the I. Paul Pioneer-Press and Dispatch, Duluth News-Tribune, Hibbing Daily News-Tribune, Duluth News-Tribune, and News, Grand Forks (N. D.), Herald, and two weekly papers, The U. S. Daily Times. Rider interests own WDBM Super Station, Abbeville, S. D., and KELO Grand Forks, N. D.

Total assets of Mid Continent as of Jan. 31 were given as $1,427,207.36, of which $605,207.36 was in cash. CBS listed its total current assets as of March 1 at $643,333.186, of which $12,683,076 was in cash. Total current liabilities was given as $31,760,870.

Application stated that the present staff of WCCO, under General Manager Emeritus, will be retained. It also stated that the management of the new Midwest company would be in the hands of the present Mid Continent officials. Chairman of the board will be William J. McNally, the application stated. President of WCCO will be Robert B. Ridder, it showed.

Approval of the WCCO-WTCN-TV merger will give CBS the following ownership lineup: WCBS-AM-FM-TV New York, KNX-AM-FM and KNXT(TV) Los Angeles, WSBM-AM-FM Chicago, WEEI-AM-FM Boston, KMOX St. Louis, KCBS-AM-FM San Francisco, 45% of WTOP-AM-FM-TV Washington.

In addition to KGK, Pittsburgh, CBS will buy WBKB (TV) Chicago for $6 million if and when the FCC approves the merger of ABC with United Paramount Theatres. CBS is a TV applicant for Chicago, Boston and San Francisco.

OPERATOR RULES

NARTB Amends Request

RELAXATION of the FCC's operator rules to permit AM and FM stations using 10 kw power with directional equipment to be run by remote control, and to give authority to use restricted operators to stand transmitter watches was filed last week by NARTB. Petition was an amendment to the request filed earlier this year to permit same relaxation for stations using up to 5 kw power [BT, Feb. 11, 4].

NARTB's petition and amendment stressed that the technical calibre of broadcast equipment is now of such high standards that for a radio-telephone operator to attend each transmitter is obsolete.

Amendment also asked that the authority to dispense with first class operators' presence also apply to stations using less than 10 kw power, or a directional antenna part of the operating day. NARTB asked that relaxation be authorized for that part of any station's operation that falls within the meaning of 10 kw omnidirectional radiation.

The amendment called attention to an NARTB board resolution calling for boosting the cutoff power to 10 kw "after concluding that there was no real basis for limiting the benefits of the relief to AM and FM stations operating omnidirectionally with powers of 10 kw or less." It was Bernard Koepel, special counsel to NARTB on this matter.

Opposition to the petition has been voiced by operators in letters to the FCC and to Broadcasting Telescasting [BT, Feb. 18, 11]. Station owner Homer H. Haines (part-owner of WNAE Warren, Pa.) has also objected to the relaxation of the operators' rules [BT, Feb. 18].

NABC Oregon Coverage

NRC radio will continue its grass roots coverage of important primary elections with the vote in Oregon on Friday, April 19, be first in the air on KGW Portland and KMED Medford. A special network program, Oregon Primary Previews, will be broadcast from 10:35-11 p.m. EDT Tuesday, April 19, with results of the balloting slated for airing from 12:30-12:45 a.m. Friday. News editor of the primary coverage will be Frank Coffin, KGW program manager, with commentaries by Chuck Fowler and Lawton McCall of KGW and Jennings Pierce and Russell Jamison of KMED.

NARTB DUES

Multiple Members to Get Discounts

NARTB plan to give reduced combination dues to members owning more than one licensed station was put in effect Thursday by a special dues committee comprising board members.

Their three-man committee implemented the plan at a meeting with NARTB President Harold E. Coffin, followed by Judge Justin Miller, board chairman, and C. E. Arney Jr., secretary-treasurer. Members of the board from Harpers Ferry, WSSJ Winston-Salem, N. C., chairman; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCollough, WGAL Lancaster, Pa., action of the committee is subject to ratification by the board at its June meeting. The proposal was set up by the board in February.

PA. ASSN. MEET

Elect Clipp President

ROGER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, was elected president of the Pennsylvania Assn. of Broadcasters at its March meeting at Nittany Lion Inn, State College. He succeeds John S. Booth, WCHA Chambersburg.

Other officers elected were William J. Thomas, WQO Clearfield, Pa., vice president; David J. Bennett, WKBO Harrisburg, secretary (re-elected), and James Murray, KQV Pittsburgh, treasurer.

Other directors were elected: Roy E. Morgan, WILK Wilkes-Barre; Charles R. Petrie, WESL Shamokin; Joseph M. Cleary, WESB Bradford; Robert Trace, WMGW Meadville; Thomas B. Price, WBVP Beaver Falls; Jack M. Snyder, WFPBG Altoona; A. K. Redmond, WHPI Harrisburg; Louis H. Murray, WPM Pottsville; named directors-at-large were Frank H. Altofer, WLAN Lancaster; Joseph Connolly, WCAU Philadelphia; Robert R. Nelson, WARD Johnstown; George J. Podyen, WHJB Altoona.

Penn State Plans

Milton Eisenhower, president of Pennsylvania State College, told the broadcasters he felt the college would not be justified in spending a large sum for a television station, especially in view of its remote location. He suggested the college could perform a public service by developing programs for telecasting on community stations.

President Fellows called a meeting of the AM Committee May 22-23 at the Ambassador Hotel, New York. Members are Glenn Shaw, KLJF-AM, chairman; John Ellis, KTUL Tulsa; Simon R. Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC Cheyenne, WYO; Lee Little, KTUC Tucson, Ariz.; Paul W. Morenay, WTCX Hartford; John F. Palt, W Gar Cleveland; G. Richard Shafso, WIS Columbus; R. C. C. Sowell, WLAC Nashville. Alternates are R. Sanford Guyer, WMOA Marietta, Ohio; Harry W. Linder, WKLM Willmar, Minn., and Richard H. Mason, WPTP Raleigh, N. C.
You can know everything about your audience in Iowa!

Probably the first axiom in advertising is that to do an optimum job, you must know exactly to whom you are talking, at what time, under what circumstances.

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa. Using these Surveys, you know exactly who is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

The 1951 Iowa Radio Audience Survey is now available. It is the result of personal interviews with 9,180 families—all scientifically selected from Iowa cities, towns, villages and farms to present a true picture of the radio audience in Iowa. It is a must for anyone who wants to get the ultimate value from his advertising dollars, in Iowa. Write direct for your copy, or ask Free & Peters.

Free & Peters, Inc.
National Representatives
SELL THE HEART OF INDIANA

OVER WIBC INDIANAPOLIS, INDIANA'S FIRST

When all the yardsticks of time buying are applied to WIBC, this station emerges as one of the soundest purchases in all radio. With 50,000 watts on 1070 KC, it has the largest coverage area of any Indianapolis outlet and enjoys complete dominance of the rich Indianapolis market. The selling power of WIBC is felt far into strategic portions of Kentucky and Ohio as well.

As the country’s 28th metropolitan market and the key distributing and shopping center for the entire state, Indianapolis is a vital consideration for the advertiser—who can reach out, over WIBC, into an area that covers 1,077,356 radio families.

Blair-represented WIBC has earned its position as one of the territory’s outstanding stations through the excellence of its local programming. Virtually every personality featured by WIBC has become a long-time favorite with listeners, which is a tribute not only to their talents but also to this station’s splendid music and production facilities.

As exclusive representatives of WIBC, John Blair & Company—along with an impressive list of important advertisers—have factual proof that the size of WIBC’s audience is matched by its responsiveness. No matter what you have to sell, you can sell it at low cost over WIBC. Call your John Blair man today!

― Platter Party‖, a family type musical request program with MILT LEWIS, enjoys the second top local rating in opposition to three networks and TV.

EASY GWYNN, whose "Easy Does It" and "Easy Listening" disc jockey programs are consistently first in Hooper D. J. surveys. His mail count has averaged 5,000 a month for the past eight years, and has gone as high as 2,500 a day in contests.

GILBERT I. BERRY
General Sales Manager
"Harper's Farm Fair" features DIX HARPER, who for the fourth time in the last five years was presented the National Safety Council's public interest award for service to farm safety. With a long list of commercial successes to his credit, Dix Harper pulls mail from seventeen states.

JACK MORROW and COUSIN CHICKIE, whose "Country Carnival" was so immediately successful it was expanded from thirty minutes to an hour and a half. "Reveille Revelry" is their other hit program, featuring music, time and weather reports, morning news.

John Blair & Company specializes in radio representation exclusively. Since we are entirely removed from any other operation or function, we are able to give the stations we represent our full time and our full efforts...as specialists in selling via spot radio.

RICHARD M. FAIRBANKS
President and General Manager
POLITICAL TIME

Z Bar Net Adopts Policy

NEW policy designed to give candidates for major political office one free period each, with commercial facilities available at regular rates, has been adopted during the primary campaign by the XL stations in the Northwest and Z Bar Net, headed by Ed Craney.

Each candidate for governor, U. S. Senator, Congressman and secretary of state, within the station areas, will be given a 14½-minute time period to be taken from sustaining availabilities and used as a single unit. The time must be used by the candidate personally.

Candidates may use facilities further at regular commercial talk rates. “Any individual, group or organization in support of a legally qualified candidate” is qualified to buy time “provided the candidate provides the originating station of the Z Bar Net with a written statement that such individual, group or organization is authorized to speak on behalf of such candidate on each specific occasion,” the Z Bar Net instructions specify. They continue: “The Z Bar Net authorizes no group or individual to act in its behalf in arranging for broadcasts except the managers of its individual stations, who will clear the time, accept payment in advance for the broadcast, receive the signed letter of authorization to broadcast (in case of other speaking in behalf of a candidate), provide and receive the signed indemnity agreement and deliver the contract to party or organization purchasing such time.”

Z Bar will sell time up to the normal closing time of the local station on election eve, with national network political broadcasts having priority over all others for time clearance. State broadcasts are second in priority, county third and city fourth. National network commercial programs will be cancelled when all sustaining time and local commercial time has been exhausted, it is explained. Announcements will be sold only on run-of-the-schedule basis.

In the instructions sent candidates by KXLY Spokane, Wash., the station insists that all talks by persons other than candidates be submitted 48 hours before broadcast time.

17 out of 18 prefer WDAY, Fargo!

“TO what radio station does your family listen most?” As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY; 4.4% said Station “B”, 2.3% Station “C”, 2.1% Station “D”, and so on.

WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo’s home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station “B”. Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

NBC SESSIONS

Midwest Affiliates Meet

THIRTY NBC affiliated stations from the Midwest were represented at the second of the network’s series of press and merchandising sessions on radio in Chicago last week. The network and its executives were hosts to more than 40 station men at meetings in the Palmer House Monday and Tuesday.

Harry C. Kopf, NBC vice president and general manager of WMAQ and WNIB (TV) Chicago, presided at the meetings. On Monday, Fred Shaw, director of radio station relations, introduced Jacob A. Evans, manager of radio advertising and promotion; Gordon Mills, radio network sales manager, Chicago; Jack Eyan, Chicago press manager; William Ray, Chicago news and special events manager; Fred Dodge, director of merchandising; Clyde L. Clem, supervisor of audience promotion, and Hugh Beville Jr., director of plans and research. Luncheon entertainment was provided by Tommy Bartlett. Welcome Travelers personality, after which a slide film presentation of "Summer Radio—1952" was shown.

Tuesday discussions included speeches by Ludwig Simmel, manager of the network’s co-op sales, and Mr. Clem, as well as general discussion on network and affiliate plans for sales promotion merchandising, publicity, news and research. Alex Drier, Chicago network commentator, spoke at the luncheon.

Those attending included:

Mel Kampe and Ed Maxwell, WMBQ Springfield; El; Clem Sorensen, WTAM Cleveland; Mill Greenbaum, WILM Saginaw, Mich.; Roy Pederson, WDAY Fargo; John Schwerker, WHO Des Moines; M. Wayland Fullington and Ward Glenn, WIBR Indianapolis; Jack Zinkemeter, Jack Frasier and F. G. Peirce, WWHO Cincinnati; John Alexander, KIMY North Platte; N. V. Bakke and Bruce Wallace, WTMJ Milwaukee; Clifton Westin, Ft., WOW Omaha; Richard Gourley, WSPD Toledo.

Joe Floyd and Larry Benson, KELO Sioux Falls; W. J. McClellan KVOO Tulsa; Leonard G. Anderson, WKBH La Crosse; David Hayle, WOOD Grand Rapids; J. E. McKinley, WPTZ Plattsburgh; Ray Scales, WLTJ Oklahoma City; Carl Wyler, KSYM El Paso; Robert Nelson, WAGZ East Claremont, Wis.; Tom Fink and Edwin K. Wheeler, WWJ Detroit; Frank Festenback, KKO St. Louis; Fred Reed, WOW Davenport; Alex Keese, KDLX Dallas.


WHIM Business Up

WHIM Providence has celebrated its fifth birthday anniversary with the biggest cake in its history. General Manager Bob Engles reported that billings for the first quarter are up 50% over the same period last year. As part of the anniversary observance, WHIM sponsored a slogan contest, awarding $100 in cash and other prizes to listeners submitting slogans. The winning slogan: "WHIM—the listening post you tune to most!"
in New Haven

it's A.M. in the P.M.

Yes, night-time radio in New Haven has received a hefty shot in the arm with the injection of strong NBC shows to brighten up one of New England's old reliable voices.

WNHC-AM delivers as many as 748 families for one dollar evenings thruout the week --

and that's just the beginning . . .

WNHC-AM has been NBC for less than five months. Ratings will grow. Values will increase.

For a complete broadcasting promotion, merchandising SALES campaign choose

WNHC

The Elm City Broadcasting Corporation

New England's First Complete Broadcasting Service — AM-FM-TV

Represented by the Katz Agency
Network Rate Cuts
(Continued from page 28)

millions listen
millions buy!

network sources. Meanwhile, NBC officials maintained they were doing their best to protect the rate card. Like CBS Radio's subscription to the new Standard Audit surveys, NBC has signed for the new A. C. Nielsen Co. Station Audience studies, also now in progress and slated for completion in late summer.

Meanwhile, one radio network and the owner of another figured in a sponsorship proposal which some affiliates estimated would be the equivalent of knocking off up to 45% of stations' card rates. The principals: NBC and General Tire & Rubber Co., controlling stockholder of Mutual.

As reported by Affiliates, NBC asked stations to clear time for General Tire sponsorship of a total of 3/4 hours spread over the days, the Affiliates to be paid on the basis of one hour of Class A time. The programs would consist of coverage of the National Open Golf Tournament on June 12, 13 and 14.

The plan was said to encompass the following time periods (EDT): Thursday, June 12, 8:30 p.m.; Friday, June 13, 8:30-8:45 p.m.; and Saturday, June 14, 3-3:15, 4-4:15, 5-5:15, 6:30-6:45, and 7:30-8:15 p.m.

May 20-21 Meeting Topic

The overall rate situation is one of several subjects slated for the May 20-21 meeting of the Affiliates Committee to be held at the Ambassador Hotel in New York starting a luncheon May 20.

Chairman Morency said last week his group "views with regret" the "rather spasmodic and opportunistic approach" which it feels has been taken with respect to advertiser pressures for lowered time costs. At the same time, he said, "strong indications" that some or all networks may boost their daytime rates are heartening.

He contended that, even though advertisers want to buy for as reasonable a price as they can, they are even more concerned that their competitors do not get better buys than they. A great deal of pressure, he felt, would disappear if advertisers were assured that all were getting the same deal. Similarly, he thought, one agency would be less apt to try to lure accounts from others on the promise that "if I can get it for you cheaper," thus again reducing the rate turmoil.

Representatives of both A. C. Nielsen Co. and Standard Audit are expected to appear—separately— to explain their respective measurement studies to the committee.

Another agenda item is selection of a successor to Leonard Kapner, who has asked to be relieved of committee membership because of the pressures of duties at WCAE Pittsburgh, to which he is president and general manager. Mr. Morency expressed regret at Mr. Kapner's withdrawal.

Mr. Morency himself has served notice of intention to retire as chairman as soon as the permanent committee structure, formally authorized at a meeting of all supporting member-stations during the NARTB convention six weeks ago, is completed. Much of this work may be done at the May 20-21 meeting, but efforts are afoot to continue him in office although he insists that he must be free to spend more time on WTIC managerial duties.

While the rate pot boiled, a spokesman for one advertiser which reportedly had renewed time on CBS Radio at a healthy discount—Campbell's Soups, for Club 15, 7:30-8:45 p.m. EDT Monday-Wednesday—denied late last week that the renewal had been made or that any cut in rates had been offered, and said that final decision on renewal would be disclosed to the network shortly before the deadline, which is May 21.

KTKO SALE

Would Sell to Tex. Group

CONTRACT for the sale of KTKO Oklahoma City by O. L. (Ted) Taylor to the newly formed Amarillo Broadcasting Co. for $225,000 was in process of preparation last week.

New firm, which recently acquired KFDA Amarillo for $240,000, should make an offer to give the FCC within ten days. The KFDA transfer now is awaiting FCC approval [B&T, March 3].

Principals of Amarillo Broadcasting Co., which would acquire the stock of KTKO Inc. from Mr. Taylor, are C. C. Woodson, publisher of the Brownwood (Tex.) Bulletin and of other newspapers, who also holds oil interests; Wendell Mayes, president of KBWD Brownwood and KNOW Austin; Charles B. Jordan, vice president of Texas State Network and assistant general manager of KFJJ Fort Worth, and Gene Cagle, president of TSN.

A recent transaction, whereby KTKO would have been sold to the Kerr-McCoo interests in Tulsa for $225,000, in a partly also involving WEEK Peoria, controlled by Sen. Robert S. Kerr, was cancelled [B&T, April 28]. This paved the way for the disposition to the Texas group, subject to customary FCC approval.

Mr. Taylor, chairman of the O. L. Taylor Co., station representatives, in addition to KTKO, owns KANS Wichita and KRGV Wes- laco.
Floating "Voice" to Pierce Iron Curtain

To parry jamming tactics and reach more remote areas, the Voice of America is adopting the novel technique of using a ship as a floating transmitter.

For this purpose a cargo ship has been converted at Bethlehem Steel's Hoboken, N. J., Shipyard into a floating radio station. This vessel, named the Courier, which is operated by the United States Coast Guard for the State Department's Voice of America, is equipped with both medium and short-wave transmitters. Its sending power is very great—greater than that of any standard radio station in the United States. Messages broadcast from the United States are picked up and relayed from the ship via a special antenna raised above the ship's deck by a captive barrage balloon.

The conversion work completed, the Courier left the Bethlehem Hoboken Yard in the early part of this year, ready and able to go anywhere in the world.

With the aid of this highly mobile, powerful station, broadcasts of the Voice of America are expected to get through to listeners in deep Iron Curtain territory hitherto sealed off from the outside world.
A BUSY last week saw 21 more BMI program clinics completed in the United States and Canada for a total of 38 through Saturday with attendance well above the 2,000 mark (B+T, May 6). The clinics wind up this week with meetings in Alabama and Maine today (Monday), in St. John, New Brunswick on Wednesday and Toronto on Friday.

Last week’s progress was reported as follows.

VANCOUVER, B. C., May 5

The Vancouver BMI clinic drew 156 broadcasters, with William Harold Moon, assistant general manager, BMI Canada Ltd., acting as chairman.

Dave Baylor, general manager, WJMO Cleveland, made the opening talk, with Maurice Finnett, president, CKOK Penticton, B. C., discussing profits and service in single station communities.

William Holm, general manager, WIBW Topeka, and general manager, WINN Louisville, talked on “Music Is Our Business.”

President F. H. Elphicke, British Columbia Assn. of Broadcasters, was chairman at the clinic luncheon, which was addressed by Carl Haverlin, BMI president. Other talks were made by Joseph G. Calda, editor-in-chief, Billboard magazine, and Mahlon Aldridge, general manager, KPRU Columbia, Mo.

ALEXANDRIA, La., May 5

Louis Read, commercial manager, WDSU-AM-FM-TV New Orleans, speaking of the importance of programs in account servicing, told Louisiana broadcasters: “Radio people everywhere are beginning to realize that in radio they have the nation’s No. 1 mass-medium of communication” and “in most instances to do something about making changes wherever changes are indicated... there will always be plenty of listeners available. It’s up to us to give them the programs they want to hear. If we do this, and do it well, those all-important sales will follow...”

WICHITA, May 5

Gene Trace, vice president and general manager, WBBW Youngstown, Ohio, addressing the Kansas broadcasters, said that what follows after the sale may make sales renewals possible.

“The program director should constantly be striving to build programs that are saleable and he should let the commercial department know about it,” he said.

“There must be the closest cooperation from every department,” he said. “Successful radio stations are not in the habit of carrying deadwood.” Mr. Trace also addressed the St. Louis, Des Moines and Chicago clinics during the week.

Al Marlin, BMI field representative, acted as chairman, and Ben Ludy, president, Kansas Assn. of Broadcasters and general manager, WIBW Topeka, presided. Other speakers included: Arden Booth, manager, KLMN Lawrence; Ed Yocum, general manager, KGHL Billings, Mont.; Bess M. Wyse, general manager, KBWV Hutchinson; Manuel Rosenberg, editor, The Advertiser; Bruce Behymer, farm editor, KFH Wichita, and D. Gordon Graham, assistant program director, WCBS New York.

MILWAUKEE, May 5-6

George T. Frechette, general manager, WFRH Wisconsin Rapids and managing director, Wisconsin Network, thought local news with the “key” to greater audience and greater sales.”

Mr. Frechette, who also spoke Wednesday at the Minneapolis clinic, told Wisconsin Broadcasters Assn. members that interviews with men and women of the Armed Forces “are the kind of programs local sponsors want and will buy.” He also described his station's contests and programs, some offering prizes, and of a taped Christmas program recording holiday activities.

Ben Laird, WBA president and general manager, WDUZ Green Bay, presided. But Squire, BMI field representative, was chairman.

Other speakers were Mill Slater, production manager, WNEW New York; W. Robert Rich, program director, WBEN Buffalo; Emerson Smith, program manager, KDLY Salt Lake City; Gus Haganah, vice president, Standard Radio Inc.; James Hanlon, public service broadcast director, WGN Chicago, and Harold Safford, program manager, WLS Chicago.

ST. LOUIS, May 6

Joseph Slaterry, assistant program director, KWTO Springfield, Mo., told Missouri broadcasters they should make special efforts to reach rural audiences.

He advised “building your shows around a personality and giving him honest products to advertise.” He also advised encouraging visitors, personal contacts and service.

Your Best Customer

(Continued from page 28)

showed the average proportion of rural families who planned to buy is practically the same as city families, 63% and 65%, respectively.

Percentage wise, the rural intention to buy was highest on these products:

<table>
<thead>
<tr>
<th>Product</th>
<th>Rural</th>
<th>Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home freezer</td>
<td>16.2%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>18.5%</td>
<td>6.5%</td>
</tr>
<tr>
<td>Electric range</td>
<td>5.7%</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

That, broadly, is the farmer, your biggest prospective customer. You’ve seen how prosperous he is—how high his income is. His purchases are up, his savings are magnificently high, his supply of ready cash is higher than that of any other segment of our population.

It is true the farmer is difficult to reach but the most effective and economical way of reaching him is through radio.

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# BMI CLINICS CONTINUE

# USED CAR DEALER

# ONE 15 MINUTE PROGRAM PER WEEK

# SOLD 9 USED CARS ON HIS PROGRAM ON SUNDAY APRIL 5, 1952

# BATTLE CREEK, Mich., BMI Clinic

April 30 saw these three ironing out a clinic problem: Scooted, Don Jaye, general manager, WELF Battle Creek; president of Michigan Assn. of Broadcasters and president of the Committee of State Assns. of Broadcasters; standing, John McLoughlin (I), advertising manager, Kraft Foods Corp., and Sydney Kace, BMI board vice chairman and general counsel.
Don Lee's Radio audiences are climbing, too

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

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

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

On the Pacific Coast, over 14 million people are distributed throughout 323,866 square miles. It takes a big advertising medium to cover it. Only Don Lee is big enough to sell your customer locally in 45 important markets from their own local network station. Only Don Lee has the flexibility to match your distribution. No waste! You buy what you need, where you need it.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...Don Lee.

Represented Nationally by John Blair & Company

The Nation's Greatest Regional Network

1313 North Vine Street
Hollywood 28, California

Mutual DON LEE
BROADCASTING SYSTEM
A REPORT ON RFE... Europeans Learning the Truth—Withycomb

RADIO Free Europe's operation in Munich is a perfect example of international cooperation, Donald Withycomb told TELECASTING last week on his return to New York after a year's service as studio manager of the RFE Munich plant.

Studio and transmitter personnel are almost entirely German, Mr. Withycomb said. The top supervisory and departmental heads are Americans. Producers, writers, announcers and other program staff are mostly refugees from the Iron Curtain countries. "At times the atmosphere resembles the Tower of Babel," he said, "but still the show goes on—from 5 a.m. to 1:15 a.m. daily."

Commenting on the RFE operation, Mr. Withycomb said that he felt privileged to have had a year's participation in "a unique type of anti-communist radio program service directed to the Iron Curtain countries. Through the use of high power medium wave, short wave and relay transmitters beamed toward the east from locations in Germany, Italy and Portugal, those who have receiving sets in Hungary, Poland, Czechoslovakia, Roumania and other countries can learn the truth not only about what is actually happening in their own localities which have been trampled under foot by the communists and their native guilings, but through the careful production of hundreds of hours each week of programs transmitted in their native tongues, these people are told what the Western World is doing to help their cause."

Asked about the ballooncasting which was inaugurated last summer, Mr. Withycomb expressed the opinion that this method of reaching a very wide group of people in the eastern countries is about as effective a counter propaganda weapon as can be devised at this time.

"I hope that this endeavor will be reactivated on a considerably larger scale," he said. "It is one type of operation the communists cannot jam."

Mr. Withycomb is planning to re-enter the TV consulting field, in which he was active as consultant to Meredith Publishing Co., owner of WHEN (TV) Syracuse, before joining RFE. He is establishing headquarters at 150 East 39th St., New York.

BUY MYSTERY SHOWS

Michelson Announces Sales


Michelson, which started sales of half-hour transcribed mysteries in blocks about eight months ago, reported its packages now cover 83 markets and summer sales total an all-time high for the company, $106,000.

Morehouse Appointed

P. B. MOREHOUSE, chief of Trade Practice Conferences Division, Federal Trade Commission, has been appointed assistant general counsel in charge of compliance for the commission, succeeding Joseph S. Wright, who resigned. Trade practice division, which promulgates rules for various industries (including radio-TV), will be headed by Allen C. Phelps, FTC Chairman James M. Mead announced Monday. Mr. Phelps was moved from the Export Trade Division of which he was chief.

TENTATIVELY titled Ask Dr. Gallup, a transcribed pre-election program featuring the pollster with political news, trends and analyses, has been signed as a six-time weekly 7:05-7:10 a.m. feature on WCBS New York. The 26-week series, produced by George F. Foley who handled Dr. Gallup's '48 election programs on TV, is scheduled to start today (Monday). The daily 5-minute transcription has also been purchased for 26 by WTOP Washington and WCAU Philadelphia.

BROADCASTING • Telecasting

The six were: WJPG Green Bay, Wis. (1440 kc, 500 w day, 1 kw night), licensed to Green Bay Newspaper Co. and headed by W. J. Turnbull, president; WDBQ Dubuque, Iowa (1490 kc, 250 w), licensed to Dubuque Broadcasting Co., with James D. Carpenter executive vice president and general manager; WYVE Wytheville, Va. (1280 kc, 1 kw day, 1 kw night), licensed to Wythe County Broadcasting Co., with Arthur M. Gates Jr. as general manager; KVOZ Laredo, Tex. (1430 kc, 250 w), licensed to Highland Broadcast Co., under the presidency of Henry L. Jolly; WPKY Princeton, Ky. (1589 kc, 250 w, day), licensed to Princeton Broadcasting Co. with Leslie Goodaker as owner and general manager.

RETAIL AD RISE

Seen in NRDDA Survey

A RISE in retail advertising budgets was indicated last week in a survey by the National Retail Dry Goods Assn.

Responding to a survey of "more than 60 outstanding merchants from 35 cities and 34 states," according to NRDDA, 41% said they planned to increase advertising budgets this year, while 24% reported that they would spend the same amount as last year and 20% indicated their appropriations will be less than in 1951.

The question on advertising plans was one of a large number on which the stores were surveyed by NRDDA.

Expensive Haircut

TWENTY years ago, shortly after arriving in Cleveland to start WGAR, John F. Patt, now WGAR president, went into a barbershop for a haircut. The barber, Al Klein, was a Detroit Tigers rooter. Mr. Patt, with his newly-found enthusiasm for Mr. Klein that the Cleveland Indians would finish ahead of the Tigers in the American League race. If Mr. Patt won, he would receive a haircut, shave, shoesine and manicure, all personally administered by Mr. Klein. If, however, Mr. Patt won, he was to be given 15 minutes of WGAR time to predict baseball happenings. Every Cleveland opening day since, Mr. Patt has filled his 9:30-9:45 a.m. segment to the barbershop prognosticator, Mr. Klein.

FCC DISPROVES RUMOR

Spread by Newspaper

ALARMING implications published by San Francisco newspapers when an FCC radio engineer quit two weeks ago leaving "all of Northern California and Nevada uncovered" were largely disproved by the FCC last week.

Resignation of Frank T. Roach as a radio engineer in the San Francisco field office inspired a front page news story that was headlined: "Lone FCC Man Gives Up—Dangers of Illegal Radio Interference Here Told." The story quoted Roach as saying he was unable to do his work properly because of the lack of funds.

Although Mr. Roach was mainly responsible for investigating complaints—interference as well as illegal transmissions—the FCC pointed out that he was not the only engineer engaged in that work. Nor was he the only one in the San Francisco field office, it was emphasized.

Mr. Roach was reported in newspaper stories to have said that he received 60 to 80 complaints a month from airlines, military, TV set owners, etc., and that he had more than 200 unanswered complaints on his desk when he quit.
SELLWOOD-MORELAND
A small portion of the Sellwood-Moreland shopping area serving a retail trade area of more than 50,000 persons.

CIVIC LEADER
Bob Shaw, Sellwood Furniture dealer, acclaims, "KGW is the leader in this area. Local programming and public service you cannot duplicate."

CAREER WOMAN
Em Reifschneider of Emily May's junior department store, reports, "Where women shop you hear about KGW because it gives the clear concise type of news features, entertainment, shopping news that's so important to today's shoppers."

Nearly 100 per cent of western homes have radios and in the area serviced by KGW that means an impressive audience for your product advertising. The Great Northwest where radio is king and the king of western radio is KGW! With more than 30 years of leadership and community service KGW's listener loyalty and appeal pays off for you. You are keyed to the Great West with product advertising on KGW. Act now to reap the reward of the best procurable radio advertising available in the Northwest!

PORTLAND
OREGON

Celebrating our 31st Year of Leadership and Community Service

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

Page 40 • May 12, 1952
THE PEOPLE’S VOICE TELLS THE CHOICE: KGW!

HOUSEWIFE Steffie Steffens relates, "Listener loyalty you can’t buy comes with the pioneer prestige that spells out KGW, truly the choice in Portland."

DRUGGIST Al Smith, shown with Pharmacist Bernard Klonoff, states, "The right prescription for any ailment is tuning to six-two-oh, the 'People's Voice' in Portland, KGW!"

HARDWARE STORE Partner Bob Wall reports... "When you say radio in the Northwest you immediately think of KGW, the west's best."

Sellwood-Moreland
One of Portland's oldest and best loved districts, where KGW is in tune with the people.

GROCER Don Rife says, "Sales increase more than 20% when national brand products are advertised on KGW. THE radio station of our area is KGW."

DOCTOR Gordon Pelley, well-known community leader, says, "I've known KGW for the past 30 years and it 'knows' the people. That's why it's truly the 'People's Choice.'"
IBA-UI CLINIC
Free Radio News Urged

BREAKDOWN of barriers against access to government news was urged by Fred Siebert, director of the U. of Chicago School of Journalism, at a clinic attended by 50 Chicago radio news directors May 1-2 at Urbana.

Mr. Siebert, addressing the clinic sponsored by the journalism school and the Illinois Broadcasters Assn., said radio newsmen should work with groups such as the American Society of Newspaper Editors in focusing attention on public officials.

Bill Ray, manager and news director of NBC's WMAQ Chicago, outlined work of the National Assn. of Radio News Directors nationally and NBC in Chicago in opening the doors to government news, and Glen Farrington, news director of WATAX Springfield, described his campaign for more news from the Illinois legislature.

Mr. Siebert suggested setting up a weekly radio-press conference with the governor and individual legislators, which he said could lead to an official tape recording of all legislative proceedings to be made available to newsmen.

Other participants in problems at the clinic included: Ray Livesey, past president of IBA and manager of WLBH Mattoon; Robert Eickmeyer, news director, WTAD Quiney; Bert DeBarro, program director, and news director, WVLN Olney; Dick Evans, news director, WDJ Decatur; Don Brown, assistant U. of Illinois professor of journalism; Fred Hinshaw, news director, WLBC Muncie, Ind.; Laverne Wiltman, news director, WLPO LaSalle; Glen Broughman, WQUA Moline; Jack Shelley, news director, WHO Des Moines, Iowa; Brooks Watson, news director, WMWD Peoria; Prof. Quincy Howe, formerly with CBS and now news analyst for WJJD Urbana, U. of Illinois station, and Herschel Schooley, representative of the Office of Public Information, Dept. of Defense, Washington.

Small Newsroom Operations

Speaking on profitable practices for small newsrooms, Mr. Hinshaw stressed working with station time salesmen and sponsors and competent coverage of local news.

Mr. Wiltman suggested use of correspondents similar to those of a newspaper in getting news from outside a city; Mr. Broughman said the "beep" recorder should be used for maximum interest.

Prof. Brown pointed out the value of news written in readable style and with "flow," yet having individuality. Mr. Shelley said newsmen were not exploiting weather news, which he said means dollars and cents both to the station and the listener.

Prof. Howe spoke on current issues and best political coverage of news. Mr. Watson described WMBD's election results coverage.

HOLLENDER NAMED
To 'ike' Radio-TV Post

ALFRED L. HOLLENDER, executive vice president and partner of Louis G. Cowan Inc., New York producers of radio-TV packages, has been named director of radio and television activities for Citizens for Eisenhower, S.S. Lamaron of Young & Rubicam, vice chairman of the national group's public relations committee, announced last week.

Mr. Hollender's position will require his supervision of radio-TV coverage of the Abilene, Kansas, speech to be made by the general June 4, production of future network shows for the candidate, preliminary planning for summertime convention coverage, and preparation of special material for use in various states, it was pointed out.

Formerly associated with WIND and WJJD Chicago, Mr. Hollender, during the war, was chief of the OWI Radio Outpost Division and, overseas, a member of Gen. Eisenhower's Supreme Headquarters staff with the Psychological Warfare Division. He later was chief of radio and communications for the American zone of Germany.

Tokhni Elected

ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, and CFCH North Bay, all Ont., as well as owner of a string of 14 Canadian and one United States dailies, was elected president of Canadian Press at Toronto April 30. Victor Sifton, Winnipeg Free Press (CKRC Winnipeg), was elected honorary president. New directors of Canadian Press, whose newspapers have radio station affiliations include D. B. Rogers, Regina Leader-Post (CCKK Regina); Arthur R. Ford, London Free Press (CFPL London); Arthur L. Davies, Kingston Whip-Standard (CKWS Kingston); Harvey Major, Montreal La Presse (CJAC Montreal), and T. F. Drumhie, St. John Telegraph-Journal (CHSJ St. John).

NBC Chime-Play

IT RINGS the bell. That's the idea of NBC radio in using special theme, composed by Meredith Wilson and based on the network's chimes, to symbolize broadcasts by name dance bands. Ringing in of the chime theme, to be used for opening of every NBC radio remote dance-program, was slated for the network at 12:05 a.m. EDT Saturday with broadcast of Woody Herman's orchestra from New York's Stalter Hotel.
Symbol of experience

Years of research and development are represented in this Truscon Self-Supporting Radio Tower, designed and erected by Truscon for WPJB-FM-TV Broadcasting Station, Providence, Rhode Island.

In every corner of America, and in many foreign countries, there are outstanding examples of Truscon Tower design for AM, FM, TV and Microwave broadcasting. Truscon has the designers, engineers, and fabricators with an unexcelled fund of practical knowledge to meet every tower requirement.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY
Subsidiary of Republic Steel Corporation
1074 Albert Street, YOUNGSTOWN 1, OHIO

TRUSCON...a name you can build on
there's

conflict

in the
conference room
when a list
is being checked!

The media buyers are on the spot. They’ve made up their list. They’ve dug up information, talked to space and time representatives, boned up on all the facts...

Now they’ve got to SELL their selections to the toughest buyers of them all—the account executives and top men in the agency...

The questions come thick and fast—

“Are you sure this paper leads in grocery linage?”

“What proportion of this TV audience is young marrieds?”

“Which dealer paper has run the most articles on clerk training?”

“Are per-capita drug sales higher in Boston than in Baltimore?”

“Don’t all farm papers have Women’s Sections?”

No time now to dig for that market analysis; to study voluminous material. The facts that count now are those the media men can remember, for sure, and those they can lay their hands on, fast.
There they have at hand quick sources of reliable information... facts assembled and organized by the experienced staffs of Standard Rate & Data and CONSUMER MARKETS.


Circulation? Rates? Occupational breakdowns of business publications? They turn to the monthly SRDS books; scan the standard listings.

But some questions cannot be answered by standard listings!

"Which newspaper has the better out-of-city circulation?"

"How does this station promote its programs?"

"What business paper leads in the top 25,000 plants?"

"What is the trend in magazines for men?"

These are not standard questions. They demand not just facts, but analyses of facts. And this is where Service-Ads in Standard Rate and in CONSUMER MARKETS come to the rescue. For this is the kind of information that approximately 1,050 publishers and station managers put into the space they took next to their SRDS listings last year; next to their market data in CONSUMER MARKETS.
KGW SALES PLAN  
Brings Results in Portland

LOCAL merchandising plan by KGW Portland, Ore., featuring 13 cities communities in a 25-week promotion campaign, has increased its national and local advertising despite the advent of television, the station reports.

The NBC affiliate's plan, which spotlights KGW-advertised national brand products with local grocers and has been used already in five communities, has resulted in additional support from business firms and listeners, with the station receiving requests for participation from grocers not included in the program to date, according to KGW officials.

Spot announcements tell of the various shopping centers featuring KGW-advertised brands, integrated with a KGW "banner store" idea, with much of the distribution of banners and store material by community booster organizations of businessmen. Competing grocers in the same area band together on "KGW Days" to promote the overall "banner" theme, the station reports, and new friends among listeners and in business circles have been added.

Kellert Plans Agency

RESIGNATION as sales manager of WOKO Albany, N. Y., after 15 years has been announced by Al Kellert, who will open an advertising agency to handle radio, television and newspaper advertising, merchandising, promotion and sales. Other posts held by Mr. Kellert during 25 years in the advertising field were as sales manager of WABY Albany and as display advertising staff member of Knickerbocker News and Times-Union, both Albany newspapers.

ABS BUSINESS

Six Sign Contracts

ALASKA RADIO SALES, New York, representing the six-station Alaska Broadcasting System, has reported expanding network business activity for 1952. Increased schedules, renewals, and new business for ABS were broken down as follows:

Anheuser-Busch Inc., through D'Arcy Adv., both St. Louis, has increased its spot schedule.

Hills Bros. Coffee Inc. through N. W. Aver & Son, N. Y., Brewing Corp. of America through Benton & Bowles, N. Y., and Aviset Co. through Harrison-Richards div., Los Angeles, have all renewed spot radio schedules with ABS.

New contracts have been signed by Blatz Brewing Co., Milwaukee, through Kattor, Farrell, Cheesley & Clifford, N. Y. and Philip Morris & Co., through Bowl Co., N. Y., has signed for live weekend baseball games. J. A. Folger & Co. (Folger's coffee), through Raymond M. Morgan Co., both San Francisco, has placed a spot schedule with ABS. Lattier was obtained by Duncan A. Scott & Co., West Coast representatives of network.

NAB COURSES

Set by Barnard College

BARNARD College, New York, will offer four professional courses as part of its six-week Summer Institute of Radio and Television, with classes to be taught in NBC studios by NBC staff members, it was announced last week.

To start June 30, the classes are intended for educators who want to incorporate radio-TV techniques in their own classes as well as for graduates preparing to enter the broadcasting field. Tuition fee for the Institute, which started last year, is $140.

Network instructors and their subjects are: Mrs. Doris Corwith, supervisor of public affairs, NBC Radio, who will teach an introductory course, surveying the entire industry and its operation; Patrick J. Kelly, supervisor of announcers, who will teach speech and microphone techniques, with NBC announcers conducting discussion periods; William Rodapp, producer of the NBC-TV series, American Inventory, who will direct production and programming classes, and Ross Donaldson, NBC supervisor of literary rights, who will instruct a writing workshop course.

LAB ELECTS

Wilson of KPLC Named V. P.

DAVID A. WILSON, general manager of KPLC Lake Charles, La., has been elected vice president of the Louisiana Assn. of Broadcasters, succeeding J. C. Liner, KMLB Monroe, who died two months ago [B+T, March 17].

Mr. Wilson was named to fill his unexpired term at a dinner meeting of the association in Alexandria's Bentley Hotel May 4. A BMI clinic followed the meeting on Monday, according to E. Hillman Baxley Jr., LAB secretary-treasurer.

Arkansas Broadcasters

ARKANSAS Broadcasters Assn. will hold its regular late-summer meeting Aug. 25 in Little Rock. In conjunction, the ABA will hold its second annual sales clinic Aug. 24.

Tannen Fame

ERNIE TANNEN, program director, WGAY Silver Spring, Md., personifies "opportuality" to one English journalist, whose impressions of the U. S. are currently running in the Manchester Guardian. John Aldrich, whose series "American Journey" is currently appearing, tells of Mr. Tannen's discharge from the army in 1948 and his ambition to own part of WGAY or another similar station in the U. S. before he is 40.
During the 1st quarter of 1952 KMAC grossed 96% more than the 1st quarter of 1951 (1951 was KMAC’s biggest year)

NO OTHER SAN ANTONIO STATION CAN MAKE THIS STATEMENT

MUTUAL ON 630
SAN ANTONIO
★ HOWARD W. DAVIS, Owner

★ REPRESENTED NATIONALLY BY GEORGE P. HOLLINGBERY Co.
and enjoy the spring weather, WGST will handle your sales chores in the Atlanta market. We've been successfully selling and promoting products in this steadily growing area for 28 years. We feature the best in ABC programs, top local shows and an alert merchandising plan. To get the full story on Atlanta and WGST contact us or our national reps.

AAW AWARDS
Scheduled in June

FIFTH annual Advertising Assn. of the West competition for best radio commercial programs and spot announcements produced in the 11 Western states and Western Canada is now open with final judging set for early June. Distribution of awards will be made at 49th annual AAW convention in Seattle June 22-26.

Southern California Broadcasters Assn. is handling coordination of the contest in cooperation with AAW. Competition is open to all radio stations, advertising agencies, advertisers and individuals in the western area.

Four certificates will be given for top programs and announcements. Best of four will receive a perpetual trophy awarded by Vancouver Advertising and Sales Bureau. Chairman of judging committee is C. Burt Oliver, vice president of Postle, Cone & Belding, Hollywood.

Entry blanks and rules are available from Western advertising clubs, AAW or Norman Nelson, managing director, SCBA, Hollywood.
PORTLAND
PACIFIC NORTHWEST DISTRIBUTION CENTER

KEX
50,000 WATTS COVERS THE BIG PORTLAND MARKET

When you pay for Portland, get your money's worth. Get the Plus coverage in Portland's 500 mile trading area.

PORTLAND POINTERS

★ PORTLAND'S wholesale trading area is among the largest geographic trading areas in the nation...covering all of Oregon, much of Washington, and parts of California.

★ PORTLAND'S 1951 wholesale sales of $1,425,289,000 are almost double the city retail sales.

★ ...yet Portland has the highest total retail sales per capita of any city on the Pacific Coast.

★ PORTLAND is a city of wide diversification in industry. Only 68 firms employ more than 500 people. 16,000 firms employ less than 500.

★ Home ownership in PORTLAND is the HIGHEST IN THE NATION! (64% of all householders own their own homes.) (U. S. Census)

★ OREGON employment is diversified and stable. Of non-agricultural employees Oregon claims 454,400 workers: (Manufacturing and lumbering 145,000; Trade 105,000; Government 66,000; Transportation and Public Utilities 48,000; Service business 47,000; Construction 26,000; Finance 15,000; others 2,000.)

★ PORTLAND City Government rates the lowest per capita tax levy for operation of any large city in the nation. Portland $20.36.

★ OREGON leads the nation in average weekly earnings of production workers. (Examples—Oregon $76.10; Washington $72.52; California $72.84; Pennsylvania $66.64.)

★ With but slight increase in rate OREGON State Income Tax collections have more than doubled in the past 5 years: $25 million 1946—$59 million 1951.

★ Per capita state debt in OREGON is among the lowest in the nation— $5.85.

★ Farm income is higher on the Pacific Coast than any other area in the nation. $9,483 average for 1950—or $3,644 MORE than the national average of $5,839. Farm land values have increased 13.2% in the year 1950-51.

★ Over 750,000 people visit the Vacation Lands of Oregon every summer...spending over $115,000,000. (Oregon's 3rd largest industry.)

Contact KEX Sales or Free & Peters for complete details.

ABC AFFILIATE IN PORTLAND

KEX
Oregon's Only 50,000 Watt Station

WESTINGHOUSE RADIO STATIONS Inc
KYW-KDKA-WBZ-WBZA-WOWO-KEX-WBZ-TV

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

BROADCASTING * Telecasting

May 12, 1952 * Page 49
In Los Angeles, radio reached just 10%
Official tally: 99% of all homes in metropolitan Los Angeles are radio homes. Only radio can give you saturation coverage of all the multiple suburbs of this far-flung metropolis.

Los Angeles is spread-out, decentralized, composed more and more of suburbs and other incorporated cities. And it keeps growing fast (population increase past 10 years: 49%). So fast that it's now the largest city in the country in land area and the nation's third-largest market in population and retail sales.

Of all media, only radio has kept pace with the growth of Los Angeles. And of all stations, KNX is by far the most listened-to in Los Angeles, winning virtually twice as many quarter-hour firsts as all other Los Angeles stations combined. (Just as impressive: KNX reaches more than twice as many families as the top Los Angeles newspaper!) *

You can count on big sales in big Los Angeles when you use 50,000 watt KNX. Just check with KNX or CBS Radio Spot Sales.

Sources: World Almanac, 1949
Sales Management, May, 1952
Standard Rate and Data Service, November, 1951
Pulse of Los Angeles, Jan.-Feb., 1952
BMR 1949
*Based on BMR 50-100% area
**GATHINGS’ VIEWS**

**Given in Radio Interview**

WHAT are Rep. E. C. Gathings’ (D-Ark.) views on his proposed investigation and study of radio and television programs? A documented answer is supplied by the radio script of a program on which Rep. Gathings appeared as guest. The program, *Crusade Against Crime*, uses a news format. It is a 30-minute show with half the time devoted to an interview. Julius N. Cahn, who also is executive secretary to Sen. Alexander Wiley (R-Wis.), is commentator. The show, produced on tape in Washington, is a sustaining on about a dozen stations which pay a nominal cost for production.

Stations which carry *Crusade* are WOOK and WPAN (FM) Washington; WINX Rockville, Md.; WSID Baltimore; WARK Hagerstown, Md.; WANT Richmond, Va.; WISC Madison; WEAW Eau Claire; WMIC Rice Lake, Wis.; WEBC Duluth; WMFG Hibbing, Minn., and WCAR Pontiac, Mich.

Mr. Cahn’s interview of Rep. Gathings was conducted prior to House Rules Committee approval of his resolution (HR 275) to direct and authorize the House Interstate & Foreign Commerce Committee to study and investigate radio and television programs [B&T, May 8]. It is expected that the resolution will soon pass the House and the committee will map its line of action.

In order to give a cohesive presentation of the Gathings opinion, *Broadcasting* • Telecasting herewith prints under arbitrary headings, Mr. Gathings quotes taken from transcript:

**[Children and TV Shows]**

"... When you get an objectionable program on television it is very difficult to get the child to leave the TV set, and it is very difficult to turn over to another channel. You meet with objections immediately, we should be awfully careful of the type programs put on the air between the hours of five in the afternoon and eight or nine at night, especially. So many of these programs during those hours ought not to be aired. That is the time the children do watch the television sets."

**[The Advertiser]**

"... That's what they are trying to do. [In answer to query: "How would you answer the industry when it says 'we only give the people what they themselves want?’"] And that's what these programs intended. So many of these advertisers are using these programs because they do get more listening audience."

**[NARTB Radio & TV Codes]**

"Well, it is working in a way. But it is not going far enough. It's voluntary in nature, and many of these broadcasters are complying with the provisions of this particular code. While I feel that quite a lot has been accomplished, more is needed to be accomplished. This code has not been put into effect I believe originally back in the middle of 1948 [sic], and it has had a very fine effect on the programs. We would like to see it put into effect. But at the same time, there are many objectionable programs...

**[On Federal Censorship]**

Mr. Cahn asked: "You don’t have to make out that there would be a system of federal censorship, for example, of programs?"

(Mr. Gathings) "No, it is not my idea that we should set up a separate department in the federal government. I believe that quite a lot can be accomplished by uncovering the different types of programs that are objectionable, and which should be corrected.

**[On Congressional Investigations]**

"Well investigating is a good sign. For my money, I say that the people in America are aroused—they want something really accomplished, and these investigations have meant an awful lot. The various types... that Congress has put on have been effective and have done a great work..."

**[Steps Hearing Should Take]**

"... it would be up to the Interstate & Foreign Commerce Committee... I feel that all phases of the problem should be looked into... the industry should come in and tell just what has been done... they should also give us a log of the various types of programs from the time they go on the air right on throughout the day...

"I think that groups which are interested—various types of groups—religious groups, parent-teacher groups—should be heard, and the various surveys that have been made should be put into the record.

**[On the Committee’s Report]**

"... it is expected that a recess of both houses of Congress will be taken during the early part of July. So, if this resolution is passed by the House soon after the Easter recess—next week or the week after next—there will be enough time for 60 days of hearings. We would have to make a report, however, before the conclusion of the present 82d Congress.

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**New Buying Cycle in Kansas**

Wheat isn’t the only cash crop of Kansas farmers. Waiting for sale on their farms are cattle valued at $742,311,000.00. Along with oil, poultry, hogs, eggs, and dairy products, beef is just one of many sources of diversified, year-round income that WIBW listeners consider "spendable."

The surest, fastest way for you to get an above-average share of this steady flow of dollars is to use WIBW. Because we’re THE FARM Station for Kansas and adjoining states, we have the full confidence of farm families... a confidence that’s proved by RESULTS FOR WIBW ADVERTISERS.

*USDA-Jan., 1952*

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**WIBW**

**Serving and Stationing**

**THE MAGIC CIRCLE**

Res. Center Publications, Inc. • Ben Ludgin, Gen. Mgr. • WIBW • KOKH

Broadcasting • Telecasting
YOU MIGHT GET A SIX-FOOT MOUNTAIN LION*—

BUT...

YOU NEED
THE FETZER STATIONS
TO BAG WESTERN MICHIGAN!

WKZO-WJEF in radio, WKZO-TV in television—that's the record-breaking Fetzer line-up for Western Michigan advertising. Here's why:

**WKZO-WJEF RADIO**
WKZO, Kalamazoo, and WJEF, Grand Rapids, give closest "home-town" coverage of urban and rural Western Michigan. Each is consistently the listenership leader in its home city—and the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in their unduplicated daytime rural audience—a 52.9% nighttime increase. Yet WKZO-WJEF cost 20% less than the next-best two-station choice in Kalamazoo and Grand Rapids!

**WKZO-TV**
WKZO-TV is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel-3 picture also provides intensive primary service to Battle Creek and dozens of smaller towns—effectively serves a 28-county market with a Net Effective Buying Income of more than 2 billion dollars. An April, 1952 Videodex Diary Study by Jay & Graham Research Corporation proves that WKZO-TV delivers 91.9% more television homes than Western Michigan's other TV station!

What other facts would you like? Your Avery-Knodel man has them.

* J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.

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**FETZER BROADCASTING COMPANY**
**AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**
The new STORER BROADCASTINGindi

effective in

has been

THE FORT INDU
ime of
STRY COMPANY
changed
immediately

ADCASTING COMPANY
W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.
BK, Detroit, Mich. • WSAI, Cincinnati, O.
Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

ONAL SALES HEADQUARTERS:
5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498
Cops and Robbers Congress

SOME DAY (and it can't come too soon) some aroused member of Congress is going to offer a resolution to investigate the Congressional investigators.

Congress, evidently bent upon outlawing the "whodunit" plot, is about to stake out its own jurisdiction. But legislators are not content to have standing committees undertake inquiries; they want "select" committees, with special appropriations, subpoena power, television pickups and all. Inner councils call this the "Kefauver Influence."

The function of Congress is to legislate. Congress wasn't conceived as a super detective agency. The ever-increasing trend toward "special" invigoration is making a mockery of the legislative processes. Clear-headed legislators recognize this. Standing committees are relegated to second-rate status. Regular work is impeded as the "select" committees hunt the limelight and the headlines.

There isn't a shred of evidence that these "select" committee investigations, with Chairman Holness, and leading a dozen Watsons (on the public payroll), contribute an iota toward the legislative process.

Within the last fortnight, three cloak and dagger inquiries have been authorized in the House. There's the Gathings Resolution (H Res 278) to investigate radio and television programs, originally headed for a "select" committee. Usually it was diverted to the standing Interstate & Foreign Commerce Committee. The other half of this resolution—covering immoral books—goes to a "select" committee. Then there's the Cox Resolution (H Res 561) for a "select" committee to study the tax exempt foundations and organizations.

What warranty has Congress to establish empirical standards for radio and television programming? Or for books, or movies or newspapers or individuals?

The First Amendment precludes censorship. The Bill of Rights guarantees freedom of speech, of religion, of press, of assembly. Our forefathers revolted against the British Crown in 1776 because of restrictions on freedom.

Congress cannot write a law defining good or bad programming. The responsibility for regulation of radio and television is delegated to an expert agency, with an express prohibition against censorship. The FCC can (and all too often does) look at programming in appraising license renewals.

Rep. Eugene E. Cox (D-Ga.), arch foe of the FCC, won his fight to have a select committee investigate tax-free foundations. It may be appropriate to determine whether foundations are resorting to devious and clever ways of avoiding taxes, but does a "select" committee have to do it? What about the standing committees dealing with revenue? Cannot the FBI detect there's Communist infiltration of these foundations?

Once a "select" committee starts, there's no stopping it. The Cox Committee, in its investigations, very soon find reason to dip into other "non-profit" organizations. In this category are labor unions (the biggest business in America today), trade associations, political organizations and educational institutions.

It is hard to fathom what motivates our legislators in their zeal to curb the freedoms they are sworn to keep inviolate. The movies were the first on the freedom firing line. Two cases now in the Supreme Court might well prove the bellwether in the inevitable crusade to clarify and restore the guarantees of the Bill of Rights. The Tennessee Case, at hand, has navigated in hot water almost from the day it became an influence in moulding public opinion. Now television, with its king-making power (witness Kefauver) accentuates the Congressional drive to get into the act.

The newspapers stand aloof, refusing to recognize other media as kith and kin in the freedom fight. But once pinched, ever so lightly as in the case of President Truman's recent "sezure" slip, their editorial pages become electrified, with nary a mention of the threat to radio or motion pictures.

The freedom fight is eternal. Associate Justice Black, in a recent dissent in "a group libel" case, sagely commented that state laws making opinions punishable as crimes, are at war with the "kind of free government envisioned by those who forced adoption of our Bill of Rights." History, he said, "indicates that urges to do good have led to the burning of books and even to the burning of witches."

Chez Zecler, he has refused to let that Hitler and Mussolini burned books. They sequestered radio stations and newspapers. "Free speech" was punishable by death. In the Soviet orbit, there's no radio other than Stalin's. His books or movies or music other than those anointed by the Kremlin. Newspapers are edited and kept by the Foreign Office.

Without realizing it, some of our legislators are travelling the road toward totalitarianism.

What else can it be when the move is inexorably toward suppression of thought, and control of the minds of men?

SEN. William Benton has twice suffered attacks of a disorder to which we had thought him immune. He has become a victim of snide fright. Last week, on advice of counsel, he refused to testify at a pre-trial hearing of the $2 million libel-slander conspiracy suit brought against him by Sen. Joseph H. McCarthy. He objected to use of a recording machine. Evidently he has refused to let that pre-trial hearings be broadcast or telecast. The silent Benton is an entirely new character on the national scene and, we must say, a welcome facto
y one of the old, or noisy, Benton. Next time he pops up on the Senate floor to push one of his favorite "investigations" for broadcasting, we hope someone slips a microphone in front of him. It's the only instrument we know that has ever stunned him.

On Merit Alone

PRESIDENT TRUMAN did what came naturally when he nominated Rosel H. Hyde last week to the post of J. Walter Paperman, medium of the FCC. Mr. Hyde has served with distinction since 1946, when he was first appointed by Mr. Truman to fill one of two then existing vacancies. His knowledge of administrative law and of the broadcast and communications fields and his rare judicial temperament qualify him admirably for the Commission. He has grown with the job.

Mr. Truman's promotion was based upon merit. He is a Republican. But politics in no way entered the picture. He is one of the few men in public life who have made public service a career. We wish him well in those seven years ahead.

(Continued on page 66)
A group of broadcasts attacking the Chicago narcotics problem following investigations by WMAQ newsman Len O'Connor resulted in the latest in a series of many national honors for Station WMAQ and its quality news reporting.

Winning of the 1951 Sigma Delta Chi Award for Public Service in Radio Journalism again points up the recognized position of Station WMAQ as THE news station of Chicago.

Day after day, WMAQ newsmen—gathering, analyzing and accurately reporting the news—are constantly achieving good journalism and good radio.
EVERYONE AGREES

WX LW IS THE
selling station
of Indianapolis

USING ONLY WX LW

* Stuart Studebaker
was host to over
15,000 potential
customers at the
unveiling of the
latest models.

Further Proof that

WX LW's Sales Impact
can sell for

You Too!

Contact Your Nearest
John E. Pearson Office

New York, Chicago
Dallas, Minneapolis
Los Angeles
San Francisco

INSTITUTIONAL ADS

THE INTERNAL Revenue Bureau intends to stick to a well-defined line of action in considering whether expenditures made for institutional advertising are deductible for federal income tax purposes.

Sen. Hubert H. Humphrey (D-Minn.), who is studying means of cracking down on so-called "political" institutional advertising as an income tax deductible expense, is aiming his criticism against newspaper use, not radio.

These were two developments last week in the Senator's efforts to determine his line of action (CLOSED CIRCUIT, May 5, B* T, April 14, 17).

In a statement to BROADCASTING * TELECASTING, the Senator pointed out that his illustrations made on the Senate floor of "political" institutional advertising were confined to the printing medium. "I was referring to newspapers, not to radio advertising," the Senator said. He said he was not aware of any large-scale use of such ads on radio.

In answer to Sen. Humphrey's query, Comrv. John B. Dunlap, of the Internal Revenue Bureau, explained the sections of the code dealing with deductibility.

For then, he said, are sums of money "expended for lobbying purposes, the promotion or defeat of legislation, the exploitation of propaganda, including advertising other than trade advertising, and contributions for campaign expenses."

The bureau's policy, Comr. Dunlap said, is to "allow as deductions to a taxpayer reasonable costs for advertising, including advertising of an institutional character." Definition of institutional advertising, according to the bureau's terminology, means "advertising which does not present to the public the particular products or services of the advertiser but which does put the name of the advertiser before the public; i.e., advertising directed to the promotion of good will rather than any specific product or service."

Comr. Dunlap said the bureau has not attempted to define the type or form of advertising which a business must employ.

"For example," he said, "a taxpayer may select as his advertising medium, a radio program consisting for the most part of entertainment or music; or a taxpayer may purchase space in a newspaper in which nothing appears but the name and address of the taxpayer."

In general, Comr. Dunlap said, the taxpayer is "free to choose the advertising which best serves his purpose and which meets the tests set out in the Internal Revenue Code and the Regulations."

What will determine the bureau's consideration in the future is whether the advertising is employed to the purpose of defeating legislation "in issue" or in an area of "political controversy," it was said.

Sen. Humphrey had attacked two full-page advertisements appearing in a Washington paper, one by McGraw-Hill Publishing Co. on wages and prices, and another by Safeway Stores Inc. of Oakland, Calif., national food chain, on the price stabilization program.

The bureau indicated it could not comment on these specific cases since it is not permitted to do so except upon request from the parties involved. However, it noted, the bureau has a legal policy to follow.

Technician's Glossary

WILLIAM H. OFFENHAUSER
Jr., consultant engineer to Tele
News Productions, New York, has been requested by the Society of Motion Picture and Television En
gineers to supervise compiling and publishing a directory of technical terms currently used in both indus
tries. Need for the glossary was pointed out by Mr. Offenhauser in a paper delivered at the society's semi-annual meeting in Chicago April 21 [B*T, April 28].

The paper, urging that vagueries be clarified and that jargon be replaced with exact terms for technical use, will be recorded by SMPTFE for presentation at its sectional meetings.
How earnings work to produce more oil

IMPORTANT FACTS FROM THE 1951 ANNUAL REPORT OF STANDARD OIL COMPANY (NEW JERSEY)

In the free world, people use tremendous amounts of oil. Meeting their needs, rising year after year, has been one of the notable industrial accomplishments of our time.

For example, the peak wars effort in 1945 pushed use of oil 23% higher than in 1940. This looked like a mark that would not be topped for years.

But vigorous post-war reconstruction, and expansion of industry, transportation and agriculture, made oil use in 1946 greater even than in 1945. And in 1951 it was 58% higher than in 1946.

To supply this oil has called for great expansion by the petroleum industry. It has meant new wells, pipe lines, storage tanks, refineries, tankships...in times of high costs.

The job has required a vast outlay of money, which has been provided largely by the industry's own earnings.

How this works out is shown in the case of Standard Oil Company (New Jersey), an American corporation having investments in companies carrying on the varied functions of the oil business in the United States and abroad.

Consolidated net income of Jersey and affiliates for 1951 was $528,461,000. Of this, $278,862,000, or 53%, was used to help provide new equipment.

In the six years since 1945, Jersey and affiliates have spent $2,350,000,000 for replacement and expansion of facilities. Depreciation and depletion reserves provided only 44% of that amount. The largest share of the expenditure was met by the reinvestment of earnings.

During 1951 alone, to do their part in supplying more oil for the free world, companies in which Standard Oil Company (New Jersey) has investments:

**Discovered Oil**

- In the United States, made new oil discoveries in the Williston basin, the Uinta basin, and Texas...
- In Latin America, extended known fields in Venezuela, and opened up a new area in Colombia...
- In the Middle East, Arabian American Oil Company made two important discoveries, one in the offshore waters of the Persian Gulf...

**Developed Production**

- In the United States, drilled more wells than in any year since 1937, and greatly expanded secondary recovery operations to get more oil from existing fields...
- In Venezuela, completed 190 producing wells...
- In Canada, increased total producing wells from 844 to 1,140...
- In the Middle East, Arabian American Oil Company and Iraq Petroleum Company increased production 57%...

**Expanded Refining Capacity**

- At Baton Rouge, La., and Everett, Mass., enlarged refineries...
- At Winnipeg, in Canada, opened a new refinery and, at Edmonton, Sarnia, and Vancouver added facilities...

At Fawley, England, put the largest refinery in the United Kingdom on stream...

At Antwerp, Belgium, proceeded with field work on a large refinery...

At Durban, South Africa, started work on a refinery, and at Bombay, India, completed arrangements to build a new one...

**Expanded Transportation**

- In the United States, boosted pipe line capacity substantially, particularly in the South...
- Ordered twelve new ocean-going tankships, bringing the post-war total of those purchased or contracted for to 72...
- Began to bring Western Canadian oil to consumers in the Eastern provinces by means of two large, new Great Lakes tankers, with a third going in service this spring...

In Iraq, Iraq Petroleum Company brought near completion a new 536-mile pipe line from the oil fields to the Mediterranean. It will permit oil production in Iraq to be more than doubled in 1952...

**Advanced Research**

Put into the search for new and improved processes and products a total of $23,100,000, one of the largest expenditures for such a purpose by any company...

**Continued Good Employee Relations**

The interest of the company and its employees in maintaining good mutual relationships resulted in another year without strikes or work stoppages in the domestic affiliates. This was an important factor in meeting the increased demand for oil...

As the free world grows in strength, it calls for more and more oil. So, not just to the 254,000 shareholders who own Jersey, but to people on freedom's side all through the world, the two outstanding facts about our Annual Report for 1951 are: (1) Jersey affiliates again did their part in meeting the growing needs for oil; and (2) the competitive business system that did this job produced the earnings to help meet even greater needs in the future.

**FINANCIAL SUMMARY**

Standard Oil Company (New Jersey) and Consolidated Affiliates

Total income from sales, services, dividends and interest...$3,863,317,000

Net income...$528,461,000 or $8.72 per share

Dividends...$249,559,000 or $4.12 per share

Wages and other employment costs...$600,500,000

We will gladly send a copy of the full report if you wish one.

Write Room 1526, 30 Rockefeller Plaza, New York 20, N. Y.

May 12, 1952 • Page 59

STANDARD OIL COMPANY (NEW JERSEY)

AND AFFILIATED COMPANIES

BROADCASTING • Telecasting
NORMAN FURMAN, president of Furman, Feiner & Co., N. Y., elected vice president-general manager of WHEE Boston. Main duty will be to convert station's programming toward specialization in broadcast for Irish, Italian, Jewish and Polish listeners. He replaces LAMBERT B. BEEUWES who has resigned [AGENCY BEAT page 10].

WILLIAM O. PAINE, national advertising manager, KGU Honolulu, named station manager succeeding MARION A. MULRONEY who retires after 30 years as manager of station.

JAMES E. WEMPLE, account executive, KWK TV Hollywood, in similar capacity. JAY SEIBEL, account executive, KGJ Hollywood, succeeds him at KWK.

RAY BARNETT, sales manager, KEAR San Mateo, Calif., appointed acting station manager succeeding HOWARD SMILEY.

J. R. KENNEDY, supervisor of operations in engineering division of CBC Toronto, named commercial manager for CBC television stations at Toronto and Montreal.


GERTRUDE SALNY, formerly with E. A. Lundy Co., to sales staff, WOV New York.

CBT" "OMINATES CENTRAL OHIO

We'll be a monkey's uncle if WBNS Radio still isn't the biggest entertainment factor in Central Ohio ... and the cheapest! It's a fact ... more people have radios than ever before. Listeners stay tuned to WBNS. There's no monkeying with dials because WBNS offers the 20 top-rated shows with strong CBS programming and locally-loved personalities. Sponsors have a billion-dollar listening and spending audience through WBNS.
No, this time they’re PRESTO Green Label discs . . .
crossing the oceans on their way to such
foreign ports as Ankara, Genoa, and Johannesburg . . .
and to Mexico, Colombia and Brazil.

Every week, thousands of PRESTO recording discs are shipped
overseas, despite U. S. dollar shortages, import license controls
and other obstacles in the path of
foreign trade. In one week, the week
of February 28th, M. Simons & Son
Company (Presto’s foreign
representative) shipped nearly 23,000 discs to these
points around the world.

There must be a reason for this proven preference for
PRESTO discs, particularly in the face of increased demands
for magnetic tape. The reason is plain to us . . . and will
be to you when you use PRESTO on your next job.
PRESTO is the preferred disc because it is manufactured
by the highest standards in the industry . . . made
in the world’s most modern disc plant . . .
and tested for maximum performance.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD’S LARGEST MANUFACTURER
OF PRECISION RECORDING EQUIPMENT AND DISCS
RICHARD SASSENBERG, WOR New York, appointed traffic supervisor.

JAMES ALLEN, city editor, Cincinnati Post, to WLWT (TV) Cincinnati, as promotion manager, replacing
FREDERICK GREGG, now head of clients’ service department.

LINDSEY NELSON, senior sports announcer and director of football, Liberty Broadcasting System, Dallas, resigns effective May 14. Future plans are unannounced.

GERALD S COHEN, director of merchandising, promotion and public relations, WDGY Minneapolis, resigns effective May 15. Future plans have not been announced.

CARLTON FREDERICKS, WMGM New York nutrition commentator, will teach course in nutrition at Brooklyn College under auspices of Adult Education division, beginning next fall.

JEAN HARVEY, KCRC Enid, Okla., to WTMA Charleston, S. C., as women’s editor.

CLARE CASSIDY joins special features staff, WTAG Worcester, Mass.

JACK JACKSON, KCMO Kansas City agriculture director, awarded Honorary Degree of State Farmers at Convention of Future Farmers of America, April 26 in Columbus, Mo.

ROBERT BRECNER, director of production, KTTV (TV) Hollywood, promoted to executive producer succeeding DUDE MARTIN who will devote all his time to station’s "Dude Martin Show and enlarged merchandising campaign for Sears, Roebuck & Co., program sponsor.

VIRGIL A. BRINNON, director of continuity, WJW Cleveland, promoted to director of sales promotion.

DICK DRURY, WSBS Cleveland, to announcing staff, WEOl Elyria, Ohio.

RUDY RUDERMAN, news and continuity director, WNIR New Rochelle, N. Y., to WFPM-AM-TV Indianapolis, as writer.

FIN ANTHONY, announcer of CKNW New Westminster, awarded Bellwether Trophy in salesmanship sponsored by Advertising and Sales Bureau, Vancouver Board of Trade.

DON O’BRIEN, sports director, WDGY Minneapolis-St. Paul, appointed program director replacing JOHN LESLIE who resigned to assume similar duties at WMDB Peoria, Ill.

LILLIAN RANDOLPH, star of CBS Radio Debut, received "Angel of the Air" award for achievement in radio-TV from Caballeros, Negro business men's group.

JACK THAYER, WLOL Minneapolis-St. Paul, selected by See magazine as one of nation’s top disc jockeys.

AL MORGAN, staff writer, WCBS New York, to CBS Radio’s public affairs staff, assigned to pre-convention political series, Candidates and Issues, as producer.

JOHN J. HYLAND named publicity director at WFIL Philadelphia succeeding JOSEPH E. DOOLEY who resigns to enter advertising field. EDWARD J. UHLER promoted to director of merchandising replacing WILLIAM E. BENNETT who leaves station to study in Europe.

BRYCE R. HOWARD, KRFL Moscow, Idaho, to KSVP Artesia, N. M. CARL FINCH, announcer-operator, KRFL, joins KWAL Wallace, Idaho, in same capacity.

WILLIAM HINDMAN, special events staff, WCOL Columbus, Ohio, to WLWC (TV)there, as announcer.

G. B. WORK to WKAN Kankakee, Ill., as announcer.

DICK RICHMOND, announcer-disc jockey, KGBS Harlingen, Tex., on three week leave of absence to return to active duty as Air Force Public Information officer.

JIM CURTIS, announcing staff, WHAY New Britain, Conn., to WSHB York, Pa., in same capacity.

TED RICH, assistant designer, NBC-TV Colgate Comedy Hour, named manager, production facilities department, KNBH (TV) Hollywood.

BILL BOHACK, chief announcer, WPAT Paterson, N. J., and Phyllis Cunningham were married May 11. "JIM" THOMAS, WCKY Cincinnati, father of boy.


ANN CARLBY, office manager, KFI Los Angeles, and ENRIQUE RUIZ, South American tenor and Columbia recording artist, were married in Madrid last month.

BOB VESEL, program director, WMTR Morristown, N. J., father of girl, Donna, April 28.

GEORGE NATANSON appointed to foreign correspondent staff, NBC, to represent network in Buenos Aireas. MARK SEEDON assumes similar duties in Cairo and JAMES CHRISTIE in Rio de Janeiro.

CHARLES SHAW appointed news director at WCAU Philadelphia. VICK AVERS, newscaster, WFMF (FM) Chicago, to WJEH Galilipolis, Ohio, as news editor.

GEORGE W. GASS, KRPL Moscow, Idaho, joins news staff of KSRV Ontario, Ore.

ERWIN D. CANHAM, ABC news analyst and editor of Christian Science Monitor, appointed commander in Order of Orange-Nassau by Queen Juliana of the Netherlands for “wonderful work the Christian Science Monitor has done through the past years with the problem of covering the Netherlands and Indonesia.”

WSYR’s Local Radio Sales UP 46% Compared with same period in 1951 National Spot Advertisers TAKE NOTE! Write, Phone or Ask Headley-Reed WSYR 570 KC

Page 62 • May 12, 1952
Do you want to pay for

A Government Honeymoon at Niagara Falls?

You may be taxed for the cost of the most expensive honeymoon Niagara Falls has ever seen. The federal government’s wooing of America’s electric light and power threatens to reach a climax at the famous Falls.

Here’s how. . . . A giant new hydroelectric power plant is going to be built on the Niagara River. And a critical point in the drive toward a government power monopoly is being argued over who will build it — the federal government or a group of 5 electric companies. (There is also a proposal to have the State of New York build the plant and sell the power.)

These electric light and power companies are ready with the plans and the money — and the lines to take the power where it will be needed — under normal public regulation.

But the job is held up — for there are people who want the federal government to take over electricity — as well as medicine and other businesses and services. They say the federal government should build the plant — even if it takes more time, and costs the U. S. public many millions in unnecessary taxes. Here’s how the choice shapes up . . .


If electric companies build the plant
- The companies and their investors will pay for it.
- Power produced will be shared by all, with rates regulated by state utility commissions.
- The Niagara project will pay about $25 million a year in local, state and federal taxes.
- Defense plants and others will begin to get the power in about 3 years.

If the federal government builds the plant
- You will pay for it in taxes — over $350,000,000.
- Specially favored groups will have first call on all power. Rates won’t be regulated.
- Little, if any, taxes will be paid to local, state or federal governments from the sale of power.
- Government estimators say it will take them at least 5 years.

NOTE: In no case would the scenic beauty of the Falls be affected. Nor has this project any connection with the controversial St. Lawrence Seaway.

Who do you think should build this new plant? Talk it over with your friends and neighbors. The decision ought to be made by the American people. . . . The government plan is a long step toward socialized electricity — because only power production is involved — with no other purposes, such as flood control, to complicate the issue. That’s why these facts are brought to you by America’s business-managed, tax-paying Electric Light and Power Companies.*

*Adapted by request from this magazine
Miss Nora B. Hall

MISS NORA B. HALL, 63, treasurer and a director of the Coshocton Broadcasting Co., licensee of WTNS Coshocton, Ohio, and president of the Coshocton Tribune Co., died at a hospital there May 5 of a heart ailment.

BROADCASTING • Telecasting

WINNERS of the third annual "Michael" awards in radio and TV, sponsored by the Academy of Radio and Television Arts and Sciences, were announced last week.

NBC's Big Show was adjudged the radio program of the year, Red Skelton was named best TV comedian, and special citations were issued to Gian-Carlo Menotti's opera, Amahl and the Night Visitors, and to Theodore Graniuk's forum, Youth Wants to Know, both on NBC-TV.

List of winners follows:

RADIO CATEGORIES
Program of the year: The Big Show (NBC); Musical, Telephone Hour (NBC); Drama, Drama Theatre Guild on the Air (NBC); News program, Edward R. Murrow (CBS Radio); Public interest, Metropolitan Opera (ASC); Classical music, NBC Symphony (NBC); Mystery, Dragnet (NBC); Children's, Greatest Story Ever Told (ABC).

TELEVISION CATEGORIES
Comedian, Red Skelton (NBC-TV); Variety, Your Show of Shows (NBC-TV); Situation comedy, I Love Lucy (CBS-TV); Drama, Philco-Goodyear Playhouse (NBC); Mystery, Dragnet (NBC-TV); Panel Quiz, What's My Line? (CBS-TV); Television Interview, Meet the Press (NBC-TV); Fortun, American Forum of the Air (NBC-TV); Musical, Variety, Fred Waring (CBS-TV); Daytime, Garry Moore Show (CBS-TV); News-Program, See It Now (CBS-TV); W. Community Presentation, Schiltz Beer (CBS-TV); Innovation, Biography Shows, Toast of the Town (CBS-TV); Children's, Zoo Parade (NBC-TV); Announcement, Betty Furness.

RADIO & TELEVISION CATEGORIES
Sportscaster, Mel Allen; Female Vocalist, Dinah Shore; Male Vocalist, Perry Como; Popular Song, Too Young.

Citations: Gian Carlo Menotti's Opera Amahl and the Night Visitors, and Theodore Graniuk's Youth Wants to Know.

U.S. WEATHER NEWS
Morning Program Emphasized
U. S. Weather Bureau has discontinued its evening radio program, National Weather Summary, and has shifted its emphasis to morning programming.

This was announced by James C. Fidler, chief of the Weather Bureau's radio-TV division, who explained that lack of manpower forced the shift. National Weather Summary was carried up to April 18 by four Continental FM Network stations.

"However," Mr. Fidler added, "we would be receptive to any network interested in a weather summary program between 7 a.m. and noon."

Mr. Fidler makes three announcements per day on Dave Garroway's NBC-TV program, Today, Monday through Friday. He is heard in a weather summary over CBS on Friday.

On All Accounts

(Continued from page 10)

There isn't time to read them all

Let's not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING-TELECASTING. (We've a hat-full of statistics to prove it.) It doesn't take five, three or even two publications to woo the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don't).

But they always read

"MICHAELS’ LIST"

ARTAS AWARDS MADE

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On All Accounts

(Continued from page 10)

nauseate people,” he added laughingly.

But doesn’t that antagonize listeners in regard to the product he was asked. “My results show that it doesn’t,” he stated.

Radio, he believes, was helped by video. He pointed out the money spent on radio to advertise TV sets.

Mr. Charles said that he chooses radio because he thinks that TV is overpriced. “For example, for the same price that I can buy one 20-second TV announcement, I can buy around 65 minute spots on radio.

And one spot, even on television, is not enough to sell a big item. Dollar-for-dollar, radio today is a better buy than television,” he emphasized.

Although a transplanted New Yorker, Mr. Charles thinks that Washington is the “hottest” advertising city in the country. “Where else,” he asks, are you going to find appliance dealers spending $5,000 a week?”

In his native New York City, Alexander Lloyd Charles attended James Monroe High School where, incidentally, he was quite an athlete. He then studied engineering at New York’s Cooper Union College.

After he left college, he was a salesman for a chemical company but successful friends in radio sales influenced him to try his hand at that medium.

He was in the sales departments of WINS New York City, WARM Scranton, WHYN Holyoke, WJKP Poughkeepsie and WIXN Washington. He left WIXN to join Kal, Ehrlich & Merrick in 1942.

Advertising’s Pace

“I like advertising because, to use the old cliche, it keeps you young.” This is substantiated by Mr. Charles who, although born March 8, 1912, looks considerably less than 40.

He is married to the former Gertrude Silber, of Poughkeepsie. They have two sons, Peter, 8, and Eric, 6. When he can, Mr. Charles likes to play golf and he shoots in the 80s. However, he seldom has time for golf.

“I need about three more hours in the day. Even then I couldn’t play golf. I need that time to do my work the way I want to do it.”

Mr. Charles believes that it’s important for the advertising man to keep the upper hand with clients insofar as advertising is concerned. This he does, by producing results and injecting good humor into the relationship.

“I invented a gag,” he said, a little proudly. “I call up a client one morning, this is the second-best advertising man in the world.” When he asks who is the best, I reply, ‘I am, but I’m modest.’”

42 OUTLETS SIGN

With World in April

WORLD Broadcasting System, producers of sales and program services, signed 42 new subscriber stations during April to set a company record for one month’s sales, Robert W. Friedheim, general manager, announced last week.

Mr. Friedheim said sales materials of B.B.C., E.R.I. are available on World’s new county Fair, featuring Judy Canova, have been sent to more than 900 subscribers. The People’s Choice, electronic features of 12 1/2-hour half-shows, has been sold to 173 stations, with many advertisers sponsoring it as a public service, he said.

Another World series, the weekly quarter-hour Get a Hit baseball show, is being carried on 365 stations, Mr. Friedheim said.

HARPER TO TALK

At Library Group Meet

MARION HARPER JR., president of McCann-Erickson, will discuss “Tomorrow’s Advertising” as one of the principal speakers at the opening luncheon of the Special Libraries Assn.’s 45d annual convention, May 26-29, at the Hotel Statler in New York.

Other highlights of the convention will include a May 28 session on “Evaluation of Services Used in Advertising,” with speakers including Hans Ziesel, research director of the Tea Bureau; “Evaluation of Radio and TV Services”; Gladys Hinters, manager of copy research for McCann-Erickson; “Evaluation of Copy Research Services,” and Evelyn Becker, librarian of Needham, Louis & Savory, on “Evaluation of Library Services.”

Turkish Program

FIRST Turkish-language radio program to be broadcast in New York metropolitan area has begun on WHOM-FM New York 7-8 p.m. EST. Program is conducted by R. Oguz Turkkan, Columbia U. lecturer on Turkish history and New York correspondent for Turkish newspaper Cumhuriyet, and features music of that country and the Orient as well as news and special features in Turkish language.

Page 64 • May 12, 1952

BROADCASTING • Telecasting
Why 2 gallons of the gasoline you buy today equal 3 gallons you bought in 1926

1. We all know that today’s petroleum products are vastly superior to those of 26 years ago. But very few of us realize that two gallons of today’s gasoline will actually do as much work as three gallons did 26 years ago. The tremendous improvement of petroleum products is largely due to one thing: the research being carried on by U.S. oil companies.

2. In February Union Oil opened the doors of its new $8 million Research Center near Los Angeles. Here a staff of 300 will work on product improvement as well as petrochemical research—the development of the base chemicals for such products as synthetic rubber, detergents and plastics.

3. Over the last 61 years the money we have spent per year on research has risen steadily from $3 thousand to over $3 million. Why? Not because we like to spend money or because someone told us we must. But to keep ahead of our competitors—all of whom are working on new and improved products too.

4. These 30,000 U.S. oil companies—big and little—are all competing with each other. Consequently, the incentive to develop new and improved products or techniques is constantly with all of us. This incentive is the driving force behind our whole free, competitive American system.

5. For it encourages the introduction of new and better products to a greater degree than could ever exist under a governmental monopoly. As a result, the American people have the highest standard of living the human race has ever known.

As long, that is, as the government doesn’t tax industry to the point where there’s no incentive left for research and development.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you’ll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil
higher education and left in 1919 with "enough credits to graduate with, but in all the wrong subjects."

When it came to choosing a career, Mr. Carroll had no doubt as to what he wanted to do. Even as a child he had gravitated toward advertising. As a pastime, he had diligently clipped and pasted up for future reference little verses in the Campbell Soup magazine ads.

Thus, on leaving high school, when he was 16, he got his first job with Sigmund Kahn Agency, a small New York advertising firm, now defunct. He was office boy with a salary of $10 per week. The next three years, he went progressively from that agency to three others, ending up in 1926 as copy chief for Irwin Jordan Rose Corp.

To relieve the grind of commercial writing, he wrote humorous copy and verse, plus film reviews for Judge, whose staff young Carroll eventually joined.

He also did free lance copy for the old Life. These "outside" assignments brought him much enjoyment both spiritually and materially that in 1928 he temporarily left advertising to devote fulltime to freelance writing.

Wide Writing Activities

For the next six years in addition to writing for Judge and Life, Mr. Carroll wrote for the New Yorker, College Humor, Saturday Evening Post; did a New York column for Canada Goblins; for two years did a radio column plus features for New York Sunday World until its demise in 1930; wrote vaudeville skits for "Garrick Gal- tics" and for about six months handled publicity for Tobus Klag-film Syndikat, A.G., German film distributor.

In "spare time" during this period, he managed to collaborate with Harry Wagstaff Gribble on a musical review, "Cherry Pie," which ran for three weeks in Green-which Village.

"The play got good reviews," ex-plained Mr. Carroll, "but no one showed up."

Ending his vacation from adver-tising in February 1932, he joined the New York radio department of J. Walter Thompson Co. During the next 14 years he worked on network shows produced by that agency, such as "Burns and Allen—Guy Lombardo; Rudy Vallee Show; Shell Chateau; Chase & Sanborn Hour, and Paul Whiteman and Al Jolson, which he started. Latter program later became known as Kraft Music Hall. In addition, the busy young man wrote interviews and the framework for CBS' Lux Radio Theatre.

At one period his schedule included writing for 2½ hours of Thursday shows (Kraft Music Hall, Rudy Vallee Show, George Olsen and Frank Fay programs); the hour Al Jolson Shell Chateau on Saturday; Chas & Sunbom Hour and Joe Penner Show half-hour programs on Sunday.

In Sept. 1946 Mr. Carroll left that agency to join Ward Wheelock Co., in Hollywood as agency executive on Jack Carson Show.

Before he left JWT, Mr. Carroll took on a permanent momento of his association there. Her name was Norma Tobias, a secretary on the agency staff. Robert T. Colwell, then his boss, and now the third man of the Sullivan, Stauffer, Col- well & Bayles lineup, was match-maker. She became Mrs. Carroll on Sept. 19, 1934. The Carroll family, which now includes Lida, 16; Bruce, 12 and Adam, 8, make their home today in Beverly Hills.

Six months after joining Ward Wheelock Co., Mr. Carroll helped start the Club 15 musical on a five weekly basis and Double or Nothing, daily audience participation show, both on CBS Radio. Club 15 has since gone to twice weekly on CBS Radio, with Double or Nothing shifted to NBC radio on its same daily schedule.

It was in the summer of 1950 that Mr. Carroll was named vice-president in charge of Ward Wheelock Co.'s West Coast operations.

A hard worker when a job has to be done, and a neat one too, agency co-workers concur, Mr. Carroll works best on a deadline.

He likes to get things done "so that I can rest."

This probably accounts for his usual calm and relaxed manner which, added to his warm sense of humor and natural ease in getting along with people, makes them enjoy working with and for him.

He takes a serious outlook on the radio vs. TV debate. Mr. Car- roll believes television is now in the same growing stages that radio was in its beginning. However, television will not "kill" radio, only change it, he believes.

Mr. Carroll still freelances magazine writing. He also has written several popular songs. Most recent are "Christmas Is For Children" and "You Say the Nicest Things." Other songs include "Baby Me" and "Why Won't You?"

Other writings including collabora-tion with Bob Hope on the very successful "I Never Left Home," which sold more than $1/ million copies, and "So This Is Peace." In the words of Mr. Carroll, the latter was a "huge failure," selling a mere quarter million copies.

In spite of his loyalty to radio, it is TV which has given him his opportunity to become a star in his own right. For the past four years, Mr. Carroll has been a permanent panel member of the Sunday night show, Movietone RSP, seen locally on KTLA (TV) Hollywood.

Not a joiner, his sole organiza-tion affiliation is the Hollywood Executives Club.
MBS CO-OP SHOWS
Reach New High

SPONSORS of Mutual network cooperative programs have reached an all-time high total 4,485 local and regional advertisers. Bert Hauser, director of co-ops, announced Tuesday.

Noting that a total of 25 network programs were available for local sponsorship as of May 1, Mr. Hauser pointed out that Game of the Day leads the list, having been sold to 1,879 advertisers on 245 network stations. Only half the daily dinners of these broadcasts are available to local backers, he explained, since the Palstaff Brewing Corp., St. Louis, sponsors the remaining play on a national basis.

An additional 655 sponsors have been attracted since Jan. 1 to the five Metro-Goldwyn-Mayer shows available for local sponsorship: Crime Does Not Pay, Story of Dr. Kildare, Hardy Family, MGM Theatre of the Air, and Gracie Fields Show.

The two leading MBS newscasters—Fulton Lewis Jr., sold on 198 stations to 706 advertisers, and Cedric Foster, backed by 320 sponsors on 156 affiliates—together represent more local business sponsors than the combined contracts of all co-ops on other networks, Mr. Hauser said.

Other leading MBS co-ops include Cecil Brown, sponsored on 86 stations; Mutual Newsworld on 81, and commentator Bill Cunningham, 79.

Newest program added to the cooperative roster is Bert Bacharch's broadcast version of his syndicated column on men's dress and interests, Men's Corner, which is broadcast from 7:15-7:30 p.m. EDT, Wednesday.

WCAO BIRTHDAY
30 Years Marked

MARYLAND'S oldest radio station, WCAO-AM-FM Baltimore, celebrated its 30th anniversary last Thursday and this year observes its 50th year with CBS. Station became one of the 16 basic affiliates of the network in 1927.

The 5 kw on 610 kc AM outlet and the 30 kw FM station today have four 300-ft. towers and transmitter equipment on a 31-acre tract, but began in 1922 as a 50 w AM station licensed to Sanders & Stayman Piano Co.

President and general manager today is L. Waters Milbourne, son of Sen. Lewis M. Milbourne who headed a group which bought WCAO in 1931. In August 1947, the station moved to its present location at 1102 N. Charles St.

According to officials, WCAO has been credited with creation of the original Morning Musical Clock, a favorite 6-9 a.m. program today. Nine WCAO employees have more than 20 years service and two announcers are veterans of 15 years or more.

KPRC-AM-TV WINS
Get-out-Vote Campaign

VOTING at the precinct conventions in the KPRC-AM-TV Houston area May 3 was 50 times as great as in 1948 and was the biggest turnout in history after a concentrated get-out-the-vote campaign by the station, in close cooperation with its parent newspaper, the Houston Post, according to Marsh Callaway, KPRC promotion manager.

For the first time in the history of any Texan, Republican voting at precinct level was greater than Democratic voting, he said.

On May 1, KPRC-AM-TV presented The Voice of The People, a story of democracy in action. The same night, KPRC presented a radio version of the same theme. Both programs were introduced by Texas Gov. Allen Shivers, Jim Alderman, KPRC-AM, and Pat Flaherty, KPRC, served as moderators.

Heavy spot schedules ran from April 13 through May 3 on both stations, urging voters to participate in their precinct conventions, and publicizing a "Political Primer" newspaper insert. Jack Harris, KPRC-AM-TV general manager, made a personal appeal to managers of all Texas radio stations to encourage precinct convention participation.

HADACOL BACK
With New Radio Campaign

"NEW and intensive radio advertising campaign" for Hadacol will be conducted in eight southern states, according to Frank E. Heaston, director of advertising for LeBlanc Corp., Lafayette, La. The campaign may be extended into more states.

Campaign includes three to five one-minute spot announcements per day, six days a week, placed directly by LeBlanc Corp. from its headquarters. Spots were produced and transmitted by Erwin, Wasey & Co., New York. States covered include Alabama, Arkansas, Georgia, Oklahoma, Louisiana, Tennessee, Texas, Mississippi and cities of Cincinnati and Asheville, N. C. The proprietary product was promoted to nationwide fame and wide distribution by its former president, Dudley J. LeBlanc, Louisiana political figure, mainly by use of extensive radio advertising. Later the company went through bankruptcy and reorganization proceedings.

Columbus Poll Melee

CRUSDATING News Editor Phil Krieger of WGBA Columbus, Ga., was one of three newsmen allegedly attacked last Tuesday by a group of men as the three were taking pictures at a polling place in Phenix City, Ala., a city where gambling is the object of a clean-up drive. Other newsmen were Ray Jenkins and Tom Sellers of the Columbus Ledger and Inquirer, of which the station is an affiliate.

From where I sit
by Joe Marsh

As a Matter of Fact...

Out of all the newspaper and magazine columns that I read, the ones I enjoy most are those that pack in a whole lot of facts—unrelated facts, maybe, but each one an interesting bit of information in itself.

These columns go something like this: "Did you know that humback whales are addicted to snoring? That bees have been bred with red, brown, blue and buff-color eyes?"

"Did you know that lead can be converted to gold—at a cost of only $1,000,000 an ounce? That a 555-pound fat girl went on a diet and lost 401 pounds in 12 months? That a chrysanthemum has been developed that smells like a violet?"

From where I sit, maybe I’m a kind of "Johnny-one-note." My own columns always seem to revolve around one idea—a plea for us to make sure we respect the other fellow’s rights—like the right to vote for your own choice or the right to enjoy a glass of beer now and then. I may not be in style, but I believe my one fact is worth repeating—and remembering!
MBS GAINS

MBS is the only radio network with a year ago in the face of TV's progress in General Tire & Rubber Co., which Don Lee networks as well. The company substantially expanded its radio-TV interests with acquisition of WOR-AM-TV New York and KJH-TV Los Angeles last Jan. 26, the report explains.

Total income of General Tire & Rubber Co. in the ing period Nov. 30, 1951, was $180,521,180, a new high. Net after taxes was $7,780, 467 including net income of $773,827 from TV and broadcasting activities. Discussing the merger of Yankee and WOR with Thomas S. Lee Enterprises Inc., the report points out that the firm now has a major stock interest in MBS.

"Your company's 1951 invest-

Radio and TV push broadens Italian-American market

Progresso food products don't believe big advertising budgets will crowd little fellows from shelves

On page 46 of Printers' Ink's April 25th issue, is a success story that tops them all. Consumers were asked to send to the advertiser, Uddo & Toa-
mina, packers of Progresso Italian-American foods, labels and coupons representing $10.00 worth of Progresso merchan-
dise. Those who do this have their names and the names of relatives in Italy forwarded to a Rome correspondent of station WOV, New York. He then visits the relatives in Italy and records interviews with them. These interviews are sent back to the United States, and then comes a day when the American relatives hear the Progresso friends and loved ones still in Italy.

In addition to this sensa-
tional program, Progresso uses WPIX-TV, New York. The show, Opera Cameras, has "opened the door of dozens of super-mar-
tests and the pocketbooks of thousands of New Yorkers of non-Italian origin."

The last paragraph of this exciting story says, "the aim of Progresso's national campaign is to spread throughout the coun-
try from coast to coast, every-
where, good taste, good place. Progresso started with WVOY New York; then added WPIX-TV. Now they are planning to move stations all over the country. Starting out as a local advertiser, they will soon be regional advertisers, and eventually national advertisers.

If you missed this story drop me a line and I will send you the issue of Printers' Ink in which it appeared.

Sales, Audience Increase, GT&R Reports

increased sales and audience from the following, according to the annual report of controls MBS and owns Yankee and radio and three TV stations.

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If you missed this story drop me a line and I will send you the issue of Printers' Ink in which it appeared.

This radio and TV success story is typical of the news a in t search and report-
ding done by Progresso. Every 
week, it makes it easier for you to inte- Bob Kenyon est and sell our 23,309 subscribers—more than two-thirds of them are buyers of advertising, men at the top management level, and their agencies, who place their busi-
ness—the importance of using YOUR station to sell more of their foods, clothing, cosmetics, refrigerators, cars, rugs, carpets, furniture, plants, fertilizers, ice cream or what have you.

Week after week, year after year, Printers' Ink is on the prowl, unearthing better ways to advertise new and old produc-
te. And in addition to all of the "How to do it!" articles, most of them exclusive with Printers' Ink (such as the Progresso story) our subscribers have in the most convenient format, the names of the sales and advertis-
ing world, the names of the great and the near great and what they are doing. We welcome the opportunity to tell you how a modest appro-
pration for say 1/6 of a page a week, or a full page, can be used by your station to win new customers, and cement more closely the accounts you now have.

When shall we have our first talk?

ROBERT E. KENYON, JR.
Advising Director

GE CEREMONY

WSEA Cincinnati played a prominent part in a two-day ceremony of General Electric Co.'s "Fastest Ten Years," the 1951 celebration which commemorated the running of the first jet engine in America and dedication of the Lockland, Ohio, GE plant.

Preceding the 100th anniversary dinner at the Netherfields Plaza Hotel, GE's own program, "Sports Time," with Dick Baker, WSEA sports director, was broadcast from the hotel. Other special pro-
grams followed.

The next day, WSEA originated programs from the Lockland and plans that night, taped recordings of afternoon discussions during the two-day celebration were aired. Special programs were under-
supervision of T. Robert Kerns, WSEA managing director.

PUBLIC SERVICE

Ads Cited by S. C. Gale

VALUE of public service advertising in building goodwill was stressed by Samuel C. Gale, General Mills vice president in charge of advertising and past chairman of the Advertising Council, in a speech before the Public Utilities Adv. Assn. Friday at Minneapolis.

Outlining the Council's work in public service advertising during the past year, he told the group: "I think it has now been demonstrated that public service advertising is a surer, better, and safer way of building goodwill than the older forms of institu-
tional advertising."

Public utilities are "more depen-
dent on what most upon public good will," Mr. Gale said, rec-
ommending that every public util-
ty advertising man "give serious thought to earmarking a portion of his budget for public service advertising."

"There must be some reason why public service advertising is the fastest growing classification of advertising, and there is: It is good citizenship and at the same time it is good business."

"Additionally, he said, "advertising people... have rediscovered themselves as the responsible trustees of the world's greatest in-
strument for mass persuasion. They have awakened to the fact that they are protecting the bases of democracy."

DISC—inc., Stu Wilson, will be fea-
tured on "Are You Liätie?" on KHB Avalon, Calif., when station begins operations. Show will occupy 9-12 noon slot, Mon. through Fri.

REACHES 9,231,774 FAMILIES

BROADCASTING • Teletacing
THE VALUE GOES UP
THE DAY YOU
BUY IT

How many advertising media increase in value the day you buy into them? And the next day? And the next? To real snowball proportions?

Spot Television does.

Even as you sign the contract—more sets are being sold, the number of TV families is growing, the cost per thousand is going down.

Invest in Spot TV today. It's the fastest rising stock in the advertising market.
Yes, over a million cookbooks were sold by WBAP-TV during a 26-week period! The cookbooks were available in leading grocery stores in Fort Worth and Dallas. The promotion for the books was done over WBAP-TV, Channel 5.

Yes, WBAP-TV follows through to the point of purchase!

The bulk of the promotion for these WBAP-TV cookbooks was done on Home Economist Margret McDonald's "What's Cooking?" program seen between 1:00 and 2:00 p.m. each weekday. On Mondays, Wednesdays and Fridays vivacious Margret would prepare a recipe from the current volume being promoted. On the other two days she would talk about the books and show them.

Margret's popularity in the Fort Worth-Dallas area has been phenomenal. In the past year she has received more than ten thousand pieces of mail from housewives in this area requesting food recipes, asking for advice on interior decorating, floor-cleaning, flower arrangements, furniture and a dozen-and-one other home management topics.
FOSSIBILITY of a compromise regulation that would relax the ban on manufacture of colorcasting equipment in certain instances was held out by the government last week.

Despite published reports that an order would lift the production freeze, it was understood that the prohibition would be retained on manufacture of color TV equipment which would preclude mass production in the industry.

The question was posed at a Thursday news conference held by Henry H. Fowler, National Production Authority administrator, and Manly Fleischmann, Defense Production Administrator. Mr. Fowler said an amended order would be issued in perhaps a week.

It was understood that the compromise goes farther than NPA's avowed intention to maintain the ban but permit manufacture of equipment for certain color TV theatre and department store uses. It would leave the door open for manufacturers to apply for authority to turn out equipment if it could be shown that there would be no conflict with defense contracts, no drain on engineers and if they used their current black- and-white TV materials allocations.

"Any relief would be much more apparent than real, however," an NPA official told Broadcasting • Telecasting. "It would not open the door to authorization but merely tell the manufacturer the combination to the safe. He would still have to hold the lucky number."

The "lucky number" appeared to be the three above-mentioned criteria, according to the NPA official.

If the order is approved by Mr. Fowler and screened by NPA's Clearance Committee for adoption, it could mean in effect that DPA-NPA is steering a course away from actual banning of the end product. In any event, it was emphasized, there will be no greater allocations of materials, with the result that if they happen to, in effect, be retained indirectly.

The NPA official also noted that, without actual color TV broadcasting, mass production of colorcasting receivers and related equipment (adapters, converters, etc.) and scarcity of materials, "the relief would be academic."

Mr. Fowler, in response to a newsman's query, said the order is bound to "give some relief." Mr. Fleischmann added that there would be relief "with the passing of time if nothing else." Mr. Fowler indicated that he has not reached a decision whether to press the freeze further.

"We are trying to determine how we can relax the ban without endangering the military electronics program," Mr. Fowler told newsman's. A fortnight ago, a situation where engineers would be pulled off military contracts.

NPA has been mulling the color TV freeze affair for the past three months since the second government-industry conference called by NPA to clarify the intent of M 90 [BT, Feb. 11, et seq.]. It has been frankly acknowledged that NPA had studied the possibility of exempting color TV theatre applications at the insistence of the Theatre Owners of America, the Motion Picture Assn. of America and National Exhibitors Theatre Television Committee.

The issue is of paramount interest to 20th-Century Fox Film Corp., which, deferring to MPAA and TOA on the legal front, proposes to press its Eidophor projection theatre and TV system into action. Exemption for manufacture of closed circuit equipment used by department stores on an experimental basis also has been under study.

Mr. Fowler has indicated in the past that, whatever action the government takes, no additional materials will be made available to manufacturers for color production, and that the technical shortage remains acute.

Another question that has been raised by industry—particularly by Paramount Pictures Corp. on behalf of Chromatic Television Labs., which proposes to make the Lawrence three-color TV tube—is whether materials may be used to produce a receiver capable of receiving both color and monochrome TV. NPA promised to clarify that, too.

In the cases of both Eidophor and Lawrence, officials have pointed out that no great quantities of materials would be needed to launch production of necessary equipment. It is this factor which touches intimately on charges that the government, has, in effect, banned the end product rather than permitting manufacturers to use available allocations as they choose. The materials picture isn't likely to change substantially during 1952.

Unrest on the labor-management front has virtually dissipated any hope of the government decontrolling vital materials by year's end. These problems apparently will complicate Mr. Fowler's task as he takes over the reins of DPA June 1—subject to Senate approval.

Mr. Fowler was nominated by President Truman last Wednesday to head up DPA and will retain his post as National Production Authority administrator. He succeeds Mr. Fleischmann, who resigns to return to private law practice in Buffalo, and will report to acting Defense Chief John Steelman.

This action highlighted a week of government developments on (Continued on page 81)

KOTV(TV) SALE

CONTROLLING interest in KOTV (TV) Tulsa has been sold by George E. Cameron Jr. and John B. Hill to Texas oilman J. D. Wrather Jr. Sam for the 85% interest owned by Messrs. Cameron and Hill was announced as in excess of $2 million. Helen Alvaree, general manager of the station, retains her 15% interest in the licensee corporation and is expected to continue in her present position.

Sale of KOTV brings to two the number of TV stations purchased in the month since April 14 FCC Sixth Order and Report ending the TV freeze. An announcement was made of the sale of KPHO-AM-TV Phoenix to Meredith Publishing Co. for $1.5 million. Issue.

Although in preparation before the freeze-lifting, application for FCC approval of the transfer of KOB-AM-TV Albuquerque to Time Inc. and former FCC Chairman Wayne Coy for $600,000 [BT, April 28] was filed after the Sixth Report and Order was issued.

All three sales were of TV outlets in one-station markets and all are in the Southwest. Although Mr. Wrather makes his business headquarters in Dallas, he makes his home in West Los Angeles, Calif. In his late thirties, he is married to movie actress Bopita Grunville. He has produced some independent motion pictures.

Associated with Mr. Wrather in the purchase of KOTV is his mother, Mrs. Mable Wrather. It is believed that Mr. Wrather has his eye on TV in other cities, either through purchase or grant.

Application for FCC approval is expected to be filed in the next week or two.

Separate TV Company

It is understood that the interests of Mr. Wrather and his mother will be incorporated in a separate television company which will be the successor to the license of KOTV, Cameron Television Inc. KOTV began operation Nov. 30, 1949. It operates on Channel 6, with 16.6 kw visual power, from a 450-ft. antenna atop the National Bank of Tulsa Bldg. Antenna is 490 ft. above average terrain. It is affiliated with ABC, CBS and NBC on a non-interconnected basis. Tulsa is due to be interconnected July 1 when the AT&T throws a microwave relay link into the city from Oklahoma City. Station charges $500 for one-time Class A hour period.

Cost of constructing the Tulsa TV station was $265,988.34, according to the figures submitted in its license application. Major portion of this cost was for studio equipment, $102,988.85, with the transmitter costing $9,406.72 and the antenna system, $29,802.77. As of June 30, 1951, KOTV was reported to have a net worth of $465,388.12. Its net profit at that date for the fiscal year was reported as $82,604.55.

Mr. Cameron, also an oilman, is 70% stockholder of KOTV and is president of the licensee. Mr. Hill owns 15% of the station and is secretary-treasurer as well as commercial manager.
THERE'S NO BUSINESS LIKE TV TALENT BUSINESS

By DAVE GLICKMAN

THERE'S no business like TV business as far as talent agencies are concerned. It's a big business, with them today.

Television requirements, both for live and film productions, have created the greatest demand for a constant supply of talent that the entertainment business has ever known.

Demand is for almost any kind of talent that will hold viewers' attention. All concerned feel this demand is hardly in its infant stage of growth. With the FCC freeze lifted and more stations eventually to be on the air, needs will multiply. As a result, talent agencies are scouting the countryside, looking for new personalities that can be developed in stature and thus be available for TV.

Many talent agencies in Hollywood and New York are doing more business with video today than with motion picture studios.

Although top salaries and story prices in television aren't to be compared with those offered by the movie industry, demand for artists of various kinds and material frequently gives an agent greater profit for a week's activity than he gets from motion picture placement. The recall of artists is more frequent too.

However present comparatively low salaries for the general run of "name" talent are residual rights. Agencies are creating for clients and themselves through ownership of filmed packages which may have substantial re-release value for many years.

Most of the TV deals with residual rights are along the same pattern, with motion picture stars asking $2,500 and up for making a half hour film, plus 15% to 25% of net on re-sale, over a ten year period or more. Some are asking a 10% interest in the package.

As a cost factor partially overlooked in the TV boom is directing and production talent now also seeking residual rights. Musicians also come under the residual rights clause through demanded AFM 5% royalty formula on TV filmed shows.

Besides spotting "name" and lesser known artists and acts on local and network video shows as guests, several agencies package weekly live programs for advertisers or for sponsor consideration. Through talent on their rosters, some of these agencies also own a healthy percentage share in other packages.

Shows Seeking Talent

Devouring talent are such network TV programs as NBC-TV Milton Berle Show, Philco TV Playhouse, Comedy Hour, Robert Montgomery Presents, All-Star Revue, Ford Festival, Kate Smith Hour and Armstrong Circle Theatre; ABC-TV Celanese Theatre, Personal Appearance Theatre, and Pulitzer Prize Playhouse; CBS-TV Studio One, Ken Murray Show and Toast of the Town, and DuMont-TV Calvaecade of Stars.

Not to be forgotten are numerous detective-mystery programs both live and filmed, that need new faces and voices to support starring characters.

Leading the agencies most active in TV are William Morris Agency, Music Corp. of America, Famous Artists Corp. and General Artists Corp. Others are the James L. Sapier Agency, Nat C. Goldstone, Don Sharpe, Sam Jaffe, George Rosenberg, Frank Cooper, Wynn Rocamora, Mel Shauer, Paul Small and many of similar stature on Hollywood's talent row who are busy in the new medium.

William Morris Agency, for example, represents Eddie Cantor, Jimmy Durante, Danny Thomas, Ed Wynn, June and Stu Erwin and Groucho Marx, to name but a few in TV.

Mickey Rooney's signing with NBC-TV to star in a comedy situation series was handled through William Morris Agency. The deal is similar to that recently closed with Joan Davis, comedienne.

Peter Coe, featured in Commander Films' Hellgate, to be released through Lippert Pictures, turns writer-director for Port of Embarkation, TV film series being packaged by William Morris Agency.

Ross Western Series

The 39 half-hour TV-filmed Tom Keene, western series to be made by Sidney R. Ross Productions, is another William Morris package. Tom Keene starred in early western movies.

Agency also is handling The Ravelers, packaged by Bob and June Raisback. In addition it represents Hal Roach Jr. in Showcase Productions' sale of TV filmed Racket Squad series sponsored by Philip Morris on CBS-TV.

As agent for June and Stu Erwin, William Morris Agency also is involved in ABC-TV Trouble With Father, sponsored by General Mills, which Reland Reed Productions is filming.

Wally Jordan and George Gruskin are in charge of New York radio-television activities of William Morris Agency. Frank Samuel, formerly ABC Western division head, is handling productions of the series.

(Continued on page 87)
Johnson Bill Could Cult Tall Towers

BROADCASTING • Telecasting

May 12, 1952 • Page 73

AIR HAZARD BILL

IT APPEARED last week that Congress was suddenly being injected with ideas for a liberation of the possible threat of tall TV towers to air navigation [B+T, April 28].

The new develop,oment cropped up last Wednesday with introduction by Senate Interstate and Foreign Commerce Committee Chairman Ed. Johnson of a bill (S 3129) that is entitled:

"To authorize the Secretary of Commerce to remove obstructions or hazards to air navigation, to prevent future obstructions or hazards to air navigation, and for other purposes."

The bill's debut in the Senate came as the broadcasting-aviation working committee that week labored over the problem of tower hazards to air navigation.

The bill is as wide and deep in its scope and approach as it is comprehensive. It encompasses "any object constructed or installed, including, but not limited to, buildings, towers, smokestacks, and overhead transmission lines."

Object of the legislation is aircraft safety. Air crashes of the past month at locations near airports apparently have brought need for legislation to correct hazards to a head, it was pointed out.

But it also would empower the Commerce Department to set standards for any structure (including radio and TV towers) more than 500 ft. above ground.

As the bill states:

All federal agencies constructing or altering, or authorizing the construction or alteration of any structure, or furnishing financial assistance to any construction undertaken, shall adhere to the standards established and regulations issued by the Secretary, or regulations adopted by the Commerce Department.

Legal observers were asking whether this legislation if made law would make FCC a subsidiary under the Dept. of Commerce in its authorization of tower heights and sites.

Pertinent Parts Listed

Sen. Johnson's measure would add a new title XIII to the Civil Aeronautics Act of 1938.

Pertinent parts of the bill, fol-

low:

... all airspace which is 500 ft. or more above the surface of the subjacent land and which is unoccup- pied on the effective date of this title or which hereafter becomes unoccupied and remains unoccupied for a period of seven years, is declared to be an easement for the purpose of aerial navigation; its use shall be subject to regulation and control for the furtherance of that purpose... the Secretary [of Commerce] shall promulgate regulations limiting the height, type of construction, and materials of obstacles. If any structure or objects of natural growth may be extended or built into the airspace. The measure would permit a "request for relief" to be filed with the Secretary by any person holding that a regulation interferes with his property (must be presented within one year after date of publication of regulation). After the Secretary determines whether any taking has occurred, after notice and opportunity for hearing, he may do one of two things: (1) fix the amount found due as compensation for such taking, or (2) grant an exception to the regulations, or otherwise, as he may deem necessary.

The Secretary would be empowered to issue permits by "any person who desires to construct or alter any structure or to allow any object of natural growth to grow into airspace..." It would be necessary to obtain any rule, regulation, or order issued... if a structure (including towers) is determined to be an obstruction or hazard to air navigation, the Secretary may "remove, relocate or alter" this structure. In addition, the bill would permit its "construction, alteration or growth" or "permit the identification by appropriate means of existing structures... Full authority for removal or alteration of any structure or object of natural growth extending into the airspace... above 500 ft. will be permitted by order duly issued by the Secretary"

The new standards would apply to those areas which "(1) underlie the paths of flight through the navigable airspace where substantial air traffic exists or is reasonably anticipated, or (2) are in the vicinity of (a) landing areas owned, leased, or substantially used by the Federal Government, (b) landing areas used or authorized for use by commercial carriers, or (c) landing areas in which the opinion of the Secretary are essential for use by aircraft engaged in air commerce."

The Secretary would exercise his powers "after consultation with the Secretary of Defense and the Civil Aeronautics Board."

It was understood that the aviation industry has tried sponsorship of similar bills over a number of years but has been unsuccessful in its attempts.

The bill was referred to Sen. Johnson's Committee on Interstate and Foreign Commerce.

A previous attempt by the Air Transport Assn. for legislation to specify that FCC have the power to deny applications which propose to construct TV towers believed to be hazards to air traffic did not succeed in the House Interstate and Foreign Commerce Committee. The committee then was engaged in consideration of the Civil Aeronautics Act. ATA recommended its amendment be included in that bill [B+T, April 7].

Meanwhile, radio-TV representatives at the broadcasting-aviation committee meeting last week in Washington hinted that they might prefer not to have any specific national criteria for the use of air-space subcommittees. Meeting was the first of the "ad hoc" group, appointed after the general meeting last month. Another meeting was scheduled for May 16.

National Rules Opposed

Reasons for opposing the establishment of national rules were said to be two: (1) Cooperation between aviation interests and broadcasters has been effective in resolving hundreds of cases, although in some instances there have been failures.

(2) Each situation is unique, and national standards would be unfair to individual cases—an application for Dubuque should not be considered in the same way as one for Columbus, Ind. There was also the feeling that agreement on criteria might give the air-space subcommittee's recommendations a legal status before the FCC. This would be contrary to the Communications Act, some feel.

On the other hand, if no nationally-wide standards are established, some fear that there might be several, perhaps conflicting, tests—by CAA, Air Force, Navy and each of the 48 states.

Last week's meeting discussed the alleged problem and ended with the decision to postpone any action until radio-TV and aviation representatives could delineate their respective membership and get their views on the suggested criteria [B+T, May 5].

In the course of the meeting, the Air Line Pilots Assn. representatives disowned the press release put out two weeks ago in Chicago (Continued on page 78)
THOUGH colleges whose football games last year had no football TV competition fared worse in attendance than those which did have TV competition, any loss in attendance to televised games "continues to exercise a harmful effect on college football attendance."

The seemingly contradictory findings are among highlights of the National Opinion Research Center's third report on "The Effects of Television on College Football Attendance," made for the National Collegiate Athletic Assn. and released by NCAA Friday.

"Colleges with TV in 1951 reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition," the report asserts. It uses graphs to show how, over time, the "TV differential"—defined as "the difference between the relative attendance trends of colleges exposed to television competition and those not exposed"—was "significantly" less last year than in 1950, when football TV was unrestricted. This narrowing of the "TV differential" it attributes to the effects of NCAA's controlled- TV plan.

Slowing of Decline "While television continues to affect football attendance unfavorably," the study asserts, "the NCAA's plan of limited TV did succeed in slowing the rate of decline among those colleges faced with TV competition."

In large measure the report takes the long-haul look in its comparisons, stacking 1951 figures against those for pre-television 1947-48.

The report concludes that "it is essentially correct to expect basic attendance behavior to have fully adjusted to television competition" and that "the situation is still a fluid one, with no certainty that the continuation of TV effects must await further years of experience and re-search." NCAA meanwhile planned to announce its controlled TV plan for 1952 in a few weeks.

Other highlights of the 30-page report, covering results of surveys and studies which were made before, during and after the 1951 season:

- Overall attendance in 1951 was down 6% from 1950 ("due largely to such factors as the pinch of inflation and the decline in student enrollment").
- Compared to 1947-48, "large, medium, and small colleges all reported very much lower attendance figures when they were exposed to televised games than when TV was absent. The "TV differential" was similarly found both for attractive games, between traditional rivals or involving teams of high performance, and for losing, less attractive games, when the teams were colorless or ill-matched."
- The high school football gate has reflected a TV effect similar to that among colleges, except that NCAA's controlled TV plan did not appear to help the high schools.
- The personal characteristics of television fans are capable of clearly differentiating those of football fans . . . and TV ownership and interest in football are themselves highly correlated. Football fans are much more likely to own a TV set than are people who lack an interest in the game."
- TV "exerted its greatest de- pressive effect upon attendance with only a small or moderate interest" in football, according to analyses of special Boston and Pittsburgh studies.
- Studies of the effect of length of TV ownership upon attendance behavior showed no differences consistent or large enough to have "statistical significance."
- College football fans "are among the most interested in other sports as well," and watching or attending other sports can "fairly easily" be substituted when no college football is on TV on a particular Saturday.
- "The overwhelming majority of fans concentrate their attendance on the games of only one college. Thus, if the favorite team has a poor season, television rather than actual attendance at another stadium becomes an easy substitute; while if a blackout is unexpectedly encountered, the fan is more likely to substitute some other activity than to patronize the disappointing team of his choice or to visit an unfamiliar stadium."
- Two-thirds of the football fans in TV areas were "completely unaware" of NCAA's Limited-TV plan and "TV is the last fallible link in newspaper publicity in a few areas," and "even among the one-third who expressed some familiarity with the plan, the majority lacked accurate information."
- In TV areas small college football attendance was "markedly higher" when no games were available, but this effect did not generally occur among larger colleges (attributed to difficulty in achieving 100% blackouts, since many fans could still tune in games from adjacent cities, and to general awareness of blackouts until too late to attend games personally).

Summary of TV Impact The report summarized the history of television's impact on college football attendance as going from "imperceptible" in 1948, when there were less than a million college fans exposed to "TV football" in 1949; "substantial" in TV areas in 1950 despite attendance gains elsewhere to "falling attendance everywhere" in 1951, but with a "relative smaller loss in TV areas with the end of unrestricted telecasting of college games."

The study showed that "colleges competing with television football in 1951 reported a loss of 1.5 million ticket sales compared to their 'expected' attendance based on the pre-television levels of 1947-48," while "colleges with no TV competition boosted 1951 paid attendance by 315,000 over their 'expected' 1947-48 average." Putting the 15% loss in TV areas with the 6% gain in non-TV areas, compared to 1947-48, the report found a "TV differential" of 21%.

Overall paid admissions to college football games totaled 13,930,000, it was reported, for a decline of about 6% from the previous year.

The following table was presented to show that "in heavily saturated television areas, attendance trends are markedly lower:

| Areas where fewer than 50% of families | 113.7% | 122.3% |
| Areas where 50% or more of families | 85.9% | 15.5% |

*"Expected" attendance is actual average paid attendance multiplied by each college for the two pre-television years 1947-48.

Regarding findings that small colleges suffered less from television in 1951 than large ones, the report cited "the greater importance of student ticket sales among the small colleges" and suggested: "One would expect that the small college game attracts fewer "marginal attenders" who are likely to accept a TV competition than the larger schools do."

As between TV owners and nonowners, (Continued on page 80)
AN OUTSTANDING FOOD MERCHANDISING PROGRAM FOR SELLING THE BILLION-DOLLAR SOUTHERN CALIFORNIA FOOD MARKET

Here's the kind of TV show food advertisers dream about—and the wise ones take advantage of! Results prove it's the kind of show Southern California homemakers like, too. Betty Hoyt gives up-to-the-minute market news...the best buys of the day...menu ideas, etc. Each day the “best buys” come from a different grocery company. A rotating plan gives all markets a chance: supers, small chains, independents. What's more, Betty Hoyt and her staff work right with these stores...arrange for shelf and stack displays and get other point-of-sale merchandising aids. Tie-in grocers’ ads feature TV specials. Spots are available on “Foods for Thought” at the moment! Time: 3:00 to 3:30, Monday thru Friday. For full details, contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN AMERICA'S 2ND LARGEST TV MARKET

NBC HOLLYWOOD

KNBH channel 4

May 12, 1952 • Page 75
YESTERDAY and TODAY in Central Indiana at WFBM-TV “First in Indiana”

On May 30, 1949 there were 2,500 Sets in WFBM-TV’s coverage area.

Today . . . there are 232,000 Sets in use in WFBM-TV’s coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

**WFBM-TV “First in Indiana”**

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**Weekly Television Summary—May 12, 1952—Telecasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOS-D</td>
<td>16,400</td>
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<tr>
<td>Ames</td>
<td>WOI-K</td>
<td>10,456</td>
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<td>Atlanta</td>
<td>WAGA-W</td>
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<td>WBAL</td>
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<td>Bloomington</td>
<td>WBIY-V</td>
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<td>Los Angeles</td>
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<td>1,232,000</td>
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</table>

**Total Markets on Air 64**

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**I Love Lucy** Tops In Two Nielsen Polls

(Report 215)

**All Night TV Pays Off For WDTV**

ALL-NIGHT television, according to Harold C. Lund, general manager of DuMont’s WDTV in Pittsburgh, can be a profitable operation. And he has the profitable operation to prove it.

WDTV is currently the only television station operating around the clock, found swing-shift programming a paying proposition from the start, eight weeks ago. Right now, advertisers are waiting to get on.

Mr. Lund conceived of all-night programming in response to letters from swing-shift workers in Pittsburgh’s industries who complained that they reached home during the day to see only a little TV each night—or maybe none at all. A check of steel mills and other plants indicated there would be a potential audience of about 200,000 swing-shift employees.

So advertisers were lined up and WDTV, which had signed off at 1 a.m. on the average, started programming on through the night, Monday through Friday.

The first feature is sponsored on a rotating basis. After that, the advertising consists of spot announcements. Rates are “a little lower than the station’s class C charges, Mr. Lund reports. WDTV relies on film for its swing-shift programming, and employs about 10 persons through the night. Frequently, films which have been shown previously on the station during the daytime are repeated in the early morning hours. But, Mr. Lund points out, this is an entirely different audience anyway. A. serial is carried regularly at 3:30 a.m. and has won a considerable following.

A short time ago, Guidepost Research, Pittsburgh, took some ratings on the post-midnight showings. At midnight, Mr. Lund said, the rating was 29.4. From there it graduated down to about 5 at 3 a.m. From 4 to about 6 o’clock it hovered around 2. Then it started to pick up, and jumped substantially with the advent of “morning” and the start of NBC-TV’s two-hour program, today program at 7 a.m.

Hoffman Sees Annual Set Replacement at 8 Million

SIZE of the TV receiver replacement market was put at a potential of 8 million sets a year when 80% saturation of all the families in the U. S. occurs, according to Hoffman Radio Corp. President, H. L. Hoffman last week at the San Fransisco convention of the National Federation of Financial Analysts Societies.

Mr. Hoffman said the 86% mark (Continued on page 79)

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**Editor’s Note:** Totals for each market represent estimated sets in television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are broadcast/daily newspapers, survey data, and other reputable companies. Electric companies and manufacturers. Sets may be compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessary approximations.
The essence of top news reporting is being in the right place at the right time. And by being ever on-the-spot, the Sunpapers Television News is there for every big local news story.

FROM OUR NEWSREEL:

ABOVE . . . The collapse of the 5th Regiment Armory stands at the recent Sonia Henie Ice Show disaster.

TOP LEFT . . . Firemen battle the tremendous Hawkins Point fire in January, 1951.

CENTER LEFT . . . It's away and rolling at the annual Sunpapers Soap Box Derby.

BOTTOM LEFT . . . The Washington Lumber Yard burns furiously in April of this year.

In Maryland, most people watch WMAR-TV

SUNPAPERS TELEVISION

CHANNEL 2 * BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK * DETROIT * KANSAS CITY * SAN FRANCISCO

CHICAGO * ATLANTA * DALLAS * LOS ANGELES * TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
Air Hazard Bill
(Continued from page 78)

[At Deadline, May 6]. They admitted that it was ill-advised and done without coordination with the Washington office. The press release by ALPA President Clarence N. Sayen "viewed with alarm the increasing number of TV towers being erected, and pointed to recent restrictions on TV tower heights recommended by the aviation industry."

Mr. Sayen also said that "obviously it would be much more to the public's benefit to regulate the erection of such towers now than to have them moved or razed after it is proven through air crashes that they are unsafe."

The ALPA, at a meeting of the Chicago Airspace Subcommittee last March, submitted recommendations to restrict heights and sites of TV antennas (B-T, April 7). Under present FCC procedures, all antennas more than 500 ft. above ground must be submitted to regional Airspace Subcommittees for "aeronautical study." It is the function of the subcommittees, composed of representatives of the CAA, civil airlines, military services, etc., to determine whether a proposed antenna would be a hazard to air navigation.

The present study was begun after aviation organizations became alarmed at reported 1,000, 2,000 and 5,000-ft. TV antennas. Some have talked of going to Congress for legislation to restrict TV antenna heights, while others have suggested single antenna locations, radio warning devices on towers, a system of short towers and high powers, among others. This limited height idea was specifically frowned on by FCC Comr. Edward M. Webster presiding at the first meeting. He said tall towers were fundamental in the FCC plan.

POLITICOS TO GET TUTORING

CBS-TV Plans School on TV Technique

PLANS for a television school for political hopefuls were announced last week by CBS-TV, which said all Presidential aspirants and senatorial candidates of the major parties have been invited to enroll and that it was hoped, later, to expand the school to include all members of Congress.

June 20, N.Y. Presidential aspirants and private instruction sessions are planned, to teach "students" such fundamentals as how to walk, sit, stand, talk and read a script. Films and TV recordings of the aspirants' speeches will be reviewed and analyzed. Live cameras will be used for classroom practice, and monitoring devices will enable each candidate to study his own performance.

First private sessions, CBS-TV said, will be for Sens. William Benton (D-Conn.) and Irving M. Ives (R-N.Y.). Presidential aspirants who have been invited include Sens. Robert Taft (R-Ohio), Estes Kefauver (D-Tenn.), Robert Kerr (D-Okla.), Richard Russell (D-Ga.) and Brien McMahon (D-Conn.); Gen. Eisenhow er, Harold F. Stassen, California Gov. Earl Warren and W. Averell Harriman. "Faculty" for the school, to be conducted at WTOP-TV Washington studios, will include Bill Wood, Washington director TV news and public affairs for CBS-TV; Producer Charles von Fremd, and Associate Producer Alma Walker.

"There is no doubt that television will play an important part in the choice of a President in 1956," Mr. Wood said. "How a candidate handles himself in front of the cameras can be decisive to his chances. Anyone with a background of public life can learn the talent requirements of the television medium with a minimum of instruction and gain a great deal of appeal to the average viewer, who represents a lot of votes."

MONTCLAIR TEST

Educators Hail Results

AN experiment in education by television—an entire day of school programs for classroom use, characterized as "a major preliminary experiment"—was conducted by the Montclair (N.J.) State Teachers College in conjunction with the New York Dept. of Education last Wednesday. It was pronounced a significant success.

The college produced live shows on such subjects as Spanish language, music appreciation, map making, etc., which were transmitted by DuMont's UHF experimental station in New York and received on sets installed in a dozen Montclair and Bloomfield, N.J., schools. Eight programs were presented, designed for different grades.

TV work, such as production, direction, writing, camera work, etc., was handled by members of the college's TV workshop, which is assisted by a grant from the Allen B. DuMont Foundation. The pickups were relayed by microwave to the DuMont UHF transmitter in New York for broadcast.

Educational leaders were enthusiastic with the results which they felt were indicative of far-reaching future application of TV to teaching.

New Tenn. Co-axial

AT&T has commenced installing a new coaxial cable between Chattanooga and Knoxville to supplement present wire lines. Cable, scheduled to be ready for service late this year, will contain eight coaxial tubes, four to be equipped for telephone service initially. Others can be added for telephone service or can be equipped for TV program transmission if ordered for that use.

SKIATRON

Second Phase in Sept.

SECOND phase of the Skiatron plan for SubscriberVision is tentatively planned to begin in New York sometime in September, it was indicated last week, with the start of controlled tests similar to those conducted by Zenith in Chicago a year ago. WOR-TV New York is cooperating with Skiatron in the development of the system.

First phase of the pay-as-you-see television is virtually complete with development of the system on paper and on the air, so far by closed circuit, officials reported. Unlike Zenith's Phonevision, which involved the calling of telephone operators for unscheduled sight and sound, the Skiatron plan calls for insertion of a notched key-card which can be purchased for the program with an advance of actual transmission.

The New York organization, headed by Arthur Levey as president, is now working on test programs, time clearance on commercial outlets, selection of test broadcast periods in audience terms, and other related problems, all of which will be completed, spokesmen said, before test permission is requested from the FCC. September is the test goal, but not necessarily the deadline, it was pointed out.

It is assumed that permission will be granted to operate SubscriberVision with several hundred sets—instituted in consumer homes—and that tests will run for several months.

POPEPPE ELECTED
To Skiatron Board

ELECTION of Jack Popeple, vice president of WOR-AM-FM-TV New York, to the Skiatron Electronics & Television Corp. board of directors was announced by Arthur Levey, Skiatron president.

Mr. Levey pointed out that the addition of Mr. Popeple to the board has important long-term significance in view of Skiatront's system of pay-as-you-see TV. He disclosed that WOR-TV has been broadcasting Skiatron's system, known as SubscriberVision on an experimental basis for more than a year. Mr. Popeple is a past president of the Television Broadcasting Assn.

AWARD for modesty in television apparel has been given to Rosemary Obierding, WLWT (TV) Cincinnati, by a Catholic church in Covington, Ky. Miss Obierding is scheduled to appear on new show, Captain Olivia's Play Club, beginning May 10.

Page 74 • May 12, 1952
TV BIDS

Two More File at FCC
(Also see digest, page 78)

TOTAL of two new television applications was filed at the FCC last week, but one of them was immediately returned. Also returned last week were applications from KNOE Monroe, La.; KDAL Duluth, Minn.; WAPA San Juan, P. R.; WILK Wilkes-Barre, Pa.; WFRO Fremont, Ohio, and bids for Albuquerque and Santa Fe by Greer & Greer.

The accepted application was from KITO San Bernardino, the first station to apply for TV outlet in that city. It seeks UHF Channel 18 with an ERP of 81 kw visual. Its antenna would be 3,688 feet above average terrain, located in the San Bernardino Mountain Range north of the city; it would be 110 feet above ground. Construction cost was estimated at $179,821.

The returned application was from KEVT Kerrville, Tex. Besides being filed on the old forms, it gave its frequency, ERP and transmitter location on a "to be determined" basis, not allowable under the Rules as set forth in the FCC's Sixth Report and Order [B*AT, April 14].

Meanwhile, five prospective applicants announced their intentions of filing for TV stations.

Ted R. Gamble, director of the nation's war bond program during the war, is president of Northwest Television and Broadcasting Corp., a new Portland, Ore., corporation. He and Mrs. Gamble have 21% interest in KZL Denver, and he has 4% of WFRS Grand Rapids, Mich., and 49% of KCMJ Palm Springs, Calif.

Other officers are John D. Keating, associated with KPOA Honolulu, KILA Hilo and KYA San Francisco, vice president; Elroy McCaw, Centralia, Wash., treasurer, and Gale Livingston, Portland, secretary. Mr. McCaw has 50% interest in KELA Centralia, Wash., 21% of KZL, 50% of KPOA, KILA and KYA, and 36% of KYAK Yakima, Wash., and KALE Richmond, Wash.

WTRF-AM-FM Wheeling, W. Va., announced last Tuesday that it planned to file for Channel 7 with an ERP of 316 kw. Cost of the station was estimated at $700,000.

WSTV Steubenville, Ohio, reported that it will amend its pending application and ask for Channel 9 with an ERP of 200 kw. Construction cost was estimated at $400,000, with first year operating cost about $280,000.

In West Palm Beach, Fla., Palm Beach Television Inc. has been formed to apply for Channel 5. President of the firm is William H. Cook, Palm Beach attorney. Vice president and general manager is J. Robert Meachem, owner of WABD Lake Worth, Fla., and former owner of WEIM Elmira, N. Y.

List of 10 stockholders includes Theodore Granik of American Forum of the Air fame, and local businessmen.

WJL Niagara Falls, N. Y., is preparing to file for a TV outlet, the station announced last week. WJL did not reveal the channel it planned to apply for.

EDUCATORS URGED

Act on TV Channels--Hennock

CALL for action to secure educational TV stations was sounded by FCC Comr. Frieda B. Hennock tonight at the convention of the National Jewish Welfare Board in Detroit.

"Action in the form of applications for TV licenses is needed and needed now, if we are to insure against the loss of this opportunity by default," Miss Hennock said. She added: "See to it that all your community's educators, schools, libraries and museums, civic organizations and public welfare groups of all denominations, join in a combined effort to get this station on the air."

Miss Hennock referred to estimates of 50 million TV sets in the near future, continuing: "Truly, 50 million TV sets could become 50 million of our best equipped classrooms."

WABD(TV) SALES

Separated From Network

SEPARATION of local sales staff from the network sales group was effected in New York last week by Chris J. Witting, director and general manager of the DuMont Television Network, as the first step toward establishing WABD (TV) as an autonomous operation.

Local salesmen will be directed by Richard E. Jones, newly-appointed manager of DuMont's O&O stations, who is assembling WABD's administrative, sales and programming staff at 515 Madison Ave., New York.

Network salesmen will continue under the supervision of Ted Bergmann, DuMont's sales head.

George Monaghan, formerly of the sales staff of WOR New York, was added to WABD's local retail sales. Other WABD sales members are Ralph Baruch, William Vernon, Robert Adams, Richard Hamburger and L. Wynn.

MORNING TELEVISION

Gets Results!

WGN-TV's "Chicago Cooks with Kay Middleton" program, now seen at 9:00 - 10:00 a.m., Monday through Friday, came up with an increase in mail the first week at this new time.

Letters came from 58 Illinois cities in addition to Chicago...13 cities in Indiana...4 cities in Wisconsin...2 cities in Michigan — TOPS in television coverage.

"Chicago Cooks" is a great buy in Chicago, delivering a large, loyal audience, and top results for your advertising dollar. Check your WGN-TV representative for available participations.

Telesstatus

(Continued from page 76)

is the present saturation figure for refrigerators. That would mean a total of 36 million TV sets in use, he said.

With the present 17 million TV receivers in use, the replacement market is estimated at 4 to 5 million, he said. Mr. Hoffman predicted that 5½ million TV sets would be sold in 1952, 6½ million in 1953 and 8 million in 1954.

Glen McDaniel, president of the Radio-Television Manufacturers Assn., earlier this year had quoted industry leaders whose estimates ranged from a high of 5.4 million to a low of 4.5 million.
owners, the study found that in television areas "the overwhelming majority even of non-owners report watching TV programs at least occasionally."

In special studies in Boston and Pittsburgh it was found that "the average 1951 attendance of our past attendees, was less than one game per fan, and even in pre-television years in such cities which had strong teams the average fan would attend no more than two or three games a season."

Thus it was held that "if non-owners can partially satisfy their football interest by watching a few games on television during the season, even a reduction of one game in their annual attendance on this account would make it extremely difficult, from a survey point of view, to establish any significant differences from the behavior of TV owners."

In Boston it was found that TV owners queried had attended an average of 8.0 games in 1951, compared to .82 for non-owners. Those who had had TV sets less than two years attended an average of .76; those who had sets for two longer, .84. In Pittsburgh, on the other hand, those with sets less than two years attended slightly more games than those who had sets longer than two years.

Sampling Not Conclusive

Nationally, it was reported, "during the nine-week football season from Sept. 29 to Nov. 24, 1951, in areas where there was no television competition, an average of 5.5% of all fans attended a game in any given week. In television areas, by contrast, only 3.3% of the fans attended in the average week."

"On blackouts in the television areas, 5.5% of the fans attended a game, but when a game was available on TV, only 2.6% appeared at the stadium. Had the national sample been larger, such differences could have been accepted with complete confidence, but as it is, they must be viewed as suggestive rather than conclusive."

It was pointed out that "the great majority of fans neither attend nor watch a college game on TV on the average Saturday." In Pittsburgh, however, it was found that half the fans either watched a game on TV (30%) or listened to one on radio (20%), while in Boston 17% listened on radio while 16% watched on TV. Nationally, however, there were no figures on radio listenship—a lack which the report termed "unfortunate."

NORC also reported that "when asked how they first became interested in college football, only one attendee in 100 mentioned television viewing as the reason."

Among Pittsburgh and Boston fans who said they did not plan to attend a game during the 1951 sea-

son, 10% mentioned TV as one reason.

The NORC survey, a $50,000 project, involved two national surveys conducted on a personal inter-

terview basis; pre-season questionnaires to college athletic directors; week-by-week game reports from each NCAA college playing football; personal interviews in Bos-

ton and Pittsburgh, with telephone callbacks, plus telephone surveys in six other cities; questionnaire

distributed at 37 games of 16 colleges; mail questionnaire surveys of a cross-section of alumni of four

universities; and collection of game-boxing data for the past five seasons from a cross-

section of high schools throughout the nation.

The NCAA TV committee for 1951 was headed by Ralph Furey of Colum-

bia U. and Thomas J. Hamilton of the U. of Pittsburgh, while Edwin S. Rorke was NCAA television pro-

gram director for that season. The current TV committee, working up

next season's schedule, is headed by Robert A. Hall of Yale, with Ass

Bushnell, Commissioner of the East-Regional Cooperative Athletic Conference, as TV director.

ABC-TV SUSTAINERS

May Cutback in South

ABC-TV last week was pondering a cutback in the amount of sustain-

ing programming it is releasing during this summer to affiliates on a southern leg of the network to

Atlanta and Birmingham.

The question, spokesmen said, is being considered in negotiations with WLTW (TV) Atlanta. They

conceded the negotiations may lead to an adjustment for the station in its affiliation contract, but in-

sisted the discussions were entirely "amicable."

In response to reports that ABC-TV sustaining service in the South was being substantially curtailed, they said any cutbacks would be for the summer months and that the extent of reduction had not been decided.

They said two affiliates would be affected: WLTW and WAFM-TV Birmingham.

MICHIGAN TV TAX

Levied on Boxing Proceeds

TAXING television proceeds at boxing matches became legal in Michigan when Gov. G. Mennen

Williams signed a bill recently enacted by the state legislature.

Without specifically mentioning TV, the measure provides that the present 5% and 10% tax shall be

levied on all sources of revenue at boxing matches, excepting food, refreshments and programs. The

5% tax applies to championship matches and the 10% tax to other sports events.

COOPERATIVE grocery advertising, as shown here, is used on WTVT (TV) Bloomington, Ind., with 55

members of Independent Grocers Alliance of Central and Southern Indiana and their distributor, John Figg of Bloom-

ington, pointing up featured items during NBC-TV's Dangerous Assignment

presented on the station, 8 p.m. Wednesday. It is the group's only ad-

vertising. Station reports success by noting an example where weekly sales jumped from 20 to 1,000 cases of a

private brand of canned fruit as a result of the five commercials, de-

livered by George Longwell, a par-

ticipating grocer. Six stores are men-

tioned on each program.

SPORTS AIDS

RTMA Group Offers Plan

ALL SEGMENTS of the radio-televi-

sion industry were urged last week by J. B. Elliott, RCA Victor

Division and chairman of the Ra-

tion allergy, Assn. Sports Committee, to join RTMA's new year-round campaign to promote

attendance at sports events [B&T, April 21].

Pointing out that RTMA already has made considerable progress in improving goodwill between radio-

television and sports industries through cooperation of set makers, distributors and dealers, Mr. Eli-

liott said his committee has submitted detailed suggestions on steps to be taken by industry seg-

ments.

Promotion of televised sports and frequent suggestion to "see the game or the personal" person will be contained in consumer advertising.

Manufacturers were advised to ask distributors to aid local Dis-

tributor Television Sports Commit-

tees, organized in cooperation with RTMA, to build goodwill among local sports officials. The report suggested that cooperation of RTMA members along with plans for the World Series should increase attendance at baseball games as well as increase receiver sales. "The problem of a drop of 20% in attendance in the minor leagues in 1951 is still cause for

concern in relation to future tele-

casts," the report said.

In further recommendations the committee urged RTMA members to cooperate with the home club, team or arena in purchasing seats or a season box in radio-television row at a ball park; urge em-

ployees to attend events and to con-

sider sponsorship of sports events.

BROADCASTING • Telecasting
Color Ban
(Continued from page 71)
materials which will bear on the course of the civilian economy during the remainder of the year. A symposium on component parts also commanded the attention of electronic industry members (see story this page).

While NFA is still pursuing its policy of easing allotments to radio-TV manufacturers and broadcasters, both Messrs. Fleischmann and Fowler urged Congress last week to extend controls on materials beyond June 30 when the Defense Production Act expires. Defense needs will not be met before next spring, they testified before the House Banking & Currency Committee.

The prospect for a "free market" in materials has been dampened by strikes and labor unrest, with the result that steel, copper and aluminum supplies could suffer appreciably in coming months. Earlier talk of decontrol has evaporated and, while manufacturers and broadcasters currently are receiving allocations for appliance and construction needs, notice has been served, in effect, that the picture could change even short of all-out war.

Intensified labor strife could affect supplies of these three materials for receivers, tower structures, transmitters, antennas, building alterations and various component parts.

Capsule Summation
This is a capsule summation of the status and prospect for each key metal:

- Steel-Threat of a prolonged strike still hangs over industry despite lifting of the freeze on shipments by the government. Over 2 million tons already lost to industry. Could have major long-range effect on new TV station equipment or radio-TV construction projects on which freeze was partly lifted.

- Aluminum-While the government is thinking in terms of "possible" decontrol by mid-'53—or perhaps during the second quarter—before it was learned authoritatively last week. Possibility of wildcat strikes among aluminum workers was held out.

- Copper—As with other materials, allocations are slightly higher for May than April but the lowest for re-

- Nickel and cobalt—Still in relatively tight supply. Industry has used conservation and substitution tech-

- Selenium—There has been a tem-

- Mica—Substitutes are being de-

- Magnesium is used in in-

- Mica—Substitutes are being de-


D. C. SYMPOSIUM
RTMA and AIEE Sponsor Meet
RADIO and television set manufacturers are operating without the handicap of material shortages and have not curtailed production in 1952 or 1951 because of shortages, J. A. Milling, director of the Electronics Division, National Production Authority, told the Electronic Components Symposium last week.

Three-day meeting held May 5-7 in Washington was attended by more than a thousand representatives of industry, engineering and government. Sponsoring the sym-

- Copper—As with other materials, allocations are slightly higher for May than April but the lowest for re-

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- Magnesium is used in in-

- Mica—Substitutes are being de-

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, Rigby & Parsons, Inc.

May 12, 1952 • Page 81
Scophony Relationship Studied

For the second consecutive week, FCC counsel explored the relationship of Paramount Pictures and Scophony Corp. of America as hearings continued on the so-called Paramount case. Basic in the case is whether the Commission will approve the merger of ABC and United Paramount Theatres Inc.

Questions directed by FCC counsel to Arthur Levey, president of SCA (now Skiatron Corp.) implied that at best the dealings between Scophony management and Television Productions Inc. and General Precision Equipment Corp. tended to be in restraint of trade and at worst attempts to suppress the development of TV.

Hearing, adjourned last Thursday, resumes today (Monday) with A. H. Blank, a UPT director, on the stand for cross-examination by FCC counsel on Des Moines theatre acquisitions and booking practices. Following Mr. Blank's testimony, Mr. Levey will return to the stand on Wednesday. Then Dr. A. H. Rosenthal will testify. Dr. Rosenthal, a physicist and electronic engineer, was connected with Scophony Ltd. of England, the parent company to SCA, for several years before joining the American firm in 1943. While in England, Dr. Rosenthal contributed to some of the more important Scophony developments including the line trade Skiatron TV tube.

Later, six theatre operators will testify. They are: Mrs. J. M. Anderson, Boone, Iowa; Carl Knudsen, Seward, Neb.; Fred F. Curds, Greenville, S. C.; Charles Waelder, Miami, Fla.; Sam J. Myers, Chicago (a brother-in-law of Barney Balaban, Paramount Pictures president) and Arthur F. Saas, also of Chicago.

After the theatre operators, Dr. Allen B. DuMont will return, and then Barney Balaban is due to come back.

Mr. Levey was questioned about letters he had written to Earle C. Hines, president of GPE, copies of which were sent to Paul Raibourn, a Paramount Pictures executive then. Mr. Raibourn is a Paramount Pictures vice president now, and is also a president of Paramount Television Productions Inc., licensee of KTLA (TV) Los Angeles.

Letters Exchanged

In some of his letters to Messrs. Hines and Raibourn, Mr. Levey sought aid from GPE and TPI, and he indicated he had been promised by the two firms but which was not forthcoming.

When Dr. Rosenthal was hired by SCA, it was apparently with the understanding that a laboratory would be built for him so that he could continue his work. However, GPE and TPI did not furnish the funds for the laboratory as quickly as Mr. Levey had hoped.

In one letter to Mr. Hines, Mr. Levey asserted: "(I) believe it was generally understood that the engagement of Dr. Rosenthal as Director of Research Development for SCA and the establishment of an electronic laboratory are indivisible.

In May, 1943, Mr. Levey claimed that the Class A stockholders of Scophony Corp. (of England, Mr. Levey and three others) had provided more than their share of work and effort, and asserted that GPE and TPI, as the Class B stockholders were acting as 'squatting,' doing little to aid SCA.

Mr. Levey wrote to Mr. Hines, sending a copy to Mr. Raibourn: 'Letters of this company are entitled to participate fully in the rewards due pioneering enterprises. They have labored for fourteen years and spent more than $1,600,000 to create and develop the present unique Scophony system of television protected by basic patents and including the best features of both 'electronic' and 'supersonic' methods into a completely new and novel system of television protected by basic patents and

similarly the report of the expert engaged by TPI [Paramount] to advise on the Skiatron potentialities is also completely favorable and of such a convincing and compelling nature as to warrant immediate energetic action.

I cannot acquiesce in permitting our licensees (GPE and TPI) to remain simply as 'squatting' in a valuable franchise for the company's benefit, and practically nothing to consolidate and improve our unique patent position, while our competitors energetically proceed to develop 'alternates' methods. . . . It is therefore for the "B" shareholders now in the fortunate position of benefiting largely by the preliminary work and expenditure of the "A" shareholders, to recognize and energetically support these truly great Scophony inventions which can contribute much in postwar television and in the public interest, assist in the nation's recovery program when the present emergency is over.

I do not actually anticipate difficulties in obtaining approval of GPE and TPI to a sound program of research and engineering development consistent with legitimate conditions, as we cannot imagine these companies would wish to be guilty of such business indiscretion.

There were 1,000 shares of both "B" and "A" stock. The entire "A" stock was distributed to the following: Scophony Ltd. (of England), 625 shares; Mr. Levey, 125 shares, and one block of 250 shares held by Hans Kraft of London, England, Otto Augenstein of Montreal, Canada, and John Augenstein of New York City.

The "B" stock was owned by GPE and TPI, each with 50%.

The English company was putting in its equipment transferring its foreign laboratories. Political applications to the American company, and in return was getting stock and having its debits paid off. English funds were "frozen" during World War II.

The Class A stockholders elected 3/5 of the board of directors, and certain other officials. The Class B stockholders were entitled to elect 2/5 of the board of directors and certain remaining officers.

SCA could not borrow money from any source unless stockholders of each class had been afforded the opportunity to lend and carry the same amount of money.

The Class A stockholders could not sell their holdings unless they first offered the rights to the Class B stockholders. However, the Class B stockholders were under no similar compulsion to offer their stock to the Class A group and could dispose of it whenever and to whomever they wanted.

The quorum for a board of direc-

ANTI-TRUST SUIT

Includes Eight Producers

ANTI-TRUST suit against National Screen Service Corp. was filed last week in New York federal court. It also includes the following eight major motion picture producers: Paramount Pictures, Warner Bros., 20th Century-Fox, RKO, United Artists, Columbia and Universal.

Paramount Pictures is the licensee of KTLA (TV) Los Angeles. It is one of the parties to the so-called Paramount hearing now going on. Such has been the major consideration the merger of ABC with United Paramount Theatres Inc. License renewal of KTLA is also one of the points at issue in that hearing.

All of the producers (United Artists is a distributing organization) are parties to the movie industry's request the FCC for exclusive-theatre-TV frequencies. That hearing was postponed for the third time several weeks ago (ATB, April 1st) but is expected to be rescheduled in the near future.

The civil complaint by the Justice Department charges violation of the S's request Anti-Trust Act in that National Screen Service Corp. has a monopoly in the manufacture and distribution of movie trailers and accessories (posters, signs, stationary and other advertising matter).

The charges link the eight producers with National Screen by claim that they are conspired to assist in the monopoly by giving National Screen sole rights in that field.

PRODUCE PROFESSIONAL COMMERCIALS

AT LOW COST with the New Gray TELEP II

Now, with the new, versatile Gray telep yo can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELEP II presents their selling message with opaque cards, photographs, art work and transparencies. And you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination. Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELEP II.
tions head in LOU BROTT, to DuMont, progress for employees, as SCA of Allianc- ing about the New manager, that STRIKE was DuMont bidding. Stewart 000 million buying MBS York, and out Brott formerly of the late Sir each trans-Atlantic broadcast when the side Thomas Lipton made a special radio address to the British people over WOR on Oct. 6, 1922, proposed that television could span the Atlantic by one of two methods: A series of ships at fixed locations at sea could be inter- connected by microwave relay; or, relays could be installed in air- planes flying circular patterns eight miles above sea level. “Obviously, the latter suggestion is more practicable since the margin of error will be much less,”

**CORONATION COVERAGE**

**Proposed for Trans-Atlantic Television**

COVERAGE of the coronation of Queen Elizabeth II in June 1953, was proposed as first trans-Atlantic telecast last week by J. H. Partnership, vice president of WOR-AM-FM-TV New York, who urged that the Radio and Television Manufacturers Assn. “adopt a spirit of aggressive cooperation by sponsoring the televising of this international event.”

Mr. Poppele, who engineered the first trans-Atlantic broadcast when the late Sir Thomas Lipton founded a special radio address to the British people over WOR on Oct. 6, 1922, proposed that television could span the Atlantic by one of two methods: A series of ships at fixed locations at sea could be interconnected by microwave relay; or, relays could be installed in airplanes flying in a circular pattern at altitudes from 30-40,000 feet at 500-mile intervals.

Mr. Poppele said in his letter to Glen McDaniel, RTMA president. Use of ships would require 100 vessels stationed 30 miles apart, with more than $2 million of TV equipment manned by 200 technicians. The aircraft relay could be established with six planes flying in a circular pattern at altitudes from 30-40,000 feet at 500-mile intervals.

In that case, 12 technicians and $500,000 of TV equipment would be required.

Noting the production cost would be “slight” compared to the overall value to the advancement of the industry, Mr. Poppele said, “the industry regularly televizes events of national importance, and while it is not necessary that television continue to prove itself, I believe that this event of universal significance can be brought to the American people.”

The WOR-TV vice president estimated that by coronation time there will be another four or five million TV receivers in the U. S. to bring audience potential to 100 million persons.

**DuMONT STRIKE**

**Union Issues Ultimatum**

STRIKE was threatened last week by Television Broadcasting Studio Employes Union against DuMont Television Station WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh, unless the terms of a new agreement could be reached before this Wednesday.

Local 784 New York, representing about 150 engineers and technicians, voted unanimously Tuesday to call a strike and were assured that the comparable International Alliance of Theatrical Stage Employes locals in Washington and Pittsburgh, representing another 50 workers, would follow suit.

Negotiations for all network-owned stations have been in progress for more than a month. DuMont, through its attorney, Harry Friedman, offered on May 2 to grant a 4% cost-of-living increase, rejected by the union through General Counsel Harold Spivak as being "entirely unsatis- factory and out of line with the prevailing increases given in the industry to employees performing comparable jobs." DuMont spokesmen said late last week that after their initial offer had been refused, negotiations were to be reopened.

**UA Names Brott**

LOU BROTT, for past five years head of Washington public relations firm bearing his name, has been appointed sales representative for United Artists Television in that city. Mr. Brott formerly was MBS news editor and public relations director in Washington.

**DuMont Busy**

TWICE as many cathode-ray instruments were shipped by Allen B. DuMont Labs, during the first four fiscal periods of 1962, ending April 21, as for the comparable period last year, Rudolf Poelt, Instrument Div. manager, announced May 2.
IN REVIEW

Program: Hats in the Ring, May 4, 43 NBC-TV stations, 2-2:30 p.m.; NBC Red, 1:30-3 p.m.
Film: "The Case for a Republican Congress.
Film Producer: Kirby Hawkes; Byron Studios, Washington.
Cast: Professional actors — Maurice Styles Bridges (N.H.) and Karl Mundt (S.D.); House Minority Leader Joseph Martin (Mass.); and Reps. Clarence Brown (Ohio), Charles A. Halleck (Ind.), Daniel A. Reed (N.Y.) and Walter H. Judd (Maine). One of the films they composed the country'sills, ranging from high taxes to the Korean war, and lauded the achievements of the 83rd Congress.
This initial effort was filmed by Bryon Studios, Washington, and written, directed and produced by BROADCASTING • Telecasting

THE CASE for a Republican 83d Congress was placed before the American viewing and listening people in what may well be the first political presentation of its kind on television or radio this election year.

As a political venture, the GOP Congressional Committee kicked off NBC's first radio-TV series, Hats in the Ring, with a wind unlikely to sway low political convictions one way or another.

But as broadcast fare, the network is come up with a stimulating series likely to command a faithful share of the radio and television audience before the national conventions in July. This opinion is buttressed by the fact that NBC has come up with both flexible formats and key political participants.

Obviously wanting no part of the melange that characterizes the philosophical conflicts of the Taft and Eisenhower forces, the GOP Congressional Committee wisely confined itself to a film on "The Case for a Republican Congress." The format it used was that of trial-by-jury.

The Republicans threw together three professional actors (a judge, and a prosecuting and defense attorney), and seven GOP Senate-House members to justify the 83rd Congress and indict the Democratic administration on foreign and domestic issues.

It will come as no surprise that, while the jury must yet render its "verdict" next November, the court was so packed as to invite recollections of the Roosevelt Supreme Court plan over 15 years ago. The "stopper": the judge constantly overruling objections of the defense attorney, who gave the appearance of being a possible candidate for Alcoholics Anonymous.

"Testifying" were such GOP stalwarts as Sens. Styles Bridges (N.H.) and Karl Mundt (S.D.); House Minority Leader Joseph Martin (Mass.); and Reps. Clarence Brown (Ohio), Charles A. Halleck (Ind.), Daniel A. Reed (N.Y.) and Walter H. Judd (Maine). One of the films they composed the country's ills, ranging from high taxes to the Korean war, and lauded the achievements of the 83rd Congress.

This initial effort was filmed by Bryon Studios, Washington, and written, directed and produced by the congressional committee with the cooperation of the Republican National and Senatorial Committees. In an unusual move, NBC-TV aired the film 2-2:30 p.m. and the tape on radio 2:30-3 p.m.

Aside from the 43-plus TV stations which carried it live, Rep. Leonhard Hall (R-N.Y.), Congressional Committee chairman, explained that 16 copies of the film were made for TV showing throughout the country.

The Democrats were to present their case for administration Congress yesterday (Sunday) after which all President aspirants will have an opportunity to state their qualifications — each to his own format.

Major problem bothering NBC network officials last week: How to cram in every candidate before the conventions with everybody throwing their hats in the Ring.

Program: Kentucky Derby, at Churchill Down, Louisville. CBS Television, May 1, 5-5:55 p.m. Fed by WHAS-TV Louisville. (Also covered by NBC Radio)
Cast: Bryan Field, Bill Corum, Sammy Renick, Pete French. Producer: Judson Bailey (CBS); associate producer, Sandy Sanders (WHAS-TV).

EVEYONE and everything clicked to give the nation's good show as the Kentucky Derby was telecast live for the first time in its 78-year history. Racing fans and those attracted by the glamour of the historical event were given 45 fascinating minutes of viewing, climaxing by the two-minute race.

The Gillette-sponsored half-hour segment, starting at 5:15 p.m. EDT, opened with a view of the grandstand from an infield camera, banqueting the crowd of 110,000. Dr. Renick, ex-jockey, handled early commentary, followed by Bill Corum commercial.

Pre-race programming was excellent as horses paraded from the paddock and moved toward the starting gate. WHAS-TV Louisville, handling the pickup for CBS Television, had two cameras on the grandstand roof, one on the infield judges' stand and one that looked down into the clubhouse garden and paddock.

Mr. Renick, who tended to overdramatize, had difficulty pacing his description of the individual horses with the camera closeups. In contrast were the calm narrations of Pete French, WHAS-TV special events announcer, handling color, and Bryan Field, who called the race.

Gillette appropriately used a horseshoe commercially shortly before the race started and then kept off the screen for 10 minutes. Mr. Field made it easy for viewers once the horses left the gate. Camera work was excellent though the horses almost disappeared from view a few seconds, just before coming into the stretch, because of shadows, obstructions and background. Going down to the wire, Mr. Field went out on a limb by predicting that Sub Fleet, coming up fast on Hill Gall, would never make it. His judgment was authenticated as Hill Gall won by two lengths.

Post-race ceremonies were interrupted by a network bulletin announcing the Supreme Court's ruling in the steel case.

The race was piped to New York and the network by a reversed spare circuit between Louisville and Dayton, possibly losing some quality en route. Betting and crowd both set records, which may be of interest to those who claim TV spoils sports attendance.

Fast time was made by wedging a kinescope of the race into the Ken Murray show on CBS Television the same evening (8-9 p.m. EDT).

Program: White House Tour, May 3. NBC-TV, ABC-TV, ABC-TV, 4-4:45 p.m., EDT Live
Cast: President Harry Truman, Walter Cronkite, Bryan Rash, Frank Bourgholtzer, Quentin Reynolds

THAT substantial portion of the public within view of 17 million TV sets has had a chance to know its President intimately in both official and informal capacities. A weekend, many millions of U. S. citizens enjoyed a con visit in the reconstructed White House, with

President Truman as their television host.

Relatively few persons have had a chance to walk from room to room as a President explained the layout, but the May 3 three-network audience heard their Chief Executive spin poindant yarns about famous paintings and historical furnishings as he strolled around. The program involved months of planning.

Three White House radio-TV newsmen — Walter Cronkite (CBS), Bryan Rash (ABC-TV) and Frank Bourgholtzer (NBC-TV) — fed questions to the President as they held microphones under his nose, apparently an unavoidable technical nuisance since experiments with "beer mug" and other miniature transmitting facilities had been futile. All handled themselves well in the difficult role but their task was simplified by the relaxed manner of the President, who seemed to enjoy the whole proceeding.

Lighting difficulties were myriad. Viewers were subjected to brief blackouts as cameras panned into unshaded windows. Three times, furtive figures in the background ducked in obvious and discontenting confusion as they came within camera range instead of moving along unobtrusively.

Wide public interest in the

INTERESTING moment in President Truman's historic tour of White House for TV audience was brief performance at piano. Holding mike is Frank Bourgholtzer, NBC White House newsmen.

All Clear

"IS THAT piece cleared?" Bryan Rash, ABC commentator, asked Eugene Stuster, WNBA (TV) Washington, as President Truman started playing the Mozart Ninth Sonata during his May 3 TV tour of the White House.

"Don't worry," said Margaret Truman, standing with the radio men in the East Room. "It's in the public domain."
furnished White House might have been more completely satiated had cameras provided more panoramic shots instead of concentrating on a microphone and two speakers. Thoughts of color TV must have been stirred among viewers as the President went through the Green, Red and Blue rooms.

The Chief Executive showed professional attainments as a TV commentator in contrast to his piano rendition of a bit of the Mozart Ninth Sonata after a gentle hint by Mr. Bourgholtzer. The President holds a union card presented a few years ago by AFM President James C. Petrillo.

In any case, the program was a notable contribution to American culture and history. If Mr. Truman is wondering about a job next January, he might look into the video field—especially if he will talk instead of read or memorize his lines.

NBC SIGNS BOYD

New ‘Hopalong’ Series Set

WILLIAM BOYD, known as “Hop- along Cassidy” to youthful television fans, has signed a 10-year contract with NBC, Edward D. Madden, NBC-TV vice president in charge of sales operations, announced last week.

During the next two years, Mr. Boyd will make new series of 52 half-hour films, all of which will be syndicated by NBC-TV to national video markets, Mr. Madden said. Work on new series— to start on the air in October—is already underway. Negotiations for NBC were made by Mr. Madden and John B. Cron, NBC-TV manager of film syndication.

‘TODAY’ SEGMENTS

Two Sponsors Added

TWO Chicago firms, Bauer & Black and Armour & Co., last week signed for portions of NBC-TV’s ‘Today’ with Dave Garwayne.

Bauer & Black, division of The Kendall Co., through Leo Burnett agency, Chicago, bought five-minute segments, one each on Tuesday and Thursday for 18 and eight weeks, respectively, starting June 17.

Armour will sponsor the daily weather reports, aired four times during the two-hour show, starting June 2 for six weeks. Agency is Posts, Cone & Belding, Chicago.

Kefauver TV Aid

SEN. Esten Kefauver’s (D-Tenn.) primary victories in Broward and Dade Counties “were substantially aided” by his appearances on WTVJ (TV) Miami, according to Judge W. Raleigh Petteway, Sen. Kefauver’s Florida campaign manager. Sen. Richard Russell (D-Ga.) and Sen. Kefauver, competing for the Democratic Presidential nomination, parried issues over WTVJ from 9:10-11:15 p.m. May 5.

WNHC-TV Scores

WNHC-TV New Haven, Conn., took pride last week in a May 2 news beat over two local newspapers whose management’s competitive attitude toward radio stations, it was claimed, once extended to the point of refusing to sell them advertising space. A tragic 11 a.m. fire which cost the lives of four women in a convalescent home 30 miles from the WNHC-TV studios was covered by the station with still and motion pictures. Stills were taken at 2:30 p.m., while the simultaneous afternoon paper had no pictures of the fire; the movies told the story while the final edition of the paper, on the streets late in the afternoon, carried a single shot of the fire scene. The blaze had been put out, according to WNHC-TV spokesmen.

AFM TRUST FUND

Brings Musicians’ Protest

LOS ANGELES musicians, protesting against signed petitions to APM 5% trust-fund format deprives them from getting work in TV films [B&T, April 21], have prompted union national headquarters to consider a survey of the situation.

Musicians claim the trust fund, set up as it now stands to which TV film producers must contribute, discourages filming of video shows with live music. Their contention is backed up by officers of Los Angeles Musicians Mutual Protective Assn., Local 47, who discussed problem with James C. Petrillo, AFM president, in Chicago a few weeks ago.

Mr. Petrillo reportedly agreed to send the protest fund membership and to consult with the AFM executive board. Meanwhile, however, as a result of the Chicago convention, it is understood he may send rail tickets, his TV assistant, to Los Angeles within the next ten days to investigate and confer with TV film producers as well as local union officials.

White House Repeat

TELECasting tour of the White House, broadcast live May 3, was to have been repeated over CBS Television yesterday (Sunday), 1-2 p.m. EDT. During filmed repeat teletcast, Sig Mickelson, CBS-TV director of news and public affairs, last Friday presented the original television recording to Dr. Luther Evans, director of the Library of Congress, for placement in the Library’s archives. Additionally, U. S. Dept. of Education has requested six copies of the White House kinescope for distribution to schools.

KEFAUVER SPOT

Refused After TV Tour

ON AGAIN, off-again developments marked effort of the Kefauver National Campaign Committee to place spot announcements immediately following President Truman’s TV tour of the White House last Saturday, 4:48 p.m. on NBC, CBS and ABC television networks [B&T, May 5].

Robert J. Enders Adv., Washington, notified publications and wire services May 2 that announcements would be carried by WTOP-TV Washington and WBN-S TV Columbus.

Jo’n S. Hayes, president of WTOP-TV, informed BROADCASTING • TELECASTING May 5 the station had not carried the spot.

Mr. Enders in turn claimed WTOP-TV had accepted the spot through its sales department and had mailed a station contract for the time. “At 6:15 p.m. (May 2), long after the business office of WTOP-TV was closed, the program manager of the station’s ad department advised us that the spot would be carried,” according to Mr. Enders. “Then shortly after 7 p.m. we were advised that, on orders of John Hayes, station manager of WTOP and WTOP-TV, the station was cancelling the spot. Mr. Hayes, incidentally, was out of town. The cancellation was made over our most strenuous protests.” He added “The WTOP-TV contract covering the Kefauver spot is now in our files.”

Mr. Hayes told BROADCASTING • TELECASTING May 7, “WTOP-TV did not broadcast an announcement Saturday following the telecast by President Truman. An attempt was made by the Enders agency to purchase a spot announcement. The station did not broadcast the spot, considering it in bad taste for a Presidential candidate to follow immediately a broadcast by the incumbent President.”

Ohio Primaries

PRIMARY ELECTION returns in Ohio May 6 were telecast directly from the secretary of state’s office in Columbus for the first time by WLW Television to its three video outlets, WLWC (TV) Columbus, WLWT (TV) Cincinnati, WLWD (TV) Dayton, and the Crosley station fed reports to a regional network emanating in Toledo and to NBC.

S-C UHF Converter

UHF converters for Stromberg-Carlson’s earlier TV sets are going to distributors and dealers, C. J. Hunt, radio-TV division general manager, said last week. In production several months, the converters retail in the East for $49.50.

In produc-
Thaw To Be Thwarted?
(Continued from page 74)

anywhere in the country regardless of the area in and around the community which should be served in the public interest," the Washington attorney declared. That is, he said, because the Commission established standards of power, antenna heights and separations on the basis of the needs of a few large cities "rather than on the basis of the needs of the particular area or community to be served."

This makes for administrative convenience, he stated, but leaves a legal doubt whether the Commission has not abdicated its responsibility to act in the public interest, convenience and necessity.

Mr. Scharfstein stated his belief that a court test based on the inequities of VHF and UHF channels would be decided against the FCC, on the grounds that the Communications Act's provision for a "fair and equitable distribution of facilities among the states," was not carried out.

Another ground for appeal to the courts, Mr. Scharfstein pointed out, was the operation of the existing VHF stations on the air had to change to UHF. Thus, he said, New York's seven VHF assignments prevents any similar assignments to the whole state of New Jersey.

Meanwhile, a major clarification question was being studied by the FCC following the raising of the question in two communications last week. The question: Do separations and antenna heights depend on the zone in which the city is located or the zone in which the antenna is located?

In a question raised by a radio law firm of Fly, Shuebruck & Blume, this point was made: A boundary between Zones I and II cuts through a city. It is proposed to erect a transmitter in Zone II, thus utilizing the 2,000-ft. maximum height permitted. The law firm takes the position that this meets the Commission's intent, rather than the 1,500-ft. limitation in Zone I.

In the exact opposite position, WAVE-TV Louisville notified the Commission that it plans to move its transmitter from downtown Louisville to a site across the Ohio River in Indiana, which would put the antenna in Zone I. However, since its channel is assigned to Louisville, in Zone II, it is said that it was assuming that it could utilize the 2,000-ft. maximum tower height permitted by Commission's rules.

Two border line cases are expected to be called to the FCC's attention.

Stinging opposition to the request of WMCT (TV) Memphis to amend the Commission's order [B*T, May 5] was filed last week by WRREC of the same city.

WMCT, now operating on Channel 4, asked the Commission to switch the channel to which it must move from Channel 5 to Channel 3. Among the reasons for this request, WMCT declared, was that the separation between Channel 5 in Memphis and same frequency in Nashville was less than the 190-mile minimum established in the rules.

Request Termined 'Selfish'
The WRREC petition called WMCT request "selfish," due to "protection of the other station in Memphis will have equal or better coverage than WMCT.

WRREC argued that the WMCT petition should be dismissed because: (1) WRREC sought to have Channel 3 assigned to Memphis, has applied for that frequency, while WMCT did not participate in having Channel 3 assigned to Memphis. (2) WMCT agreed to change from Channel 4 to Channel 5, and anyway the separation between Memphis and Channel 5 is greater than the proposed 170-mile transmitter-to-transmitter or 180-mile city-by-city minimums proposed by the Commission that none of the existing 180-mile limits cannot increase its antenna height to the 2,000 ft. maximum permitted under the new rules because its antenna is on top of one of the tallest structures in the AM station's WMC directiional array and would impair the efficiency of the WMC signal.

Reaction was immediate. Motion to strike the opposition was filed Friday by WMCT, calling it "replete with name calling and vituperative." In addition, the WMCT motion claimed that WRREC's conclusions are erroneous and unsupported by engineering data, and are "self-serving." The WMCT request was based solely, the Memphis station asserted in its motion, on the fact that if it is required to change to Channel 3 that wave length will have to be deleted.

WKDA Nashville Friday filed a motion in favor of the WMCT Channel 3 request.

Only other petitions concerning the Commission's final TV order were filed last week by a group of Milwaukee radio stations. They asked that the effective date of the order deleting them from Channel 3 be postponed until the final report becomes effective.

The stations, WFOX, WISN and WEMP, actually had gone through most of their hearing when caught by the TV freeze in 1948. They gave no reason for their request, but it is believed they want more time to study the possibility of court tests.

Official effective date of the FCC's Sixth Report and Order is June 2. The final TV report appeared in the May 2 issue of the Federal Register, and according to law becomes effective 30 days thereafter. Since June 1 is a Sunday, the effective date becomes June 2.

Appeals to the FCC for rehearings must be filed within 20 days after the effective date of the order, according to regulations. Petitions to Federal courts may be filed up to 60 days after June 2.

DuMONT HONORED
In Industrial Exhibit

AN EDISON Institute exhibit showing American industrial progress over the last century includes a range of DuMont television equipment and a tribute to Dr. Allen B. DuMont as an outstanding contributor to the field of home entertainment.

Called "Industrial Progress, U.S.A.," the show was displayed at the Edison Institute's show Thursday at the Henry Ford Museum, Dearborn, Mich., and was scheduled to begin a national tour.

CBS-TV officials at third CBS-TV Clinic on station operations May 1-2 in New York [B*T, May 5], pose against an antenna stage where they are (left to right): J. L. Von Volkenburg, president; Sig Mickelson, news and public affairs director; Hubbell Robinson Jr., vice president in charge of network programs, and Fred M. Thrower, vice president in charge of network sales.

PROBE OF MFRS.
Slated to Start Today

FEDERAL investigation of the radio-television manufacturing industry for possible violations of anti-trust laws was scheduled to begin today (Monday), date for which company records, correspondence and other documents were subpoenaed last February for presentation to the grand jury [B*T, March 8].

Today's deadline was postponed for some, but not all manufacturers, it was learned last week, when spokesman for the anti-trust division indicated that the precedent was to grant time extensions when requested. The number and compass of documents asked for, as in many anti-trust studies, extremely comprehensive, with some information dating back as far as Jan. 1, 1934, and it was understood that major organizations needed extra time to compile the data.

RCA, singled out in the subpena text as a corporation of particular interest, was the only manufacturer to oppose any subpena being issued, the nation's major producers of AM, FM and TV transmitting equipment who were served, who took legal steps against the court order, petitioning for withdrawal or change of the action which, RCA charged, was "too broad, unreasonable, and oppressive" [B*T, April 14]. Records of RCA will not have to be deliv ered until this side action is settled, presumably some time after the next hearing, June 12.

Records only were to be delivered today by the subpened corporations to the U. S. Court for the Southern District of New York, with individual witnesses due to be called later after investigators have studied the documentary evidence. Legal authorities emphasized that the closed-door action so far is only exploratory—to determine whether an indictment of any sort appears justified.

Besides RCA, companies known to have been subpened include General Electric, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith, CBS, and DuMont.
There's No Business Like TV Talent (Continued from page 79)

vision vice president, heads West Coast radio-TV department.

Famous Artists' radio and television department, under Joe Donohue, has set many of its clients on various live video shows in guest spots. Besides ABC's "The Name's Fleming" and "The Name's D'Amico," they include Corinne Calvet, Virginia Field, Elizabeth Scott, Dana Andrews and Kim Diane, among others.

The firm also is in TV film packaging business through President Charles L. Feldman's 50% interest in Jack Chertok Productions, headquartered at General Service Studios. Mr. Chertok, in addition, heads Apex Film Corp.

When Mesara Feldman and Chertok announced formation of their TV film production company, Famous Artists said many of its own name clients as well as "outside" talent would be utilized in tailored-to-order video shows.

On the planning board for early production are "Harbor Patrol," a half-hour weekly detective- Coast Guard series, starring Bruce Bennett; "Bush Pilot," in which Sterling Hayden would star, and a Private Secretaries series starring Ann Sothern.

Jack Chertok Productions is currently shooting the 26 half-hour TV film Sky King series sponsored by Derby Foods Inc. (Peter Pan Peanut Butter) on NBC-TV stations. It stars Kirby Grant, with Gloria Winters and Ron Haggerty. On the shooting schedule is a new series of 52 half-hour Lone Ranger TV films for General Mills Inc., starting in May.

Series to Star Irene Dunne

Irene Dunne, one of the top Hollywood motion picture stars, at an overall salary of $84,500, was set by Famous Artists to introduce, and as star, as well as act in the Irene Dunne Television Theatre, series of 26 half-hour programs being filmed by Edward Lewis Productions. Thirteen in the series have been completed, with the balance yet to be filmed. Joan Bennett was to have had the assignment in the Lewis produced series through deal worked out by MCA, but arrangements were later cancelled. The Irene Dunne film series will be sponsored by Schlitz Brewing Co., starting May 30 on CBS-TV Playhouse of Stars. Lennen & Mitchell, new agency servicing account, set deal with budget per film reported at $17,500.

Choice of Irene Dunne series was made by Nicholas E. Keesely, agency's vice president in charge of radio and television, who spent several weeks in Hollywood inspecting many film shows.

George Raft, a Famous Artists client, is starred in "I'm the Law," TV film series being made by Columbia Pictures and Hal Roach Studios. Seven 30-minute programs have been shot, with six to be produced in July.

MCA also is deep in TV activity. Besides placing talent from its extensive roster of names on various live radio and television shows, MCA has its film division filming and production subsidiary, Revue Productions, headquartered at Eagle-Lion Studios in Hollywood.

Besides filming the half-hour picture drama "Theatres," "Gruen Watch" and "Chevron Theatre" (Standard Oil Co. of Calif.), Revue Productions has completed the Kit Carson 30-minute, adventure series with Bill Williams and Don Diamond in the leads.

Alan Miller, MCA motion picture vice president and George Steel, head of MCA's television division, recently were shifted to Revue Productions to turn out jointly the two filmed "Gruen Guild Theatre" and "Chevron Theatre." Producers are Barney Sarecky who had been handling production.

On Revue's planning board are three additional TV film packages, Famous Playhouse, Regal Theatre and From Hollywood.

Gertz Clients Enter TV

More than a score of Mitchell Gertz Agency clients are also working in TV production at networks and independent production companies. This agency more or less specializes in writers, directors, producers, musical directors, cameramen and other production personnel.

In addition to controlling TV and film rights to more than 1,000 published stories, Mitchell Gertz Agency also has packaged two video shows. They are Prestige Theatre and "Nothing Now Under the Sun." Of the latter, 13 half-hour films are completed and were directed by Bill Heath, with Art Pierce coordinating production. Ed Kelsso and Leslie Swabacher wrote the scripts. Others in the series are still to be filmed.

Charles Boyer, Rosalind Russell, Dick Powell, Joel McCrea, Robert Cummings and Douglas Fairbanks Jr., are also joining the fast growing list of motion picture stars going into television.

In a deal worked out through their radio-television representative, Don Sharpe Enterprises, a division of the talent agency, George Jenkins directed pilot film.

Don Sharpe Enterprises also will produce "My Hero," comedy accentuated mystery TV series starring Robert Cummings, with Julie Bishop in the feminine lead. Official Films is to distribute. It also will handle distribution of "Impulse," psychological suspense series written by Larry Marcus which Don Sharpe Enterprises is to produce. Alfred E. Green who directed "The Jolson Story" for Columbia Pictures, has been set in similar capacity on "Impulse." Cast comprises King Donovan, Paul McVeigh, Christopher Larson and Tol Avery, with filming done at Sam Goldwyn Studios in Hollywood.

Blue-printed for future production are two other packages. Don Sharpe is handling. Based on NBC radio series which stars Joel McCrea, the "Texas Ranger" TV film show will be open-end with Craig Stevens in the lead. Merele or Mike McCarriage, who does Defense Attorney on radio, is slated to do a TV film version too.

Comics Provide Material

Another series to be handled by Official Films is "Terry and the Pirates," produced by Dougfair Corp. Richard Irving will direct, with stars and Gwen Bagni. Cast includes John Baer, Mari Blanchard, Gloria Saunders, William Tracy and Jack Kruschen. Series is based on the comic strip of same title.

Alliance between television and movies continues to grow stronger every day despite refusal of some film leaders to look ahead to the time when their studios will be shooting for video.

Even now, according to Basil Grillo, vice president in charge of production for Bing Crosby Enterprises, more hours of film are being shot in Hollywood for television than for movie consumption.

He predicts the day is not far off when 75% to 80% of time on all TV channels will be occupied by film programs. Countering are such industry leaders as Jerry Fairbanks, head of Jerry Fairbanks Productions; Louis D. Snader, president, Snader Telescriptions Corp.; Frank Wisbar, producer of Fireside Theatre series (Procter & Gamble Co.), and William F. Brody, president, William F. Brody Productions.

Sam Goldwyn, always an independent thinker and worker, in a recent interview predicted a "wedding between TV and motion pictures" within the next two or three years.

Others of the top names being offered for TV by their respective agents include Bette Davis, Loretta Young, Joan Crawford, Barbara Stanwyck and Ginger Rogers, but at figures and on conditions that networks or independent producers cannot meet at this time.

Most of the top comics already (Continued on page 89)
Production


Howard Welsch, executive producer with Fidelity Pictures, plans to enter the TV field and independently produce a half-hour film series, The Lady from Lloyd's, built around a feminine investigator from Lloyd's of London. Negotiations are being concluded with Constance Bennett, film actress, to portray "The Lady." Norman Foster, feature film director, has been signed to direct the series. Shooting will start June 1 at the Motion Picture Center. Each film, budgeted at $20,000, will contain a new cast apart from central figure of the title.

After converting the recently-leased Marcal Theatre in Hollywood to television, Filmcraft Productions plans production this month of The Bickersons, a half-hour TV film series based on former NBC radio program of same name, which will be filmed before live audience from theatre stage.

William Rapp, owner-writer-director of the radio package, will serve in the same capacity, with Isidore Lindenbaum, firm president, as executive producer, and Frenz Podor as production supervisor.

New automatic camera control system, used by the company in filming John Guedel Productions' Groucho Marx Show for NBC-TV, will be utilized in this series.

Sales


NBC's WNBT (TV) New York has acquired exclusive New York area rights to TV Die Jockey Toons from Screen Gems Inc., New York. The series includes production numbers, animated cartoons, pantomimes and marionette routines, providing visual elements for use with latest popular record releases.

Film People

Douglas Fairbanks Jr. will portray his late father, the silent film star, in a new half-hour TV film series, Tales of a Wayward Inn, based on Frank Case's book dealing with theatrical and literary personalities who frequented Algonquin Hotel, New York. Co-producers are Hal Roach Jr. and Carroll Case.

Jane Wyatt and John Shelton, film stars, have been signed for Love Without Wings, half-hour TV film in Five Star Theatre series for Procter & Gamble. This carries through plan of Frank Wisbar, producer, to include motion picture names in upcoming films.

Andy and Della Russell, night club-recording stars, have been signed by Arena Stars Inc., Hollywood, for half-hour TV film series with husband-and-wife format. The series will be filmed at Churubusco Studios, Mexico City, and financed by Don Frankel, oil and racetrack industrialist.

Andy Clyde, motion picture character-actor, has been signed by Interstate Television Corp., Hollywood subsidiary of Monogram, to a long-term TV contract. The first major assignment will be Buffalo Bill, half-hour TV films starring Jimmy Ellison in title role. Production started last week with Lewis Collins directing from a script by Joseph Poland. Vincent M. Fennelly is the producer.

John Archer, film actor, has been signed by Jerry Fairbanks Productions, Hollywood, for starring role in America For Me, half-hour film for the Greyhound Corp., Chicago (transcontinental busses). Locale will encompass 16 states and film will be photographed in black and white for TV release.

Harry Zimmerman, musical director, KHI Hollywood, is to provide musical background from his original score for The Golden Mother's Day half-hour TV program being filmed by Jerry Fairbanks Productions, Hollywood, for Family Theatre presentation. Edward Paul, the firm's musical director, will supervise a 32-voice choir.

Ralph Winters, casting director with RKO Radio Pictures, to Ziv TV Programs Inc., Hollywood, in a similar capacity for all Ziv's TV film series.

William Tinsman, casting director, Warner Bros., to Roland Reed Productions.

NEW UTP SALES Shows Go to 8 Markets

EIGHT recent sales in as many markets were reported last week for United Television Programs by Aaron Beckwith, sales director, who said that the husband-wife program, Double Play With Dorchester and Day, leads the list with purchase in two markets and debut in a third.

WJRK-TV Detroit, through W. B. Doner agency, bought the sports-discussion series for the Michigan Wine Co. and KMTV Omaha, purchased it for Storz Beer. The program started May 1 on WFBM-TV Indianapolis for the Fehr Brewing Co. with a special party guest, which plans for extensive merchandising-including autographed baseball cards, sales displays, and a concerted radio-newspaper campaign—were announced.

Big Town, program developed by Lever Bros., but offered to other advertisers in other markets through UTP, was purchased for WMVY-TV Chicago, and WSAZ-TV Huntington, W. Va., by Streitman Biscuit Co. The 26-week package will be distributed nationally in film on early October. Mr. Beckwith said, pointing out that it is currently available only to 29 non-Lever markets.

Other sales were for Royal Playhouse, a re-run of the Theatre series, WTDU-TV New Orleans and KFMB-TV San Diego. WENT-TV Chicago purchased Hollywood Off-Beat, a half-hour program last week. Representatives of Melvyn Douglas, and Movie Quick Quiz was signed for Dixie Cup sponsorship on WJZ-TV New York.

Dundhuts, Culver City, in similar capacity.

Eilo Billings, feature film editor, signed by Somerset Film Corp., Hollywood, in a similar capacity on half-hour TV film series, Hot Rails, scheduled to go into production June 1.

Sol Lesser, who recently acquired travelogue library of Burton Holmes for TV and theatrical release, has been named president of newly-incorporated Burton Holmes World Productions. Serving as directors are Julian Lesser and Mr. Holmes.

Mrs. Dorothy Clune Murray has been elected chairman of the board of directors for Werner Janssen Productions Inc., Hollywood.

ONE CH. CITIES

Monopoly Inference Answered

MONOPOLY situations in TV—where a total of 902 communities each have but one TV channel allocated in the table of assignments accompanying FCC's Sixth Report and Order [BST, April 14]—are no better or worse than similar situations existing in AM, according to FCC sources. Anyway, they say, it is a matter of the "nature of the beast"—radio waves propagation.

FCC comments were solicited after some observers pointed out the 902 single TV station cities under the allocation plan as instances of monopoly. Commissioner reaction was along the following lines:

- Of the 902 single-station markets, 26 channels are reserved for non-commercial, educational stations, or "primarily educational centers."

- There are 970 cities which have a single AM station in operation.

- Of the 1,860 radio communities in the U. S. (i.e. having one or more AM stations), about 250 have only 250 w daytime or part-time stations.

Other points made by FCC officials, in countering monopoly inferences, are: (1) All TV channels have not been assigned; it is possible to squeeze in more channels particularly UHF frequencies; (2) there is a question whether the communities with only one TV channel are going to be able to support a TV station anyway—the average population size of the 902 single-station TV communities is 9,800.

WTVN (TV) Center

WTVN (TV) Columbus' ultra-modern Television Center will be ready for occupancy shortly after May 15, Edward Lamb, station announces and announced last we Lark Nauck, WTVN promotion director, is arranging formal opening details.
There's No Business Like TV Talent

(Continued from page 87)

are committed. They include Red Skelton, Eddie Cantor, Bob Hope, Danny Thomas, Jimmy Durante, Jack Benny, Donald O'Connor, Alan Young, Martin & Lewis and Abbott & Costello.

In line with the pattern now evolving, Ethel Barrymore was recently signed for a substantial salary, plus residual rights in a contract with Interstate Television Corp., subsidiary of Monogram Pictures, for a series of 26 half-hour TV films tentatively titled The Ethel Barrymore Theatre.

Deal was handled by William Morris Agency, which also will supply Interstate with a good portion of the package, including writers, directors and other talent for the series.

Miss Barrymore, actress and narrator on the series, also will act as consultant to producer Lee Savin.

Loretta Young reportedly wanted $100,000 and 50% rights in a proposed TV film series in which she was to star, so the advertiser dropped negotiations. CBS, however, is said to have worked out an agreement with her through William Morris Agency for a planned TV series starting in the fall. Details haven't been revealed, but it is understood the money involved is a flat fee for 26 half-hour filmed programs, plus residual rights.

Despite statements to the contrary, talks between network executives and agent Paul Small are still under way for Ginger Rogers to do a weekly CBS-TV show. If it materializes, series will be filmed so she can continue motion picture commitments. Paul Small Agency, incidentally, also set a David Rose as musical director on NBC-TV Ezio Pinza program for the five weeks it originates from Hollywood.

Adventure Films

A TV film version is to be made of the new adventure series, The Chase, packaged by Frank Cooper Agency for origin from New York on NBC radio. Show was created by Lawrence Klee who writes CBS-TV Man Against Crime starring Ralph Bellamy with Camel cigarettes as sponsor.

General Artists Corp., with probably the largest number of recording stars in the popular category of any of the major talent agencies, is active in live TV packaging and artist placement. It also has blue-printed plans to set up a TV film division utilizing much of that talent.

CBS-TV Perry Como Show, sponsored thrice weekly by Chesterfield, is a GAC live package. Patti Page, incidentally, is being offered as summer replacement for the Perry Como Show with GAC, her agent, discussing the deal with CBS-TV New York executives.

Mel Torme, singer, with a CBS-TV show of his own, is a GAC client. Frank Fontaine, comic, Mindy Carson and Frankie Laine are others on GAC list who have been working in live TV on a rather frequent basis. Mr. Fontaine is to have his own CBS Radio show starting shortly. GAC also will star Mr. Laine in a TV film series starting in the fall.

With Louis Bromfield, author, as narrator-host, deal was recently concluded whereby Bing Crosby Enterprises will film a 30-minute TV dramatic series which GAC, in cooperation with Mr. Bromfield's agent, Stanley Bergerman, has packaged under title of Crisis.

Agreement was worked out by Basil Grillo, vice president in charge of production for BCE and Milton Krasny, vice president of GAC. It calls for the latter to handle national sales. BCE will produce and film the series.

Besides handling Bob Hope and Herbert Marshall for radio and television, James L. Saphier Agency, among others, handles placement of Eileen Wilson, singer on NBC-TV Hit Parade, and Steve Allen, comedian and m.c. on CBS-TV Songs for Sale. Agency is also packager of CBS-TV Al Pearce Show and CBS-TV Meet Corliss Archer.

Conte, Kennedy Co-produce

Richard Conte, stage and film actor, in early April finalized a deal with Jimmy Saphier and Jay Kennedy for half interest in TV rights to their radio package The Man Called X, which stars Herbert Marshall. He will co-produce with Mr. Kennedy and also star himself with his wife, Ruth. Mr. Marshall also is narrator of the Ziv TV film series The Unexpected, sponsored by Rheingold beer on Eastern stations.

Wynn Rosanora has blue-printed a proposed TV film series based on the life of Chaminade, French troubadour, with Diana Lynn, film star and pianist, in title role. He also plans a TV film series starring Dorothy Kirsten, Metropolitan opera star, plus situation comedy package starring Florence Bates and Ellen Corby, stage and film actresses.

Sam Jaffe Agency, in addition to Donald O'Connor, has GAC star names on its list who guest on radio and television shows. Agency also is negotiating with NBC-TV in the Alexander Kent deal, whereby network would aid in financing of 26 feature films by putting up $100,000 on each. In return, NBC-TV would have exclusive television rights. Agency represents the British film producer in the negotiations. TV film packages handled by Jaffe Agency include Byline, Washington Lady, Purple Playhouse, Brass McGowan and Alarms in the Night.

George Brent has formed his own company to produce films for video

(Continued on page 80)
as well as theatrical release. First TV series scheduled is *Address—Tenants*, Mr. Brent as landlord in the company with William B. White, his agent, as partner. Firm is listed as George Brent Productions Inc.

Mr. White also is packaging a TV film series, *Her Honor the Mayor* which will star Bette Davis if a deal agreeable to both can be worked out. She made her TV debut with Jimmy Durante on NBC-TV *All Star Revue* on April 19. Eve Arden, starring in CBS *Our Miss Brooks*, will do likewise in the CBS-TV series starting in the fall, in a deal worked out by Mr. White's agency.

Gloria Swanson will be starred in a half-hour TV film series to be made by Tele-Vox Co., Mexico City. Deal calls for sales plus residual rights. She is under contract to Simmel-Meservey TV Productions, Beverly Hills, subsidiary of Simmel-Meservey Co., which will handle distribution of the series, titled *Gloria Swanson Show*.

Joan Crawford's offer to major networks, through her agent Music Corp. of America is said to be for a five-year TV deal, in which she would get $200,000 per year to star in 26 half-hour films, plus 50% ownership of the properties.

Established names will be used in some of the upcoming filmed *Fireside Theatre*, sponsored by Procter & Gamble Co., in a new policy announced by Frank Wisbar, producer.

Stars Being Sought

Among those he is or will be negotiating for on the new 40 films currently being shot are Andrea King, Geraldine Brooks, Mary Sinclair, Frances Dee, Virginia Grey, Vanessa Brown, Sarah Churchill, Barbara Britton, Mari Aldon and Ruth Warrick. Shooting of the new group of half-hour TV films which started April 14, continues through September 28.

Diane Duryea, available to radio and television through MCA, will be starred in 52 half-hour TV films, *The Affairs of China Smith*, packaged by Tableau Television Ltd., which Edward Lewis Productions is shooting. Proktor Syndication International will handle distribution. Robert C. Dennis has writing assignment for series which is being financed by Messrs. Lewis and Duryea, and Bernie Tabakin, who will produce and direct.

With Arthur Kennedy, Edward Arnold, Diana Lynn and Akim Tamiroff among stars, National Repertory Theatre Inc., newly organized to produce films for TV, has set itself up at Motion Picture Center.

With it will be identified such directors as King Vidor, David Miller, Tay Garnett, Robert Florey, Christian Nyby and Ray Enright.

Tony Owen is president with Donald Hyde, Jay Hyde and Arthur Kennedy, vice-presidents. William Kozenko is secretary-treasurer.

One of the most ambitious ventures in making TV films, this group will function like a stock company with players alternating as stars and support. Group will share profits on participation, with Interstate Television, subsidiary of Monogram Pictures Corp., financing and handling distribution.


Strictly Business

(Continued from page 10)

the same territory, watching business in Minneapolis, Milwaukee, Cleveland, Detroit, Cleveland, and the Twin Cities.

A specialist in Canadian stations, Mr. Reilly has worked with outlets there on both jobs. The Adam Young Co., represents 23 Canadian and 20 U. S. stations. While attending the annual broadcasters' convention in Canada this spring for the first time in several years, Mr. Reilly recommended that managers increase their rates for TV, and decrease the rates for radio, that television installations are put into operation, presumably this fall.

Spot business, in which he has seen no rate cuts of any kind, is up everywhere. Mr. Reilly will continue to climb as station managers cooperate in local promotion and merchandising for the client.

His stations, in general, report a heavy demand for early morning and daytime spots, CKLW Windsor, which hit its sales peak in October 1950, last year, reported a 50% increase in sales of 104%—with new accounts still coming in.

Mr. Reilly, a native New Yorker, attended Fordham U., for a liberal arts course, later studying law at night school for two years. He acquired financial experience in a bank and a Wall St. brokerage house before the depression, at which time he went to work for the City of New York as a welfare investigator, prosecuting relief frauds. His checking resulted in the first conviction of such a violator.

Bill Reilly lives in suburban Paris and is a member of the Chicago Radio Management Club. He spent a leisurely vacation in Florida this spring teaching his daughters, Rita, 14, and Adelaide, 11, how to fish in the Gulf waters. Although he knew more than they about the sport, the girls showed him that practice in this case was more successful.

SLOAN AWARDS

To Be Announced May 20

FOURTH annual Alfred P. Sloan radio and television awards for highway safety will be presented at a dinner at the Waldorf-Astoria in New York on May 20. Winners will not be announced until that time.

The awards, administered by the National Safety Council in conjunction with its public interest awards, are "designed to recognize outstanding public service in traffic accident prevention by radio and television stations, networks, and advertisers."

Dramatized themes of this year's award-winning programs will be presented on NBC-TV's *American Inventory* program, which will be telecast at the dinner.

ATTesting to successful results for its Red Band Flour, General Mills presented pouch of 90 silver dollars to WIRC Hickory, N. C., winner of GM first prize. WIRC competed with 27 other outlets in five southeastern states with listener contest based on theme, "Win Your Weight in Silver Dollars." (Above) Mrs. Mattie Padgett, WIRC program director, receives five pounds of silver dollars from J. L. Newton of Charlotte, GM district sales manager. Kenove Adv., Minneapolis, GM agency, also congratulated WIRC General Manager Edmond H. Smith Jr. for "splendid job" by station in getting results.

Looking for Radio & Television Technicians? RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators, engineers, etc. Our graduates have passed a class Radio Television Technician's Exam, and are listed on file for your technical personnel needs. Write for Placement Manager.
DRAMATIC documentary on window-breaking by young vandals was broadcast Thursday as a one-time production, by WJL, listen-in station, repeated Sunday, and will be repeated at the city's schools in an effort to curb this costly damage. District of Columbia school board, church leaders and business leaders took part in the broadcast along with children at a school playground where an organized effort is under way to control breakage. The WOL news staff prepared the program after weeks of recording and editing under direction of George W. Campbell, program manager, and Gene Berger, newsmen.

MOODY TERMS IT 'MISTAKE'

House ban on radio and television at committee hearings is a "mistake," Sen. Blair Moody (D-Mich.), former newsmen and commentator, said last week in a transmitted radio show, Meet Your Congress, which he moderated before he was appointed to the Senate. Other former newsmen, turned politicians, Sens. A. S. Mike Monroney (D-Okl.) and Fred A. Seaton (R-Neb.), appeared on the program. Sen. Seaton is president of KHAS Hearst, Inc., of KMV, Manhattan, Neb., and vice president of KGGP Coffeyville, Kans.

Program discussed freedom of access of information in government. All three criticized the Presidential order which closes some government news with secrecy. The information classification order as a security reason, issued by President Truman last September also was a "mistake," Sen. Moody said. Sen. Monroney, former Oklahoma City News editorial writer, said it was "conceivable, destructive" while Sen. Seaton described it as "worse than the disease it tried to cure."

On broadcasts of Congressional committees, Sen. Moody said Congress "ought to have better rules covering the conduct of hearings and the protection of witnesses. But the public should be admitted." Sen. Seaton, seeing most meetings open to the public, added, "we shouldn't turn them into a ripplodrome, into a circus."

Lights needed by newswomen, flashbulbs of still cameramen and the presence of TV equipment, he said, are "not conducive to the peace of mind," and suggested the telecasting of "educational" hearings but not those in which a witness' reputation may be smirched.


Committee To Seek Coverage Rights

A PRODUCTION of a committee to confer with state officials in an effort to clear the way for radio coverage of public hearings conducted by legislative committees was authorized in a resolution adopted by the New Jersey Broadcasters Assn. at its spring meeting last Monday in Atlantic City (BTV, May 5).

By pressing the state's 20 radio and TV stations, and acting after WJWL Ashbury Park and WTTT Trenton were denied permission to broadcast hearings at a bill concerning bingo, the NJBA adopted a resolution which said, in part: "Any effort on the part of elected officials to deprive the public of immediate access to public proceedings through the medium of radio is an infringement on the right of the electorate to full and immediate information, and an indication of the growing trend to censor and stifle a free press and a free radio.""Meanwhile, NJBA members were told the approach by FCC Comr. Rosel H. Hyde that the Commission's procedures in handling the new TV allocations are designed to bring television to the largest number of persons as soon as possible. Denver is the largest city without television service and tops the list, he said, but a city 40 miles distant from a TV station is considered a city without TV service.

Hyde cautioned the broadcasters that with only seven hearing officers and multiple applications for each channel in the major cities, early action cannot be expected.

No Handouts By FCC

With respect to the education reserves, Comr. Hyde pointed out that FCC cannot hand out endowments or what amounts to land grants in the way of channels for educational institutions. It has earmarked channels for non-commercial, public educational stations in the public interest. But the policy of FCC, Comr. Hyde said, is to make changes as changes are required, and any use of the educational reservations will depend upon an examination of the facts. If the present allocations should prove unrealistic and the public interest would be served by some other use, the FCC will examine these reservations on the basis of new evidence, he stated.

At an afternoon session, Walter Erickson, radio director of Gray & Rogers Agency, Philadelphia, gave the broadcasters an insight into the problems that an agency faces in recommending radio and television to its clients.

"On the surface," he said, "it would seem that both radio and television should be used. Unfortunately, in a good many cases that is impossible. . . . It figures... that with our Unlimited Opportunities for broadcasting... with our Sunshine, Sea Breezes and Tropic Allure -- Miami, (Dade County) Florida is the fastest growing Key Market in the South! And, it figures... that to get your portion of this billion-plus buying income market, your smartest choice for Mass Sales is WIOD... the Radio Station that for over 26 years has served, sold and entertained with unexcelled performance not only Miami, but Florida's entire lower East Coast! For all the other figures, just call our Rep... George P. Hollingbery Company.
TRADE RULES

SUGGESTED trade practice rules recommended by FTC were released by Federal Trade Commission last Wednesday and tentatively set for discussion at a third government-industry conference June 18.

Rules were drafted by the industry group under leadership of Radio-Television Mfrs. Assn. and at the request of FTC's Trade Practices Conference Bureau. They will be circulated to industry members prior to the third and probably final conference before they are adopted.

Standards will guide manufacturers, dealers, distributors and other groups operating in interstate commerce under FTC's jurisdiction. When finally adopted, they will extend radio trade practices on the books since 1959 to cover television.

The industry draft once again poses the colorcasting issue, though this is rendered academic by virtue of the government's ban on mass production of color TV equipment. Industry committee backed up FTC's suggested provision (last year) touching on certain phases of adaptability and convertibility of video receivers by recommending addition of Section II under Rule 9:

Under this rule and with respect to devices or accessories to convert an existing black and white television receiver to receive a color signal, it is an unfair trade practice to fail to disclose that the result of the installation of such devices or accessories will be a smaller picture than the original black and white picture of the set if such be the fact.

A related point cropped up during two previous industry conferences held by the commission last June and September, with CBS Inc. arrayed against certain industry segments over the question of picture "degradation" inherent in conversion of monochrome sets under the CBS color system. Advertisements of color converters claiming they will attain actual viewable size and also were discussed.

Following the second of the two conferences, FTC asked the industry to name a special committee to study industry views and prepare a draft. The commission's own proposed draft served as the basis for the second session.

One new and unifying and deceptive selling method: advertisements to be prohibited, sponsorship, alteration or removal of serial numbers; deception as to standard of actual picture size, continued models, identity of manufacturer, misuse of the word "re-built"; misrepresentation to effect of TV antennas; guarantees and warranties, misuse of the word "free," false invoicing, imitation of trade marks, names; "spares" and "push money." Threats of use or change of cabinets; alteration or conversion of monochrome sets, which are deemed deceptive.

One significant new proposal is that involving deception as to picture actual size. "A shave" on any TV set, which prompted considerable discussion last year. It would be unfair practice to deceive prospective purchasers as to actual viewable picture tube, with or without added devices.

"It shall not be deemed deceptive to use the size which has become standard and accepted in the industry, provided they be stated to be no more than one inch smaller than the actual picture size and the statement is accompanied by the number of inches by 1, when any tube on a one-half inch dimension being assigned to the smaller inch measurement.

The industry recommendations were drawn up by a committee under chairmanship of Louis B. Calamaras, executive vice president, National Electronic Distributors Assn. Other committee members: Glen McDaniel, RTMA president; Edwin A. Dempsey, National Television Dealers Assn.; John Martindale, National Assn. of Cathode Ray Tube Mfrs.; Ross D. Siragusa, Admiral Corp.; Morton Farr, National Appliance & Radio Dealers Assn. and Fred Walker, Arlington, Va., radio-TV dealer.

Omitted from the industry draft was an RTMA proposal, offered in June 1951, that "advertisements ... stating, purporting or implying that any television receiving set can be adapted to receive color broadcasts in black and white which do not also state that the resulting black and white picture gives materially less picture detail than a standard black and white broadcast picture, if such be the fact," be considered an unfair trade practice.

CBS Inc. let it be known at the first conference, through an attorney, that it felt such a proposal to be discriminatory and traced testimony which eventually culminated in FCC's approval of the CBS color system. National Production Authority, acting for the Office of Defense Mobilization and in apparent agreement with industry members, than levied its equipment ban.

In recent months, however, there reportedly has been general agreement that the rules as now drafted would not prove objectionable. All segments of the manufacturing industry were consulted before the industry draft was submitted to FTC.

milestones

► FIFTEEN years of broadcasting have been completed by WPTC
Kinston, N. C. Celebration was marked by anniversary broadcast featuring greetings from Ernest Jahncke, president, the ABC Radio Network.

► J. B. Walker, Arlington, Va., Radio Dealers Assn., and the 18th conference will be held June 18.

► WTTM Trenton, N. J., early last month celebrated its 18th anniversary, marking occasion with open house and several "birthday" parties. The station received special commendation from Mayor J. G. Castner, of Trenton.

► HELOISE PARKER BROEG, "Mother Parker" of Food Fair, aired daily on WEEI Boston, has marked her 12th anniversary with the station.

► TELENEWS Productions Inc., New York, subsidiary of INS, in April marked beginning of its fifth year of Telene Gas Daily, television newswave service. Herbert Scheftel, Telenews president, said firm is only independent newswave producer that has been supplying television broadcast stations with daily newswave footage for so long a time."

► NATIONAL Assn. of Home Builders noted the first birthday of its national radio program, Housing Headlines, May 1. Show has been recognized by builders all over the country as a powerful selling aid and a public relations medium and is now heard in 43 cities.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Airing from Editorializing, Speeches, Newscasts, Ad Info., Financial Comment, Mystery Plots, Goopy Announcements, Man-on-the-Street Interviews.

Hundreds of Broadcasters and Newscasters guard this continuous hazard with our special tailored-to-the-risk Insurance.

USE CAUTION - LADY LUCK IS A DESSERTER!

IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
nick archer, paramount news, john pepper, feature writer
formerly with life, fortune and argosy and erford bedient, courier-express, buffalo, to news staff, telenews productions, n. y.

kenneth c. meinken jr., midwestern sales manager, national union radio corp., orange, n. j., appointed vice president in charge of equipment sales of cathode ray tubes, receiving tubes and government business. f. w. timmons, regional manager, allen b. du-mont labs, joins national as eastern sales manager.

allen b. du-mont labs, clifton, n. j., has released brochure on meaning of uhf. new development in tv is explained in non-technical terms aimed at clarifying problems which uhf presents for prospective station owner. booklet deals with difference between uhf and vhf, and cost and installation of the former.

walter p. chrysler jr. and leonard silliman announce formation of entertainment management corp., 33 west 42nd st., n. y. firm will manage and represent artists in all entertainment fields.

j. t. mcallister, manager of factory service, rca hollywood, to hoffman radio corp., l. a., in similar capacity.

vincent colbert, western litho co., s. f., appointed sales promotion manager for radio, television and traffic appliances, general electric supply corp., s. f.

dr. winston e. kock, head of acoustics division, bell telephone labs, murray hill, n. j., to receive honorary degree of doctor of science from u. of cincinnati at june 6 commencement.

w. s. hartford, vice president in charge of sales, webster-chicago corp., chicago, retires may 15 after 25 years in electronics field.

lee orgel, former manager of radio-tv department, nardella, collins & co., n. y., named head of new west coast office of sterling television co., producers and distributors. headquarters are located in hollywood.

adale hager, whvr ann arbor, mich., to broadcast productions inc., detroit, as account executive.

richard robins, television film productions, columbia, appointed film correspondent for state of ohio by associated press serving spot news departments.

frank j. diehl, chief engineer of garod radio corp., n. y., named vice-president and chief engineer of majestic radio & television, division of wilcox-gay corp., brooklyn.

equipment

rca, camden, n. j., announces production of new portable radio, model 2b400, designed to use newly developed rca long-life batteries providing power for 10 times more playing time than present batteries. unit also features automatic volume control to eliminate alternate fading and blasting. radio plays instantly with no warm-up necessary.

simpson electric co., chicago, announces engineering changes in model 381 capacity bridge making unit more compact and usable. push button arrangement has been perfected to obtain desired range. bridge arm must be adjusted for maximum meter deflection. capacity can then be read on the scale.

technical

john rogers, engineering staff, wnbw (tv) washington, appointed chief engineer at that station and wbc-am in washington.

james l. preston, chief engineer, kcch chillicothe, mo., to engineering staff, krvn lexington, ky.

john mcleod, engineer, kfi los angeles, recuperating from appendectomy.

ap radio style

associated press last week issued a 25-page booklet entitled, "ap radio news style book." the booklet was written by andrew c. lang, day supervisor, ap radio news report. in a brief foreword, john a. aspinwall, ap radio news editor, comments that the book is "designed primarily as a guide to the special requirements of processing copy for the ap radio wire." the booklet was distributed to 100 domestic ap bureaus and to the 1,175 member ap radio and television stations.
**HYDE RENOMINATED**

(Continued from page 27)

section handling applications for new facilities and assisted in a probe of network broadcasting.

Beginning his international broadcast activity, which later was to place him in a position as top expert at FCC, Comr. Hyde was a member of the U. S. delegation to the Third Inter-American Tele-Communications Conference in Rio de Janeiro in 1946 when he was still General Counsel.

In 1947, he made a flying trip to Havana and Mexico City on NARBA, attempting to work out new uniform standards of potential interference for standard broadcast stations. He was active in the same year during argument before FCC on the clear channel question.

Two years later, Comr. Hyde was chief of the U. S. delegation at the Third NARBA conference in Montreal and again at a similar conference in 1950 in Washington.

Lineup of FCC members is three Democrats, three Republicans and one Independent. Other Republicans, aside from Vice Chairman Hyde, are Comrs. Robert F. Jones and George E. Sterling. Democrats are Chairman Paul A. Walker, Comrs. Frieda B. Henrock and Robert T. Bartley (appointed this year to vacancy caused by resignation of ex-Chairman Wayne Coy). Comr. Edward M. Webster is the Independent.

**EXPANSION PLANS FOR EDWARD LAMB ENTERPRISES INC.**

Plans for Edward Lamb Enterprises Inc. were discussed in connection with opening of Mr. Lamb's New York headquarters at the Hotel Barclay. Confering on advertising budget and other facets of his radio-TV newspaper properties are (l to r): Bernard H. Pulsifer Jr., manager of New York office and national sales manager of Lamb Enterprises; Edward Lamb, radio-TV station owner and newspaper publisher, and Carl F. Hailberg, general manager of WHOO-AM-FM Orlando, Fla. Station managers and newspaper executives convened in Erie, Pa., and accompanied Mr. Lamb to New York for opening of new offices (Suite 250-251) at 111 E. 48th St. Lamb properties include Dispeteky, WTVN (TV) Columbus, Ohio; WTDQ WTRT (FM) Toledo, and WHOO-AM-FM. Office opened late last month.

**BALANCED FARMING DAY**

WIBW-Instigated Project Gathers Momentum

**INTEREST** is mounting throughout Kansas in a Smith County farm project instigated by WIBW Topeka, Kan.

The project, entitled Balanced Farming Day, is designed to illustrate improvements which would mean better living for farmers. Activities of Balanced Farming Day will center on a farm near Lebanon, Kan., Aug. 7.

WIBW says that the project will fill "a dire need for dramatization of balanced farming and family living in North Central Kansas." Alan Young, WIBW promotion manager, announced that the station has scheduled a concentrated build-up campaign. WIBW will air remotes from the project site on Balanced Farming Day.

Cooperating in the project are county, district, state, regional and national soil conservation officials. Kansas State College is helping.

And, of course, is the WIBW farm department.

How will Balanced Farming Day be financed? WIBW emphasized that no cash donations will be solicited. Each agency, organization and business association will contribute time, energy, equipment and facilities, the station added. Several organizations have volunteered to assist with the feeding of workers.

In turn, each business firm and agency will be provided with adequate opportunity to exhibit and demonstrate whatever it uses on Balanced Farming Day.

One project official explained, "We propose to install a complete soil conservation program on the farm in one day. We propose to start a soil building program on the farm which should, if continued, return the farm to its former position of providing a comfortable living for one family."

We propose to relocate, construct, repair, modernize and paint several of the farmstead buildings," the official added. "We propose also to mend fences and corrals, landscape the property and to modernize the house."

**N.Y. AD WOMEN**

**MILLER NAMED PRESIDENT**

NEW OFFICERS of the Advertising Women of New York will be formally installed during the club's 40th anniversary dinner tomorrow (Tuesday) at New York's Hotel Martineque.

Nadine Miller, director of press and public relations for C. E. Hooper Inc., succeeds Helen Berg, vice president and director of her Majesty Underwear Co., as organization president, with Miss Berg continuing to serve as ex-officio board member.

Other officers elected for the new term include:

Ruth M. Voellmann, New York manager of Sawyer-Ferguson-Walker Co., newspaper representatives, left vice president; Harriet Raymond, Plastic advertising manager, Calumet Corp. of America, second vice president; Mary Herem, assistant to president of Douglas Leigh Inc., treasurer; Hortense Fillius, public relations consultant, assistant treasurer; Hilda Krone, director of education, Paper Cup & Container Institute, corresponding secretary, and Marjorie Reimer, secretary, recording secretary.

Newly elected members of board of directors are Beverly Brice, promotion assistant, Life magazine; Antoinette M. Casey, assistant director of advertising and sales promotion, Franklin Distillers Corp.; Rita Otway, executive secretary of Publicity Club of New York, and Virginia G. Owens, Hearst advertising service; Ernest Mandel, associate advertising manager of Forbes magazine, and Barbara Weis, WOR-AM-TV New York commentator.

**FM'S PULL**

Zenith Tests Reported

FM ADVERTISING by Zenith Radio Corp. produced inquiries rav- ing an overall cost 65% below AM radio in a recent nationwide spot announcement campaign for hearing aids, according to Ted Leitzell, Zenith public relations director.

Speaking last Tuesday in Birming- ham, Ala., Mr. Leitzell said in some areas FM outpulled AM by a substantial margin, with AM leading in others, but the cost per in- quiry was lower for FM. There were other areas where AM outpulled FM and had a lower cost.

Duplicating FM's success, Zenith found FM's cost per inquiry was lower than AM's in California, Florida, Pennsylvania, New York, Michigan and Missouri.

Since this separation could not be obtained in some cases, Zenith was able to make valid comparisons in limited areas, Mr. Leitzell said. "Pull theoretical coverage was secured on both FM and AM sepa- rately in only one state, North Carolina," he explained. "Here FM pulled five times the number of in- quires obtained from AM, and cost per inquiry of FM was only one-seventeenth of the AM cost.

In the state of Michigan, full coverage of AM was obtained while FM coverage included just the areas of Grand Rapids and Detroit. In spite of this, FM outpulled AM two to one, while AM's cost per inquiry ran eight times greater than FM's. In West Virginia only partial cov- erage on FM was secured. Returns from this state were almost identi- cal for FM and AM, but the in- quiry cost for AM was almost twice that for FM."

FM cost was lower in Wisconsin, Alabama and Ohio. FM equaled or bettered AM's cost per inquiry, Mr. Leitzell said. In Washington, D.C., FM and AM announcements were separated, though returns being for AM were almost identical but FM's cost per inquiry was only half that of AM.
O'Hara Bill Would Offer Libel Guard

(Continued from page 85)

Dr. McFarland (D-Ariz.) or Ed C. Johnson (D-Col.), of the Senate Commerce Committee, and perhaps both, are destined to be conferrees on the McFarland bill.

Consensus is they would be inclined to endorse the bill, which is designed to clarify the political broadcast section.

While the O'Hara bill looked promising as a starter in broadcast overall, station authority looks privately expressed doubt late Thursday as to the reception it will get from legislators themselves.

As one spokesman expressed it: Will the Congress go along with the apparent theory in the bill that the broadcaster should have the authority over political broadcasts that he enjoys over other types of programming?

In the now famous Felix v. Westinghouse case in 1949, the U. S. Court of Appeals ruled in effect that broadcasters could censor speakers on air on behalf of an incumbent candidate [B&T, March 20, 1960].

As it appears to those who have given the O'Hara bill a first study, the legislation, if enacted, would extend this to candidates, themselves.

DEFENSE ADVISORY GROUP

Suggesting Being Adopted

RECOMMENDATIONS of a special committee, designed to spread electronics defense orders around small plants, are being adopted by the Air Force and Small Defense Plants Adm., Glen McDaniel, president of Radio-Television Mfrs. Ass'n, told a Senate subcommittee Thursday.

Mr. McDaniel testified at a hearing before the Senate Small Business Subcommittee on Mobilization and Procurement, headed by Mr. McDaniel (D-Mich.). Last year Mr. McDaniel was secretary of a special committee that conducted a small business survey for the Air Force.

Half of the 34 recommendations in the special committee's report have already been put into effect by the Air Force, Mr. McDaniel testified. The others have been passed on to Small Defense Plants Adm.

When a Robin Starts to Crow

...that's news! But then any wise bird will tell you that KEVY—located in the heart of the rich Midwest farm belt—is a PLUS value buy. Last year's cash farm income in North Dakota averaged over $10,000 per farm family. KEVY, on your media list, mean increased sales in this rich, rural market.

WIP Music Awards

WIP Philadelphia awarded winners in its first annual Showmanship Awards contest last week. Listeners voted for favorites in three categories: band leader, male vocalist and female vocalist. Stan Kenton won the band leader poll with Dick, May and Les Brown runners-up. Buddy Greco led the male vocalists, beating out Eddie Fisher and Johnny Ray, and top spot among the girl singers went to Patti Page, followed by June Christy and Doris Day.
T WENTY-EIGHT year calen-
der is being mailed to agen-
cies, clients and the trade by
WMAQ Chicago, NBC's m & o
outlet which is marking its 50th
anniversary this year. The plas-
tic calendar is printed on a wallet-
size card with a revolving wheel. An
accompanying memo from Harry
C. Kopp, vice president and man-
ger of WMAQ and WNBQ (TV),
reminded recipients of the station's
anniversary and that the calendar
was "guaranteed to keep you up-
to-date for at least the next quar-
ter-century."

ON ITS OWN HOOK
REMOTE eyewitness account of the
atomic explosion at Yucca Flat, Nev.,
was broadcast by KSUB
Cedar City, Utah, from a plane at
10,000 feet by Art Higbee, manager,
and Frank Barreca, news editor,
who were being piloted by Royce
Knight, local airport manager, to-
ard the scene of the tests when
the blast took place. The 1 kw
Cedar City CBS affiliate, 140 miles
from Yucca Flat, believes it
"scoped" all radio stations.

KTUL AIRS COMPLAINTS
NEW show on KTUL Tulsa, Speak
Up Tulsa, invites listeners to phone
in pet peeves for broadcast on the
program. Broadcast's success
prompted station to allot one hour
for its presentation rather than the
half hour originally used. Guests
appear on the program and attempt
to answer questions asked by call-
ers.

STUDENTS TAKE OVER
STUDENTS from Rutgers U. and
WSU, the experimental station, New
Brunswick, N. J., took over opera-
tion of WCTC there last Wed-
day. This is the second year the
commercial outlet has observed
WSU day. So successful was the
initial operation last year that
WCTC hired three students as reg-
ular staff announcers and a fourth
as a remote engineer.

CONSERVATION WEEK
PROGRAM marking WCCO Min-
neapolis-St. Paul's annual contribu-
tion to "Conservation Week" was
broadcast last week by Larry Haag,
station farm service director. Seven
of the state's top conservationists
were his guests on the program.
Discussion centered around goods
and services provided by the forest
products industry "as a result of
keeping Minnesota green, the
tourist trade brings in another $200
million" for the state yearly.

TWO YEAR CALENDAR
SIMPLIFIED slide calendar for
computing final broadcast dates or
talcing one's vacation at places
where WBMF Providence. Daily series
of 5 minute programs, What My Re-
ligion Means to Me, features state-
ments from lay people in the com-

munity. Listeners of all faiths have
been contacted and have re-
corded their religious philosophies
for broadcast on WBMF.

COMBAT TV SHOW
CURRENT WTOP-TV Washing-
ton-thriller is The Blue Badge,
Army-produced documentary pro-
gram showing combat divisions in
action during World War II, from
1-30 p.m. Sundays in a 12-week
series. Lt. Carl Brutoro, radio-TV
officer for the Military District of
Washington, will show the series
and Col. William Quinn, infantry ex-
pert, follows up with comments
and demonstrations.

WMAI GUESSELLING SHOW
GUESSELLING game show, You're
Hearing Things, conducted by Bill
Malone and Joe Campbell, will be
heard from 11:15-30 a.m. Monday
through Friday by WMAI-AM
FM Washington, with prizes to be
awarded listeners who identify the
sounds they hear on the air. Show
begun May 5.

LOCATION PLUGS
MOVE to fix WABD (TV) New
York's location firmly in the minds
of its viewers who were being born
forty years ago with a new policy of
musical station breaks. Few bars from one
of three tunes, "In Old New York," "East
Side, West Side," or "Man-
hattan," are played as background
for announcement concerning sta-
tion's location.

TV HOME DECORATION
DEMONSTRATIONS of new fash-
ions and ideas in home decorating
comprise format of new show, Decorators Workshop, telecast
Monday on WPIX (TV) New York.
Grace King, decorator and con-
sultant, will conduct the program
which is being sponsored by Sealy
Mattress Co. Guest appearances
will be made by leading home
decorators.

AD STRESSES COVERAGE
SIZEABLE ad appeared in Moline,
Ill. Daily Dispatch giving a resume
of flood coverage provided by
WHBF Rock Island for its listeners.
Pictures of staffers at work during
the sun's arrival and accompany-
ing captions were featured in the
ad which concluded "all this is how
and why WHBF brings you
complete, accurate, up-to-the-minute,
on-the-scene flood coverage."

PHILADELPHIA STORY
WIP Philadelphia found a silver
lining in clouds which hung over
the city recently. Featuring the
days of April. Advertising in daily
newspapers, WIP told readers that
they could "hear the first news of
the sun's arrival by listening to
WIP." When the sun finally shone,
the station told listeners: "We in-
terrupt this program to bring you
a special news bulletin from the
WIP news room. The sun has just
been seen in Philadelphia; proof
that Old Sol is still in the sky."

WWF REQUESTS GRANTED
PROGRAM series, Request-A-Tune
sponsored by Norman Mitchell,
appliance dealer, and Hotpoint,
has begun at WAAM (TV) Baltimore.
Show enables viewers to write in
requests, five of which will be per-
formed by participants on the
weekly show. Persons who make
the selections will appear on the
show to explain their choice.

WWRL MARATHON
SIXTEEN hour marathon was held
last week by WWRL Woodside,
N. Y., on behalf of a city-wide ap-
pel for the Special Olympics and
Community Center Fund, project
for the children of Harlem. Show,
supervised by Fred Barr, ran from
9 a.m. Tuesday to 1 a.m. Wednes-
day.

BRITISH SCIENCE
THE Johns Hopkins Science Re-
view, presented over the DuMont
Television Network Mondays at
8:30 p.m. for three successive
weeks beginning May 13, will show
scopps of scientific advances in
Great Britain. Program claims to
be the first to be invited to produce
a TV show in a foreign country.

WNAX SCHOLARSHIPS
FOURTEEN students from seven
colleges in the Midwest who have
successfully completed freshman
year requirements and who indi-
cated an interest in majoring in
agriculture and related fields or
home economics have been granted
scholarships by WNAX Yankton,
Sioux City, S. D. Each grant is for
$300. This is the tenth year the
station has made such a presenta-
tion.

MOTHER'S DAY CONTEST
MOTHER of the largest family in
Angelina County was scheduled to
be presented with prizes from
KTRK Lufkin, Tex., and several
of the city's business firms. Con-
test to determine the biggest family
was conducted on Q. P. Coffee Club,
daily show on KTRA. Special pro-
gram honoring the winner was
planned for last Saturday.

RECIPE OFFER CONTEST
MAIL map is being distributed to
the trade by KSL Salt Lake City
showing the station received mail
response from 138 counties in
eleven Western states, from eleven
other states and Canada on its re-
cent Brigham Young U. basketball
series sponsored by Utah-Idaho
Sugar Co. Offer on the series was
for cookie and candy recipe booklet.

STAY-AT-HOME VACATION
DAILY program outlining "pack-
age" vacations in New England
for its listeners, has been launched at
WORC Worcester, Mass. Shows
promote a spend-your-vacation-at-
home theme. Information on rec-
reation spots in the six New Eng-
land states was secured from
travel boards for broadcast on
WORC.
FTC APPEAL
Philip Morris Hearing Set

APPEAL by Philip Morris & Co., New York (cigarettes), from preliminary findings of a trial examiner was set last week by the Federal Trade Commission for hearing in Washington, D. C., June 3.

The initial decision, earlier this year by Examiner Earl J. Kolb, challenged nine advertising claims as "false and deceptive." The firm promptly announced that it would appeal [B&T, Feb. 11].

The tobacco company held in its rebuttal that the decision was not substantiated by evidence and that adverse testimony was subsidized by competing tobacco firms. The trial examiner directed Philip Morris to cease and desist from advertising "certain scientific statements" in broadcast and published continuities.

The complaint had cited a claim that Philip Morris cigarettes are "non-irritating or less irritating than other brands." Company noted that it had offered results of thousands of experiments conducted by noted scientists.

CBS Hollywood Wages

FURTHER wage increase demands by CBS Hollywood and Office Employees International Union (AFL) will be arbitrated shortly by a board composed of Tony O'Rourke, former head of Society of Independent Motion Picture Producers Assn.; Deane Johnson of O'Melveny & Myers, Los Angeles legal firm; and Max Krug, OEIU business representative. On March 24, OEIU accepted a CBS offer of 15% weekly wage increase for 175 office workers in 21 classifications, retaining right to arbitrate further.

Strong

New Business

(Continued from page 18)

Co., Valhalla Memorial Park), reappoints Philip J. Meany Co., that city.


GEORGE ENZINGER is account executive.

ST. LOUIS FEDERAL SAVINGS & LOAN Assn., St. Louis, appoints Olian Adv., that city. Radio and TV will be used.

WARREN FOR PRESDENT COMMITTEE appoints Yambert-Prochnow Inc., Beverly Hills, to handle primary election campaign. TV being used includes two quarter-hours, May 26 and May 29, on KECA-TV Hollywood and KG-O-TV San Francisco.

Adpeople . . .

JOHN M. ROYAL, formerly with Don Chemical Co.'s advertising staff, and JOHN K. LEE, former Gates Rubber Co. advertising production manager, to Assn. of National Advertisers as secretary to industrial advertising and films steering committees and secretary of radio-TV and display steering committees respectively.

IRVIN W. HOFF, assistant advertising manager, Colgate-Palmolive-Peet Co., appointed advertising manager, effective immediately.

1900 George W. Johnson 1952

GEORGE W. JOHNSON, who was manager of KTSA-AM-FM San Antonio, Tex., from 1937 until 1949, died April 25. He was 52.

Mr. Johnson had retired from radio to his ranch property near San Antonio. He died at his home on Route 8, on the outskirts of the city. Funeral and burial services were held in the Presbyterian Church in the nearby town of Giddings, his birthplace.

He is survived by his mother, Mrs. Laura Johnson, of Cameron, Tex., and by four sisters. Mr. Johnson's sisters were listed as Mrs. W. Bowers Jr. of Beaumont; Mrs. J. L. Denson of Cameron; Mrs. W. S. Brown of Cleburne, Tex., and Mrs. Dorothy McKelroy of San Antonio.

SETS TO VIETNAM

Aid MSA Anti-Red Drive

RADIO will be heard for the first time by 200,000 persons in the Indo-Chinese state of Vietnam with the current distribution of 400 community listening sets by Mutual Security Agency's Special Technical and Economic Mission (STEM).

Dr. Clarence R. Decker, assistant MSA director for the Far East, said the gasoline generator-powered sets plus a MSA $75,000 improvement program for Vietnamese broadcasting facilities, would renovate the state's broadcasting system for MSA programs featuring American aid and would help programming technique in the state's anti-Communist campaign.

AFRS Training

ALL phases of radio and TV are offered men 18 to 34 by Army Reserve Unit, Armed Forces Radio Service, in an enlistment campaign now under way. On-the-job training in writing, directing, announcing, newscasting and radio engineering will be given, according to Maj. David Bramson, commanding officer. AFRS headquarters are at 7201 Santa Monica Blvd., Los Angeles.

BUILDING FUND

WTHI Puts Drive Over Top

WTHI Terre Haute, Ind., helped teach members of its community a "lesson in brotherhood" by carrying to success a building-fund drive for two hospitals serving all faiths.

Local residents, to increase the number of beds in St. Anthony and Union Hospitals, needed community funds to match those supplied by the federal government. Shy of the goal fixed for contributions some six weeks before the deadline, the group was "bailed out" by WTHI, which donated two five-minute shows daily. The series featured local residents, civic and business officials outlining the need for more hospital space.

Listeners sent up to $500, passing the needed sum and enabling ground to be broken. For the luncheon ceremonies preceding the joint ground-breaking, WTHI personnel broadcast speeches of the governor, congresswoman and representatives of various medical associations. That evening, staffers joined those at WTV (TV) Bloomington for a telecast. The United Hospital Campaign story was picked up by News of America on CBS, with Bob Kimbro of WTHI feeding the story to the network.

PROPERTIES OF Crown Corporations, including Canadian Broadcasting Corp., are now subject to municipal taxes on property occupied and owned by the corporations. A ruling to this effect has been obainted by Toronto's Mayor Allan A. Lambert from Canadian Finance Minister Douglas Abbott. CBS property at Toronto will bring about $15,000 in city taxes.

for Omaha plus

590 KC
5000 watts
Established 1936

52 Years of

for Omaha plus

use

590 KC
5000 watts
Established 1936

Owing 28 Years of

Over 28 Years of

for Omaha plus

use

590 KC
5000 watts
Established 1936

Over 28 Years of

for Omaha plus
May 2 Applications . . .

ACCePTED FOR FILING

AM-1150

WUCX Akron, Ohio—Requests CP to change hours of operation from D to uni. with 1 kw D, 500 w, NA-DA.

License for CP

WTVJ East Point, Ga.—Requests license for CP, as mod., which authorized power increase, etc., for extension of completion date

KICY Searcy, Ark.—Requests CP to replace expired CP, which authorized power increase, etc., for extension of completion date

WKJZ Muskegon, Mich.—Requests CP, as mod., which authorized power increase, etc., for extension of completion date

WRSW Warren, Ind.—Requests mod. CP, as mod., which authorized change in operating hours, new DA-N and trans. location, for extension of completion date

KLOK San Jose, Calif.—Requests CP, as mod., which authorized change in operating hours, new DA-N and trans. location, for extension of completion date

Grün authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 105.

May 5 Decisions . . .

ACTIONS ON MOTIONS

By Chmn. Paul A. Walker

Chief, FCC Broadcast Bureau—Granted petition for extension of oral argument in proceeding re applications of Tribunks Publishing Company, Tacoma, Wash., and KBBR Bremerton, Wash., to continue to KXINT Tacoma, Wash.; is still engaged in major reorganization of station.

By Comr. Edward M. Webster

KTBS Shreveport, La.—Granted petition for dismissal without prejudice of its application for CP.

WJZY Jacksonvile, Fla.—Granted petition for dismissal without prejudice of its application.

By Gen'l Counsel

Penland McNamee and Francis Frierson McNamara, New Orleans, La.—Granted request for dismissal of application for CP for new AM station.

WWOB Logan, W. Va.—Granted petition of WWOB for extension of completion date.

WEDR Fairfield, Ala.—Granted petition for dismissal without prejudice of its application.

MIKE REPAIRS

New Service

Offered by Texas Firm

NEW SERVICE, devoted to micro- phone design and repair, has been announced by the Audio Acoustic Equipment Co., Arlington, Tex. Walter F. Turner, owner, said his firm hopes soon to expand to nation-wide service.

Mr. Turner, whose experience includes ten years with the Texas State Network and KRLD Dallas and KRLD-AM Dallas as assistant general manager, is a member of the Western Electric broadcast representative for Texas, said his firm's laboratories include the Western Electric-Bell Telephone Laboratories 640A condenser microphone and test equipment by RCA.

DIVIDEND of 10c per share has been voted by the directors of WJR Detroit to be paid June 4 to share holders of record at the close of business May 15. Announcement was made by John F. Patt, president.

Granting applications from record owners.

May 7 Decisions . . .

By COMMISSION EN BANC

Granted Frequency Change

WGY Watertown, N. Y., and WGY Schenectady, N. Y.—By memorandum order and denied motion for rehearing, WGY requesting that WGY's application for change of frequency from 1500 to 1660 kc be denied; further ordered that application of WGY be dismissed without prejudice, etc., which authorized frequency change, power increase and change trans. location, for extension of WDAE Tampa, Fla., as presently proposed.

To Increase Silent

WWXK Peoria, III.—Granted authority to remain silent additional 60 days from April 15 to June 15.

To Increase MEOV

WTIO Dayton, Ohio, and WVOG Logan, W. Va.—By memorandum order and order, denied petition of WHIO for extension of WVOG for 15 days for new power for month, for increase max. expected operating value of 4.2, granted for new station.

May 8 Applications . . .

ACCEPTED FOR FILING

KFPE Shenandoah, Iowa—Requests license for CP, as mod., which authorized change in operating hours from share time with KUSD to uni.

APPLICATIONS RETURNED

Note: For list of TV applications returned, see page 73.

KCPM Denver, Colo.—Returned request for CP to trans. to change location.

May 9 Decisions . . .

By FCC BROADCAST BUREAU

Granted License

KCLY Odessa, Tex.—Granted license for new AM station: 1420 kc, 250 w, uni.

By FCC BROADCAST BUREAU

Granted License

KZBB Freeport, Tex.—Requests mod. CP, as mod., for approval of trans. location on State Route No. 583, two miles north of Freeport.

Effective Date

KXMS Oklahoma City, Okla.—Requests mod. CP, which authorized change in trans. and studio locations.

RKO Bakersfield, Calif.—Requests mod. CP, which authorized change in trans. and studio locations.

WFSI Lakeland, Fla.—Requests CP, as mod., which authorized change in trans. and studio locations.

KMCR Mankato, Minn.—Requests mod. CP, for extension of license.

WCUR-AM-FM Pontiac, Mich.—Requests mod. CP, as mod., which authorized new CP, which authorized new frequency for FM station, for extension of license.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1211 Vermont Ave., Wash., D. C.

Sterling 3626

Commercial Radio Monitoring Company

Precision Frequency Measurements

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

Vacancy

Your firm's name in this "vacancy" will be by 15,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

Call 732-3500 for reservations.
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Metropolitan 6477
Member AFCCE *

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Formerly Colton & Foss, Inc.
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WASHINGTON, D. C.

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Quarter Century, Professional Experience
Radio-Television-Communications
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Executive 1112 - Execut 1841 (Nights-holidays, Lockwood 5-1819)
Member AFCCE *

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AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road - Riverside 7-2153
(A City suburb)

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Aptos, California
Appointments arranged for
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Los Angeles
Portland
Phoenix
Box 250
APTS-2532
Member AFCCE *

RAYMOND M. WILMOTTE
1469 Church Street, N. W. 83442
Washington 5, D. C.

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Consulting Engineers
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Hollywood, Calif. NORMANDY 2-6715

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Consulting Electronic Engineers
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1205 New York Ave., N. W.
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HARRY R. LUBCZE
CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3666
HOLLYWOOD 28, CALIFORNIA

APPLICATIONS RETURNED
WCNH Quincy, Fla.—RETURNED application for acquisition of control by Andrew E. Letson. Interstate Brgt, Co., Greensboro, N. C.—RETURNED application for new AM station on 550 kc with 1 kw D. contingent on grant of WBBB. (Continued on page 102)

May 12, 1952 • Page 99
Manager
Manager for exceptionally strong, small-market station, south central. Will have total responsibility for one- man operation. Must have actual managerial experience and a proven ability to mix well in luncheon clubs and other important local social circles. Good opportunity to buy small interest after trial period and also to join owners in other businesses. Tell about yourself in first letter and include small photo. All inquiries confidential. Box 159F, BROADCASTING • TELECASTING.

Salesman
Excellent opportunity for hard-hitting salesman. Liberal draw against commissions. 1 kw with major market in population in North Carolina. If you can sell, you can earn $5000.00 and more per year. Full information and application. No hot shots please. All replies confidential. Box 159F, BROADCASTING • TELECASTING.

Wanted: Experienced radio time salesman for small station in south. Guaranteed minimum salary on commission basis. State full particulars in first letter. Box 97F, BROADCASTING • TELECASTING.

Wanted immediately: Engineer for small broadcasting field. Must have under 30 and possess sales ability. Some travel especially important. Excellent opportunity with well established station. Box 159F, BROADCASTING • TELECASTING.

Salesman: Good opportunity in Illinois for hard-hitting salesman. Liberal draw against commissions. 1 kw with major market in population in North Carolina. If you can sell, you can earn $5000.00 and more per year. Full information and application. No hot shots please. All replies confidential. Box 159F, BROADCASTING • TELECASTING.

Consumption
Consumption and sales manager.年底前 with excellent opportunity. Must have excellent reputation in advertising field. Salary, commission. Write full details and photo to Box 97F, BROADCASTING • TELECASTING.

Wanted: Young man to break into radio sales. Remarkable opportunity for advancement if you have a radio background. Must have excellent accounts and keeping old ones. Salary, commission, good in this line. WCON, Coatesville, Pennsylvania.

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Situations Wanted (Cont'd)

Presenting Manager 
BA Degree in Radio. Four years experience. Excellent references. Prefer AM- TV operations. Interested in Broadcasting - TELICASTING.

Saratoga years of successful radio station management experience. Excellent record, first and last call in all phases of AM radio. Would like to return to more affiliate oriented radio station of any size. In addition to management experience, has had extensive sales-producing features. References if required. Box 125P, BROADCASTING - TELICASTING.

Manager same station 12 years, desires change for better exposure. Box 125P, BROADCASTING - TELICASTING.

Assistant station manager—experienced many phases station operations, particularly engineering. Interested in organization with future. Currently employed. North east. Please send references. Box 122P, BROADCASTING - TELICASTING.

Commercial or general manager available. 10 years experience radio as salesman, commercial manager and general manager and network operations. Extra strong on sales and profits. Best references. Guaranteed results. Family, sober. Personal interview. C. J. Bellamy, 4, Bloomville, Ohio, Phone 118F 14.

CH be holders! Stoppers! Stoppers! Don't lose your license. Employ a manager with proven results and ability to organize, build and operate your station. Reasonable salary. Personal interview. T. L. Kild, 460 Indiana. Wichita, Kansas.

Salesman

Salesman—announcer. Details by return mail. Box 125P, BROADCASTING - TELICASTING.


Attention station managers and owners: Saratoga, six years sales experience, ideas for good accounts, also 3 years unemployment. Ideal Relief announcing, all types. Desires position in Alabama or Texas. Anything over 25,000 population was acknowledged. Box 86P, BROADCASTING - TELICASTING.

Newspaper-announcer, deep voice, college educated, four years in radio, all phases. Box 160P, BROADCASTING - TELICASTING.

Announcer, four years experience, speaks good French, desirous of return. «Vet. experience. Box 125P, BROADCASTING - TELICASTING.

Newscaster-announcer, deep voice, college education, two years in radio, all phases. Box 101P, BROADCASTING - TELICASTING.

Announcer—driven, phoned first, Announcer with first class license. Will work anywhere. Prefer AM or TV. Will consider anywhere. Box 101P, BROADCASTING - TELICASTING.

Expert engineer/chief engineer, 18 years experience in engineering and studio. Excellent references, all progressive. Box 222P, BROADCASTING - TELICASTING.

Production engineer, 12 years radio field. Available immediately. Box 80P, BROADCASTING - TELICASTING.

Expert announcer, well known metropolitan disc jockey with proven Hagar, style and personality. Write for brochure. Include salary top. Box 108P, BROADCASTING - TELICASTING.

Disc-jock, announces first with phonographic, practiced play-by-play. Started staff, now program director. References, all good. Tape, details upon request. Martin, 101P, BROADCASTING - TELICASTING.

Newscaster-announcer, deep voice, college education. Four years in radio, all phases. Box 160P, BROADCASTING - TELICASTING.

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in public service . . .

TOTAL of $20,800 has been do-
ated to the American Red Cross
Flood Relief by NBC network
listeners of the Bush Lycnes 50
Club, which originates at WLWT
(TV) Cincinnati five days weekly.
In return for $1 donation, Miss
Lyons sent 8 x 10 photograph. An
estimated 15,000 prints are to be
mailed to every state and to
Canada. . .

Emergency Appeal
WHEN American Red Cross ap-
pealed for emergency quota to aid
rehabilitation of families along
Montana's flooded Milk and Jims
orii Rivers, KMON Great Falls
volunteered to raise the money.
Hurried consultations with pro-
gram and announcement staffs paved
the way. Within 24 hours, KMON
was on the air with a variety Red
Cross Jamboree which lasted until
midnight Saturday and was
resumed intermittently Sunday with
the result that the emergency quota
was oversubscribed. In all, 18
hours of programming was con-
sumed.

. . .

Donates Transmitters
WWVA Wheeling, W. Va., turned
over its former mobile unit—a 100-
watt transmitter and one of 50— to
the station, presented them to of-
ficials of the Wheeling-Ohio County
Civil Defense Organization. Will
E. Rine, managing director of the
station, presented them to offi-
cials of the Wheeling-Ohio County
Chapter of Red Cross. One unit
was installed in Wheeling's Red
Cross headquarters while the other
was used as a stand-by.

Blood Type Obtained
LARRY HOMER, announcer for
WEEI Boston, aired a request one
day at 6 p.m. from the Union Hos-
pital in nearby Lynn, Mass., for
a special type of blood. At 11 p.m.,
the hospital phoned to say that it
had received 150 offers from WEEI
listeners, appealing to donate the
needed type of blood. Some of the
calls had come from as far away
as Bangor, Me.

Basketballs
WDAN Danville, Ill., has added
another item to its growing list of
public service features. The
station shipped tape recordings
of state championship high school
basketball games to the 130th In-
fantry Regiment, Danville segment
of the 44th Infantry Div., stationed
at Camp Coke, Calif.

. . .

KFBF Aids Youth
KFBF Wichita, Kan., showed ra-
dio works where other media fall
recently when broadcast appeals
brought $800 donations to pay costs
for treatment of Kay Burleson of
Essex, 18-year-old paralyzed youth,
with a newspaper story with pic-
ture brought only $10, according
to George E. Wells, KFBF pro-
gram director.

. . .

All-Night Telethon
TELETHON on WDSU-TV New
Orleans featuring staffs of both
the television outlet and its sister
AM station, WDSU, continued 13
hours, starting at 11 p.m. one Sat-
urday and concluding 12:30 p.m. Sun-
day. The drive was for the benefit
of United Cerebral Palsy Assn.
of Greater New Orleans and netted
$4,672.44 in contributions. All-night
telethons starred Dorothy Lamour,
Chico Marx, Rosemary Clooney and
Sunny Skylar in addition to WDSU
personalities and several disc jockeys
from other local stations.

. . .

Pilot Dog Fund
PILOT DOG Inc., Columbus, Ohio,
has announced that the first
fund-raising campaign of that or-
ganization which was conducted in
Ohio through WHBN-TV Columbus exceeded its goal of
$6,000 by netting $6,527.44. More
than 2,550 individual contributions
were received during the week-long
drive. Need for contributions was
driven home over 17 locally-pro-
duced programs. Viewers were
asked to send their donations to
their favorite WHBN-TV person-
ality. Seven of these shows over-
subscribed their particular quotas.
Non-profit group provides seeing-
eye dogs to the needy blind at no
cost.

. . .

WSIX Aids Foundation
WSIX Nashville and the ABC
show, Ted Mack's Original Ama-
teur Hour, raised more than $2,000
for the Cordell Hull Foundation
for International Education which
had 12 amateur acts selected from 500
auditioned by WSIX put on a 45-
minute show in Nashville which
went over with raves. The foundation
exchanged with Nashville's Vander-
bilt U., Scarritt College and Pea-
body College for Teachers.

. . .

Guide Dog Fund
KING Seattle, through spot an-
nouncements, appealed for con-
thributions to obtain another guide dog
for a blind woman whose first
canine companion was killed in an
automobile accident April 9. A
goal of $2,000 was set by Harry
Jordan, KING news director, and
Hal Davis, program director. With-
in a few days KING had raised
more than $4,000. Incidentally, the
blind woman's name is Mrs. Melba
King, who said she now refers to
herself as Mrs. K-I-N-G.

Feature of Week
(Continued from page 16)
and take-off were George Seyffer-
titz, Austrian vice consul in New
York, and his wife.
Next morning, the chicks ar-
rived in Austin, Texas, and were
transferred by truck to Vienna.
Second of three flights to com-
plete the order placed by the Aus-
trian government left May 5. The
third and final was scheduled for May
13. In addition, 7,000 chicks are
being sent as a gift with the aid of
the Connecticut Poultry Assn.,
4-H Clubs and WTIC.

BROADCASTING • Telecasting

HELP WANTED

TV ENGINEER
Capable of taking equipment "out of
the box" and putting a picture
on the air. Will give long term
contract opportunity for purchase of
stock and will make him an Officer
and Director in Corporation.

WANTED

PROGRAM DIRECTOR
Topnotch man with successful TV
background. Will give same
opportunities as stated above to
the Engineer.
This is a first rate Midwest Market
— No TV here now. Address
replies to Box 117P BROADCAST-
ING • TELECASTING. All re-
plies will be answered.

EXECUTIVE PLACEMENT SERVICE
for competent managers, com-
mercial managers, program
directors, chief engineers,
disc jockeys. Reliable, con-
fident managers wanted.
Send for full information today.

Howard S. Trass
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

MINNESOTA NETWORK

MONEY MAKER

$100,000.00

Located in an area where TV will
have little immediate effect, but
with good allocations for TV development already assigned should
buyer wish to enlarge facilities. Based on this investment and last
year's profit, buyer should expect about 30% on his investment. Studio
and transmitter combined, giving low cost operation. This property
is priced right and will not be available long. Price $100,000.00 with
terms.

APPRAISALS • NEGOTIATIONS • FINANCING

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.
James W. Blackburn, President
Washington Hlgl.
Sterling 4341-2

CHICAGO
Ray Y. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exhito 2-3672

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NEW GATES EQUIPMENT

- Model GR-61 mixer assembly only
- Model 2610 limited amplifier
- Model 90-61 two way mixer assembly only
- Model GR-61-90 remote
- Model MO-2884 program amplifier
- Model SA-22 camera amplifier
- Model SA-23 program amplifier
- Model AG-25D-AF micropower meter
- Model AM2 "Studio B" light fixture
- Filter selector
- Audio transformer
- Model CB-16 console transcription turn-
table with 88 rpm ULLID head
- Model SA-66 general purpose amplifier
- 2 = AM2 "central room" light fixture
- 1 = AM1 "Studio A" light fixture
- 1 = AM2 "Studio W" light fixture
- 1 = RA-10 recording amplifier
- 1 = GE-KH phonograph motor
- 1 = 84-140 patch panel
- 1 = Overhead feed screw assembly (p-0) 1/2
lini per inch
- 1 = SA-903 patch box with over
- 1 = SA-17 stew power supply
- 1 = Gates gray paint
- 4 = Gates gray paint
- 1 = ZA1597-10 stew power supply
- 1 = SA-101 pressure tank
- 1 = M-2111 motor panel
- 1 = SA-A-3 U panel
- 1 = Gates Playback arm
- 1 = M-2096 Gates arm
- 1 = M-3098 end seal
- 1 = M-3096 and seal
- 1 = M-3056 and seal
- 1 = M-3057 end seal
- 1 = M-3097 end seal
- 1 = Feed screw only (0-1) 256 lines per
inch
- 1 = Gates motor switching switch

ALL THE ABOVE LISTED MATERIAL IS
NEW, NEVER USED EQUIPMENT
ALTHOUGH THERE HAS BEEN ON DISPLAY
ON SALESROOM FLOOR. FOR ADDI-
TIONAL INFORMATION PHONE WIRE
OF WHITE HOUSE SUPPLY CO., 150 CLAY ST,
HEASTON, TEXAS.

NOTICE

We are top male station in metropolitan market.
Competent engineers, technicians and support staff
with network schedules. Starting salary—$600 for 40-
hour week with extra for talent and overtime. Later
promotion with TV application. Send data of
work to Program Director.

BOX 11P, BROADCASTING • TELECASTING

Tape.
**SUMMARY THROUGH MAY 8**

**AM Stations**
- On Air: 2,340
- LICENSED:
  - CPs: 2,226
  - Applicants In Pending Hearing: 129
- LICENSED OR申請

**FM Stations**
- 628
- LICENSED:
  - CPs: 581
  - Applicants In Pending Hearing: 69
- LICENSED OR申請

**TV Stations**
- 108
- LICENSED:
  - CPs: 91
  - Applicants In Pending Hearing: 39
- LICENSED OR申請

**FCC Purchases**

**Application Filed**

IN ADDITION to a purchase price of $1,250,000 for 50 kw WLAC Nashville, Life & Casualty Insurance Co. of Tennessee will pay 10% of the net profits after taxes over $200,000 for 5 years to present owner, J. Truman Ward. Details were revealed in an application for FCC approval filed last week.

Insurance company is repurchasing the Nashville station (on 1510) after 17 yrs. under rental agreement with man who bought it for $75,500 when it was a 5 kw station on 1490 kc [BWT, April 21]. WLAC replacement value was estimated at $570,655.

Terms of the sale also include a life-time management contract for Mr. Ward at $30,000 per year. Provisions are made so that if Mr. Ward dies before the seven-year term of his contract, the insurance company will continue its payments to his heirs until the seven-year term.

Total current assets of WLAC were listed at $103,816.68, with cash assets of $38,041.36. Total current liabilities were shown as $15,255.05. Total assets of the insurance company was indicated as $137,013,424.53.

WLAC is a CBS affiliate, was established in 1925.

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

**RCF report**

(Continued from page 26)

**FCC Actions**

(Continued from page 98)

License Renewal

WMCA New York—Granted renewal of license for regular period (FCC adds to April 30 decision, Bkt, May 5)

**ENGINEERS**

**First - Second Phone**

YOUR APPLICATION CAN BE PROCESSED FOR IMMEDIATE OPENINGS IN FORTY-TWO STATES.

ONE WEEK’S SALARY WHEN PLACED, THE ONLY FEE.

WRITE:

Broadcast Management Services Co.

(agency)

17 East 48th Street, New York 17, New York

PL 5-1127

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that "service is the basic way of reaching radio farmer because a service broadcast hits him right in the pocket book and helps him to make a living."

Allan Page, OBA president and general manager, KWOW Lawton, Okla., a BMI field representative, was chairman. Other talks were made by Karl Jensen, program manager, KTUL Tulsa; C. O. Langlois, president, Langworth Feature Programs Inc.; Carl Vandagriff, program director, WOWO Fort Wayne, Ind.; Robert J. Burton, vice president, BMI, and in charge of publisher relations; Norman Glenn, president, Sponsor magazine; Bob Watson, program director, KGNC Amarillo, Tex.; and Ted Cott, vice president, NBC.

PORTLAND, Ore., May 7

Frank H. Loggan, president and general manager, KBNF Bend, Ore., advocated promotion of local sales, saying, "Knowledge, enthusiasm, confidence and hard work are the things that build business. There are no other ways to gain commercial success; no magic that can be employed; no safe shortcuts. In radio, as in any other business, there are rewards awaiting those who apply each of these elements as they build. "

DES MOINES, May 7

John M. Butler Jr., general manager, WSB-AM-FM-TV, Atlanta, told Iowa radio listeners that "radio's tomorrow is now."

"As long as we can provide the advertiser with a reasonable return on his dollar, there is no real apprehension over radio's fiscal future," he said. He told listeners that his station received 2,000 greetings on its 30th birthday recently.

"We belong to the audience

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BMI Clinics Continue

(Continued from page 105)

much more than the audience belongs to us. Let's not sell that audience and that confidence on a short market . . ."

William Quarton, IBA president and manager of WMT Cedar Rapids, presided. Other speakers were: Ben Sanders, general manager of KICD Spencer, Iowa; Allan Schrock, program director of KFJB Marshalltown, Iowa; and Herb Plamek, farm director of WHO Des Moines. Other speakers, who also appeared at clinics listed above, included Messrs. Martin, Graham, Trace, Rosenberg and Yome.

SYRACUSE, May 8

Members of the Upstate New York Broadcasters Committee and guests heard Charles F. Phillips, vice president and general manager, WFBL Syracuse, urge better programs to make more sales.

"Radio and TV can complement each other. Together they build greater audience for both mediums," Mr. Phillips said. "We in radio and television must continue to make our fare more attractive if we are to make the most of the opportunity which is ours," he said.

Simon Goldman, general manager of WJTN Jamestown, told the broadcasters to "be sure your station and yourself are the 'big wheels' of your community."

He advised radio men to "charge for program content; don't sell your station short. Stick to your rate card and adopt standards and policies which will give you self-respect and gain the respect of your advertisers. Serve your community, your listeners and your advertisers . . . and you will take your rightful place in Radio Heaven."

Others on the speaking program were Ken Sparrow, BMI field representative; E. R. Vadeboncoeur, chairman, upstate group committee and vice president and general manager, WSYB-AM-FM-TV Syracuse; Sam Carey, program service manager, WRVA Richmond, Va.; Seymour Siegel, director, WNYC New York, and Sydney M. Kaye, vice chairman of the board and general counsel, BMI. Other speakers, listed also at clinics above, were Messrs. Payne and Hanna.

SAN ANTONIO, May 8-9

Bob A. Roth Sr., commercial manager, KONO San Antonio, said the KONO staff "is continually on the alert for and seeking out public service projects."

Mr. Roth said KONO had a "city wide reputation of being very generous in this respect, and citizens and organizations seek our aid. This is not only gratifying but pays big dividends." He warned stations not to allow "over-stating the worth of products, false claims and gross exaggerations."

TBA members were told by Bob Watson, assistant manager, KGNC Amarillo, that they should thoroughly analyze their markets, fitting programs to their station's power, area-wise.

"Be individual—be distinctive—be different. Make your station stand for something. Give it personality . . . Build local personalities and use authorities where possible. You will find your station will grow in importance and financial security as your programming depends less and less on networks," he said.

J. M. McDonald, TBA president and general manager, KCRS Midland, presided. Other speakers included owner-managers, KTSM El Paso; James A. Byron, news editor, WABP Fort Worth. Others on the program, who appeared at clinics listed above, were Messrs. Wentworth, Langlois, Vandagriff, Burton, Glenn, Roth and Cott.

SAN FRANCISCO, May 9

Speaking on "A Locomotive Named Programming," Russ Cogglin, program director, KROW Oak-
land, told members of the California State Radio and Television Broadcasters Assn.: 

“... Programming is the motivating force of radio, and the impetus upon which a station either 'makes' or 'breaks.' It's a last, uphill pull which can be accomplished only by the strongest of vehicles...”

Fred Ruegg, program director, KGBS San Francisco, said: “We are making money, radio is still the best advertising buy, dollar for dollar. And we do serve the public. Actually, we are a success. Let's start acting like it,” he said, announcing radio’s "inferiority complex.”

Paul Bartlett, CSRTBA president and president and general manager, KFRE Fresno, presided. Jim Cox, BMI field representative, was chairman. Other speakers, who have been listed in clinic stories above, included Messrs. McGlue, Holm, Baylor, Cedra and Aldridge.

BOSTON, May 9

Edmund J. Shea, media director, James Thomas Co., was chairman, presiding, with Lin Pattee, BMI field representative, acting as chairman. Speakers included Dan Jayne, general manager, WELL Battle Creek, Mich.; Patrick J. MONTAGUE, business manager, WHYN Holyoke; Fred Gamble, AAAA president; Daniel Kops, manager, WAVZ New Haven, Conn. and John Hurley, manager, WNEB Worcester. Others, also listed in clinic programs above, included Messrs. Payne, Carey and Siegel.

ATHENS, GA., May 10

Participants at the Athens clinic included John W. Jacob Jr., general and commercial manager, WDUN Gainesville; Frank Butler, WRFC Athens; Charles A. Wall, BMI vice president, in charge of finance, and Ben Williams, GAB president and commercial manager, WTOC Savannah. Others, listed in clinic programs above, were Messrs. McCreary, Kirby, Bondurant and Tincher.

The other BMI program clinics held last week were at Baltimore, May 5; Gainesville, Fla., May 8; Regina, Sask., and Chicago, May 9.

But Does Ike Like?

NOVEL promotion campaign by WISY Butler, Pa., is going the rounds, according to Joseph T. Mathers of the station. When a staffer fixed up a campaign label button to read, not "I like" you-know-who, but "I like WISY," the idea caught and 140 persons, mostly young people, have requested the button, which also drew "quite a bit" of comment at the meeting of Pennsylvania Broadcasters Assn., Mr. Mathers said.

Credit Lift Effects

(Continued from page 28)

too, from dealers handling refrigerators, washers and other appliances —all heretofore subject to the 15% down and 18 months-to-pay terms—as well as from retail groups and used car dealers.

Household equipment, appliances and supplies ranked eighth in product listings for local radio used last year with nearly $15.5 million and ninth in spot TV with nearly $2 million. Home appliances rated third with over $6 million in local TV.

Terms presumably would vary for different manufacturers. There were indications that car buyers still would pay 35% down in many cases but receive 24 instead of 18 months to pay, according to the National Automobile Dealers and Mfrs. Assn.

Home furnishing firms greeted the action with the split reaction of a man with his mother's lapel run off a cliff in his new Cadillac. Some complained that the public is not in the mood to buy now —the only remedy for which seemed to be hard selling through advertising and lower prices to stimulate interest anew.

The National Retail Furniture Assn. (representing some 9,000 stores) asserted that "uncontrolled consumer installment credit is essential to successfully distribute mass production of home consumer goods."

Mort Farr, president of the National Appliance and Radio-TV Dealers Assn., sounded one warning about the lifting of credit restrictions: "We can look forward to a large number of 'no down payment' ads," he was quoted as saying, "but it will be a wise precaution for dealers and local organizations to check the legitimacy of these offers."

With most of the summer broadcast time schedules set and a number of accounts lined up for fall, the effect on national network accounts could be infinitesimal at the outset. It was felt, however, that local stations would enjoy an immediate local and spot time bonanza where short-notice commitments were possible.

FRB said that it made its move because of "developments in the economy generally and in the markets directly affected by the regulation," but it was known that Congress and appliance-auto dealers had urged removal of restrictions, and that the board itself was concerned over lagging sales in the appliance field.

At his Thursday news conference, President Truman was asked if the board had discussed the action with him. He denied the board had told him the plan. He agreed the situation should be flexible and heatedly denied a suggestion that "polities" might have been involved. Mr. Truman felt, however, that Congress should retain the power for FRB. Similar charges had been voiced in connection with easeing of raw materials.

The suspension also represented a victory for Sen. Homer E. Capehart (R-Ind.), who last month proposed to the Senate Banking & Currency Committee that all credit controls be lifted. His amendment was rejected, however.

Committee Chairman Burnett Maybank (D-S.C.) also expressed satisfaction with the ruling, claiming it fell "in complete conformity with the intent of Congress." The Maybank committee has been at odds with the administration, which earlier this year demanded retention of credit controls.

James Carey, CIO secretary-treasurer, told the House Banking Committee earlier last week that "an installment plan buying should be repealed—or at least "legalized" and removed from the board's jurisdiction. He charged that they discriminated against lower income groups.

The National Foundation for Consumer Credit, which had plumped consistently for credit repeal, described the suspension as "a very welcome thing that could happen to business."

The action means, according to William J. Cheney, executive vice president of the foundation, that the board "might possibly say on Monday, 5% down on a TV set and on Tuesday, 50% down, and that such authority would result in "chaos."
AGREEMENT reached by Los Angeles area independents and spot announcers, carrying 5% overall wage increases, effective May 1. Proposed health welfare insurance plan to be paid for by employers plus other working conditions were not included in new contracts negotiated by AFRA. Union originally asked 10% increase [B&T, April 14]. KPAC Los Angeles, Liberty affiliate, now classified in network category by AFRA.

Pro rata pay granted parttime announcers with fourth-year minimum call, also pro rata vacation and sick leave.

M E A N S of strengthening radio programming were outlined in Chicago Friday at Illinois Broadcasters Assn. program sponsored by Broadcast Music Inc. in Sheraton Hotel. IBA President Charles Caley, WMWD Peoria, presided with clinic chairman Burt Squire, of BMI Chicago.


KAUFMAN LEAVES SNADER
REUB R. KAUFMAN, president of Snader Telecisions Sales Inc., Beverly Hills, Calif., and minority stockholder, has resigned in disagreement over policy. E. Johnny Graff continues as national sales manager headquartered in New York. Louis D. Snader is principal stockholder and president of Snader Telecisions Corp., parent corporation which is unaffected by change. Under new setup production is to be stepped up with two new half-hour dramatic TV film series getting under way immediately.

T V C O M M E R C I A L S
RUBEN ADV. AGENCY, Indianapolis, will produce TV commercial series for Gibson Co., Indianapolis (distributors of automotive supplies, electric appliances and Arvin TV and radio sets) and for EMGE Packing Co., Anderson (meat packers). New accounts include Holland Custard and Ice Cream Co. and American Electric Corp.

B O R R O W WALKIE-TALKIES
ARMY Signal Corps "walkie-talkies" will be loaned to networks on request for floor coverage of political conventions in Chicago in July, it was learned Friday. ABC had requested loan of "several" instruments for coverage purposes, and the corps authorized cooperation with all networks who may request them. "Walkie-talkies" manufactured by Raytheon Mfg. Co.

P E O P L E...
WILLIAM S. HEDGES, NBC vice president, and KEN R. DYKE, vice president of Young & Rubicam, were named to special American Cable & Radio Inc., subsidiary of American Cable & Radio Corp., elected vice president.

EUGENE J. FLECH named assistant to general sales manager at Standard Transformer Corp., Chicago, after working as chief specification engineer.

GEOFFREY H. HEMMANN, TV program manager at NBC Chicago, serving two weeks on active duty with Navy at Glenview, Calif. He is reserve lieutenant commander.

N. (Bert) COLMAN O’LEARY, ABC studio engineer and previously TV engineer at NBC, appointed to new ABC post, master control supervisor.

DONALD L. MILLER, director of research for Crosley Broadcasting Corp., has joined Burke Marketing Research Inc., Cincinnati, as vice president. He will serve WLW radio and TV stations in consulting capacity.

M. F. MAHONY, vice president and manager of New York office of Maxon Inc., elected director of company.

THEODORE KIENDL, prominent New York attorney, retained as ASCAP counsel to be associated with ASCAP general attorney, HERMAN Finkelstein, and Schwartz & Frohlich, general counsel, in current TV rate-making proceeding before U. S. District Court for Southern District of New York, Mr. Finkelstein, named as special capacity. Mr. Kiendl succeeds late Robert P. Patterson, killed in plane crash last winter. Mr. Kiendl is member of firm of Davis, Polk, Wardwell, Sunderland & Kiendl.

C LE A R A R M O U R P L A N
NBC-TV reportedly has secured enough clearances from affiliates to indicate early go-ahead with proposed Armour & Co. (Dial soap) sponsorship of four half-hourly 25- to 60-second weather reports on its morning Today show (Mon. through Fri., 7-9 a.m.). Plan to sell these reports, charge Armour for equivalent of five-minute segment, and pay affiliates one-third of 15-minute rate had stirred up affiliate resistance when first proposed [B&T, April 14].

J C E T G E T S F O R D F U N D S
JOINT COMMITTEE on Educational TV received $145,000 from Ford Foundation for second year of operation, it was announced Friday. Ford grant for 1952-53 year was $55,000 more than last year. J CET also gets personal service of leading financial assistance from educational institutions. J CET announced establishment of field consultation service to educators. This will take form of local and regional meetings where consultants with personal experience in instructional television programming will advise educators interested in going into TV operations.

L. A. INDEPENDENTS REACH ACCORD WITH ANNOUNCERS

CANADIAN CUSTOM
CHECK for $5, received from Toronto, Ont., viewer, returned by WBEN-TV Buffalo, N.Y., who sent a note saying, "in appreciation of the wonderful programs which your station has been televising. Receiving sets in Canada are being contemplated as a source of revenue for licensing fees... Therefore, I think it only fair that seeing you are doing all the work and we are deriving a tremendous amount of pleasure from it you should receive a fee for this.on." In acknowledgment check, WBEN-TV wrote that "written expression was "adequate compensation."

Business Briefly (Continued from page 5)

markets. Agency, Doherty, Clifford & Shenfield, N. Y.

SOUTHERN CAMPAIGN ● Lever Bros. (Lipton’s Iced Tea), N. Y., buying six-week campaign to start June 2, using daytime minutes and chain-breaks. Radio markets are mostly in South. Agency, Young & Rubicam, N. Y.

WALKER NAMED ● WCHV Charlottesville, Va., ABC affiliate, has named Walker Representation Co. as national representative.

BABBITT CHANGE ● E. T. Babbitt Inc., N. Y. (RAB-O), sponsors of alternate-week half-hours of Kate Smith on NC-TV, effective July 1 will no longer be handled by William H. Weintraub Agency. New agency not yet named.

GULF NEWS ● Gulf Oil Co. for Gulfspary and other products, signed for new John Daly news program, ABC Radio Network, Mon.-Fri., 10-10:15 p.m. (EDT), to start June 16 for 52 weeks. Agency, Young & Rubicam, N. Y.

NBC RADIO NAMES DAVIDSON EASTERN SALES MANAGER
WILLIAM DAVIDSON, sales manager of Free & Peters, station representatives, appointed eastern representative, NBC national Spot Sales Dept., after announcement being made today (Monday) by Robert J. Leder, department manager for radio.

Mr. Davidson’s background of 14 years in broadcasting includes extensive service on NBC and ABC station relations staffs and experience as timebuyer with J. Walter Thompson and Benton & Bowles agencies. He assumes new post June 2.

TRUMAN GETS FILM
KINESCOPE film of May 3 White House television tour (see page 84) presented to President Truman Friday by William R. McAndrew, NBC-TV public affairs director, and J. Babbitt, general manager of WNBW (TV) Washington, NBC &CO station. Copy of film also will be presented to National Archives by NBC. Filmed version was repeated on NBC-TV network May 10, 4:45-5:00 p.m. Program widely hailed as outstanding TV documentary.

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Congratulations
BILL GRIFFITH...
for
THE SIGMA DELTA CHI
AWARD FOR RADIO
NEWWRITING in 1951
and for
"establishing new standards of excellence and
maturity in the field of newswriting"!

KMBC-KFRM and your associates are
mighty proud of you and your achievement!

Bill Griffith's recognition by Sigma Delta Chi for Radio Newswriting in 1951 was given for the same brand of outstanding news preparation turned in day after day by all five members of the KMBC-KFRM news staff.

These men, all journalism graduates, each one writing and broadcasting his own material, are the reasons why The KMBC-KFRM Team enjoys the highest-rated news programs in the great Kansas City Primary Trade Area.

TO SELL THE WHOLE HEART OF AMERICA WHOLEHEARTEDLY, IT'S

The KMBC-KFRM Team

CBS RADIO FOR THE HEART OF AMERICA

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY
To a time buyer with no time on his hands.

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

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

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

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