“BROADWAY TV THEATRE” ON channel 9 IS THE NO. 1 DRAMATIC SHOW ON New York TELEVISION*

...delivering an audience of 918,000 families in New York tv homes for its sponsors...R. J. Reynolds Tobacco Company for Cavalier Cigarettes and the General Tire and Rubber Company.
CHECK WLS TODAY FOR

8 Great Selling Opportunities

News—stepped up by two giant political conventions coming up, by a lingering war situation—is more in demand than ever before!

And in the WLS-blanketed Chicago-Midwest, that demand results in larger and larger WLS listening audiences—in two more news broadcasts added to the already fast-selling WLS schedule.

Check today on availabilities adjacent to or within one or more of these WLS newscasts. Some are sold but you’ll find a profitable opening for your product somewhere in these eight great sales opportunities:

**NEWS ON WLS AT**

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>5:45 A.M.</td>
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<td>6:45 A.M.</td>
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<td>7:00 P.M.</td>
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(and 9:45 P.M. on Saturdays)

Write for News About “OPERATION GROCER 1952”

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 Kilocycles, 50,000 Watts, ABC Network—Represented by John Blair & Company

Ervin Lewis
Robert Lyle
Larry McDonald
Al Tiffany

4 top men—Midwest-trained for Midwest listeners—deliver these eight daily newscasts on WLS.

The PRAIRIE FARMER STATION
Go Home-Town with the Yankee Home-Town Food Show

featuring

RUTH MUGGLEBEE
and
BILL HAHN

These products are featured regularly on

YANKEE HOME-TOWN FOOD SHOW

AMAZO
GLENWOOD RANGES
HABITANT SOUPS
KREY'S SLICED MEATS IN GRAVY
LA CHOY PRODUCTS
LAMOUR COLOR COMB
LOG CABIN SYRUP
MICHIGAN MUSHROOMS
TINTEX DYES

Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:
1. It's a great show featuring Ruth Mugglebee, Woman's Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —
   Monday thru Friday, 1:15-1:45 P.M.
2. It reaches locally into more places where volume sales are made than any other food show.
3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

Go Yankee! Go Home-Town — with the Yankee Home-Town Food Show!

THE YANKEE NETWORK
DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Early this year, the Lancaster Free Public Library and WGAL-TV jointly sponsored a "Friends of the Library" project which had its inception during a WGAL-TV studio telecast.

A follow-up program took televiewers behind the library scene to show its needs and the services offered. "Friends of the Library" had as its goal one thousand contributing members.

Mr. Joseph A. Benner, Lancaster’s 1951 citizen of the year and project chairman, said, "... the result—1450 active contributing members ... far beyond expectations. We are deeply appreciative of this television cooperation and the very gratifying response ..."

A by-product of the campaign was greatly aroused public interest which has given added impetus to plans for a new library building.

_Active, responsive participation in all worthwhile public service projects is an outstanding principle of WGAL-TV's operation._

**WGAL-TV**

_Lancaster, Pennsylvania_

Represented by

**ROBERT MEEKER ASSOCIATES**

NEW YORK  CHICAGO  SAN FRANCISCO  LOS ANGELES
SYNDICATE composed of Bob Hope and several broadcasting and movie executives, with big financial backing from Lehman Bros., N. Y., investment bankers, negotiating for big-scale entry into radio, with GOP relying on wind for acquisition of radio and television properties in Midwest and East. Presence in negotiations of Lehman Bros., among biggest investment bankers in country, suggests number and importance of properties involved are substantial.

OMINOUS talk about further network rate adjustments continues to pervade Madison Avenue. Who will make first move, if any, is touchy question. If it’s CBS, then NBC will follow and vice versa, though network indicates it’s anxious to be “first.” Talk surrounds adjustment of nighttime rates into closer juxtaposition with daytime but with differential in favor of nighttime, promised upon larger Raleigh audiences during evening leisure hours.

ABC-UNITED PARAMOUNT THEATRES shortly expected to petition FCC to sever its case from that involving DuMont and Paramount Pictures. Petition will contend that protracted proceedings are working severe hardship on ABC and that other cases have no relation to factors involved in merger. Hearings began Jan. 15 and have revolved largely around matters not pertaining to merger per se, it will be contended.

PREDICTIONS that radio network rate situation would settle down by mid-1953 now are being revised to mid-1954 in network circles. That’s premised upon slow progress being made in TV allocations. Thought was that licensing of any substantial numbers of TV stations would tend to stabilize overall radio-TV relationship.

SHORTLY TO BE announced will be election of J. Glen Taylor, heretofore director of government operations of General Tire & Rubber Washington activities, as a vice president of Thomas S. Lee Enterprises Inc., parent of Mutual, Don Lee, Yankee and WOR Divisions. He will become general executive at New York headquarters and a right-hand bower to Thomas P. O’Neill, Lee Enterprises president and chairman and president of Mutual.

UPCOMING is plan for coordination of Mutual-WOR operations involving consolidation of certain activities on usual network-key station plane. This logically expected coordination is being evolved by President Tom O’Neill with top executives of divisions to transform Mutual from cooperative network to centrally operated organization as means of introducing greater efficiency and strength. Eventually, change of corporate name from Thomas S. Lee Enterprises to General Teleradio Inc. should come any day now.

YOU can take it or leave it, but political soothsayers predict that Democrats will make heavier use of TV during upcoming campaign than Republicans have done during mighty (Continued on page 6)

N. Y. MOVES TO KEEP TV FILM BUSINESS

ALERTED by growing shift of TV filming from New York to West Coast, New York Board of Trade Friday announced formation of a TV and Motion Picture Committee, to start functioning immediately. M. D. Griffith, board’s executive vice president, was elected temporary chairman with David Pincus, head of Caravel Films and member of Film Producers’ Assn., vice chairman. Others present at organizational meeting included William Gans of William J. Ganz Co.; Dermond MacLean, Paul Hence Prod.; Peter J. Mooney, Audio Prod.; Walter Lowendahl, Transfilm; Ernest Leaon, Pathoscope; Elizabeth Calhoun, All-World Prod.; Stu Boag, Bedford Park; Lucile Sullivan, Annie Laurie Williams; Herbert Robinson and Fletcher Smith of Fletcher Smith Studios, and Otto H. Sutter of Seaboard Studios.

AMERICAN CHICHE ON CBS

CBS RADIO’s new two-program, three-sponsor summer sales plan—similar to NBC’s “Tandem” and ABC’s “Pyramid”—may start off one-third sponsored on network basis (by American Chiche Co.) and with two-thirds available for sale by affiliates locally (unless network lines up one more additional sponsor by Tuesday, and if such new flow is effective date of American Chiche purchase). Programs and time periods involved are People Are Funny (Tues., 8-8:30 p.m.) and Mr. Keen, Tracer of Lost Persons (Thurs., 9:30-10 p.m.).

NARTB ELECTION GROUP MEMBERSHIP of special “register and vote” campaign committee, in which NARTB will participate with American Heritage Foundation and Advertiser’s Assn. [both June 15], announced Friday by NARTB President Harold E. Fellows. Serving with Chairman John F. Patt, WJR Detroit, will be Frank Fogarty, WOW-TV Omaha; Joseph Wilkins, KFBB Great Falls, Mont.; Roger W. Clipp, WFLI-TV Philadelphia; Kenneth D. Given, WLBJ Bowling Green, Ky., and Paul W. Moroney, WTIC Hartford.

BUSINESS BRIEFLY

SPOTS FOR HATS • Adam Hats, N. Y., through Hirshon-Garfeld, that city, preparing radio in 1956; an announcement campaign for Father’s Day promotion, effective June 1 for two weeks in about 15 markets.

CANDY CAMPAIGN • Peter Paul Inc., N. Y. (candy bars), through Mazon Inc., same city, preparing one-month radio campaign, daytime minutes and chain breaks, effective June 1 in about 25 markets.

RCA VICTOR BUYS • RCA Victor division, through J. Walter Thompson Co., N. Y., effective June 1, will sponsor Meredith Willson’s Music Room on NBC Radio, Sundays, 8-8:30 p.m. EDT, as summer replacement for the Phil Harris-Alice Page Show. Music Room is currently heard on network as sustainer in Wednesday, 10:30-11 p.m. EDT slot.

READY MIX INTRODUCTION • Swansdown Ready Mix (angel food), N. Y., preparing radio and TV spots and promotions about ten markets for an introductory offer, starting June 9 through June 27.

AEROSOL SWITCH • Colgate-Palmolive-Peet Co., N. Y., names Street & Finney, same city, to handle advertising for its Florient aerosol deodorant.

PITTSBURGH BUYS • Pittsburgh Paint Co., through BBDO, N. Y., lining up radio availability on women’s participation shows for probable campaign.

BREWERY HALF HOUR • Smith Brewing Co., Philadelphia, placing half hour transcribed show Obsession in New England markets. Placed direct.

STU ERWIN RENEWED • General Mills, through Dancer-Fitzgerald-Sample, N. Y., renews Stu Erwin Show on ABC-TV (Fridays, 7:30-8 p.m.) for 52 weeks effective June 6.

GOSPEL HOUR RENEWED • Gospel Broadcasting Assn., Los Angeles, through R. H. Alber Co., that city, has renewed The Old Fashioned Revival Hour on ABC radio, Sundays, 4-5 p.m. EDT; for 52 weeks.

NCAA Ban Makes Atlantic Go Pro

FOOTBALL telecast ban of National Collegiate Athletic Assn. has resulted in cancellation by Atlantic Refining Co. of future sponsorship of college grid game broadcast. Firm sponsored 115 such contests on radio last season (see early story, page 60).

N. W. Ayer & Son, Atlantic’s agency, in announcement Friday said that in place of college football on radio, refining company plans “a major program” of professional football broadcasts. In letters to colleges with which agreements had been made, Atlantic explained: “Audience studies made last year showed that regardless of the importance of the game on radio, the game televised has an average of nearly four times the audience, even though it was in some cases being brought from a remote area.”

Several of nation’s largest colleges were involved.

Spokesman added that recent activities by NCAA-TV panel indicated that Atlantic “was likely to be blocked from televising college football in 1952.” Since N. W. Ayer & Son could not recommend radio without TV, letter said, “it is therefore necessary for us to recommend that Atlantic discontinue broadcasts of college football, because of this shift of radio listeners to television, and our loss of television position through the action of the NCAA.”

Although Atlantic originally backed up radio audience losses by increasing video coverage, as regional sponsor, company was eliminated from last season’s NCAA-TV plan which had sponsorship on national basis to one company (Westinghouse), official stated.

Atlantic began sponsoring football broadcasts in 1936; it reputedly became first TV sponsor of college games in 1940 via Philadelphia experimental station.
In this Issue—

Has the coincidental interviewing technique now used by C. E. Hooper Inc. developed into a figure to John Blair & Co. says it has and comes up with a lot of research to support its charges. Page 25. But Mr. Hooper says he hasn't shortchanged radio a bit, and television technique improves the accuracy and lowers the cost of both radio and TV measurements. Page 29.

Liberty Broadcasting System suspends candidacy for license to run station in Tradeville, Pa., if it has not been turned over to the fringe station in their future. They're putting the pressure on the world's biggest-endowment to ante up enough money to get some educational TV stations on the air. Coincidentally, Sen. William Benton is asking the Foundation to create a national radio-TV commission which would bail him out of an embarrassing political problem. Page 30.

If one station refuses the request of another for permission to rebroadcast a show, the refusal must be justified to the FCC. Here's a new rule that ought to make lawyers richer and "baseball monopoly" wouldn't part with rights to enough games, says Gordon McLeod, LBS president. But Liberty will be back, he says, if its $12 million suit against organized baseball. Meanwhile, 360 Liberty stations are out in the cold. Page 35.

Aspiring to operate TV channels reserved for them. Educators hope they have a new political situation in their future. They're putting the pressure on the world's biggest endowment to ante up enough money to get some educational TV stations on the air. Coincidentally, Sen. William Benton is asking the Foundation to create a national radio-TV commission which would bail him out of an embarrassing political problem. Page 30.

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THE AWARD WINNING STATION
WITH THE HIGH HOOPERS
IN ONE OF THE NATION’S RICHEST MARKETS!

TOP QUALITY MARKET OF PENNSYLVANIA

Highest Per Capita Income
Highest Quality of Market
Among State’s Major Markets
Retail sales 192% of average of State
Retail sales activity 92%
above national average
Income average $353
above U. S. per capita
Your selling has an above average effect when you use WHP. And you get a bonus of Lancaster, York and Lebanon.

Share of Audience
Morning .......... 60.2
Afternoon ......... 65.3
Evening .......... 59.6

CBS Radio Network
HARRISBURG, PA.

KEY STATION OF THE KEYSONE STATE

5000 W 580 KC
REPRESENTED BY BOLLING
Summer 'Boom-State'

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

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

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

You can realize outstanding results by doing your summer selling on Station WGY.
20 ways meat packers reduce costs from farm to table

Only about 50% of a meat animal is meat. But by saving "everything but the squeal" from the other half, meat packing companies are able to "cancel-out" many of the costs of processing your meat.

Parts of the animal which once were destroyed or thrown away now are the source of hundreds of valuable by-products. Some of them have many uses. At least one of them is used to make (or help make) every item on this page. How many do you recognize?

1. Bone for bone china.
2. Horn and bone handles for carving sets.
3. Hides and skins for leather goods.
4. Rennet for cheese making.
5. Gelatin for marshmallows, photographic film, printers' rollers.
7. Glycerin for explosives used in mining and blasting.
8. Lanolin for cosmetics.
9. Chemicals for tires that run cooler.
11. Medicines such as various hormones and glandular extracts, insulin, pepsin, epinephrine, ACTH, cortisone . . . and surgical sutures.
12. Drumheads and violin strings.
14. Wool for clothing.
15. Camel's-hair (actually from cattle ears) for artists' brushes.
16. Cutting oils and other special industrial lubricants.
17. Bone charcoal for high-grade steel, such as ball bearings.
18. Special glues for marine plywood, paper, matches, window shades.
20. High-protein livestock feeds. Money from sale of by-products frequently makes it possible for the packer to sell the beef from a steer for less than was paid for the animal on the hoof.

Every hour one or more by-products of the meat packing industry is used to make your life more enjoyable . . . to help produce something you need . . . to make America a better place to live in.

AMERICAN MEAT INSTITUTE  •  Headquarters, Chicago  •  Members throughout the U. S.
FRANCES KENNEDY, copy chief, Dancer-Fitzgerald-Sample, Chicago, elected vice president in charge of copy.

JAMES M. WYNN, former advertising director, Atlanta Constitution and Atlanta Journal, to Mitchell WerBell Adv., Atlanta, as executive vice president.

LESTER W. SCHAFER, director of sales, Warren Refining Co., surface coating division, and ALFRED E. BOVARD, copy writer, Goodyear Tire & Rubber Co., to Griswold Ellsman Co., Cleveland, as account executives.

WINSLOW H. CASE, vice president and director of TV, Campbell-Ewald Co., heads recently opened Hollywood office at 1549 Vine St. Telephone is Hillside 5549. WILLARD HANES, Mr. Schafer

Mr. Bovard

BYRNE, account executive, San Francisco office, transfers to Los Angeles as assistant to RICHARD C. FRANCIS, vice president and Pacific Coast manager.

ARTHUR ROSS, program and promotion director, Storecast Corp. of America, to radio-TV staff, W. H. Doner & Co., Detroit.

WICKCLIFFE W. CRIDER on May 1 joined Kenyon & Eckhardt, New York, to assume complete charge of its extensive radio and television department. To get where he has, Mr. Crider has had to move fast, for he still is a young man with a record of talent and steadiness which has taken him near the top in each of his two previous agency affiliations.

Before joining Kenyon & Eckhardt, he was vice president and director of radio and television creative service and talent at RRDO. He joined that agency in 1945 as administrator of new programs and was elected a vice president in 1948. Some of the most successful programs in radio and TV were created there under his supervision. The accounts he was closely associated with include American Tobacco Co., General Electric Co., U. S. Steel, Goodrich Tire and Rubber Co., De Soto-Plymouth, Schaefer Brewing Co., and Emerson Drug, among others.

Mr. Crider joined his first agency, J. Walter Thompson Co., New York, in 1936 as a messenger apprentice. He soon moved from that position to the publicity department and eventually into radio production and finally general radio supervision. Among the accounts he served at JWT were Standard Brands, General Cigar, P. Lorillard & Co., Lever Bros., and a host of others.

At Kenyon & Eckhardt—only his third agency in 16 years—Vice President Crider heads an operation which includes as its clients Ford Motor Co., Hudson Sales Co., Lincoln-Mercury Division, Kellogg Co., Industrial Tape, Piel Bros., White Rock Corp., Wesson Oil and many others. Some of the programs under is stewardship are The Ed Sullivan Show on CBS-TV, Your Show of Shows on NBC-TV and Space Cadet on ABC-TV.

The Criders—he is the former Frances Nalle—he have two children, Amanda, 11 years, and Wickcliffe Jr., 9. The family owns a summer home in Weston, Conn., and lives in New York during the winter.

His hobbies are baseball and photography.
PAUL L. SCOTT, general manager, Grant Adv., S.A. Mexico, to Mexico City office of Guastella-McCann-Erickson, S. A., as vice president-general manager.

A. C. L. Adv., Portland, to be incorporated by HARVEY KARLIN, EVALYN A. NICHOLS and ALICE K. NISHISON.

GENE McAULIFFE, production supervisor, Western Lithograph, L. A., to Elwood J. Robinson & Co., that city, in similar capacity. E. STUART FOX, free-lance artist, joins agency as assistant art director.


WILLIAM W. LEWIS and MONROE CAINE, of Morse International, and Huber Hoge & Sons, respectively, to Geyer, Newell & Ganger, N. Y., as copy writers.

DANIEL M. LISSANCE, Facts Inc., and ROBERT BRODY, Ted Bates & Co., N. Y., to Grey Adv., that city, as research account executive and copy writer, respectively.

CHARLES B. H. PARKER, advertising and sales promotion manager, Gamillus Cutlery Co., to New York office of Wilson, Haight & Welsh Inc. as merchandising director.

PHIL D. McHugh, continuing as promotion director, Optimists International, re-opens own advertising agency, Phil D. McHugh Co., 448 S. Hill St., L. A. Telephone is Madison 6-3284.


CHARLES SILVER, art director, Ted Bates & Co., N. Y., and ANN LEWIS, Henry J. Kaufman & Assoc., Washington, D. C., to Grey Adv., N. Y., as art director and copy writer, respectively.

FAIRFAX M. CONE, president of Foote, Cone & Belding, Chicago, will discuss "Advertising's Third Dimension" at luncheon of National Industrial Advertisers Assn. in Chicago, July 1.

ROBERT CARRINGTON, junior research account executive, Abbott Kimball Co., L. A., adds duties as assistant to ROBERT M. LIGHT, radio-TV director.

JOHN TUREAN joins Dickson & Wiebe, Chicago replacing EDWARD L. WIEBE who has resigned. Agency's name will change to DICKSON & TUREAN.

JOSEPH E. DOOLEY, publicity director, WFIL-AM-TV Philadelphia, to Lewis & Gilman, that city, on public relations staff.

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Sales Management says:

"PREFERRED CITY...
Rochester, New York"

Fourth time running! Again in April, as in January, February, and March, Sales Management's monthly listing of "better-than-average bets, businesswise" among U. S. cities lists Rochester, N. Y. That means this is a market worth cultivating!

Western New York Listeners say:

"PREFERRED STATION...
WHAM"

Yes—Pulse Inc.'s last survey named WHAM as Number One Choice 99.3% of the time in 16 upstate counties. That means a station worth using!

WHAM
The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERG COMPANY, NATIONAL REPRESENTATIVE

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BROADCASTING • Telecasting

May 19, 1952 • Page 11
Little Station, Big Job

EDITOR:
We enjoyed your article on Detroit radio station coverage of the recent riots at Southern Michigan Prison in Jackson. You may be interested in additional details which were not included in your original article.

WJR, in its daily coverage of the riots, was tremendously impressed with the cooperation offered by WIBM Jackson. From 9 a.m. April 21 until midnight April 25 WIBM served as a clearing house and origination point for radio and television networks and several individual radio and television stations. All this in addition to their regular broadcast schedule.

WIBM is a 250 w station. It is a small operation when compared with the networks it served. Yet coast-to-coast radio and television audiences received immediate and accurate coverage... in quality to be envied by many a "big time" production.

WJR feels that the industry should recognize the outstanding public service performance turned in by WIDM Jackson, Mich. Particularly, commendation is due William Cizek, general manager, and Jack Underwood, program director.

WORTH KRAMER
VICE PRES. & GEN. MGR.
WJR DETROIT

Facts of Life

EDITOR:
Having just read of Rep. Gath-ting's resolution to clean up radio and TV programming, the follow-ing occurs to me:

Compared to printed media, broadcast ones aren't even in it for fluff and forthrightness. For lurid sex thrills, nothing beats the good old daily newspaper, large and small, with its meticulously detailed accounts of rapings, attacks, kidnappings, love-nests and divorce-court testimony.

For spicy stories and anatomical information, TV can't come any-where near Esquire, True Detective, True Story, et al.

For information on woman's ill and the facts of life, any woman's magazine from the Journal to Woman's Day is a mine of informa-tion and if you even want to see a baby being born, there's always Life.

Now since these worthy publica-tions are readily available to persons of all ages via home subscription or news stand, it surely must follow that the august bodies on Capitol Hill have decided that even though relatively innocuous, the broadcast media are having so much more attention paid them by the American public than are the printed ones, that their comparatively minor sins are thereby magnified greater than all the rest.

In other words, in spite of all the dirt that's being printed, nobody's looking at it.

It's nice to have our faith in the superiority of radio and TV thus affirmed by so high an authority. Sponsors and agencies should get the point.

Ed McKay
Manager
WROM Rome, Ga.

Segregation

EDITOR:
Your May 5 editorial, "Non-Kissin' Kin," is an admirable job of straddling a sharp picket fence. How it must hurt when you sit down.

Sure, "competition between broadcasters and newspapers should be vigorous." But, does ANPA have to use half-truths and distorted facts to club an industry that's coveted by its own members?

Just hang around a group of newspaper-radio owners for a while, and you'll soon learn which media gets lower-cased in their little black galleyes. (Galles? I seldom use the word, it's that re-pulsive.)

Yours for better segregation of the rectifiers and the rotaries.

Tim Elliot
Pres.-Operations Mgr.
WCUS Akron

Score an Error

EDITOR:
We were sorry to read in the May 5 issue of Broadcasting & Telecasting page 89, that "plans have been dropped for feed to Rock Island" of the Chicago Cubs and White Sox games.

Not so. WHBP-TV carries all Saturday and Sunday home games of the Cubs and Sox, beginning with the Saturday, April 26 game.

The local sponsor is the Schniers Co., Rock Island, the Philco distri-butor in this area.

Fern Haunke
Publicity
WHBP-TV Rock Island, Ill.

Plop

EDITOR:
Yes, we'll be glad to tell Mr. James D. Abbott, president, KEVA Shamrock, Texas [Open Mike, (Continued on page 12)]
NOW... an AMPEX CONSOLE RECORDER

at $995 Complete!

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

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

PUSH BUTTON OPERATION
... on all five functions

BUILT-IN PREAMPLIFIER
... for microphone

PRECISION TIMING
... within 3.6 seconds per 30 minutes

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

MINIMUM MAINTENANCE
... even on heavy-duty service

LOW NOISE LEVEL
... complete shielding eliminates pickup

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

ACCESSIBILITY ALL OVER
... even in operation

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

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

- Standard of the Great Radio Shows

Ask for Complete Specifications or Request a DEMONSTRATION

SERIES 400 CONSOLE
$995.00 F.o.b. Redwood City, California

AMPEX MAGNETIC TAPE RECORDER

AMPEX ELECTRIC CORPORATION
Redwood City • California
WIG
GREENSBORO, NORTH CAROLINA

"The Prestige Station of the Carolinas"

Look at part of WBIG's potential out-of-home audience! In addition to 186,670 radio homes in WBIG's Sixteen County Market, there were 279,436 cars (Sept. 30, 1951). The composite result of 4 spot checks in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

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

Represented by Hollingbery

5000 Watts
C B S Affiliate

---

new business

Spot • • •

RYBUTOL Div., Vitamin Corp. of America, scheduling radio promotion campaign to boost sales of $1.98 bottle of Vitamin-B complex tablets. Campaign tentatively slated to start May 25 will expand nationally from five regional southeastern markets if successful. Agency: Duane Jones & Co., N. Y.

MYSTIK ADHESIVE PRODUCTS, Chicago (tape), starts a schedule of 57 spots over 13-week introductory period this week on two San Francisco stations, KRON-TV and KPIX (TV), and on WSAZ-TV Huntington. Live and film spots are aired currently in 40 markets. TV spots for JOANNA WESTERN MILLS are being expanded also for company's Ex-Lite and Viking cloth window shades. Agency for accounts: George H. Hartman Co., N. Y.


REGAL-AMBER BREWING Co., San Francisco (Regal Pale Beer), started multi-spot announcements on KWTC Barstow, KDON Santa Cruz, KPRO Riverside, KREO Indio, KYOR Blythe and KROP Brawley, all Calif., during baseball season. Agency: Abbott Kimball Co., L. A.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), and AMERICAN SAFETY RAZOR BROKERS, Brooklyn (Silver Star blades), renewed Frank Gosa News on 13 CBS Radio Pacific Network stations, Tues., Thurs. and Sat., for 13 weeks from June 3. Formerly heard 7:30-7:45 a.m. PDT through Scheideler, Beck & Werner, N. Y. Latter contracted for 5:45-5:55 p.m. PDT through McCann-Erickson, N. Y.

Network • • •

RALSTON PURINA Co., St. Louis, expands sponsorship of Space Patrol from alternate week to weekly basis in new time slot, Sat. 11-11:30 a.m. EDT on ABC-TV effective June 14. Agency: Gardner Adv., St. Louis.

GULF OIL Corp., N. Y., to sponsor John Daly and the News on 225 ABC radio network stations Mon. through Fri. 10-10:15 p.m. effective June 16 for 52 weeks. Agency: Young & Rubicam, N. Y.

Agency Appointments • • •

FRED MEYER RETAIL STORES, Portland (Oregon chain), names Edward S. Kellogg Co., that city. Radio will be used.

MAX FACTOR & Co., Hollywood (cosmetic products), names F. H. Hayhurst Co., Toronto and Montreal, to handle Canadian advertising.


PIERCE'S PROPRIETARIES Inc., Buffalo, N. Y. (Dr. Pierce's Favorite Prescription), names Kastor, Farrell, Chesley & Clifford, N. Y.

PENNY-OWSLEY MUSIC Co., L. A., appoints Irwin Co., Beverly Hills, to promote Hammond organs, Steinway and Everett pianos in addition to radio-TV and record departments. Radio-TV is being used.

Adpeople • • •

GEORGE H. ROBERTSON, frozen foods' sales manager, North Pacific Canners and Packers, Portland, promoted to assistant general sales manager, succeeded by ROBERT HIRKELAND, his assistant.


BETTY ROLAND HERRICK, assistant publicity director of Ellington & Co., N. Y., to General Foods public relations staff as product publicist for Log Cabin syrup and Baker's coconut.

WILLIAM RABOFF, president, Sontag Drug Co., L. A., named western division manager, United Cigar-Whelan Drug Corp., that city. He succeeds SAM PRUSKY, recently resigned.
ANY Time Is GOOD Time on WBRY

New Pulse for Waterbury, Conn.
(MARCH 1952)

Shows WBRY
1st in 44 of 48 Daytime 1/4 Hours

Your product, too, can ride the top line to sales success in Waterbury. Make this graph your blueprint for results.

Ask the AVERY-KNODEL man nearest you for the WBRY story.

WBRY
CBS 5000 Watts
K
RNT Des Moines spearheaded a “deathless days” traffic safety drive which set a new city record at 145 days. The “deathless” span was finally ended May 2 when a 5-year-old boy cyclist was fatally injured when struck by a 10-ton truck.

For three months virtually every KRNT newscaster repeated the story along with a warning against taking chances in traffic. KRNT Newscasters Paul Rodades, Don Soliday and Russ Van Dyke together with Bob Hassett, manager, Des Moines Safety Council, made a concerted effort to make the city traffic-safety conscious.

Mayor A. B. Chambers proclaimed a “Set-A-Record Week” and in the proclamation commended KRNT for its efforts.

Vice President Alben Barkley, visiting the city, congratulated KRNT and Des Moines for the drive.

Scores of firms cooperated. Many sent safety-reminder bulletins to all their personnel. Dozens of pastors and ministers spoke from their pulpits on the necessity for cooperating with the campaign. School-teachers reminded pupils to be careful. One large grocery chain printed safety banners for display on member-store windows.

KRNT in theatre programs devoted prominent space to this message: “A KRNT news department reminder: You’ve had a wonderful evening at the theatre... Drive safely, walk safely... We wouldn’t like reporting your death.”

During the campaign, KRNT established an annual “KRNT National Traffic Safety Record Award” for cities over 100,000 reporting to the National Safety Council.

The plaque award will be given each year to the city with the longest string of deathless days in the traffic record dating from Jan. 1.

On May 2, KRNT notified Little Rock, Ark., that it was the winner of the first annual “KRNT National Traffic Safety Award.” It was suggested that formal presentation be made at the October meeting in Chicago of the National Safety Congress.

strictly business

A
llen Henry, Belmont Radio Corp., Chicago, an engineer by training and preference, was enjoying a well-earned vacation. The telephone rang.

It was W. L. Dunn, then vice president in charge of engineering, calling from Chicago.

“Come back to work tomorrow,” Mr. Dunn told Mr. Henry, “you’re the new advertising manager.”

Mr. Henry hung up the receiver slowly. As he has frequently remarked since, “I was the least qualified person in advertising. I’m an engineer—and some people would question that.”

Nevertheless, Mr. Henry laid aside the slide-rule and logarithms of his chosen field and took up the tools of the advertising trade.

It wasn’t long before Belmont knew that its confidence in Mr. Henry had been justified.

Engineering field tests had proven that Belmont’s staff had developed an exceptionally good television receiver. Company officials decided to merchandise the receivers under the name, “Raytheon TV.”

An overall merchandising pro-

Don’t ever forget

KWK is the radio buy in St. Louis!

It’s a solid story.

We mean the low—low

cost per 1000 radio homes
delivered KWK trumpets about.

Tsk, tsk—ask your Katz man.

He has a trunk full of facts

all based on Pulse reports!

Globe-Democrat Tower Bldg.
Saint Louis

CHICAGO, ILLINOIS

WHLI’s BIG
SUMMER BONUS

8½ million visitors to
Long Island parks, play-
grounds and beaches
every summer!

ONE STATION,
WHLI, DOMINATES
THE MAJOR LONG
ISLAND MARKET*

*Conlin latest share of audience: Daytime, February 1952, Hempstead, L. I., N. Y.

WHLI
AM 1100
96.3

HEMPSTEAD,
LONG ISLAND, N.Y.
PAUL GOODFREY, Pres.
REPRESENTED BY RAMBEAU

BROADCASTING • Television

Page 16 • May 19, 1952
To sell Razor Blades to inland Californians (and western Nevadans)...

...Be on the Beeline

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

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

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

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

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

KFBK
Sacramento (ABC) 50,000 watts 1530 kc.

KOH
Reno (NBC) 5000 watts, day 1000 watts, night 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 3000 watts 580 kc.

A million people listen to the Beeline every day
16,500 DRY HOLES

Oilmen Work Against Big Odds to Find Record Amount of New Oil For You

The search for oil is a risky business. To meet the greatest need in history, U. S. oilmen last year expended over two billion dollars in drilling for new oil supplies.

Much of this huge sum was lost in 16,500 costly dry holes. But by drilling thousands of wells to expand known fields and by drilling exploratory wells in entirely new areas, a record amount of new oil was found to assure your future needs.

Finding oil is only part of what it takes to keep your family car rolling and to fill other record demands for fuels and lubricants. Year after year, U. S. oilmen plow back into their businesses over fifty cents out of every dollar earned.

In 1951 this plowing back of earnings was biggest in history. It helped set new crude oil supply records. It also added new refinery capacity, miles of new pipelines—tankers, tank-cars, barges and tank-trucks, new research facilities, millions of gallons of additional storage space as well as thousands of new and improved service stations.

It is only by planning ahead, by taking risks and plowing back earnings, that America's thousands of privately-managed oil businesses are able to provide you with the finest oil products at the world's lowest prices.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th Street, New York 20, N.Y.

OIL WELL? MAYBE. No one knows the answer. The only sure way to find out is by drilling. If the well turns out to be a dry hole, the operator will have lost his investment. Even a well that starts to produce doesn't always pay out. In spite of risks involved, U. S. oilmen last year found greatest volume of oil in history.

HERE ARE THE ODDS AGAINST FINDING OIL*

**Odds are 8 to 1** against bringing in a producing well in an area where oil has never been found before. Of the 6,189 new field exploratory wells drilled last year, 5,505 were dry holes. The remaining 1,000 dry holes were drilled in or near known oil producing areas. **Odds are even greater against finding a big producing area**...

43 to 1

Chances against bringing in an oil field yielding over one million barrels are 43 to 1. Recovering this million barrels takes many additional wells. Yet a million barrels is only enough oil to fill U.S. needs for 4 hours.

966 to 1

Odds against finding a field that will yield over 50 million barrels—enough to supply U. S. for 8 days—are a staggering 966 to 1.

in public service...

Safety Contest

WPIC Sharon, Pa., for the third year conducted an eight-week drive to reduce traffic mishaps. The station offered $500 in cash prizes to grade and high school pupils in WPIC's listening area who wrote the best 50-word essays on highway safety.

* * *
Happy Reunion

WHN WIGI Brunswick, Ga., learned from county police that Samuel Kandrain of Youngstown, Ohio, was trying to locate his wife and 12-year-old daughter, it immediately offered its assistance. Station contacted Mr. Kandrain, got his story and aired a notice seeking the whereabouts of the pair. Within five minutes, WIGI reports, the woman contacted the station and the couple were reunited half hour later, with Mr. Kandrain expressing his appreciation to WIGI. Wife and daughter had been visiting in Brunswick and he had lost their address.

* * *
Hospital Fund

WITH one eye on its motto, "pub-
lic interest is a public trust," WIBX Utica, N. Y., went to work on behalf of the Utica Hospital Fund in an 11th hour drive. Station suggested it be given opportunity to devote one broadcast day for last appeals to citizens who had not been reached by solicitors. Starting with its Farm & Home Program at 5 a.m., WIBX inserted an appeal in every show and at station identification periods. Several thousand dollars were added to and, as a result, area surrounding Utica oversubscribed its quota by almost 100%. Operators remained at switchboards until after midnight to take pledges.

* * *
WHAS-TV's "C-Day"

PLEDGES during WHAS-TV Louisville "C-Day," station's own cancer crusade, totaled more than $9,000, with the day's ceremonies including presentation of a medal, and plaque to Mrs. Tarlton Combs Carroll, Kentucky state commander, American Cancer Society, for her cancer fight work.

* * *
Flood Victims Aided

NINE-HOUR Parade of Disc Jockeys by WTTM and WBUD Trenton, N. J., with 15 disc jockeys putting on a request program in a downtown store window, raised donations for the Red Cross Flood Appeal fund there fortnight ago.

* * *
Bloody Good Work

WERT Westerly, R. I., went to bat when a cold epidemic caused can-
cellation of 50 appointments by prospective blood donors. Result was that the Red Cross Bloodmobile unit met its quota in that city after the station saturated the air with appeals.

* * *

Flooding Service

DURING its 24-hour flood crisis operation, KOIL Omaha succeeded in obtaining a jeep for a local American Red Cross official, thereby winning his "profound admiration." Raymond H. Sayer, manager of the local ARC chapter, called the station between 3:30 and 4:30 a.m. one morning and told announcer John Shinker he needed a four-wheel drive jeep. Within 20 minutes, Mr. Shinker called back to inform Mr. Sayer the station had obtained the vehicle. KOIL reported it received "many calls and letters of appreciation" for its public service activities.

* * *

Finds Lost Child

WHEN all else fails, Easy Does It is what they're saying of Easy Gwynn and his program on WIBC Indianapolis after police asked him to broadcast a description of a lost three-year-old girl they found there. Five minutes later the mother showed up to claim her child.

* * *

Fight Fire With TV

RECRUITING of firemen spurred after WBAL-TV Baltimore answered an appeal from the city board of fire commissioners asking help in obtaining new firemen. The station telecast a quarter-hour program publicizing the work of the firemen and the coming recruiting examinations, causing applications to double.

Radio Therapeutics

MARINE patients at the Na-
val Hospital at Camp Le-
jeune, N. C., select a disc jockey from among them-
selves to air Red Side Disc Jockey over WIBC Jackson-
ville, N. C., every Friday morning. Every week a dif-
ferent ward at the 1,400-bed hospital becomes "studio for a day." Patients in that ward elect a disc jockey from their ranks, submit record lists, work out a script and block the show together with the aid of Sgt. John Buchanan, of the PIO radio section. Rec-
ords are furnished by a local record shop and become the property of the ward after the show. Show was sug-
gested by the Camp Lejeune Chapter of the American Red Cross last year.

Open Mike

(Continued from page 18)

April 14] how we handle those so-
called house-hold hints, which in-
reality are nothing in the world but product "plugs." We do exactly the same thing with them as we do with requests for PI deals . . . throw 'em in the nearest wastebasket.

Walter Harris
Manager
WFVA Fredericksburg, Va.

* * *

Capitol Offense

EDITOR:

[Story in your] April 21 issue, under the heading of New Busi-
ness, prompts me to write and draw your attention to mention of "6 French radio associates stations."

Now, you wouldn't write "yankee network" or "6 national broadcast-
ing company stations," would you?

The French Radio Associates Network is the only private net-
work operating in Canada . . .

We expect to sell more shows on this network, so all we ask is that you remember, next time, it's capital for French Radio Associates Network. Okay?

A. A. McDermott
Manager
Radio & Television Sales Inc.
Toronto

* * *

Budding Builder

EDITOR:

I am 14 years old and in the process of building a miniature TV station. I am writing this letter in hope that it will be published in your magazine and that any TV stations with extra pictures of their equipment, etc., will send them to me for getting ideas on equipment from small pictures is very hard and I want to get the models built to the best of detail I can. Also if any companies that make TV equipment and have catalogs that they would send would they please do so.

Thank you very much.

Don Johnson
1108 Greenway Rd.
Forwood
Wilmingon, Del.

* * *

Press Favored

EDITOR:

KCIM has uncovered an in-
sidious, unofficial news-release policy which this radio station feels is directly opposed to all precepts of fair play.

Several civic and public groups of this area are releasing, systematically, items to the newspapers several hours early, delaying the same release to hit radio until after the papers have hit the street.

Any broadcaster who has had a similar problem is invited to assist us with ours . . .

Art Stanley
Program Director
KCIM Carroll, Iowa

---

Wilkes-Barre Powerful
5000 Watt Station

More Advertisers

MORE LISTENERS
34.1% Higher
Average 1/4 Hour
Rating

from 7 A.M. to 1 P.M.

Than Next Best Station

*Pulse: November 1951

MORE COVERAGE
in the

Wilkes-Barre
Metropolitan Area

(Pennsylvania's 3rd Largest Market)

PLUS
Bonus Coverage
in 14 Surrounding Counties

MORE FOR YOUR ADVERTISING DOLLAR!
"Tailored" transmitter plants

500 watts VHF (ERP range, 1/2 to 2 kw) This is a control-room set-up—complete with an RCA 500-watt transmitter, announce booth, and film facilities. The arrangement, and an RCA 5-bay Super Turnstile Antenna, provides up to 2 kw ERP—gets you on the air for minimum outlay.

2 kw VHF (ERP range, 2 to 20 kw) Similar to 500-watt plant, but uses an RCA 2 kw transmitter. The ideal set-up for getting up to 20 kw (ERP) for a small investment. "In line" racks at left of control console are: monitoring, audio, and video equipments, sync generator, and power supplies.

5 kw VHF (ERP range, 1 to 20 kw) For areas where UHF channels will be assigned, the "5 kw" and UHF antennas make it practical to start with a minimum investment. It offers interesting possibilities for areas up to 150,000 people—could prove popular in communities up to 1 million. Note network, film projection spots, station break facilities.

1 kw UHF (ERP range, 1 to 20 kw) This arrangement is well suited for areas building situations or where physical limitations call for an antenna of medium gain and high ERP. Note film camera control and preview monitor next to operator for his convenience.
**10 kw VHF** (ERP range, 10 to 100 kw) Using a "10-kw" and a high-gain antenna, this plant provides up to 100 kw, ERP. It includes film facilities for breaks and spots during network shows. Stations of this class and larger usually have studio facilities, along with program switching equipment (not shown).

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

These models represent seven typical TV transmitter room arrangements for various power classes—from 500 watts to 200 kw, ERP*. They include the film equipment required for spot, station breaks, and network operation. They show the basic or minimum facilities you need to go "on the air" for a given power. The set-ups are worked out in accordance with tried-and-proved operating procedure and provide a handy means for estimating your space requirements. There is ample leeway to meet the particular needs of every station.

Your RCA Broadcast Sales Representative is ready to give you planning help like this—throughout your station! By all means, call him.

*RADIO CORPORATION of AMERICA ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.*
Follow the lead of the local advertisers in Baltimore! WITH regularly carries the advertising of twice as many of them as any other station in town! For just one good reason: WITH delivers more listeners-per-dollar than any other radio or TV station in town. And that means that WITH produces low cost results!

WITH can do it for you too! So get on the band wagon in Baltimore. Put WITH on your schedule today. You can get the whole story from your Forjoe man.

WITH
IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJEO AND COMPANY
A CHARGE that the coincidental method of audience measurement "grossly underestimates" the extent of radio listening was fired last week by John Blair & Co., radio station representative, on the basis of more than six months' studies.

Target of the broadside was the coincidental method's inclusion of both radio and television in the same question: "Were you listening to the radio or looking at television, etc.?" The Blair company recommended that such "duplex" questions give way to a radio-only query such as "Were you listening to the radio?"

The Blair project, financed by the representation firm and three of its client stations—KHJ Los Angeles, WBNF Columbus and WDSU New Orleans—was set up under the overall direction of W. Ward Dorrell, a veteran of some nine years in the radio research field with C. E. Hooper Inc., one of the foremost exponents of the coincidental survey technique. (For Hooper reply to Blair study, see page 29.)

In a letter sent with copies of the Blair study to clients, Mr. Dorrell emphasized that "this presentation takes no sides in the current controversy between audience measurement services" and that "it is not our desire to suggest" that coincidental measurements be eliminated as a system of radio audience measurement. Indeed, he said, "coincidental measurements have much to recommend them."

But "it is tremendously important to you that the radio audience is given the full stature it deserves," he wrote. "You will be pleased to learn that radio can be given full credit by a simple modification of the coincidental question. It represents only the return to the technique used for many years preceding the advent of television."

He suggested that "all buyers of radio audience measurements" should "order telephone coincidental surveys based on the single question concerning radio only."

Blair & Co. President Richard D. Buckley, in a foreword to the presentation, pointed out that there were 42 million radio homes as of last Dec. 31, and that the $723 million total spent for radio time during 1951 was greater than during any preceding year. And yet, he recalled, 1951 heard "a greater clamor by people in high and low places that radio was a declining advertising value . . . that the prophecy of a few years ago, radio is doomed, was actually coming to pass."

"Why did these believers in radio's doom think the way they did?" he asked. "How could they support their position? One support was the decline in radio sets-in-use as indicated by radio research. The reports of one research firm in particular, the proponent of the telephone coincidental method, disclosed an alarming decline in sets-in-use, particularly in TV markets."

Thus, he said, the Blair study originated. It was designed as a service to the radio industry and copies of the results are being distributed not only to Blair stations but to the National Assn. of Radio and Television Station Representatives. Mr. Dorrell also is making presentations to agencies.

To show "the seriousness of the problem," the presentation noted that Hooper measurements of radio sets-in-use in Los Angeles reflected a decline of 68.5% in nighttime, 46% in afternoons and 33.3% (Continued on page 29)
REBROADCAST RIGHTS

IN A POLICY decision interpreting the rebroadcast provisions of the Communications Act, the FCC last week issued a strict definition of the meaning of “originating station” and threw the burden of justifying a refusal to permit rebroadcast on the station declaring such permission.

In fact, the FCC more or less threatened the consenting station with a citation under the public interest provisions of the Communications Act if such permission was not “good and sufficient.”

Essence of the policy, adopted unanimously but with Comrs. Rosel H. Hyde and Robert F. Jones absent, is this:

1. A station’s signal is its own and may not be rebroadcast simultaneously or later without its permission.

2. A station operator nor a sponsor may approve the rebroadcast of a program which it owns if the station whose signal will be used refuses permission.

3. Conversion of a station may approve the rebroadcast of its signal, but unless it also owns the program its approval may be valueless.

4. If a station refuses to permit the rebroadcast of programs it has aired, it must furnish the Commission with the reasons why.

5. If the station is not a member of a network, then it may use the programs of the network without affiliation.

6. Among the comments was one from Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been a proponent of the network for several years. He urged that the section be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object.

The Commission’s decision was the result of an appeal for a declaratory ruling sought by WJIM-TV Lansing in 1950, when WWJ-TV refused permission to rebroadcast some NBC-TV programs [B&T, July 17, 1950]. That fall, the Commission issued a proposed clarification of Sec. 325(a) of the Act and called for comments [B&T, Oct. 9, 1950].

Among the comments was one from Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been a proponent of the network for several years. He urged that the section be interpreted to mean that if a sponsor approved a rebroadcast of a program it owned, neither the network nor the affiliate carrying the original program could object [B&T, Nov. 6, 1950].

Rep. Sheppard Approves

Another was from Rep. Harry R. Sheppard (D-Calif.) who urged the same [B&T, Nov. 13, 1950]. Rep. Sheppard averred that the legislative history of the provision bore out this interpretation. He also charged that the networks were attempting to stifle competition.

Network authorities declined formal comment on the FCC action pending opportunity to study it in text and in detail.

First reaction of one legal expert, however, based solely on a verbal relay of the gist of the rules, was that the Commission appeared to be going much farther than it is entitled to do in “putting pressure on stations to require them to permit rebroadcasting.”

The Commission’s requirement that refusals to permit rebroadcasts must be explained in writing to the Commission, this authority asserted, is in itself “compulsion” to make stations explain their action.

Rep. Sheppard has introduced legislation in the last few Congresses calling for a revision of the Communications Act to accomplish this rebroadcast privilege and also to license networks. His bills (HR 19 and HR 73) were referred to the House Committee on Interstate & Foreign Commerce [B&T, Oct. 15, March 19, Jan. 8, 1951].

In its ruling FCC said, “Congress...intended the words ‘originating station’ to be applicable only if the station which the program was received and rebroadcast.”

The FCC report reviewed the legislative history of the provision and referred to the Radio Act of 1927 and prior regulations to substantiate its interpretation.

Suggestions that the rebroadcast provision was meant to require only the approval of the owner of the program were dismissed as not properly within the purview of the Commission. Such an interpretation would require Congressional revision of the section, the Commission said.

In amending its AM-FM-TV rules to require that stations re-fusing rebroadcast rights justify their rejection, FCC stated: “It does not follow that Section 325 sanctions arbitrary refusals of consent for rebroadcast on the part of network stations. Other stations who may have the power or authority to give such consent. In our opinion, such refusals were not intended to be used for the monopolistic purposes which the Chain Broadcasting Act were designed to prevent. A refusal either by a network affiliate, or a non-network station, to permit a station to rebroadcast upon no reasons at all, or upon unreasonable grounds, may well constitute conduct going to the qualifications of a license to operate in the public interest.”

The following amendment was ordered to Secs. 3191, 3291, 3591, 3565 and 3790 of the Commission Rules and Regulations, effective July 1:

Any station which refuses authority for the rebroadcast of programs shall file with the Commission during the sixty days following the receipt of such a refusal a statement containing the following information: The station requesting the authority for the rebroadcast of programs, the name of the program and programs, or parts thereof, for which the application was filed; the date of such refusal; the reason, or reasons, for such refusal, and such other data as the Commission may require.

A copy of the statement filed with the Commission shall be sent to the station whose request has been denied.

The Commission also decided that Sec. 325(a) did not apply to the rebroadcast of programs of foreign stations. It cited the legislative history of the provision to show that Congress did not have foreign rebroadcasting in mind when it adopted the section in the Commerce Act of 1927.

(Continued on page 58)

Legalized Larceny

WITH TIME on its hands in the stillness of the post-TV thrall, the FCC last Thursday ingeniously contrived to enmesh itself in the most preposterous mischief-making since the infamous 1961 "Blue Book" episode. It rendered a new interpretation of its rule governing rebroadcasting of programs. It added a provision that would not only subject stations and networks to constant legal auditing but which also defies every legal concept ever enunciated on the sensitive matter of private property rights. The FCC did this without taking a second look at the obvious document which has served up to it by its legal minions. It did this without the vote of two of its top lawyer-Commissioners.

The gist of the astounding ruling is that an "originating" station (whether radio or TV) can refuse to give another station the right to pick up its signals for rebroadcast. So far, so good, because Congress so decreed. In filing the suit stipulating this, it has thrown to the winds the required of a licensee to operate in the public interest.

This, we submit, is coercion with a crowbar, not the lifted eyeweb.

Crucial to understanding, if not stupidity, there's probably nothing like this in regulatory annals. It falls in the category of an ordinance requiring a citizen whose home is robbed to write a letter to the chief of police explaining why he didn't turn his wallet over to the robber.

We can conceive of nothing that would do more to stifle creative talents and initiative in the broadcast arts if this order is ever carried to fruition. Programs like the WLS National Barn Dance, or the WSM Grand Ole Opry, or Amos 'n' Andy would become fair game of stations and possibly other networks. The pick of the network programs could be purchased, then resold to a competitor for nothing to do with their creation or production (with spot announcements interspersed). The penalty of refusal to grant permission would be a reasonable explanation to the complete annihilation of an FCC, or whatever licensing authority that might be functioning at the time.

Here, as we see it, is how it would work: A station operator would write letters to all networks and to selected enterprising stations. He would request them to set aside cast-specified programs or parts thereof, "originated" by these entities. Each inquiry would cost him a three-cent stamp. The stations and the networks would lose the funds required—dissipation of their creative talents, copyright clearances, unfair competition, good will, safe-guarding of property rights.

But within 10 days, each such refusal would have to be explained to the FCC. Beleaguered stations would have to spend the expense of batteries of attorneys to carefully prepare these pleadings—because their licenses would be on the line.

The FCC lawyer (we understand he was the General Counsel, Benedict P. Cottone) ostensibly pegged his ruling on a short-lived rela-

EDITORIAL

AN EDITORIAL

1952

BROADCASTING • Telecasting
LIBERTY Broadcasting System suspended service to nearly 400 affiliated stations Thursday night.

Formed in the spring of 1948 as a southwest baseball hookup, the network had operated nationwide since Oct. 2, 1949.

As of noon Friday, many affiliates said they had received no official notice that service had been suspended. Their information came from Liberty's last broadcast—a bitter denunciation of the Dept. of Justice and organized baseball by Gordon McLendon, LBS president.

Intimation that trouble was ahead came a week previous to the suspension when Mr. McLendon told affiliates by closed circuit the network was cutting service from 10 to eight hours a day [B+T, May 18].

The burden of nationwide telephone line charges was a major factor in the slicing of network hours, affiliates were told. In addition, many of them were not manned and when they were manned, they would receive "C" instead of "A" telephone line service. Since that time, affiliates have claimed they had difficulty contacting LBS officials at Dallas headquarters.

In his Thursday night broadcast, Mr. McLendon broke the news in these words, "The Liberty Broadcasting System must suspend operations." He followed with a heated criticism of the Dept. of Justice for failure to enforce laws and the Bill of Rights, or to protect citizens from the "baseball monopoly."

"If this can happen in America," he said, "you can tell your grandchildren you saw an American dream die like a dog in a ditch."

Says Justice Has Proof

The Dept. of Justice has had proof of the "illegal baseball conspiracy" for years, he charged, with many department attorneys anxious to bring action against organized baseball. He claimed department officials were "afraid their good friends in baseball would get mad at them."

Liberty is a stiff in a $12 million suit against 13 major league baseball clubs [B+T, Feb. 25], claiming it suffered business damage through loss of rights to broadcast games.

Even as he was announcing the network's suspension of service, Mr. McLendon made this prediction: "You will again hear the voice of Liberty Broadcasting System if, as and when we are successful in our attempt to bring baseball back to the people."

He thanked network officials for their cooperation, voiced appreciation for affiliates' part in the network and called R. Cullen, co-chairman of the LBS board since last summer, "one of America's great men." Mr. Cullen was a financial backer of the network, along with Gordon's father, B. R. McLendon, other co-chairman of the board.

Hint of troubled days ahead came during the May 6 closed circuit talk when the younger Mc-

Lendon said, "We don't have the solid family feeling we used to have." He blamed himself for "not having shared my problems with all of you, but don't discuss these problems, 'lest it weaken us in the radio industry generally."

The result of the policy was an undermining of confidence among many affiliates, he conceded.

Mr. McLendon said he was making that talk because of "another crisis."

"I have decided to share this one with you," he said, recalling that Liberty in 1951 had made a "small profit" in the first three years, it had lost "continuing large sums of money" since network service was started in 1960. LBS broke the partnership with Palstaff Co., St. Louis, sponsored baseball, he said.

"But for the most part during the last two years," he noted, "the story of Liberty has been a story of money lost, hard work lost, fighting a huge monopoly."

He said this explained why LBS had to ask "for free time for one-third of the radio programs, the five minutes before and after the game, why no reduction in affiliate fees has ever been possible."

If LBS wins its court battle, he predicted, it will become "the No. 1 network in the country."

The eight-hour plan instituted a week ago was designed to put LBS on "a solid base," according to Mr. McLendon's closed circuit talk, permitting economies in operation. He planned to go back on the air personally and do many of the baseball games.

Schedule This Year

CBS has broadcast 50 games this season, he said, and had 13 live games to come plus 38 re-creations, a total of 191 games during the season. He called this a "pitifully inadequate list of afternoon games," and blamed the LBS troubles on inability to break the organized baseball ban against baseball broadcasts in the north-

east, major league territory as well as the baseball stage games. He claimed LBS needed an eastern American League and western Na-

tional League team to bolster its schedule.

"It has been a baling wire and sawdust network many times," he said in his May 6 talk to affiliates.

No suggestion of trouble was found by affiliates in the LBS in-

struction received at 1 p.m. (EDT) Thursday. This was the word: At 7:45 p.m. (EDT) tonight Gordon McLendon is going to give a public address to the nation. It is for broadcast. The title of his subject is 'Radio and Baseball.' All stations are urged to carry it. Please advise as to what you want done to this show."

Many reasons for the network's suspension were offered by affiliates. One contention was that it grew too fast. According to this theory, Liberty offered a good baseball service from a solid network base when it decided to become a fifth nationwide network, how-

ever, it was believed not to have

(Continued on page 98)

McLendon Hits Baseball 'Monopoly'

By FLORENCE SMALL

IN a continuing answer to the prophets of doom who point out, out of context, to periodic cancellations in baseball and TV, and on-air and TV, last week's last three advertisers last week snapped up a minimum of two and a half hours of released network time at almost the moment the time became available.

With one, one advertiser, Gulf Oil, for its Gulfspary insecticide, purchased a new hour and a quarter of radio time a week—15 minutes across the board on ABC—whereas the second advertiser, and the third, were designated for 36 half-hours on CBS Radio between June 3 and Aug. 25 in a renewal of the summer saturation campaign it has conducted on that network for the past two years.

Cost billings on the Wrigley purchase were estimated at more than $400,000.

At an interesting and perhaps significant feature of the week's transactions from a programming point of view was that, aside from the Wrigley, while satisfaction of both of the purchases was for a basic quarter-hour segment aired at least twice a week.

Lever Bros., New York, for its Peepsodent toothpaste, will sponsor a musical program (format still being worked out) in the Tues-

day and Thursday 7:45-8 p.m. EDT period on CBS-TV, effective lattice next week. Latter time period had been dropped by Liggett & Myers (Fatima cigarettes), New York [B+T, May 5], together with its Stork Club program. McCann-

Erickson, New York, is the agency for Peepsodent, while Cunningham & Walsh, New York, is agency for Fatima.

American Cigarette & Cigar Co. (Pall Mall cigarettes), will sponsor Doug Edwards and the News, CBS-TV Tuesday and Thursday, 7:30-7:45 p.m. EDT, effective in late May [B+T, May 12]. This marks an increase in its radio-TV budget for Pall Mall. Cigarette firm also sponsors Big Story on NBC radio and NBC-TV in addition to radio and TV spot cam-

paigns. The news program, twice weekly, was to have been dropped recently by Columbia Records. Sullivan, Staffer, Colwell & Beyles, New York, is agency for Pall Mall.

Kellogg Interested

The 7-7:15 p.m. EDT period on NBC-TV currently is being offered to advertising agencies, with Kellogg Co. understood to be interested in the early-
evening time. Kraft, Frand and Dille, now in the slot, may be slated for change to a half-hour, once a week format at another time.

The 15-minute strip following The Goldbergs, 7:15-7:30 p.m. EDT is also being offered to advertisers for next fall, with or without the program. Bidding for the time is under-

standing to be active. On the other hand the present advertisers on The Goldbergs may renew in the same time with the same show.

On CBS Radio, when Liggett & Myers (Chesterfield cigarettes) notified that network that it would drop one quarter-hour of its half-hour participation in the early morning Arthur Godfrey strip, each advertiser moved forward one quarter-hour thus leaving the first 15 minutes of the program open for a new advertiser whose signing is said to be imminent.

In addition, the program, which is now telecast one quarter-hour (with Lever picking up the radio-

TV time), will be extended in simul-
cast to 7:30 on CBS. As a result of the simulcast decision, at least one advertiser—Reale-
mun Co., which sponsors the 10-

15 a.m. EDT radio segment on alternate days, has been forced to abandon the program because it was understood the firm's budget could not stand the addition of TV.

The relinquished time has been sold to Owens & Corning Glass Co., starting early in September. Toni Co. has not decided yet whether it too will continue sponsorship, in view of the increased costs for TV. This marks one of the unusual cases where radio has been used to sell television.

Effective early in September, the Godfrey line-up of sponsors will be as follows (all time EDT):

Owens Corning Glass alternating the 10-15:30 a.m. period with Toni (or replacement); Lever Bros., 10:30-11:45 a.m.; Pillsbury Mills, 10:45-11 a.m., and National Bis-
cuit Co., 11-11:15 a.m., with Ches-
terfield retaining the last quarter-
hour, 11:15-11:30 a.m. on radio alone.

This new sequence of Godfrey sponsors presents yet another prob-

(Continued on page 98)
Radio ‘Readjusting’

CONTINUING study of the basic pricing structure may lead to either upward or downward revisions of CBS Radio’s rates—or to no changes at all—Sate Vice President John J. Karol declared last week.

But, he asserted in a speech to the Minneapolis Advertising Club on Wednesday, advertisers are now approaching radio realistically again rather than emotionally, with the result that radio stands to come out of its current “readjustment” period a stronger medium.

Mr. Karol said radio is “undergoing a relatively calm period of readjustment,” through a type of “eater turmoil and inner readjustment” which “has come into focus many times in the 22 years that I have been in radio.

“Every time,” he said, “radio has emerged stronger. This is happening again.”

Alluding to the sensitive subject of rates, Mr. Karol said:

“For many years, radio has been underpriced. At the time, it didn’t seem to matter much. Sustaining time periods were infrequent; net profits were good. Radio is still delivering more people at lower costs than any other medium, but it has been undergoing pressures from within and without to be still more efficient.

“This resulted in ‘deals’—a type of business operation that CBS Radio withstood for a long time. In an effort to eliminate this dangerous and demoralizing bargain basement practice, we initiated a flat rate last summer’s meeting.

“From that time on, we have never stopped analyzing our audience delivery against our cost. It is and will be a continuing practice. As this process continues, we may find that the basic pricing structure requires further change. If we do, we shall make the change—up or down.”

“And whether changes are made or not, our thinking will always be within the framework of the creation of a rate structure that is equitable—one that will offer the same prices to all clients and no special prices to any client.

“When this type of business relationship between network and client and agency again is the generally accepted standard of our industry, network radio will be a stronger medium than ever before. It will have the complete respect it has enjoyed in the past and it will hold the same unparalled position among media that it has enjoyed in the past.”

‘Realistic Appraisal’

Where radio was getting an “emotional” judgment last year, Mr. Karol said, today it is benefiting from a more basic and realistic appraisal of advertising practices. He noted that CBS Radio’s fall schedule “is already more than 80% as far along as last year’s schedule was on Sept. 1, R+W, May 5,” and that “our salesmen’s reports show 40% more advertiser interest than at this time last year.

He told his audience that “The size of radio is so much with us that it’s easy to forget. And the size of radio is so great that it’s difficult to comprehend.” It encompasses, he pointed out, 105 million sets with listening both inside and outside the home. Although he voiced “great respect” for the A. C. Nielsen Co.’s rating organization, he insisted that “Nielsen penalizes radio in general by measuring only about one-third of secondary sets.

Even so, he continued, “on the basis of what Nielsen does report, the average CBS Radio Network program in 1952 reached over four million persons in the average Monday-Friday daytime broadcast approximately 9% million in the average nighttime broadcast.”

On a cumulative basis, he added, a five-week daytime program reaching four million persons in a single broadcast is able to reach nine million different persons in a week, or more than 15 million in a month.

Mr. Karol said the “simultaneously” high TV ratings as “one thing that throws us off balance in comparing radio and television.

“What we are apt to forget,” he said, “is that these Nielsen ratings are percentages—percentages of the whole of radio and only the station coverage area of television.”

Accordingly, he noted, a 32 rating for a TV show can represent 3.8 million homes while a 15 rating on a radio show equals 6% million.

“Or no-longer comparison with television is possible,” he conceded. “However, the current cost-per-thousand people of radio is about 40% of the cost of television. In other words, radio is about 15% more efficient than television on a cost basis.

To reduce these facts to the lowest common denominator, network radio delivers 9% advertising messages for a penny. It costs at least three cents to deliver one message on a penny postcard. Telephone and magazines deliver a little more than three messages per penny, newspapers 24—all compared with radio’s 9% messages per penny.”

Says CBS Sales’ Karol

OPTIMISM over radio’s future prospects sparked a two-day NBC Western Div. affiliates meeting at Beverly Hills, Calif., which ended last Tuesday. More than 50 station men and women representing 28 affiliates in the western states and Alaska attended.

The affiliates met in conjunction with a network sales of promotion, press and merchandising sessions on radio. Station managers attending reported increased local business and greater listening audience across the board where there is TV competition.

A network survey introduced indicated more people spend more time listening to radio than with TV, newspapers and magazines combined.

Thomas C. McCray, NBC Western Div. director of radio network operations in Hollywood, presided at the promotion sales forums, and in closing up a six-day period a speech, Mr. O’Keeffe, said that NBC radio show, “Double or Nothing,” entertained at Tuesday luncheon.

Some attending sessions included:

- John K. West, NBC Western Div. vice president, spoke at a sociability session, which included the mayor of Glendale.

- Stuart P. Layne, chairman of the group’s management, spoke on “Our business and promotion.”


- Mr. O’Keeffe, network vice president, spoke on “Radio Selling.”

- The board and Reconstruction Committee, conducted the closed meetings.

- Common Problems Studied

Summer and fall programming and common station and network program, which occupied the two-day meetings.

Speakers included:

- Thomas Sharp and John Merino, KXLF, Spokane; Herbert D. Brown, KDYL, Klamath Falls; Bill Conklin, KDKA, Pittsburgh; Albert Price, KINO, Phoenix; Albert T. Lyon, KMED, Medford; Stuart P. Layne, grandfather of station; Kist Santa Barbara; Bull Artis, and George DeYoung, KENO, Bakerfield; William Sanford, KMU Freese; Lloyd H. Yoder, John Thompson, Dean Monroe, KJDL, Klamath Falls; Stuart Kist, Santa Barbara; Petter Bertelsen and Mr. Sanford.

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IN WHAT direction will Capitol Hill’s investigation of radio-TV programs go? Rep. Robert Crosser (D-Ohio), chairman of the group authorized to conduct the probe, was scheduled to return to Washington from Cleveland last week.

Meanwhile, newsmen who had contacted Mr. Crosser in Cleveland found he had no comment to make. But the United Press reported, “Informed source Crosser is cool to the whole idea.”

The investigation was voted by the House last Monday. Action came on a resolution (H.J. Res. 278) offered by Rep. E. C. Gathings (D-Ark.) [B+T, May 12, 5]. A little more than two dozen congressmen were on the floor when the resolution came up. Vote was by voice.

Later that afternoon the House also approved Rep. Gathings’ resolution to investigate comic books, pocket-sized books and other such material. In both instances—radio and television as well as the printed medium—“immoral and offensive material” would be ferreted out.

Inquiry To Subcommittee

While Rep. Crosser has not disclosed his plans for the probe, it was understood the inquiry would be turned over to a subcommittee. Since Rep. Lindley Boozek (D-Tex.), who was originally slated for the chairmanship of the subcommittee, is campaigning for the Senate, it is expected the assignment will go to Rep. Oren Harris (D-Ark.). Rep. Harris has acted as the committee’s communications leader in the past few months.

Following House passage of the Gathings resolution, radio-TV industry spokesmen bristled in defense.

NARTB President’ Harold E. Felows said the probe could produce “censorship of the most obvious and deplorable sort.” He said it “seems to be contrary to the language and intent of the Constitution.”

NBC and MBS spokesmen pointed out that the industry has its own decency code policed by NARTB.

NBC said:

NARTB’s programs have always maintained the highest standards of good taste and decency in their content. NBC from its very inception voluntarily submitted its programs for maintaining high standards. It was the first network to adopt its own code of standards and practices and again for television. Beyond this, it now subscribes to the code of the NARTB and will continue to maintain the highest standards in its radio and television programs.

At Mutual, Executive Vice President William H. Finsheiner Jr. said:

Mutual maintains a very competent group of continuity acceptance personnel who are responsible for administering our own code of standards and practices, as designed to keep programming on a high moral level. In our opinion, the industry has already maintained a high level of decency code which is governed by the NARTB. The Mutual network is proud of its record in adhering to the highest possible standards in its radio programming.

Although Mr. Fellows denounced the probe, he also said:

“We welcome the opportunity of receiving the observations of legislators, as similarly we welcome the observations of clergymen, teachers, educators, citizens’ organizations and the public. If this is the intent of the Gathings proposal to encourage industry in strengthening its own purpose and plan of self-regulation, the public interest will be served.

“But he warned if the intent is to legislate even one minute of programming out of existence on the tenacious grounds of ‘morality and improper emphasis,’ we have arrived at a point where freedom of press and speech indeed are seriously threatened.

“In addition to seeking out ‘immoral or offensive matter,’ the resolution calls on the committee to determine the extent that radio-TV programs ‘place improper emphasis upon crime, violence and corruption.’

“Rep. Joseph R. Bryson (D-S.C.), who has been a perennial sponsor of bills to outlaw all alcoholic beverage advertising from interstate commerce, noted that he had joined with Sen. Arthur Cooper in supporting a joint Senate-House bill to do the same thing.

“The House committee has not held hearings on his ‘dry’ bill, he announced.

“Consequently this, of course, is not dealing with the same subject but no one can deny that the subject in the resolution introduced and now pending before us is of a related nature.

“Anyone who listens to the radio and witnesses exhibitions on television cannot but be impressed with the fact that the unrelenting, unsuspecting youth of the land is being corrupted, willfully and incapaciously by those who would break into the nursery rhymes and childhood stories by the introduction not only of words of mouth, but by exhibitions of delicate fingers, beautiful ladies elegantly dressed, telling how to prepare cooking and intoxicating liquor but teaching the youth how to pour that hitherto was considered too sketchy and suffering and death.

“Rep. Fred L. Crawford (R-Mich.)

BROADCASTING • Telecasting

NEW HAMPSHIRE

97.3% of Home Own Radios

RADIO homes comprised 97.3% of all occupied housing in New Hampshire when the 1950 census was taken, or a total of 149,035 having reception, according to the state breakdown just compiled by the U. S. Census Bureau.

Highest radio concentration in the state was found in the city of Berlin, 98.7%. Among counties the leader was Strafford, with 97.9%.

RADIO and TELEVISION—1950 U. S. CENSUS OF HOUSING—NEW HAMPSHIRE

<table>
<thead>
<tr>
<th>County</th>
<th>Population</th>
<th>With Radio</th>
<th>% With Radio</th>
<th>Population</th>
<th>With Radio</th>
<th>% With Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merrimack</td>
<td>103,391</td>
<td>101,098</td>
<td>97.8</td>
<td>60,650</td>
<td>59,407</td>
<td>98.1</td>
</tr>
<tr>
<td>Strafford</td>
<td>13,905</td>
<td>13,400</td>
<td>96.2</td>
<td>7,580</td>
<td>7,385</td>
<td>98.1</td>
</tr>
<tr>
<td>Merrimack</td>
<td>27,145</td>
<td>26,300</td>
<td>96.8</td>
<td>15,874</td>
<td>15,359</td>
<td>96.6</td>
</tr>
<tr>
<td>Strafford</td>
<td>6,310</td>
<td>6,200</td>
<td>97.8</td>
<td>3,403</td>
<td>3,293</td>
<td>96.4</td>
</tr>
<tr>
<td>Strafford</td>
<td>14,205</td>
<td>13,950</td>
<td>97.8</td>
<td>7,990</td>
<td>7,685</td>
<td>98.1</td>
</tr>
<tr>
<td>Merrimack</td>
<td>25,255</td>
<td>24,900</td>
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<td>14,180</td>
<td>13,920</td>
<td>98.0</td>
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<td>10,318</td>
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<td>97.2</td>
</tr>
<tr>
<td>Strafford</td>
<td>24,655</td>
<td>24,300</td>
<td>98.8</td>
<td>13,265</td>
<td>13,120</td>
<td>98.6</td>
</tr>
</tbody>
</table>

The statistics in this table are extracted from a final report of the 1950 Census of Housing, Series P-A, No. 29, for which local figures are collected amounted to less than a third of current TV-ownership.
duPONT AWARDS

Harsch, WCAU, WEEI Receive Top Honors

INDIVIDUAL WINNER: Joseph C. Harsch, Commentator

STATION WINNERS:
WCAU-AM-TV Philadelphia
WEEI Boston

** ** **

COMMENTED:
Howard K. Smith, CBS, London
Edward R. Murrow, CBS
Three Star Extra, NBC
WAAM (TV) Baltimore
WBBM Chicago
WLW Cincinnati
WHAS-AM-TV Louisville
WHCU Ithaca
KFMI Wichita
KUOM Minneapolis

Harsch in Europe Now

Mr. Harsch, now in Europe covering activities of Gen. Eisenhower, was unable to accept his award personally. He sent a tape recording from Paris acknowledging the honor and expressing appreciation. His award was accepted by Mrs. Harsch and Herbert E. Evans, general manager, Peoples Broadcasting Corp., to whom Mr. Harsch is currently under contract.

The former Washington correspondent for the Christian Science Monitor, whose commentaries during 1951 were aired via LBS, on May 11 began a transcribed weekly series of commentaries from Europe for WOL Washington and WRFD Worthington, Ohio.

Mr. Harsch was cited for his “excellent and accurate gathering and reporting of news by radio.” The citation also called attention to his “expert, informed and reliable interpretation of news and opinion.”

WCAU-AM-TV, winners in the large station category, were lauded for “encouraging, fostering, promoting and developing ideas of freedom and for loyal and devoted service to the nation and to the communities served by them.” This award was accepted by Donald W. Thornburgh, president-general manager.

WEEI also was cited for promoting and developing ideas of freedom. This award was accepted by Harvey J. Struthers, WEEI general manager. Former WEEI general manager is Harold E. Follows, now NARTB president.

The three top winners received a plaque and cash awards of $1,000 each. Under new provisions of the duPont Foundation, winners may apply their cash awards toward individual scholarships for American youth to further advanced study in the broadcast media.

A panel of five judges reviewed 1951 activities and decided winners. They were, in addition to Mr. Harsch, Mrs. Jessie duPont, who established the awards in 1842 as a memorial to her late scientist husband; Ben McKelway, editor, Washington Star (WMAL-AM-FM-TV); Dr. Hadley Cantril, psychology professor and director, Office of Public Opinion Research, Princeton U., and Mrs. Hiram Col Houghton, president, General Federation of Women’s Clubs.

Last fall, Prof. O. W. Riegel, director, Lee Memorial Journalism Foundation, Washington & Lee U., was named curator of the foundation to supervise the awards and the administration of the scholarships thus created.

Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia, presented a check for $1,000 to establish the first scholarship under the new educational objectives of the duPont Awards Foundation. WFIL-TV was a duPont winner last year.

At Banquet Saturday

Among those expected to attend the banquet were Adrian Murphy, president, CBS Radio; Frank M. Russell, vice president, NBC; Justin Miller, NARTB board chairman and general counsel; Paul A. Walker, FCC Chairman; Sol Taishoff, editor and publisher, BROADCASTING & TELECASTING; Chris J. Witling, director, DuMont Television Network; Charles Vanda, vice president in charge of television, WCAU; Oliver Gramling, assistant general manager, Associated Press; C. Edmonds Allen, director of special services, United Press Assns.; H. A. Lowe, Variety; W. H. Goodman, of the Florida National Bank; Richard W. Slocum, general manager, the Philadelphia Bulletin (WCAU-AM-FM-TV); William H. Fineshriber Jr., executive vice president, MBS; John W. Pacey, director of public affairs, ABC; J. L. Van Volkensburg, president, CBS Television; Charles O. Voigt Jr., information secretary, Alfred I. duPont Awards Foundation, and M. H. Aylesworth, broadcasting consultant.
HOOPER REPLY

C. E. HOOPER, president of C. E. Hooper Inc., last Friday released a detailed answer to the John Blair & Co. study attacking the question employed in the coincidental measurement of audience response in radio-TV cities (story page 23), in which he asserted that "it is not apparent to us that our firm needs to revise any of its position on the subject."

He also said he had told Presi-
dent Richard D. Buckley of the Blair firm early last week that Blair might be subject to litigation if it released its study, because it "carries material protected by copyright which is used without Hooper's permission." Liability, he said, could result from publication carrying the report or a story on it. But "despite the practical possibility of recalling the report, John Blair & Co. proceeded with its release and the Hooper announce-
ment asserted.

The Blair report claimed that the coincidental method's practice of asking both radio and TV audience measurement questions had the result of "grossly" underesti-
mat ing radio audiences. It proposed that a radio-only question be used. Mr. Hooper asserted, however, that "any radio station, agency, ad-
vertisers or network desiring an audience measurement by us based on asking only of listeners to radio only" (1) has been able to ob-
tain it from us, (2) is still able to obtain it from us anywhere at any time."

Must Use Care

But he said "that is not because we have had any reason to believe the 'radio-TV' question .... to be wrong. Both can be used to produce the same, the correct, answer, but only if interviewers are trained and supervised with extreme care."

He contended that the public has not separated radio and TV in its mind as well as members of the industry. "Therefore the radio is confined to the suffix letters 'TV' (Example: WDSU-TV) added to call letters which always have, and still mean, the call letters of a radio station (Example: WDSU)."

Mr. Hooper continued in his statement, part of which the announce-
ment said had been released earlier, "...we have published to the pressure of time and before Mr. Hooper had an opportunity to in-
vigate his legal rights on the subject," as follows:

In one principal, the details of which we will show to qualified indi-
viduals, 100% of the credits given by the public to a radio station should have been given to its TV brother station. In a real radio station could not, and the TV sta-
tion with companion call letters could, be heard in the county sur-
veyed. When, in a radio survey, we made the proper clarification to the public by asking for both 'radio and TV,' a complete correction took place.

"In a city, or area, where half the broadcast audience is looking at television it takes expert inter-
viewing to ignore TV in the ques-
tion and still get valid results on radio."

The Hooper firm's "motives in asking the question on both 'radio and TV' in radio-TV areas he said, are 'laudable' in that "(1) it avoids an untruth in surveys in TV areas, (2) it cuts the cost of broad-
cast audience measurement in half."

Further, he declared: "Given the choice, radio station owners in TV areas, including those without TV stations, have preferred that we ask the radio-TV question.

By getting information on both the AM and TV audience they say, 'We know what we are up against.' It has given them needed help in budget-
ning and scheduling their radio programs to know the periods of peak TV audiences in their cities...."

Mr. Hooper said that his use of the radio audience measurement rather than radio only, was not introduced si-
multaneously in all cities, but rather was introduced "when and where TV audiences began to show up in answer to our 'radio listening only' question."

And, he continued, "nothing ab-
normal happened to the audience in mornings for November 1951 as compared to January 1946."

The study next compared Hooper and A. C. Nielsen Co. sets-in-use figures for 21 identical cities during the same period (January and April 1951). For 1947, the Hooper figures were 22.4% below Nielsen's in the case of evening listeners and 26.4% below Niel-
son's for daytime listening. In 1951 the difference between the two services was approximately the same with respect to evening listeners (Hooper was 24% lower), while for daytime the Hooper figure was 34.6% lower than Nielsen's.

The Blair investigation then looked at average sets-in-use figures provided by Pulse, Nielsen, and Hooper, as shown in chart 3-8 entitled "Pulse - Hooper - Nielsen Sets - In - Use Comparison April 1951." [See chart, page 23.] The right side of that chart shows how the results of each service rank in 18 of the 23 cities; both those that the Pulse and Nielsen average are higher than the other two was "to be expected," the presentation said, "since Pulse is a measurement of total audience, while the Hooper and Nielsen figures are average - audience measurements."

A comparison of Hooper and Pulse studies in Los Angeles showed a "high degree of correlation" in their measurement of TV sets, but a "marked and significant" difference with respect to radio sets, it was pointed out. Hooper's radio figures were 34% below those of Pulse. It was noted that the Hooper method combines the radio and television question, while the Pulse technique involves sepa-
rating them and asking two questions. Similarly, in Los Angeles, there was found "a high degree of corre-
lation, repeated on each of the seven nights [of the study]," between Pulse and Hooper television sets-
in-use, but "wide disparity be-
tween the two series of radio sets-in-use figures."

Because the same interviewing

Does Hooper Undersell Radio?

(Continued from page 23)

the combined Columbus-New
Orleans-Los Angeles radio sets-
in-use figures. Mr. Hooper as com-
pared to those of Trendex are shown in accompanying charts—one for day-
time, one for evening, and one combing daytime and evening. In day-
time, Trendex sets-in-use figures are placed 26.1% higher than those of Hooper; evening, Trendex 13% higher; daytime and evening combined, Trendex 15.2% higher.

"Grossly Underestimated"

"Our controlled experiment has proved," the presentation contends, that "the inclusion of radio and television in the same question by the telephone coincidental method causes an overestimation of radio audience, and that therefore, the conclusion cannot be escaped: To estimate more accurately the true dimensions of the vast radio audi-
ence, this type of audience meas-
urement should employ a question con-
cerning only radio listening." The presentation quotes a letter from Dr. G. E. Rice, research as-
sistant professor, U. of Illinois' Bureau of Economic and Business Research, as saying in part:

"Since the data collection proce-
dure of the trendex index was ap-
parently identical to that used by Hooper with the exception of ques-
tion wording, the latter is clearly inadmissible as a source of the difference. I might note that this result, though striking, conforms with our present knowledge regarding the effect of question wording on survey results. A question con-
cerning two district items tends to elicit less recognition on either, or both, of them than would be the case if the items were incorporated in separate questions."

"No Revisions Necessary"
RADIO POWER

Proven in Tacoma Press Force

DO CITY'S dry up and blow away when newspapers go on strike? Definitely not, judging by business conditions in Tacoma, Wash., during the period the northwest city's only newspaper, the Tacoma Press Tribune, at the pressman's strike [B+T, April 25].

A study of the Tacoma scene by the Subcommittee on Interstate & Foreign Commerce of the House of Representatives, which of Joe Chyiyl, KAPA Raymonds, Wash., is chairman, showed:

- Bank clearings are up in Tacoma.
- Merchants who were consistent and wise purchasers of radio, before the newspaper strike have had no deviation from normal operations.
- Radio has found it difficult to accommodate large department stores that stamped radio for heavy spot schedules after the strike began, only to find regular and consistent radio users there first with the heavier schedules.
- The department store that didn't know how to use radio and had no department setup radio is feeling effects of the strike far more than normal radio advertisers. Bank clearings for weeks preceding the strike follow; March 17-31, $57,762,000; March 24-28, $66,000,000; April 7-11 (Easter week), $68,406,000.

The Tribune stopped publication April 12, when the strike started. Bank clearings for the week of April 14-15 rose to $75,051,000. For the week of April 21-25 they were $71,299,000.

The report of the Washington broadcast association included these comments by Tacoma businessmen:

Large downtown store operator, a heavy newspaper advertiser who took ten spots a day during the strike—"I am quite amazed at the results we are getting. Considering all general business conditions, I am satisfied with my business."

Chain store operator—"My feeling is that business isn't as bad in Tacoma as some are making it out to be."

Leading jewelry store operator—"After two weeks of the strike, my business is not down. I am up 8% over the same period last year."

Advertising representative of leading food chain store—"Business is considered normal for this time of year. We are not feeling the effects of the newspaper strike. After increasing our radio schedule, we find it sufficient to maintain store traffic."

Earl Weiss, director of largest music festival ever held at Pacific Lutheran College—"More than half of all season ticket buyers said they heard them through Tacoma radio."

The state association listed these comments from "Tacoma generally":

- Frank Walters, owner of city's largest funeral home—"Radio stations putting on the obituary notices have been a great public service. City florists tell me they have used these broadcasts to keep up to date on the location and time of funerals."

- Tacoma citizen—"I appreciate the way radio pitched in. Although I consider this the normal service the listener gets, I noted that extra newscasts were added just to make sure the listener did get the news when he could hear it."

- Transit company official—"Our riders are down, but so far we cannot reach any conclusion other than this is due to a lot of reasons, such as employment generally being down, less people at Fort Lewis, and certainly television has cut down the night traffic. I couldn't hazard a guess as to the actual shopper traffic to the downtown district."

Mayor John Anderson of Tacoma—"We of the city administration can't thank Tacoma radio stations enough for their usual good job of backing community promotions and keeping our city well informed."

Fred Sandstrom, Tacoma Chamber of Commerce—"I believe the way Tacoma radio publicized and brought out a large crowd for the celebration of the arrival of the naval ship F Jacqueline (while the strike was on) is a typical example of Tacoma radio performance."

Two civic events made out nicely despite the strike. The Lakewood ice show had a full house opening night and good attendance thereafter. The Shrine circus made good use of radio with "good attendance."

HANNA HONORED

By Editors, Publishers

SURPRISE tribute to a radio man was to be paid at Ithaca, N. Y., last Saturday by more than 100 newspaper editors and publishers of some 40 small community newspapers, when Michael R. Hanna, general manager of WHCU Ithaca, Cornell U. CBS affiliate, was honored for his Sunday half-hour Radio Edition of the Weekly Press program.

Mr. Hanna began the program in 1946, digesting editorial comments by the area's weekly newspapers. The program in 1949 became a feature on the 18-station Russel F. DAC FM network, which provides listeners with 110 newspapers. The program received a special Peabody Award.

WHCU has notified cooperating editors that the program leaves the air this month for an indefinite period, pending reorganization.

Mr. Hanna was to be awarded a special citation at the dinner at which he was guest of Cornell Vice President John E. Burton.

REP. JOSEPH P. O'HARA (R-Minn.) served notice last week he will offer his bill (HR 7792) that would give the broadcaster the right to control the political candidate's talk, as an amendment to S 658 when the FCC-remodeling bill reaches the floor.

Rep. O'Hara introduced his anti-libel bill (HR 7792) forfortnight ago [B+T, May 12]. His plans were given during debate on political campaign expenditures last Monday (April 11).

His remarks follow:

"... Soon the Committee on Interstate & Foreign Commerce, which has been granted a rule upon a bill [McFarland bill] which amends the Communications Act, will bring that bill to the floor."

"I call the attention of the House to the recent bill under the law which now exists a radio broadcaster has no power of censorship as to any statement a political candidate himself may make upon the radio during an election campaign. In other words, it offers the facilities, and there is no censorship on the part of the broadcaster over the kind of statements, no matter how defama-
tory or how libelous they may be, that the candidate may make. They have no power or control over his statements."

Cites Horan Bill

"Our colleague from Washington [Rep. Walter H. Horan, Wash. J.] introduced a bill which abolishes the broadcaster from libelity in such a situation. Personally, I think I have a better approach to it, and I have introduced a bill, which I hope to offer as an amendment when [the McFarland bill] ... comes before us, which does not grant the broadcaster the censorship over partisan or political matters but does give him the right to control the defamatory statements, to eliminate them, or to deny to the broadcaster the right of eliminating language, the use of his broadcasting facilities."

"The present situation to which I refer is analogous to your handling a loaded shotgun to some reckless individual and then saying you have no responsibility because you have given him the shotgun and loaded it. We say, 'Go ahead and pull the trigger.'"

"That is the situation the candidates for public office are in under the present conditions. ... The broadcasters themselves are in a bad situation because they are subject to suit ... ."

"I do think we should clear up the hiatus that exists and put the responsibility on the broadcaster at the same time giving him the power of censorship, the power to eliminate defamatory matter from the candidate's statement over the radio, but we also place some responsibility upon the broadcaster to see that those defamatory statements are not made in political campaigns over radio or television."
Ali Ben Diehm, the great merchant of the radio air-ways has added another great station, in a great state to his "airem" of proven and profitable purchases for your client's products... WIDE... located in the Biddeford-Saco market... second largest industrial center in Maine. Here are located the famous textile plants of Pepperell, Bates and Saco-Lowell. Here, too, is Old Orchard Beach and the Kennebunk region, making the Biddeford-Saco market Maine's leading vacation area. Retail sales for 1951 amounted to $29,442,000. Want some of this market? Write, wire or phone... Vic will give you complete details!
**FOOD RETAILERS' BUDGET**

**To Spend Over $300 Million**

FOOD retailers will spend over $300 million in advertising this year—more than the top 35 national advertisers combined—the Super Market Institute was told at its 16th annual convention in Cleveland last Monday. This prediction was voiced by Max Buck, advertising and sales manager, King Super Markets, East Orange, N. J.

Citing the tremendous success achieved by super markets through advertising, Mr. Buck said the $300 million outlay would make the food retailer a larger advertiser than the following combined companies: Procter & Gamble, General Foods, Colgate-Palmolive-Peet, General Electric, General Motors, Lever Brothers, General Mills, American Tobacco, Liggitt & Myers, R. J. Reynolds, Sterling Drug, Campbell's Soup, Ford Motor Co. and Pillsbury Mills. All are heavy radio-TV users.

Mr. Buck suggested use of more newsworthy and "emotional" copy to attain better results and urged the super market industry to unite in a better advertising campaign to drive home to the consumer the benefits of that industry.

---

**FARM STATION?**

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
A scant two years ago, GATES announced its new air conditioned 1000 watt Broadcast Transmitter, the BC-1F. Then, as now, it was described as a large, heavily built, rugged and full fledged transmitter — as fine as a broadcast transmitter can be made.

The enthusiastic acceptance with which the BC-1F has been greeted is unquestioned verification of quality, since only quality of the highest order could build such an impressive "owner list" as that below!

**Owners of Gates BC-1F Broadcast Transmitters:**

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City and State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGEM</td>
<td>Quincy, Illinois</td>
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<tr>
<td>WJFO</td>
<td>Waukegan, Illinois</td>
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<tr>
<td>WZZY</td>
<td>Saratoga, Florida</td>
</tr>
<tr>
<td>WTVB</td>
<td>Coldwater, Michigan</td>
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<tr>
<td>WDKD</td>
<td>Kingstree, South Carolina</td>
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<tr>
<td>WCBA</td>
<td>Corning, New York</td>
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<tr>
<td>WYVE</td>
<td>Wytheville, Virginia</td>
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<tr>
<td>KERG</td>
<td>Eugene, Oregon</td>
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<td>WBDZ</td>
<td>Decatur, Illinois</td>
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<td>Taunton, Massachusetts</td>
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<td>WKVA</td>
<td>Lewistown, Pennsylvania</td>
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<td>WCOJ</td>
<td>Coatesville, Pennsylvania</td>
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<td>WTRM</td>
<td>Beaumont, Texas</td>
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<td>CKVL</td>
<td>Verdun, Quebec, Canada</td>
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<td>Swainsboro, Georgia</td>
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<td>WNED</td>
<td>McAlester, Oklahoma</td>
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<td>KCRV</td>
<td>Caruthersville, Missouri</td>
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<td>Manhattan, Kansas</td>
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<tr>
<td>CSD</td>
<td>Sorel, Quebec, Canada</td>
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<tr>
<td>KTOE</td>
<td>Mankato, Minnesota</td>
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<td>WFGV</td>
<td>Foquay Springs, N. C.</td>
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<td>KPRM</td>
<td>Carlsbad, New Mexico</td>
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<td>WMPM</td>
<td>Smithfield, North Carolina</td>
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<td>WATC</td>
<td>Gaylord, Michigan</td>
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<td>WDPT</td>
<td>Owego, New York</td>
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<td>WLLI</td>
<td>Lenoir City, Tennessee</td>
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<tr>
<td>KBKH</td>
<td>Pullman, Washington</td>
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<td>KTVY</td>
<td>Mesa, Arizona</td>
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<td>WEDT</td>
<td>Bowling Green, Kentucky</td>
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<td>WISS</td>
<td>WJRE</td>
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<td>WGTB</td>
<td>Winston-Salem, N. C.</td>
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<td>WJRR</td>
<td>Williams, N. C.</td>
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<td>KUOP</td>
<td>Durango, Colorado</td>
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<td>Allentown, Pennsylvania</td>
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<td>KCDL</td>
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<td>Richlands, Virginia</td>
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<td>WRAY</td>
<td>Princeton, Indiana</td>
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<td>WPRO</td>
<td>Grand Forks, North Dakota</td>
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<td>WRPS</td>
<td>Bristol, Virginia</td>
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<td>WCTT</td>
<td>Pleasanton, Texas</td>
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<tr>
<td>WXIN</td>
<td>Mason City, Iowa</td>
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<tr>
<td>WGSN</td>
<td>Huntington, L. Island, N. Y.</td>
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<td>WGEN</td>
<td>Mt. Pleasant, Michigan</td>
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<td>WLYC</td>
<td>Williamsport, Pa.</td>
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<td>WBOF</td>
<td>Spartanburg, S. C.</td>
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<td>WJDA</td>
<td>Greeniville, Mississippi</td>
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<td>WPXZ</td>
<td>Pompton, Pennsylvania</td>
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<td>WFPB</td>
<td>Fulton, Kentucky</td>
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<tr>
<td>WJAM</td>
<td>Asbury, New York</td>
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<tr>
<td>WEAG</td>
<td>Carrollton, Alabama</td>
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<tr>
<td>WNAM</td>
<td>Columbus, Kentucky</td>
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<tr>
<td>WJBN</td>
<td>Matewan, West Virginia</td>
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<tr>
<td>WJIC</td>
<td>Victoria, Quebec, Can.</td>
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<tr>
<td>KOSY</td>
<td>Texarkana, Arkansas</td>
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<tr>
<td>KCNO</td>
<td>Alturas, California</td>
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<tr>
<td>WKCB</td>
<td>Searry, Arkansas</td>
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<tr>
<td>KDLM</td>
<td>Detroit Lakes, Minnesota</td>
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<tr>
<td>WTRW</td>
<td>Two Rivers, Wisconsin</td>
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<tr>
<td>WCPA</td>
<td>Clearfield, Pennsylvania</td>
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<tr>
<td>KDAS</td>
<td>Malvern, Arkansas</td>
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<tr>
<td>WBKE</td>
<td>Oak Ridge, Tennessee</td>
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<tr>
<td>WBBU</td>
<td>Trenton, New Jersey</td>
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<tr>
<td>CFCL</td>
<td>Timmins, Ontario, Canada</td>
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<tr>
<td>XEAS</td>
<td>Nuevo Laredo, Mexico</td>
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<tr>
<td>WTTM</td>
<td>Tayorville, Illinois</td>
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<tr>
<td>KGMC</td>
<td>Englewood, Denver, Colo.</td>
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<tr>
<td>KMMG</td>
<td>Marshall, Missouri</td>
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<tr>
<td>WBDK</td>
<td>New Orleans, Louisiana</td>
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<tr>
<td>WAKN</td>
<td>Aiken, South Carolina</td>
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<tr>
<td>WCMY</td>
<td>Ottawa, Illinois</td>
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<tr>
<td>WALX</td>
<td>Patchogue, L.I., N. Y.</td>
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<tr>
<td>WCYE</td>
<td>Sanford, North Carolina</td>
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<tr>
<td>CFRA</td>
<td>Ottawa, Ontario, Canada</td>
</tr>
<tr>
<td>KWDD</td>
<td>Popolar Bluff, Mo.</td>
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</tbody>
</table>

*Above list excludes all export sales other than Canada. Any domestic omissions are unintentional. Substantial military purchases of this model can not be listed for obvious reasons. Purchases after December 30, 1951, not shown.*
ANTI-TRUST PROBE
Is Launched in New York

GRAND JURY investigation into
the conduct of the electronics manu-
facturing business, probing for pos-
sible anti-trust violations, started in
the U. S. Court for the Southern Dis-
trict of New York last Monday when
the first company records were
submitted, per subpoena.

Major block to a full study, at
this date, is understood to be the
motion by reca—singuled out as a
subject of particular interest—
which sought to “quash or modify”
the original subpoena [B&T, April
14]. Since success of the RCA
motion would change and limit the
federal investigation considerably,
it was assumed last week that basic
questions would not be considered
and witnesses would not be called
to testify until after a ruling on
the RCA motion, scheduled for
the opening session Monday.

Records only of electronics manu-
facturers were to be produced at
the opening session Monday. A
feeling among RCA officials was that
most subpoenas were made in
connection with companies that
were members of AM-FM-TV
transmitters and receivers—needed
time to collect the extensive records
asked for in the earlier exten-
sions which, following usual pro-
cedure, were granted.

Operating Methods

The U. S. must take the lead in
developing fundamental knowl-
edge—the advancement of “pure
science”—because “our continuing
safety and progress depend upon
it,” Dr. Charles B. Jolliffe, RCA
vice president and technical direc-
tor, said in an address before the
National Conference on Airborne
Electronics at Dayton last Tuesday.

He noted that Europeans, espe-
cially Germans and Britons, have
been historic leaders in this field
while greater U. S. accomplish-
ments have been in engineering,
but said the time has come when
“Americs should be the Pioneers
of Science” of the future. . . . Rus-
 sia, we may be sure, is not neglecting
this all-important field. . . .

“Discovery of supreme im-
portance to such sciences as phys-
ics, chemistry, and biology will
come from studies of the atom,” he
declared. “In fact, mankind is on
the verge of an era in which new
scientific knowledge can provide the
basis for substantial advances in
human health and happiness.”

Dr. Jolliffe said the development
of the transistor, tiny germanium
device capable of performing many
functions of the electron tube, will

of itself help materially in the
advancement of fundamental
knowledge.

“With greater development of
transistors, lighter, more rugged
and more efficient electronics
controls will be developed
for airplanes and missiles. It may
even measure weapons possible.
New, better and smaller control
equipment may well result in new
types of planes.

“Here, indeed, is an outstanding
demonstration of the way in which
the fundamental knowledge of one field
is of inestimable value in
another,” Dr. Jolliffe said.

N.Y. AD CLUB

McMillan Re-elected

GEORGE S. McMILLAN, vice
president of Bristol-Myers Product
Div., was re-elected president of the
Advertising Club of New York
Tuesday.

Other officers include Stanley
Resor, president of J. Walter
Thompson Co., who was named vice
president, and James A. Brewer,
chairman of the Brewer-Cantelmo
Co. board, treasurer.

SHOW MUST GO ON
Flash Fires Withstanding

WARM welcome was extended Don
McNeill and his ABC Breakfast
Club troupe on tour through five
eastern cities when the group
arrived in Baltimore. Flash fire on
stage of the Hippodrome Theatre
where the network show was to
originate almost completely de-
stroyed broadcast equipment and
dimmed hope of ever going on the
air with only a few hours to remedy
the damage that had been done.

WJFB, ABC’S affiliate in that
city, came to the rescue with en-
gineering and musical assistance
which made it possible for Mr.
McNeill’s show to go on the air on
schedule from the Tichener Theatre,
substitute originating point.

SCOTT PETITION
Filing Renewed at FCC

ATHIST Robert H. Scott re-
newed his petition to the FCC last
week asking that ABC stations’
licenses be revoked because the
network would not give him time
to reply to what he considered an
attack on his deity cause [B&T,
March 17, 10].

In a letter to the Commission,
Mr. Scott rebutted an ABC com-
mentary of last month which
informed the FCC it had no in-
tention of answering Mr. Scott’s
charges.

Mr. Scott had charged that ABC
networked a Canadian Broadcast-
ing Corp. play last November
which was an outright attack
upon atheism as a point of view
and atheism as a class.” The play
was entitled Blasphemy, and
was a radio adaptation of an Ellery
Queen Magazine story, “The Trial
of John Nobody,” by H. A. V.
Carr. Mr. Scott said that ABC
refused to give him time to answer
what he termed the anti-atheism
propaganda expressed in the broad-
cast.

ABC’s letter on the subject last
month to the Commission stated:
“We did not furnish a statement
for the ABC commentary specifically
directed to the petition because we
believe . . . that an analysis of the
script which we sent you on
Feb. 21, 1952, would substantiate
our statement that the program
was a dramatic fictional presenta-
tion designed solely for entertain-
ment and that it did not constitute
an attack on atheism.

“We have examined Mr. Scott’s
complaint and find nothing that
would lead us to change our view
as to the character of the program
presented."

Mr. Scott was the protagonist in
the FCC’s famed “Scott Decision,”
enunciated in 1946. That decision
held that licensees must present all
sides of a controversial subject,
even though one attitude may be
strongly distasteful to the licensee
and listeners. The Commission,
however, also added that not every
controversy is of general interest
and licensees must exercise their
judgment.
PROOF of SELLING POWER
IN TWO MAJOR MARKETS!

★ KTUL, Tulsa—and KFPW, Fort Smith, Arkansas, have MORE LOCAL PROGRAM SPONSORS than ALL OTHER NETWORK STATIONS COMBINED in these two market centers of the Southwest.

★ Local acceptance is the "GRASS ROOTS" TEST of a radio station's SELLING POWER.

★ Tap the rich trade areas of Northeastern Oklahoma and Western Arkansas with ONE OPERATION—ONE NETWORK, CBS Radio—ONE REPRESENTATIVE—(Avery-Knodel, Inc.)

KTUL
TULSA

JOHN ESAU
Vice President
General Manager

KFPW
FORT SMITH

Affiliated with KOMA, Oklahoma City
ers that the trends are the product of two very real things: Owning TV and watching it." He asserted that "Ward Dorrell of the Blair firm was completely conversant with this record when in our employ." Further, he said, "I have recently turned over to him several volumes of original data on the subject to refresh his memory and bring him up to date."

He struck out at Pulse Inc. data in the Blair report saying that "Pulse would have you believe that radio sets-in-use reached a new high in Los Angeles last summer" even though "Los Angeles families, with seven TV stations to choose from, increased their ownership of TV sets 239% (from 335,000 to 830,000) and from 26% to an estimated ownership level of 65% of the families."

Mr. Hooper said that with reference to other reported findings of the Blair study, "he but one comment. They raise a question. I welcome it. But the answer should not have been attempted by any but disinterested parties."

He suggested the reconstituted Advertising Research Foundation as a proper agency for impartial handling of the question. If ARP should indicate "need for the complete separation of radio and TV reporting," he said, "our course will remain unchanged except that the choice between the two questions will disappear and costs will increase." Mr. Hooper felt that "such an analysis will uncover the source of a Trendex error, because I sincerely believe that there is an error." He feels that Trendex handled the "controlled" study of the issue for the Blair organization.

"In fact," Mr. Hooper said, "if the city-by-city, period-by-period results are for the three cities (studied by Trendex for Blair) had been released by the Blair firm, the source of one error might be apparent now, namely: "In all three of these cities the call letters of more than half of the TV stations are identical with radio stations serving the same city except for the suffix. Television credits are, therefore, most likely to be given erroneously to radio (with the 'radio listening only' question in use) where the TV share of audience is biggest."

Must Show Hooper Higher

He expressed confidence "that the city-by-city, period-by-period figures, which are in the possession of Blair, must show Hooper to be higher during some periods, particularly in New Orleans—[One of the cities surveyed, along with Los Angeles and Columbus] — where the overall percentage difference between Trendex and Hooper is 61% and where a minimum of radio-TV confusion would, therefore, be created by the 'radio listening only' question. Furthermore, there is but one TV station in New Orleans..."

"If Hooper is the same or higher, during a significant number of time periods, the reason for the Trendex average being higher lies somewhere outside the differences" between the radio-only question and the radio-TV question.

Additionally, he said, much of the difference between Trendex and Hooper results might result from "Trendex reporting actual 'listening to' a radio but to television," in cases where there is no watching of the TV picture. Thus, he said, the AM affiliate might get credit which actually is due the TV station, if the interrogator does not require distinction between radio and TV.

Mr. Hooper felt that "such daytime TV programming," he said, "and not a little of TV daytime commercial treatment, is already slated to appeal to the 'audio only' daytime TV audience." He charges that "if these errors are established it will not lead to the conclusion, drawn by the Blair Report, that 'radio listening as reported by the coincidental method has been grossly under-estimated,' but rather that some poorly executed or poorly conceived research has been done which creates that impression."

### TALENT MERGER

**University Study**

Set for N.Y. Talks

SUGGESTIONS for or against merger of entertainment unions are to be discussed in New York today (Monday) by member unions of the Associated Actors and Artists of America (AFL). It was indicated late last week as results of a university and labor organization were being distributed to union officials.

Research on each union's organization and jurisdiction, interviews of officials and members and study of previous attempts to a single-card organization for all entertainers have been conducted during the past few months by law relations experts at Cornell University.

The proposals were understood to include various possible alternatives to a total merger and could, be said, be modified as more complete information becomes available. Asked if he was satisfied that the proposals are the result of all currently available information, Prof. Aronson said he had no comment.

Officials of the union involved

---

### Interested in Portland, Oregon

Represented nationally by Edward Petry & Co., Inc.

Broadcasting * Telecasting

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of southwestern Washington.
The thousands of broadcasters who have attended the second swing of Program Clinics, just concluded, have praised their solid contributions to programming. • The impact and inspiration of the splendid teams of industry speakers were especially increased this year by the stimulating discussions of attendees during the bull sessions. • BMI takes this opportunity to acknowledge the industry's obligation to all speakers and participants and to cordially invite all broadcasters to attend one of the forthcoming TV Clinics.

Now it's TV CLINIC TIME
WITH THREE ALL-INCLUSIVE 2-DAY ROUND TABLE DISCUSSION MEETINGS

NEW YORK
May 19-20
Waldorf-Astoria

CHICAGO
May 22-23
Palmer House

HOLLYWOOD
May 26-27
Beverly Wilshire Hotel

Television leaders from Coast to Coast will be sitting down with you to discuss TV in all of its aspects... exchanging their ideas and experiences... giving solid coverage to such topics as:

- Low-cost, Local Programming
- Cutting Production Costs
- Handling Local News and Special Events
- Buying, Selling and Programming Films
- Camera Techniques and Scenic Effects
- Public Service Programming
- Short Cuts and Time-Saving Devices
- Legal and Copyright Problems
- TV as a Sales Medium
- and many other general and specific matters.

EVERY SPEAKER A PRACTICAL TV BROADCASTER

Panelists include: Robert Swezey - WDSU-TV; Chris Whitting - DuMont; Chuck Holden - ABC-TV; Paul Adanti - WHEN; Ralph Burgin - WNBW; Joel Chaseman - WAAAM-TV; Don Fedderson - KLAC-TV; Klaus Landsberg - KTLA; George Moscovich - KNXT; Robert Purcell - KTTV; Philip Lasky - KPIX; Donn Tatum - KECA-TV; Walter Preston - WBKB; Bruce Wallace - WTMJ-TV; Theodore Streibert - WOR-TV; Walter Emerson - WENR-TV; Richard Moore - KTTV; Bill Edwards - KNXT; Roger Clipp - WFIL-TV; Don Norman - KNBH; Ward Ingrin - KHJ-TV; Jules Herbvereaux - WNBC; Frank Fogarty - WOW-TV; Ted Cott - WNBQ.

IN VACATION SURROUNDINGS

Also plan to attend BMI's Summer Seminar at Denver University
August 3 to 10
- Room and board $22.50 per person
- No fee for registration
- Attendance limited to 150
- ENROLL NOW!

Your future in TV, or as affected by TV, makes your attendance at one of these TV Clinics a must! Register now!

BROADCAST MUSIC, INC. 580 FIFTH AVENUE
NEW YORK 36, N.Y.
N.Y. AD AWARDS

Art Directors Club Opens Exhibition

THIRTEEN awards for advertising associated with the broadcasting industry were designated last week when the Art Directors Club of New York announced winners in its annual exhibition of advertising and editorial art.

For the first time this year, a special category was set aside for television commercials, with the medal won by United Productions of America whose art director, Ray Lind, and artist, Abe Lis, turned out a commercial for Benton & Bowles’ Brewing Corp. of America.

Largest single winner among advertisers was CBS, whose combined awards totaled nine: Three for CBS Radio advertisements and six for CBS Television ads.

Speaker at the awards luncheon, held at the Waldorf-Astoria Tuesday, the day that the exhibition opened at the Grand Central Galleries, was Marion Harper Jr., president of McCann-Erickson, who warned that “a period of ‘hard-sell advertising’ is ahead.”

Winners of the Art Directors Club annual competition were chosen from more than 8,500,000 entries, with selection and analysis handled through committees of top advertising directors and final votes by the entire membership. A total of 12 club medals and the Kerwin H. Fulton Medal were awarded winners in various categories and an additional 30 certificates of distinctive merit were given.

Broadcasting winners were:

For design of complete unit TV commercials on film, with live technique: Award of Distinction to Jerry Fairbanks, producer; Barbara DeMaray and Perman Smith, art directors; Les White, photographer; Young & Rubicam, agency; and Diogenes-Sanford Carpet Co., advertiser.

For TV commercials, limited action: First Award to Translim, producer; Ray Lind, art director; Jack Zander, artist; Benton & Bowles, agency; Post Bar-B-Q Div., General Foods, advertiser. Second Award to Edward Carini, artist; William B. Howley, art director; McCann-Erickson, and General Electric.

For TV commercials, miscellaneous techniques: Merit award to George Olden, CBS-TV graphic arts director, for promotional design on the Big Top program.

No winners were named for live TV commercials.

CBS Radio Network advertisements won three honors:

Medals were awarded to Lou Dorfman, director of the art division of CBS Sales and Advertising; advertising Dept. for his Red Skelton ad; Andrew Warhol for his drawing on CBS Radio’s “Nightly News.”

Distinctive merit award went to Irving Miller, director of art service for CBS-owned radio stations, for debut booklets and direct mail ads.

CBS Television advertisements took five honors, in addition to Mr. Olden’s TV commercial award:

William Golden, creative director of CBS TV’S advertising and sales promotion, received two distinctive merit commendations for a Bob Hope-Lew seeds advertisement titled “He’s Moving!” and for “The Egg and I and You!” entered in the trade periodical division.

Artist Rene’ Robert Bouche also won two honors for CBS-TV: A club medal for trade periodical advertising, won by his sketch of Frank Sinatra’s “I’ve Gotta Right to Sing You a Song,” and for a drawing of Bob Hope and Willard Waterman for Television,” which received a distinctive merit award for trade periodical advertising with his illustration of “They’re Buying A New Product.”

CONVENTION BOOK

Planned by CBS, ’Time’

CBS Radio and Television networks, in cooperation with Time magazine, have produced a special guide to this summer’s national political conventions, to be offered voters free as a public service.

The 24-page booklet is being written and published by a 30-station convention staff of Time and offered to the public through the facilities of CBS Radio and Television networks. Described as a non-partisan pamphlet, the guide covers the history, highlights and high-jinks of past political conventions and gives procedures and regulations for this year’s sessions.

CBS Radio Network inaugurated spot announcements offering the guide on May 8 and the CBS Television Network started similar announcements, coupled with visual material, last week. Special kits for use by affiliated stations also were to be mailed last week.

To Use Radio, TV

MOST comprehensive advertising campaign to date in behalf of El Producto cigars—including radio this summer and TV in the fall—was announced last week by Sol Bornstein, president of G. H. P. Cigar Co. Summer radio and fall plans are being formulated and will be announced in the near future, according to Elkin Kaufman, executive vice president of William H. Burns, Inc., New York, agency for the cigar company.

PIONEERS CITED

Sylvania Awards Given

SOME 23 pioneers of the radio industry—all of whom have served for at least 20 years and a few of whom are radio veterans of 32 years—were presented Broadcasting Pioneers Awards at a luncheon given in New York’s Waldorf-Astoria by the Sylvania Electric Products Corp. Wednesday.

Dr. Lee deForest, inventor of many electronic devices which have helped build the industry, was guest of honor at the luncheon, held by Sylvania to celebrate the production of its billionth radio tube.

Broadcasting veterans whose length of service was acknowledged included such radio personalities as Jack Benny, Burns and Allen, Amos & Andy, Kate Smith, H. V. Kaltenborn, Ben Grauer, John Gambling, Patt Barnes, Lanny Ross, Lowell Thomas, Gertrude Berg, Paul Whiteman, Arthur Godfrey, Jeanette MacDonald, Thomas H. Cowan and Sigmund Spaeth.

ZENITH NAMES WRIGHT

JOSEPH S. WRIGHT has been named assistant general counsel for Zenith Radio Corp., Chicago, Irving Herriott, Zenith general counsel, announced last week. An attorney for the Federal Trade Commission since 1936, Mr. Wright since 1947 has been the FTC’s assistant general counsel and chief of its compliance division.

Morrisey Joints Equity

NEWBOLD MORRIS, recently discharged as special assistant to the Attorney General to help clean up corruption in government, has been appointed special assistant to Clarence Derwent, president of Actors’ Equity and Chorus Equity Assns. His main assignment will be to help effect a merger between various branches of Associated Actors and Artists of America.
Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

*Availability dependent upon defense requirements.
N. W. AYER—Thomas McDermott:
"Your 1951 Marketbook surpassed your excellent 1950 Marketbook..." 

MORSE INTERNATIONAL—Chet Slaby:
"The Marketbook is indispensable in my end of the business." 

COMPTON ADVERTISING—Frank Kepk:
"A most valuable tool. Convenient and time saving." 

FOOTE, GONE & BELLING—Lillian Selb:
"The new BROADCASTING Marketbook is not a gold mine, it's pure uranium, and the Spot Rate Finder is terrific." 

LEVER BROS.—Stanley Pulver:
"A masterfully-designed one volume reference source for blueprinting network spot and television campaign quickly and intelligently; the greatest possible help when it is necessary to 'get this out fast.'" 

S C & B—Frank Mineham:
"We find BROADCASTING's Marketbook very helpful when we need data on radio markets..." 

HARRY COHEN ADV.—Mary Dunlavey:
"The BROADCASTING Marketbook is one of our important timebuying yardsticks..." 

B.B.D.&O.—Frank Silverman:
"It's the timebuyers' Encyclopedia. He has all the market answers from Andalusia to Zanesville..." 

BIOW COMPANY—Terrence Clyne:
"We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time..." 

BENTON & BOWLES—Mary McKenna:
"It's a very useful tool and has a convenient assemblage of data..."
Special to Time Buyers: Don't let Summer Static cut your radio audience

Include FM and get complete coverage all summer long

REMEmBER, this summer —
For More people will listen to FM stations to avoid summer static
For More people will listen to FM for baseball broadcasts
For More people will listen to local news and events broadcast only on FM
So, in making your time schedules, don’t overlook FM

In many places in the country, your toughest competition is static. The folks you’re trying to sell simply can’t hear your commercial . . . because “radio climate” garbles the AM signal and shatters it with static. That’s why more and more advertisers are insisting on FM, too—and getting their message across with all the sell and sense left in.

ZENITH RADIO CORPORATION, Chicago 39, Illinois

BROADCASTING • Telecasting

May 19, 1952 • Page 41
AM, FM CAMPAIGN

OPENED BY NARTB-RTMA

FOURTH of the series of joint radio promotion campaigns conducted by NARTB and Radio-Television Mfrs. Assn., based on distributor-dealer-station cooperation, opens today (Monday) in New York State (New York City excluded). Emphasis will be spread over both AM and FM in the New York campaign, first in which AM has been included. Past campaigns, confined to FM, were conducted in North Carolina, Wisconsin and District of Columbia.

Several hundred dealers and salesmen attended a meeting held Wednesday in Syracuse, according to John H. Smith Jr., NARTB FM director who is coordinating the campaigns. Clinics have been held in Buffalo, Utica and other areas preparatory to opening of the drive.

State broadcaster chairman of the New York promotion is H. S. Brown, of Rural Radio Network. Robert Child of RRM is vice chairman. The campaign will run to June 19. In areas where FM offers special programming service, the emphasis will be placed on that medium. In other areas, the campaign will carry a "Radio Month" theme, although FM will be stressed in set-selling material.

Belmont Radio Corp. joined other set manufacturers in the New York promotion on behalf of its new Raytheon FM set.

ATTENDING 30th anniversary celebration of WCAO Baltimore [B*T, May 12] are (left to right) E. A. M. Gomulka, CBS Washington vice president; Joseph Katz, president, Joseph Katz Co.; L. Waters Milbourne, president, WCAO-AM-FM; Ed De Gray, CBS station relations, and Sen. John M. Butler (R-Md.).

AM SPEEDUP

FIRST objections to the FCC's proposal to set up two processing lines for AM applications—to give priority to those providing first service in communities not now receiving signals [B*T, May 12, April 28, 21]—were filed at deadline for comments in May 22.

Those opposing the Commission's plan objected on the ground that giving precedence to applications for non-AM cities is discriminating against applicants on file for lengthy periods.

That is the position of Consulting Engineer R. Earl Cullum Jr. of Dallas, Tex. He suggests that the AM processing line could be speeded up by making public the Commission's processing forms, tabulations of limitations and other data so that consulting engineers could submit the required information with the applications. This would enable the FCC's staff to check the data submitted rather than to prepare it in detail.

Mr. Cullum calls attention to the average five applications per month, advancement of the present AM processing line. At the same time, he says, an average of 10 applications per month have been submitted. Average time new applications have been on file is thus about 12 months, he points out.

Unfairness to those applicants whose applications have been on file for many months is cited by Mr. Cullum. He points to the substantial sums of money expended by applicants due to the delays, claims it would work an undue hardship if their applications were placed even farther back on the processing line than at present.

Among other objectionists are E. H. Pate, Twin Cities Adv., Kansas City; WBEL, Beloit, Wis.; KSJY Sanger, Calif., and KDNT, Denton, Tex.

WBEL declares that the rights of 170,500 people who would benefit by its improved service would be forfeited under the new rule. KSJY wants the new procedure to provide the same priority for daytime stations wanting to go fulltime as for new stations.

Mr. Pate is the potential purchaser of KPRS Olathe, Kan. KPRS is scheduled to be moved to Kansas City and is now off the

Objections to FCC Plan Received

SENATORS NETWORK

WWDC to Feed 12 Stations

FORMATION of a Washington Senators Baseball Network by 12 stations in four states has been announced.

All games are to be fed to the network by WWDC. Under the arrangement, network stations air all Washington Senator day games. Network stations in addition to WWDC include WINC and WRLF (FM) Winchester, WHAP Hope- well, W F V A Frederick, W J R Richmond, W N T W R, W CHV Charlottesville, all Va.; WARK Hagerstown, W T B O Cumberland and W A S L Annapolis, Md.; W E P M Martinsburg, W Va., and WARD Johnstown, Pa.

Do You Want the Most Results at the Lowest Cost in Cincinnati?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
WRITERS’ TALKS
Strike Held ‘Unavoidable’

UNSUCCEEDIL negotiations be tween NBC, CBS and ABC radio networks and Federal Mediator J. R. Mandelbaum have convinced the Radio Writers Guild that a strike by news and continuity writers is “unavoidable,” union spokesmen said last week.

Strike committee was scheduled to meet late last week, it was noted, with spokesmen adding, “We are not trying to find a means to avoid the strike ... we’re past that stage.”

Vote of eastern members on strike assessments resulted in go-ahead by some 200 writers, with a similar report expected from the West Coast unit shortly. A picket committee has been set up with Muny Karmil as chairman.

Guild last week was further irked at “partially” shown by networks to some labor groups while writers’ rights were side-stepped. Initially seeking contract on a national scale and night differential for newswriters, RWG dropped those de-
mands in negotiations. Spokesmen said it was “interesting” that a 10% night differential had been offered engineers at CBS a week ago and that possibility of a national contract was to be discussed by all three networks with the Radio and Television Directors Guild.

Network refusal to discuss national contract for radio writers was cause, the union said, for loss of several shops in Chicago and Hollywood where NBC and ABC writers, disgruntled with lengthy RWG negotiations, shifted to National Assn. of Broadcast Engineers and Technicians. CBS writers in both cities, still RWG affiliates, have promised coordination of strikes in their cities with action in New York even though the union is not now striking for a national contract.

Newswriters for all three networks in New York seek a com-
mmercial pool in which extra pay resulting from sponsored news-programs will be divided among writers on all news programs. Satisfactory formula has been worked out and is ready for presentation to the companies, guild spokesmen said.

Besides salary increases, continuity writers seek retention of the literary rights to their television material.

May Appointed
DR. MARK A. MAY, Yale U., has been appointed chairman of the State Dept.’s U. S. Advisory Commission on Information, succeeding E R W I N D. CANHAM, Christian Science Monitor, who continues as a commission member. Dr. May has been a member since the commission was set up and heads its Film Advisory Committee.

MEDIA COMPETITION
Papers Face Big Fight

NEWSPAPERS face “tougher competition” from other advertising media this year than they’ve ever confronted before, director Harold S. Barnes of the American Newspaper Publishers Assn.’s bureau of advertising declared last week in the bureau’s annual report. But he expressed the view that they can stay on top.

He said preliminary estimates placed total newspaper advertising revenue in 1951 at $2,226,000,000, or one-third of the total for all media, and that final official figures showed national advertisers invested $513 million in newspaper space during the past year. It was, he said, the third straight year in which newspapers surpassed all other media.

from the nation’s top radio and television buying markets

AVERY-KNODEL INCORPORATED
serves its stations, agencies and advertisers

NEW YORK
CHICAGO
ATLANTA
SAN FRANCISCO
DALLAS

LOS ANGELES
315 W. 9th St., Tucor 2425

PULSE RATINGS
Mar.-Apr., Jan.-Feb. Radio

TOP 10 network radio programs, comparing March-April ratings to those of January-February, for evening, Monday-Friday daytime, and Saturday and Sunday daytime, respectively, for first seven days of each month, were reported last week by Pulse Inc., as follows:

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<tr>
<td>Jack Benny (CBS)</td>
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<td>Lou Radio Theatre (CBS)</td>
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<td>Bargen-McCarty (CBS)</td>
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<td>Amos ‘n’ Andy (CBS)</td>
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<td>Bob Hope (NBC)</td>
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<td>Fibber McGee &amp; Molly (NBC)</td>
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<td>You Bet Your Life (NBC)</td>
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<td>Bob Hope (CBS)</td>
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<td>Bing Crosby (CBS)</td>
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<td>Dragnet (NBC)</td>
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<td>Godfrey’s Talent Scouts (CBS)</td>
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Monday-Friday Daytime

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<td>Arthur Godfrey (CBS)</td>
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<td>Ma Perkins (CBS)</td>
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<td>Big Sister (CBS)</td>
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<td>Helen Trent (CBS)</td>
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<td>Our Guys (CBS)</td>
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<td>Wendy Warren (CBS)</td>
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<td>Aunt Jenny (CBS)</td>
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<td>Grand Slam (CBS)</td>
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<td>The Guiding Light (CBS)</td>
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<td>Young Dr. Malone (CBS)</td>
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Saturday & Sunday Daytime

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<tr>
<td>Grand Central Station (CBS)</td>
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<td>Theatre of Rabies (CBS)</td>
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<td>Stars Over Hollywood (CBS)</td>
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<td>The Shadow (MBS)</td>
<td>5.0</td>
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<td>True Detective Mysteries (MBS)</td>
<td>4.9</td>
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<td>City Hospital (CBS)</td>
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<td>Give &amp; Take (CBS)</td>
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<td>Martin Kane (NBC)</td>
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<td>Let’s Pretend (CBS)</td>
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<tr>
<td>Hollywood Star Playhouse (NBC)</td>
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Weighted program average ratings for 19 regular Pea radio markets.
‘OVER 45’ DAYTIMER
KPOL Takes Air in July
KEYING programming to the “above 45 years of age” bracket, KPOL Los Angeles, 5 kw daytime station on 1540 kc, expects to start operating in late July, according to Hugh R. Murchison, president of Coast Radio Broadcasting Co., owner.

With a 38-acre site atop 790 ft.-high Acot Hill having been cleared, construction has started on the transmitter-studio building at 5000 Carter Drive to house operations. Gates transmitter equipment and a 204-ft. non-directional vertical radiator built by Modesto (Calif.) Welding & Tank Works have been delivered. Completed structure with equipment will represent an investment of more than $100,000.

Tower Crash
SAVAGE Crash 125 mile-an-hour wind which caused extensive damage in the Piedmont section of the Carolinas, destroyed WMRC Greenville’s FM tower last week. Tower, which overlooks the city from the top of Paris Mountain, just missed the apartment of George Tate, chief engineer at the station, when it crashed to the ground. Shortly before the storm, FM operations for WMRC had been moved to the AM tower. Air operation was not affected by the storm.

FIRST big radio test for Maytag Sales Co. emerges in negotiations for Al Henderson show on WTAM Cleveland. L to r: Jesse Fitch, Maytag owner; Roger Albright, asst. acct. exec.; Mr. Henderson; Ted Sliwa, WTAM, and Herbert Dawson, Maytag adv. mgr.


ABOUT $20,000 of business goes to Wake Up Hawaii an Inter-island Network of MBS with Thos. M. Davies & Co. buying 1,340 announcements. Signing is Harold D. Weidig of Davies. Fin Hollinger, network mgr., looks on.

FIRST direct radio use is assured for Ballow, Johnson & Nichols Co., appliance distributor, with purchase of I Was a Communist for the FBI on WEAN Providence. R. I. Signing contract (second from r) is Albert M. Nichols, firm pres. Attending are (l to r) Warren Pearce, gen. mgr. of B&J; Noel C. Broault, WEAN sls. mgr.; Mr. Nichols; Mervy Lowe, WEAN gen. mgr.

NIGHTLY hour-long record show, Request Granted, was bought on WOL Washington by Phillip’s Television, Radio and Appliance Stores. Signing (seated) are Phil and Mika Filderman, pres. and v.p., Phillips; (l to r, standing) Ed Charles, WOL sls. rep.; Milt Grant, disc jockey, and Al L. Miller, partner, Cohen & Miller Adv., Washington.

Get the entire story from
FREE & PETERS

WDBJ
ROANOKE, VA.

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

Page 44 • May 19, 1952
This is the place your prospects look when they want facts about your market.

The facts about your market are in CONSUMER MARKETS. Every day, all year 'round, they help busy men make important market and media decisions—

Advertising managers with campaigns to make out, or revise.
Account executives drafting original proposals... or defending recommendations.
Research directors making comparative market studies.
Media directors with lists to plan and prepare.
Sales managers with market development plans to work out.

The data in CONSUMER MARKETS tell what your market is. Population. Retail sales. Income.

To connect these facts with your station, you can take space next to your market data to talk coverage... to show how your station serves the trading area, why it does a job in its market.

CONSUMER MARKETS users call these advertisements Service-Ads, when they serve the ultimate aim of the users—which is to pick the stations that best cover the people who can buy their products.

Your market story is already in CONSUMER MARKETS. Isn't that the natural place for your coverage story, too?

More than 450 station managers and publishers placed Service-Ads in the 1951-52 edition.

CONSUMER MARKETS
The comprehensive single source of authoritative market data
PUBLISHED BY STANDARD RATE & DATA SERVICE, INC.
WALTER E. BOTTHOF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois
New York - Chicago - Los Angeles


Here's how advertisers USE it.

Owner of Advertising Agency Service: "We always start with CONSUMER MARKETS; and most of our work is analyzing markets and organizing marketing plans which, to us, means detailing management of sales, sales promotion and distribution."

Research Manager: "A great deal of information packed into one place, ready to use, and a good map right there to go with it."

Assistant Director of Research: "We are constantly developing new yardsticks of measuring sales and performance and advertising performance. CONSUMER MARKETS helps in what we call market diagnosis."

Agency Vice President: "A magnificent collection of data to gladden the heart of any researcher interested in gathering market facts. Your data and maps most helpful."

Assistant Research Director: "We tend to go first to the data book that has the more comprehensive data, and we find that CONSUMER MARKETS does, in fact, supply the most complete data."

An important fact—CONSUMER MARKETS is used almost continuously by men seeking market information... but it is never used without an underlying purpose—the purpose of finding the best way to reach the right people in the markets selected.

Your Service-Ad can serve the CONSUMER MARKETS user by helping him see how your audience represents the people he wants in your locality. This is truly point-of-purchase advertising.
INKLING on how radio-TV broadcasters will fare on materials for new construction and alteration projects after July 1 may be forthcoming next week.

The National Production Authority is preparing a list of grants based on new applications for scarce metals since its six-months' compilation last month. At that time, it was indicated that some broadcasters already in the midst of building would receive quotas for the third quarter, while bids for others were still pending (B&T, April 21).

Meanwhile, the government has announced it will partly thaw the freeze on entertainment-amusement construction after July 1 and further relax restrictions on commercial building. Radio-TV broadcasting falls within the industrial category.

In announcing these actions, Henry H. Fowler, NPA administrator, who June 1 also assumes the reins of the Defense Production Administration, stated relaxations were in order because the needs of the defense construction program will be substantially reduced during the last half of the year. Easing of controls is "subject to change," however, NPA emphasized.

At the same time NPA issued allocation quotas for $397 million worth of commercial, religious, entertainment and municipal projects, with materials to be delivered in third or subsequent quarters. The grants cover applications processed by NPA's Construction Controls Division and thus no radio-TV projects were included.

The forthcoming industrial list is expected to show grants for new broadcast projects as well as actions taken on applications still pending, with building requests covering past or future quarters.

As of mid-April, applications were still pending in the Industrial Expansion Division for the following radio-TV broadcasters:

- NBC New York and Hollywood, three radio-TV studios projects, $67,000, $85,000, $96,000.
- WHUM Reading, Pa., experimental TV station applicant, $125,000.

In addition, applications were pending for Lycoming TV Co., Southern Radio - TV Co., and Havens-Martin—community TV antenna system firms.

WERE-FM Ups Power

WERE-FM Cleveland claims it became the city's most powerful FM station May 9 when it boosted power to 20 kw. The station's FM tower is 630 ft. above average terrain.

**NATIONAL ADVERTISERS GO LOCAL WITH WINS!**

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

That means WINS to a blue list which includes:

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

Do you want the most results at the lowest cost in Cincinnati?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

CROSLEY BROADCASTING CORPORATION

Page 46 • May 19, 1952

CAMPBELL RENEWS

Signs CBS, NBC Programs

CBS Radio's Network Sales Vice President John J. Karol last week cited Campbell Soup Co.'s renewal of the three-week Club 15 on CBS Radio, part of the sponsor's fall expansion in broadcast advertising ([B&T, May 12], as new evidence of advertiser acceptance of radio as a "top" sales medium.

Pointing out Campbell's move came in the wake of the Procter & Gamble renewal of the three-quarter-hour segments from 6:45 to 7:30 p.m. Monday-through-Friday on CBS Radio for 52 weeks, also starting next fall ([B&T, April 7]), Mr. Karol said:

"These two significant renewals by major national advertisers offer continuing proof that sponsors still consider radio the top selling medium—the medium that guarantees top circulation at the lowest cost-per-thousand."

The Club 15 musical series has been sponsored by Campbell on CBS since June 30, 1947, it was pointed out, and is heard 3 days a week—Wednesday and Friday 7:30-7:45 p.m.

Other Plans

Campbell also announced it is renewing the half-hour Double or Nothing on NBC Radio five days weekly (10:30-11 a.m.), continuing the half-hour Aldrich Family weekly on NBC-TV (Fri., 9:30-10 p.m.), and will add three half-hours of daytime television weekly through sponsorship of a TV version of Double or Nothing on CBS-TV (2-2:30 p.m., three days a week).

Campbell said renewals of Club 15 and Double or Nothing in radio are "evidence of our conviction that radio continues as a potent and profitable purchase"—that radio "certainly reaches many markets and many homes we cannot touch on television."

Decision to move into daytime TV, the spokesman said, was made because Campbell is "impressed" with the growth and development of TV as a daytime medium.

Ward Wheelock Co., Philadelphia, is agency for Campbell.

JDA Chairmen Named

ASSOCIATE chairmen in the Joint Defense Appeal's national $5 million campaign to combat bigotry and safeguard human rights, conducted on behalf of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, according to Franklin Bruck, JDA chairman and president of the Franklin Bruck Adv. Corp., are Frank Commanday of Commanday-Roth; Samuel Dalinser of Cecil & Presbrey; Henry Jaffe of the Jaffe & Jaffe, law firm, and Sol Leon of William Morris Agency. All firms are in New York.
SEATTLE AWARDS

Ad Citations Presented

SEATTLE Advertising and Sales Club fifth annual awards for radio and television advertising were presented May 9 at an ad club banquet.

Awards, made on the basis of selling merchandise or promoting community service, were as follows:

Radio Awards

Best commercial announcement copy: First prize—KBKC Seattle ("Value Week") on behalf of several food accounts; Honorable mention—Alaska Steamship Co. and the agency, Frederick T. Baker & Assoc.


Best announcement copy promoting public relations and/or community service: First prize—Junior Safety Patrol, Seattle Safety Council and KOMO Seattle, for series of transcriptions last September.

Best program or programs promoting public service and/or community service: First prize—Weyerhaeuser Timber Co. ("Scouting the News") and the agency, MacWilkins, Cole & Weber; Honorable mention—Frederick & Nelson, Seattle department store for its daily "Concert Hour."

Television Awards

Commercial on film or slides, one minute or less: Harshall Mfg. Co. and its agency, Wallace Mackay Co.

Commercial announces program, five minutes or more: National Bank of Commerce and MacWilkins, Cole & Weber.

Commercial live program, five minutes or more: Peoples National Bank and Frederick E. Baker & Assoc.

Winner of the newly-created Roy S. Marshall Memorial Award for the most effective integrated advertising campaign was Fisher Flouring Mills Co. and the Pacific National Adv. Agency. Award was accepted by Earle G. Lawrence, sales manager, Fisher's packaged products division, and William H. Horsley, PNAA president.

Trevor Evans, awards committee chairman, said the Fisher campaign utilized six media. Radio received about 40% of the total budget.

Honorable mention for the integrated-campaign award went to Weyerhaeuser Timber Co. and MacWilkins, Cole & Weber.

Mayor William F. Devin observed that success in administering a city in the best interests of all the people is not possible without the kind of public understanding and support which advertising men know how to create.

IBA MEET SET

For Indianapolis May 23-24

INDIANA Broadcasters Assn. will meet at the Athletic Club in Indianapolis May 23-24 with guest speakers including Jim Luce, J. Walter Thompson Co., New York; FCC Comr. E. M. Webster and Joseph M. Kittner, assistant chief, Broadcast Bureau of the FCC.

A sales panel of Indiana broadcasters will also attend, according to President Dan Park, commercial manager of WIRE Indianapolis. The group will see the Indianapolis Speedway trials for the 500 mile race.

Strictly Business

(Continued from page 16)

vision sales boomed throughout the nation.

This success as an advertising manager came as a pleasant surprise to Mr. Henry. He still felt that he was basically an engineer.

Even as a boy, in his native Danville, III., he toyed with radio.

In high school, he qualified as a "ham" operator and became thoroughly familiar with the inner workings of electronic equipment of that day.

His informal engineering helped him to obtain his first job—with the Dayton Electric Co., radio manufacturer in the 1920's at Dayton, Ohio.

Subsequently, he joined the radio manufacturing division of General Motors. Later, he joined Crossley Radio and Stewart-Warner. Then he moved to the Belmont Radio Corp., a subsidiary of the Raytheon Manufacturing Co., as executive assistant to Mr. Dunn. In this capacity, he kept things moving through engineer to production.

Then came the telephone call which interrupted Mr. Henry's vacation.

Returns to Engineering

After the advertising department began functioning smoothly, Mr. Henry told company officials that he was ready to return to engineering. He was drafted as military contracts administrator, then later promoted to his present position of product manager for Belmont.

In his present capacity, Mr. Henry is in full charge of forward planning for all Raytheon television and radio products. His work includes the coordination of design, engineering and production to make all merchandise available to the

Belmont sales department on schedule.

Mr. Henry is a past president of Hinsdale Countryside, the suburb where he lives with his wife, La-Velle, and three children, Jimmie, 14; Clifford, 10, and Lynne, 7.

Civic activities consume much of his leisure time. He is currently president of the district school board. Also, he likes to garden.

And, as he expressed it, "Each year seems to bring a different hobby."

BAB Strength Up

BAB has shown an increase of 36 radio stations in the past month, for a total membership of 508 outlets, President William B. Ryan announced last week. Talking at a sales clinic in Omaha, he said the annual BAB budget now is $505,000, a rise of $22,000 during the past 30 days.
In the "Musical Mystery Melody" contest in Cincinnati, an advertiser (name on request) used four stations. Here are the results:

<table>
<thead>
<tr>
<th>Station</th>
<th>Leads</th>
<th>Expenditure</th>
<th>Cost Per Lead</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>15,312</td>
<td>$6,459</td>
<td>0.42</td>
</tr>
<tr>
<td>Sta. B</td>
<td>10,708</td>
<td>10,100</td>
<td>0.94</td>
</tr>
<tr>
<td>Sta. C</td>
<td>4,900</td>
<td>4,400</td>
<td>0.90</td>
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<tr>
<td>Sta. D</td>
<td>3,976</td>
<td>2,000</td>
<td>0.50</td>
</tr>
</tbody>
</table>

WCKY pulled 43 1/2% of all mail received — almost as much as the other three stations combined.

WCKY cost per inquiry was almost one-half that of the average of the other three stations.

Here's proof that in Cincinnati, WCKY gives you the best results, and at the lowest cost per thousand.
To get results at lowest cost, you have to have:

- AUDIENCE (Block Programs of News and Music Plus Personalities)
- COVERAGE (50,000 Watts—A Bonus Coverage)
- LOW RATES (As Low As Any In Cincinnati)
- LISTENERS LOYALTY (WCKY Listeners Buy Your Products)

You Get Them All On WCKY

Make your next campaign in Cincinnati a success—

Buy WCKY

Invest your ad dollars WCKY'sly

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

- FOUR HOURS A DAY • SEVEN DAYS A WEEK
Hooperucks

JOHN BLAIR & Co. has done an important service to radio and its customers in conducting the study of how the coincidental interview technique has deflated radio sets-in-use figures, as reported in the trade press.

The study proves that for the past 3 1/2 years the buyers of the coincidental service have been neglecting to investigate the fundamental nature of the ratings. There have been but apparently no one, before Blair, really wondered whether the questions upon which the coincidental service is based were the right questions.

Unless the Blair study is wrong, and it is difficult to see how such a thorough job could be, the questions that Hooper has been asking were wrong. How many shows were rejected, dropped or cancelled in those 3 1/2 years because of deflated sets-in-use figures?

However definitive this piece of Blair research, it only goes to show how very much more of the same kind of diligent investigation is needed if the radio measurement muddle is to be straightened out. It seems to us, to the chief value of the Blair study. By so thoroughly exploring and explaining one theory that had been accepted as gospel, it suggests that maybe other theories are equally uncertain.

Are other research services above question?

A part of the Blair study compared Hooper and Nielsen sets-in-use, finding that Hooper averages had fallen proportionately below Nielsen averages since the introduction of the combined radio-television question in the Hooper surveys. There is evidence that the true situation is even worse than the one turned up by Blair, for telegraph reports have questioned whether Nielsen is adequately measuring listening to secondary radio sets.

Though the Nielsen figures are confidential, agency research men who know them say that the Nielsen sample of Audimeters attached to secondary sets is way below what it should be.

If that is so, the probability exists that the Hooper deflation is more severe than shown by Blair because the Nielsen figures with which it is compared are deflated.

We hope the example set by Blair will be followed by others and that intelligent reappraisal of radio research will be forthcoming.

Blue-Noses Anonymous

THOUGH its author may not have intended it to take that direction, there is every indication that the Congressional investigation of "offensive" radio and television presentations may be turned into another prohibitionist campaign for alcoholic beverage advertising restrictions.

In the debate last week that preceded the House's adoption of the Gathings resolution, the most vehement advocates of the investigation were Rep. Joseph R. Bryan (D-S. C.), co-sponsor of the late Sen. Arthur Capper of a joint House-Senate bill to ban advertising of alcoholic beverages. That bill died, but Congressman Bryan lives. His remarks of last week are worth quoting:

Anyone who listens to the radio and witnesses the exhibitions on television cannot but be impressed with the influence of both. He finds that most people are neglecting the healthful and wholesome food they are supposed to eat. It is not good for the young folk to see that they can have too much of anything. We are constantly hearing and through the radio breaking into the nursery rhymes and childhood stories which we ourselves in other days learned at the knee of our honored mothers, by the introduction not only of words of mouth, but by exhibitions of... beautiful ladies elegantly dressed, young, telling interesting it is to drink intoxicating liquors, but teaching the young people they have the kind of jobs and activities that they can have caused so much sickness and suffering and death right here in cooperation... in devils into this important subject.

These are the remarks of a dedicated man and it must glimly be added that he has equaled dedicated cơd.

As reported months ago in this journal, the prohibitionists have set out to get some kind of anti-alcohol legislation passed in the 82d Congress. Their first effort, the Johnson-Case bill to prohibit hard liquor advertising on radio and television, was killed in the Senate Interstate and Foreign Commerce Committee, but only by the cliff-hanger margin of one vote.

The full authorization last week is intended to determine whether new legislation is needed in the radio-TV field. We shall be surprised if the dry lobby and its Congressional errand runners don't attempt laws that would not only ban liquor advertising on the air but also limit references to drinking.

If anyone thinks we're too alarmed about this, it is reminded that the Johnson-Case bill almost got through Congress which may signify we would have if the anti-dry forces had not, at the last moment, got off their seats and put together a convincing argument against it.

The move to begin preparing arguments against the program expansion in the House radio-TV investigation is now. Last-minute efforts may not be as successful there as they were in the Senate.

We Vote O'Hara

FOR THE first time truly sensible legislation has been introduced to relieve the broadcaster of the be-damned-if-he-does and be-damned-if-he-doesn't dilemma now confronting him in programming political speeches.

The amendment to Sec. 315 of the Communications Act introduced a fortnight ago by Rep. Joseph H. O'Hara (R-Minn.) would give the broadcaster a power he does not now enjoy to censor from political speeches defamatory, obscene or obscene words which may rightly [the broadcaster] to any civil or criminal action in any local, state or federal court.

The superiority of this approach to that of Rep. Walt Horan (R-Wash.) is obvious. The Horan approach in the prohibition against censorship of political speeches by broadcasters, would expand the provisions of Sec. 315 to include not only qualified candidates but also spokesmen authorized to appear on their behalf and would immunize broadcasters against court actions ensuing from defamatory or obscene speeches.

The Horan bill, however well intentioned, is obtuse, awkward and, in the opinion of some able attorneys, unconstitutional. The argument against its constitutionality hinges on the question of whether a federal law can abrogate the right of citizens to sue in protection of their reputations in local or state courts.

Unfortunately, the NABT has endorsed the Horan bill as the best then available. On the advice of the NABT, many broadcasters have written letters to their Congressmen in support of it. It could be said, and probably will be, that to switch support from the Horan bill to the O'Hara bill at this point would delay the legislation relief broadcasters are seeking.

Though delay may be endured, we believe the wiser course is to throw the industry's support behind Rep. O'Hara's measure. It would be better to get his eminently practical amendment passed even though not until after the 1952 elections, than to push through the Horan bill, with its impractical and possibly unconstitutional elements.

If versatility is a necessary quality for executive success, Adna Harold Karns is destined to become the J. P. Morgan of broadcasting.

In addition to being vice president and general manager of three radio stations, WING Dayton, WCOL Columbus and WIZE Springfield, all Ohio, Mr. Karns paints in oils, shoots golf in the low 80s, presides as vice president of the Ohio Assn. of Radio and Television Broadcasters, participates energetically in a variety of community affairs and civic clubs, and can claim experience in such random skills as ceramics manufacture and American Indian dancing.

One of the few (unavoidable) strikes against him, he believes, is his first name, purloined from a Methodist bishop who lived next door. He's a charter member of a club which was never organized, the My Name Is Adna (Dammit) Club. Since Feb. 28, 1913, when he was born in Dayton, he's only learned of five other men with the same first name.

The name has brought humor, as well as pathos, to his life. His wife, the former Florence Dykstra, used to sign her name as F. G. Dykstra when managing WING. When she, Adna and other company officials attended conventions, "Mr. F. G. Dykstra" was invariably registered by mistake with another while "Mr. Adna Karns" had a single room.

He's operated in and around Dayton most of his life, with stops in and between New York and Montana. He joined WING in 1943 as announcer and six weeks later moved to WIZE as production manager. In less than a year he was promoted to program director and manager. In 1948 he was named general manager of WING and WIZE.

Last January, Mr. Karns became vice president and general manager of the two stations, plus the newly-acquired WCOL Columbus. He also is executive vice president of Transmission Sales Inc., which syndicates 360 quarter-hours of Singing Sam as well as the Golden Gate Quartet and Emil Cote's Wing of Song.

Mr. Karns sees radio progressing from adolescence into manhood at the prodding of television. TV, he says, "is bringing more honesty to radio." The initial problems of radio are to adopt an industry-wide standardizing and rating service and to base time rates solely on performance.

"We need a complete re-evaluation of the job radio can do," he ends and always will fill a need and we should see that this need is very well defined," he contends.

To enable the audience for his three stations (Continued on page 55)
NBC's MEN IN THE NEWS: Chaplin

"The average politician has to carry water on both heads..."

To his off-record comment, W. W. Chaplin might have added that a good newsmen should be an ambidextrous phrenologist.

In his thirty years in news, Bill Chaplin has personally experienced enough history to fill considerably more than the three books he's written. He has covered: the Ethiopian war, the fall of France, the Russian resistance, the Invasion, the surrender at Rheims, the Bikini test. He traveled with Dewey in 1948 and has covered five Democratic and Republican Conventions.

Now, Chaplin is right in the middle of the biggest story of the year — the presidential campaign. So far he has reported the primaries from New Hampshire to Illinois. During the conventions, Bill Chaplin and over 100 other NBC men of news will be putting together the story of politics' greatest show.

Why is NBC's News Center supreme in radio and television? Chaplin is one good reason. Harkness, Hene, Utley, Fleming are others. NBC News Center's larger staff consistently broadcasts more hours of news, more special events on both radio and television than other networks. And day-to-day NBC news programs are highest rated in both radio and television. The fact is . . . most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America

May 19, 1952 • Page 51
James C. Hirsch, former senior account executive in charge of sales development, WNBT (TV) New York, to WRC Washington as sales manager.

Jim Smith, account executive, WSAP Portsmouth, Va., to sales staff, WCAV Norfolk.

Personals . . .


Charles H. Crutchfield, general manager, WBT and WBTV (TV) Charlotte, N. C., was principal speaker fortight night ago at final 1962 convention meeting of state's Junior Chamber of Commerce at Myrtle Beach. . . James Murray, manager, KQV Pittsburgh, named chairman of Camp Achievement fund raising campaign and radio-TV chairman of Salvation Army drive in that city. . . B. Conley, manager, KEX Portland, Ore., presented award on behalf of station by Portland Sorosis Club for KEX's work in field of children's programs. . . Carl Hill, account executive, KBIG Avalon, Calif., headquartered in Long Beach, and Janet Macdonald were married May 3. . .


Canadian Ratings

U. S. Shows Dominate Top 10

Four Canadian evening network programs again made the April list of the ten most popular programs, according to the national rating report of Elliott Haynes Ltd. Toronto, Ontario. McCarthy was first with rating of 39.9, followed by Radio Theatre 29.3, Amos 'n Andy 27.5, Our Miss Brooks 26.2, Ford Theatre (Canadian) 25.0, Great Gildersleeve 19.8, Treasure Trail (Canadian) 19.1, Wayne & Shuster (Canadian) 18.3, Your Host (Canadian) 18.2 and Suspense 17.8.

Daytime five most popular network programs were Big Sister 18.2, Ma Perkins 17.6, Happy Gang (Canadian) 17.4, Pepper Young's Family 16.5, and Road of Life 15.9.

Five most popular French-language evening shows were Un Homme et Son Poche 43.4, Radio Carabin 36.4, Metropole 30.5, Joves Double 24.3, and Theatre Ford 23.9.

Five most popular daytime shows were Jeunesse Doree 28.2, Rue Principale 27.8, Franeein Leuvaun 26, Les Joyeux Troubadours 24.4, and Je Vous Ai Tant Aime 23.

Greenville is

South Carolina's Largest Metropolitan Area

In retail sales

Greenville $167,610,000

Columbia $146,483,000

Charleston $135,000,000

Sales Management 1952

Nbc affiliate for the Greenville-Anderson-Spartanburg Markets

Represented by Avery-Knodel

Page 52 • May 19, 1952
Famed Tabernacle Choir takes to tape
for rebroadcasts over KSL-Salt Lake City

Because of the immense popularity of the weekly Tabernacle Choir broadcasts, Station KSL has inaugurated a recorded Sunday evening rebroadcast for local listeners. The Choir's performances are now captured on "Scotch" Sound Recording Tape in all their brilliance and power, from the soaring notes of solo voices to the rumbling basses of the magnificent Tabernacle organ.

"Scotch" Sound Recording Tape was selected for this exacting recording job on the basis of many points of superiority: Lower noise level than any other tape • Greater output sensitivity than any other tape • Better reel-to-reel uniformity than any other tape • Erases cleaner than any other tape • No curling or cupping—always lies flat on head • Lubricated for longer tape life.

J. SPENCER CORNWALL is the distinguished conductor of the Tabernacle Choir. Working with Dr. Frank W. Asper and Alexander Schreiner, the Choir organists, he has brought the Choir to a level of tonal grandeur seldom equaled by choral groups.

RICHARD L. EVANS has acted as commentator on Choir broadcasts since shortly after their inception in 1929, helps set the impressive tone of the programs.

CBS STAFF SPLIT
Divides Labor, Personnel

CREATION of separate labor and personnel relations departments for CBS and three of its operating units was announced last week by CBS Vice President Lawrence W. Lowman, who ascribed the move to the pressure of general company expansion.

William C. Fitts Jr., an assistant general attorney for CBS Inc., was named director of labor relations for CBS, CBS-TV, CBS Radio and CBS Labs.

Robert E. Kalaidjian continues as director of personnel relations for these units but will concentrate mainly on administration of overall company personnel practices and policies, at the same time continuing to participate in formulation of labor policies.

Both of the new departments will report to Mr. Lowman. Heretofore, a single labor and personnel relations department has served the four units.

Mr. Fitts' Responsibilities

Mr. Fitts, who will be responsible for union negotiations, grievances and contract interpretations, has been with CBS for the past 20 months, handling all labor law problems. He formerly was associated with the law firm of Fly, Fitts & Shuebruk for five years and, before that, was a member of Cates, Smith, Long & Fitts, and also had served as a general counsel for the Tennessee Valley Authority.

Mr. Kalaidjian joined CBS in November 1959, as a member of the research department, after a brief association with Newell-Emmett Co. He served in the Navy from September 1941 to January 1946, when he returned to CBS as assistant employment manager. He was named employment manager in July 1946, and director of personnel relations in July 1950.

James Duff

JAMES DUFFY, named promotion manager at ABC Chicago replacing DEAN LINGER, who has resigned to join KNX Los Angeles in same capacity. JAMES J. ANDERSON, former political science and marketing professor at Cornell U., to Creasley Broadcasting Corp., Cincinnati, as research director replacing DONALD L. MILLER who resigns to join Burke Marketing Research Inc., Cincinnati.

Mr. Anderson

Mr. Miller

French Ferguson, assistant art director, WQAI-TV San Antonio, appointed floor manager succeeding LEO TRUMBLE who has resigned. XAVIER VASQUEZ joins station as assistant art director.

Ruth Lyons, hostess of WLWT (TV) Cincinnati's 60 Club, presented citation by JOHN LESTER, syndicated radio-television critic, as "television's most refreshing new personality." ALLEN R. COOPER, director of market and media planning, Hewitt, Ogilvy, Benson & Mather, N. Y., to NBC there as rate specialist.

Carlton F. Morse, creator-producer-author, NBC radio-TV One Man's Family, with program stars, J. ANTHONY SMYTHE, BERNICE BERWIN and PAGE GILMAN, cited by National Volunteers of America for "focused attention on wholesome American family life and maintaining highest standards." BRUD WARREN, program director, WOR, New York, elected second vice president, city's Junior Chamber of Commerce.

Donald A. Berg appointed program director at KRL Radio, Orem, Utah. IRA G. MCCORMACK Jr., announcer, WLAL Logansport, Ind., promoted to program director. SUE BURRIS, station's women's director, named traffic manager.

OWEN SIMON, continuity director, KQV Pittsburgh, appointed publicity director.

BRUCE MAYER, emcee of Ladies Day, WBKJ-TV Detroit, received achievement award from League of Catholic Women for efforts to promote their activities.

NORMAN HOPPS, assistant in advertising-promotion department, KNBH (TV) Hollywood, named floor manager.

GLEN ELLIOTT, WPEO Peoria, Ill., to WANE Fort Wayne, Ind., as program director.

Charles Hutass, associate director of films, radio and television, Puller & Smith & Ross, Cleveland, to WMIM and WNEK (TV) that city, as advertising, merchandising and sales promotion director. CLEMENT G. SCERBACK, advertising and promotion manager for WMIM, transfers to WNEK in same capacity. ALBERT M. HENDERSON will handle press and publicity for both stations and EUGENE R. MYERS promoted to merchandising manager for both outlets.

WILLARD SCOTT and ED WALKER, radio-television stars, American U., Washington, D. C., to WOL there for summer disc show, Genie's WOL.

FREDDIE BARTHOLOMEW, associate director, WPIX (TV) New York, promoted to director.

JUDITH WALLER, director of public affairs and education at NBC Chicago, vacationing in California.

DON WILSON, announcer, CBS Radio Jack and Bill Show, assigned role in 20th Century-Fox feature film, Niagara.

FRANK SCHIORS joins KPIX (TV) San Francisco as promotion manager replacing KAY MULYHILL who has resigned.

AL HELLENTHAL, show manager, KNXT (TV) Hollywood, to address Wilshire Kiwanis club, today (Monday) in Los Angeles, on "Television Production," subject of his new book soon to be published.

WALLY O'HARA, WEEI Boston announced to deliver commencement address at Bishop-Lee School of Radio and Theatre May 29.

DON JOHN ROSS, morning man and conductor of Friendly Philanthropic show, WJTN-AM-FM Jamestown, N. Y., appointed speech instructor for American Banking Assn.

CAROL COOK, traffic department, KMPC Hollywood, to KBIG Avalon, Calif. as record librarian. LARRY BERRILL, disc m.c., WIND Chicago, CARL BAILEY, disc m.c., KIEV Glendale, Calif., GENE MCGEHEE, production staff, CBS-TV Hollywood and JOHN HADAD, announcer, KWWJ Portland, join KBIG as staff announcers.


ROS TOWERHE, Millie Plagge on NBC-TV's Hawkins Falls, mother of boy, March 28.

JACKIE DORN, production assistant at NBC-TV Chicago, and Boris Yakov-leff, commercial motion picture producer, were married April 26.

JOHN GAUNT, director, NBC-TV Red Skelton Show, father of girl, Francis Carmen, May 12.

HAL STARK, announcer, WBBM Chicago, and JOAN BARTLING, actress, were married May 5.

WILLIAM SMALL, continuity writer, WLS Chicago, father of girl, Tamar, May 7.

WALTER BROWN, vocalist, WLW and WLWT (TV) Cincinnati's Midwest Hayride, father of girl, Christine Ann.

News

JOHN BOSMAN, chief newscaster, WINS New York, named station's news director.

RICHARD W. JOHN, newscaster-public service director, KTSU San Antonio, Tex., to news staff, WKY Oklahoma City.

ROGER KRUPP, former network announcer-newscaster, to WDGY Minneapolis-St. Paul, as news editor.

GREGG JENSON to KSOP-AM-FM-TV Minneapolis-St. Paul, as news writer.

GENE STARN, newscaster, WKBN Youngstown, Ohio, promoted to newss writer.

SOLUTION

Detective PLUS, the master sleuth. Has pockets full of clues.
He also has a sponsor-booth
Equipped for you to use!
More mystery shows, and better ones,
We broadcast all week through.
The cost is light, response weighs tons—
These finger-prints fit you!
— the difference is MUTUAL!

FOR DETAILS: THE MUTUAL BROADCASTING SYSTEM • NEW YORK 18, N. Y. •
Our Respects To
(Continued from page 50)
to listen effortlessly but still keep "stationary work" the first day centered on 39 students in elementary acting, only three of whom had ever seen a stage play. He's still a part of faculty history, as his class requirements for the beginning thespians were so rugged that 24 of the 39 dropped before the second session.

Mr. Karns took up painting a year ago as a challenge to his wife, who has a master's degree in fine arts and has painted professionally for several years. When she was away one evening, he started dabbling in her paints and had finished a picture, a circus abstract, by the time she returned. His paintings are impressionistic or abstract, complementing Mrs. Karns' more realistic approach.

Mrs. Karns, who retired from radio after their marriage in 1948, does a lot of portraits and is also a sculptor. They also share an enthusiasm for golf.

Both are interested in many community affairs. Mr. Karns, a member of the taxation committee of the Ohio Assn. of Radio & Television Broadcasters, on May 1 was elected vice president of OARTB. Also, he is a member of the Dayton Sales Executives, the Advertising and the Agonia Clubs, and a member of the board of directors, Dayton Better Business Bureau.

Pittsburgh Club Elects

PITTSBURGH Radio & Television Club has elected Joe Jenkins of Ketchum, MacLeod & Grove as president. Other officers named: first vice president and program chairman, Harold Lund, general manager of WD TV (TV); Pitts-burgh; second vice president, Bill Coffman of Cabbot & Coffman Inc. Adv.; third vice president, C. A. Wingerer of Danforth Co.; secre-
tary, Mary Lou Tardio, of Cava-
naugh-Morris Co.; treasurer, Bill Kelley of WD TV (TV); directors, Don Ioset, vice president, manager, and commercial and program manager, WPIT; Jake Hoffman, Bell Telephone Co.; T. J. MacWilliams, Smith, Taylor & Jenkins; Ray Scott, Ketchum, MacLeod & Grove.

In Altoona it's WVAM:
First with top programming—
First in the heart of a rich Central Pennsylvania Market.

"Most Powerful—Most Popular"

first with the finest
DAY AND NIGHT

Weed & Co. representatives

It's a Fairchild exclusive! The new Model 530 Turntable has the only synchronous drive integrally designed and built for three speeds. No attachments, no kits are necessary. It reaches stable speed—less than 1/2 revolution at 33-1/3 without overshooting. Offers guaranteed accurate timing within limits of AC line frequency. Turntable rumble and vibration are practically non-existent.

And ... the new Fairchild Model 530 costs less than other quality turntables. Bulletin PB10 contains complete data on Fairchild's new, wide-range line of playback equipment. Write for your copy.
The Final Television Allocations Report

Ernest Lewis Hall, executive vice president, Pilot Radio Corp., to Emerson Radio & Phonograph Corp., N. Y., as assistant to President Benjamin Abrams.

C. V. Bradford, RCA Victor home instrument sales staff in New England territory, promoted to manager of company's East Central region with offices in Cleveland.


Henry Marks appointed assistant general manager of Jerrold Electronics Corp., Phila.

Norman C. Owen, sales manager sales distributor division, Wehner-Chicago Corp., Chicago, appointed company's general sales manager.

W. A. Hillhouse, TV director, Alexander Film Co., Colorado Springs, appointed sales promotion manager succeeded by Earl D. Austen, formerly special TV representative.

John Q. Cannon, assistant secretary of RCA, elected secretary of corporation (Av. May 15).


Ilse Lowell, program director, WNBE Saranac Lake, N. Y., to Buddy Knuke Inc., N. Y., publicity relations firm, as assistant to Mr. Basch.

Ned E. Williams, editor of Down Beat magazine, to Jewell Radio & Television Productions as promotion director.

Foley & Gordon, N. Y., radio-TV producer and management firm, has changed name to George F. Foley Inc. L. S. Thomason, general manager of Retailers Television Film Service, N. Y., to Screen Gems Inc., that city, TV film producer and distributor, on staff in charge of commercial contacts for Screen Gems TV and for Screen Gems division of United Productions of America.

Kenneth H. Mathus, formerly of Printers' Ink, to Alfred Polits Research Inc., N. Y., on three-month assignment to assist in preparation of reports and presentation to clients.

Emerson Lee Taylor, Cleveland attorney, and Jimmy Leeper, showman and TV personality, form Tay-Per Productions Inc., 80 W. Broad St., Columbus, to write and produce pack-

Joseph J. Kearney appointed district manager of East Central region of RCA Victor headquartered in Cleveland A. K. Mallard and Ted Martin Jr. promoted to district managers of Southwest and Northeast territories respectively. Mr. Mallard will be stationed in Dallas and Mr. Martin in Boston. New territory managers appointed by RCA include: Lester Angel, St. Louis; J. T. Houlihan, Chicago; R. K. Joslin, Dallas; W. Lessing, Los Angeles, and G. E. Reiling, Cincinnati.

John H. Ganzhenuber, vice-president, Standard Electronics Corp., N. Y., named manager of government contracts department, Hoffman Labs, L. A.

Sidney Guber, sales manager for Charles Michelson, radio package firm, to Sesac Inc., performance licensing organization, as station relations representative.

Newark Electric Co., Chicago, has moved to new headquarters at 222 W. Madison St.

**Equipment**

Allen B. DuMont Labs' Television Transmitter Div., Clifton, N. J., announces production of new 17" TV studio monitor featuring brighter, sharper picture reproduction. Video band width is 10 mc for accurate monitoring of high resolution signals without overshoot or smear.

Califone Corp., Hollywood, announces new extended range line of Califone universal television players and sound systems with variable reluctance "triple play" cartridge and specially designed preamplifier. New models are 5200-P2 and 5200-P2.

Polarad Electronics Corp., Brooklyn, N. Y., announces new all band direct reading spectrum analyzer covering frequency range from 10 mc to 21,000 mc. Four tuning units control frequency range. Features include continuous uni-dist tuning over entire range with 5 kc resolution at all frequencies.

Columbia Records Inc., N. Y., has introduced three speed record-playing attachment priced at $17.75 and claimed to be first low-cost tri-speed player marketed by major manufacturer.

Capehart-Farnsworth Corp., Fort Wayne Inc., announces manufacture of TV console with 20" tube. Model, termed Potomac, is mahogany and has rectangular picture tube.

Witte & Burden, Detroit, announces manufacture of Model 300-B Diamond "Utiliscope" consisting of camera, small power unit and monitor of viewing unit for use in industrial television. Unit features clear pictures, continuous operation, simplicity of design, wide observation angle and simple control.

**Radio City Products Co.**, N. Y., announces manufacture of midget-scope, Model 33M, featuring all controls on front panel below screen, cathode ray tube tilted at best angle for viewing, shielded C R T with protective bezel and graph screen and able to be used in either horizontal or vertical position.

**Technical**

Marvin Young, WKIC Hazad, Ky., to engineering staff, WCSI Columbus, Ind.

Thomas J. Maguire to WNBW (TV) Washington's engineering staff for vacation relief duty.

James Kettering joins engineering staff, WHBF Rock Island, III.

Ted Kudelko, sound effects man, WBKB Chicago, father of girl, May 6.

Ray Olson,announcer-engineer, WSAI Logansport, Ind., father of girl, Linda Louise.

**Pontiac Names Irving**

Charles Irving, producer-director of CBS-TV Search for Tomorrow, has taken leave to serve as consultant to Pontiac Div. of General Motors in its 1953 promotion campaign. His association with Pontiac will be on an independent basis and has no connection with the company's advertising agency.
Television is a business now—not a spending spree.

Shows are judged by their value, not by their costs. And sponsors who used to say "whatever the cost, produce it" now ask "will it produce"?

If you don't get dollar-for-dollar advertising value for your investment—if television doesn't work for you at a reasonable, economic cost, then you, too, should bring your TV thinking up-to-date.

Du Mont has always considered television a business—advertising business, with the same values as any other medium. And Du Mont has consistently worked to give sponsors value for their money—not just glamour. That is why Du Mont costs have been and still are always realistic, always reasonable. It is why an advertising budget on the Du Mont Television Network always produces results.

If your TV advertising is murder to your budget, find out how Du Mont can stretch your dollars into the greatest value in television advertising today.

Dollars Do More On Du Mont

Du Mont
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y., MU 8-2600 • A Division of The Allen B. DuMont Laboratories, Inc.
ISN'T IT
"TIME FOR BEANY"
IN YOUR MARKET

★★ TV's Top Puppet Adventure Serial ★★
12 minutes on film, 5 times weekly.

THE COST: Surprisingly low for an established nationally-tested program, four years on the air, viewed throughout the country from New York to Los Angeles. Surprisingly low for the winner of two "Emmy" awards for "Best Children's TV Show" and highest Hooperated multi-weekly TV show on the West Coast for the past several years.

Sponsors of "Time for Beany" enjoy exceptional bonus benefits from extensive program exploitation and more than 25 exciting ready-to-use merchandising tie-ups — Beany Explorers Club membership cards, whistles, rings, sundial watches, buttons, fan photos, dolls, puppets, masks, balloons, clocks, aquatic toys, tumblers, soap, bubble bath, hosiery, scarfs, handkerchiefs, crayon coloring books, comic books, wallpaper, cardboard cut-outs, large display figures, lamps, etc.

TV Stations: "Time for Beany" is also available to TV stations with privilege of resale to local advertisers.

Some very good markets still open.

For prices and audition prints — write, wire, telephone . . .

Paramount Television Productions, Inc.

National Sales Office · 1501 Broadway, New York 36 · BRYant 9-8700
KTLA Studios · 5451 Marathon St., Los Angeles 38 · HOLlywood 9-6363

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK
FORD FOUNDATION

By EDWIN H. JAMES

THE FORD Foundation, whose half billion dollar endowment is the biggest in the world, is seriously considering new and lavish grants which would help establish an educational television system and create a national commission to investigate broadcasting, the latter a device that would provide an escape hatch for a Senator who has trapped himself in an awkward political position.

Quite probably, the decision on whether to commit the foundation to this expensive program will be made at a New York meeting of the foundation's board of trustees July 15-16. In the meantime, educators and sympathetic politicians are doing everything possible to see that the trustees open the till.

Although no official information concerning these activities has been released by the foundation, whose policies run true to the traditional reticence of big philanthropies, the following developments may be reported with authority:

- Foundation officers are studying a proposal by Sen. William Benton (D-Conn.) to set up a national citizens commission for radio and television, with an initial appropriation of about $50,000. This commission, composed of prominent citizens in many fields, would study broadcasting with a view toward recommending improvements.

- Sen. Benton, it may be recalled, is the author of a Senate bill to create a National Citizens Advisory Commission for Radio and Television. If a similar body were established privately by the Ford Foundation, there would be even less need for the Senator's government-sponsored commission than there is now. The Senator then could withdraw his bill from the pigeonhole where it has been mouldering, with the graceful excuse that the Ford Foundation's work had made his proposal unnecessary.

- It is known Sen. Benton suggested the foundation take an interest in forming such a commission in a conversation early this year with C. Scott Fletcher, director of the Ford Foundation and president of the foundation's subsidiary, the Fund for Adult Education [CLOSED CIRCUIT, Feb. 4].

The Senator's words carry some weight with Mr. Fletcher, who is a former Benton employee. Before joining the foundation Mr. Fletcher was president of Encyclopedia Britannica Films, which Sen. Benton owns. As of last week, the proposal was reportedly under careful study at foundation headquarters in Pasadena, Calif.

- Foundation officers also are screening requests of an unknown but reportedly substantial number from educational interests who wish to occupy some of the TV channels reserved by the FCC for non-commercial, educational use.

- These interests have only the will. What they are seeking desperately from the foundation is the way.

- Last year, long before the thaw in which the FCC definitely reserved 242 educational channels, the Ford Foundation was reported by its consultant, James Webb Young, who is also senior consultant to J. Walter Thompson Co., not to be of a mind to finance construction of such stations.

There has been no statement of the foundation's policy on this question since then. Conceivably, the policy could change. It must be emphasized that Mr. Young's statement was issued well in advance of the thaw, when no final allocations had been made; hence the foundation could not have built educational stations if it had wanted to. Further, since that time educational pressure on the foundation has been mounting steadily.

Comr. Frieda B. Hennock, the educators' advocate, has been stumpng education meetings ever since the thaw, urging a speed-up in plans to occupy the non-commercial facilities. A get-the-money-wherever-urgency is in the educational air these days, and a likely somewhere is the vast treasury of the Ford Foundation.

There is reason to assume Sen. Benton will not confine his suggestions to the proposal of a national commission. It would be uncharacteristic of him not to seize whatever opportunity were afforded to advance others of his theories on broadcasting.

One such theory is that subscription television would provide an excellent means to elevate the general quality of broadcasting. Indeed, one of the major issues to which he hoped his own National Advisory Commission would ad-

(Continued on page 68)

GET TV GOING

AN AROUSED Senate Interstate and Foreign Commerce Committee last week urged FCC to speed its processing of TV station applications, a procedure slated to begin July 1.

The commerce group did this by action on two fronts:

1. It formally called on the Senate Appropriations Committee to recommend a $600,000-plus increase in the FCC budget to be used specifically for the hiring of additional hearing teams. This figure may be raised to $700,000-plus, it was reported at the week's end.

2. In effect asked Vice Chairman Rosel H. Hyde of FCC to act as an emissary to the Commission conveying the Senate committee's desire for swift processing.

Setting for these demands was the committee's hearing room where Comr. Hyde was questioned last Wednesday on his nomination for re-appointment to the Commission [BVT, May 12].

Shortly after the brief questioning ended, the committee unanimously approved President Truman's re-appointment of Comr. Hyde. He was confirmed by the Senate late Thursday.

Discussion on the TV application load was set off by the commerce committee's Chairman Ed C. Johnson (D-Col.). He asked how rapidly the Commission could expect to handle applications.

"You have a log jam," Sen. Johnson said, "What do you expect to do about it?"

Comr. Hyde painted this picture:

1. FCC expects to first make TV grants to the "larger cities" in areas where there is currently no television service.

2. However, all applicants will be given equal opportunity since the cut-off date of July 1 assures a "period of protection for filing."

3. FCC hopes to be able to appoint additional examiners for processing.

"Our greatest difficulty," Comr. Hyde said, will be in expediting those cases in which there are conflicts of interest. In time, he said, by working from the larger cities where conflicts are great to the "smaller markets" where "there are fewer conflicts of interest," FCC hopes to process applications at a faster pace.

He said the Commission expects a contest for each channel in every large market—that is, where there

(Continued on page 68)
NATIONAL Collegiate Athletic Assn. fumbled its football research project when it failed to prove the monopoly blackout television policy enforced last fall, judging by the observations of two leading research men.

Published a week ago [B+T, May 12] by NCAA, the research study drew quick comments from Richard M. Allerton, NARTB research director, and Dr. L. Jordan, independent researcher who has made extensive studies of TV's relation to sports.

Mr. Allerton said: "There is nothing in the NCAA report that definitely proves TV has a negative effect on attendance at college football games."

And Mr. Jordan—"The real facts in the NCAA research do not support the claim that television hurts college football attendance badly."

It's not found that NCAA's stacks of tables fail to prove the point on which NCAA bases its football monopoly policy, Lt. Jordan caught NCAA in a bit of publicity legerdemain, in the undertaking: "The most important fact proved by the NCAA survey was omitted from the publicity release. This was the admission in the research report, that colleges in TV areas reported only a moderate loss of 4% from their 1950 levels, compared to a more serious 10% decline for colleges with no TV competition."

Mr. Allerton dug up a statistical blunder that was declared to throw the entire admission. In the research Center survey under a cloud of suspicion.

- NCAA's official report carries a table (18) which claims that 34% of TV owners are the "lower economic level," with 9% of nonowners in that level.
- Then NCAA accompanies the table with a Communist dictatory statement, "Nationwide, only 9% of the TV owners are found in the lowest economic level, compared with 34% of the nonowners."

Most studies show that TV owners are more numerous among the lower and middle income classes. Mr. Allerton pointed out that the NORC claims that TV owners are largely in upper and middle groups.

It is the only major blunder, according to Mr. Allerton.

Table 19 on TV ownership by interest in college football, divides the adult public into three groups, as follows (percent of TV owners in each group):

- Great interest in college football, 47% of the interest in college football, 25% No interest in college football, 58%.

By a type of mathematics whose secret was not divulged, NCAA's figures add up to 110%, a research device that left Mr. Allerton thoroughly confused.

Mr. Allerton observed that NCAA's report "is contradictory in a number of ways, perhaps by

the very nature of the mixture of variable interviews, inadequate data and types of investigations made."

In his observations, Mr. Allerton charged NCAA for failure to use the following statistics and evidence in TV's effect on college football attendance.


 cites Lower Enrollment

"It might be pertinent," Mr. Allerton said, "to ask why in 1950, a year of unlimited college football game telecasting, admissions declined only $3 million from the all-time peak in 1949, and in 1949 at the peak point, with considerable telecasting of college games, there was an increase over 1948 of $10 million. Actually, the decline in admission figures in 1950 could have been accounted for by the decreased enrollment in all colleges."

He added that the "normal growth factor" in college football attendance prior to the war and after it should be shown.

This statement in the NCAA report caught Mr. Allerton's eye. "Over-all attendance, both in TV and non-TV areas, was down from 1950 largely as a result of declining student enrollment and the pinch of inflation."

He asked: "Why is it concluded in the report: That limited television in the television areas caused a relatively less decline in television areas than the decrease in all college areas?"

"This fact does not mean that television in 1950 so stimulated interest in college football that attendance in 1951 in television areas went contrary to the trend in non-television areas?"

The sampling methods used in the survey fail to meet professional standards, judging by this comparison.

Demos Meet

Map July Radio-TV Plans

MILLION and a half dollars may be spent on behalf of the Democratic ticket on radio and television time during the campaign period between the convention and election. This was reported Thursday in a director of broadcast executive committee of the Democratic National Committee met for the first time at the international Amsterdam Hotel. (Closed Circuit, May 12)

Chairman Frank McKinney outlined plans for the convention, calling special attention at the closed-door session to the importance of television and radio.

He pointed out the necessity of using television, especially, "to the utmost." In general discussion about the medium, majority groups and made of hall decorations and the need for delegates to be in their seats and meetings to start on time.

The appointment of J. Leonard Reinsch, managing director of the

REINSCH NAMED

Will Direct TV For Democratic Committee

J. LEONARD REINSCH, managing director of the James M. Cox radio propaganda division, was appointed by Frank McKinney, chairman of the Democratic National Committee, as executive director in charge of television during the Presidential campaign (Closed Circuit, May 12).

The appointment was effective May 15. Mr. Reinsch has been granted leave of absence by Gov. Cox, and James M. Cox Jr., vice president of the Cox newspaper and radio-television organization.

Serving without compensation, Mr. Reinsch will report directly to Chairman McKinney and will be in full charge of all television activities.

With extensive background and experience in political affairs, Mr. Reinsch, a former WR nutritious and broadcast activities of the Democratic party in the 1944 Presidential campaign. He was radio consultant to President Truman after he assumed office in 1945 and has been a party adviser since the 1944 campaign.

Mr. Reinsch entered radio in 1924 with WLS Chicago, working in all divisions of broadcast stations except engineering. Back in Washington, he appeared on experimental TV programs in Chicago. He joined the Cox organization in 1934 and became managing director of the radio properties in 1942 and production chairman when WLS-TV was the air. He holds many awards for broadcast service and industry achievements.

Chairman McKinney said, "The committee is fortunate indeed in getting Mr. Reinsch. He directs the operations of WSB and WSB-TV in Atlanta; WHIO and WHIO-TV in Dayton, Ohio, and WIOD Miami. He is vice chairman of the NARTB Television Code Review Board and a former member of the association's board. He is currently a member of the National Broadcasting Music Inc. and is a recognized authority in radio and television station management and operations."

Mr. Reinsch entered radio in 1924 with WLS Chicago, working in all divisions of broadcast stations except engineering. Back in Washington, he appeared on experimental TV programs in Chicago. He joined the Cox organization in 1934 and became managing director of the radio properties in 1942 and production chairman when WLS-TV was the air. He holds many awards for broadcast service and industry achievements.

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BROADCASTING + Telecasting

James M. Cox radio-TV properties, as committee executive in charge of television also was announced by Mr. McKinney. (See separate story.)

Ken Fry, radio and television director for the committee, presented a detailed convention and campaign plan for the use of broadcast media, but details were not revealed. Shows will be produced for local and network spots by the Joseph P. Kennedy Agency, New York and Baltimore, which will handle all advertising in the campaign. Projects will include constructions of shows for minority groups and for specialized groups such as women, labor and farmers.

Convention and campaign plans were discussed by some 20 members of the executive committee, headed by Chairman McKinney, which will meet two days before the Democratic National Convention in Chicago "as a dress rehearsal." Among those present was Mr. Reinsch, whose appointment was effective last Thursday.

Camera Assignments

Last Tuesday, representatives of broadcasting and affiliated film interests met with Republicans and Democratic party men to lay plans for positioning television, newsreels and still cameras. Live TV cameras presently in use and television newsreels will each be assigned four platform-bays on the floor of the Amphitheatre. Each will have an unobstructed view of the speaker's desk and platform and entire floor area.

The men also checked nine coaxial cables and more than 2,000 pairs of TV microphone and television lines which are being installed permanently in the Amphitheatre and convention building. Those assigned to include: Sig Mickelson and Tommy Thompson of CBS-TV New York; Dave Klein, NBC-TV New York; Bill Birch, NBC-TV Chicago; Ed Genock, Telenevis, New York; Ted Chastain, CBS New York; and Gil Kingsbury, WLW Cincinnati.
TWO TV BIDS

Four Amendments Filed

ONLy two new TV applications were submitted for the FCC last week—they were both for VHF stations—but there were four amended applications filed.

Filing for the first time is KXA Seattle, which is 20% owned by Wesley I. Dunn, president of KSFO and KSFM (TV) San Francisco. Other stockholders include Ray V. Hamilton, of Blackburn Hamilton radio station brokerage and Lansing, Phillip J. Belding, general manager of KSFO and KPIX (TV); Robert B. Gaylord and Robert B. Gaylord Jr., partners in the law firm of Gaylord & Gaylord, San Francisco, and stockholders in KSFO and KPIX (TV), and Lincoln Miller, general manager of KXA. Group seeks Channel 7 and plans to build a 200 kw transmitter on Newcastle Hill, ten miles east of Seattle.

The other new application was from WGTG Greenville, N. C., which is applying for Channel 9. Transmitter and studios will be in the same building about four miles from Greenville. Construction cost for the $56 kw station is estimated at about $201,000.

Amended application came from WTAD-AM-FM Quincy, Ill., affiliated with Lee Newspapers Inc., which has substantial daily newspaper holdings throughout the Midwest and also owns KGLO-AM Mason City, Iowa, and WKTY La Crosse, Wis. It asks for Channel 11, 171 kw.

WPTF-AM-FM Raleigh, N. C., owned by the Durham Life Insurance Co., amended its earlier bid for a channel in the tobacco country. It requests Channel 5 with 10 kw and projects to spend $254,000 on construction.

KMCB Amends Bid

Arthur B. Church's KMBC Kansas City, Mo., filed an amended application for Channel 9. Cost was given as $611,251. Mr. Church and his wife own about 72% of KMCB and its sister-station, KFMR Concordia.

The Youngstown Vindicator, which owns WFMJ - AM - FM Youngstown, Ohio, amended its application and asked for UHF Channel 33 with 185 kw and a 1,000 ft. antenna. The estimated cost is nearly a million dollars, with first year operating cost $441,056, for a total of $1,316,000 more than the expected revenue.

KTSN San Antonio, Tex., owned by the San Antonio Express and Express News, announced that it would file an amended application asking for Channel 12. Plans call for 1,000 kw tower with 316 kw ERP.

WICC Bridgeport, Conn., reported last week that it plans to file for UHF Channel 43. It will build a 600 ft. tower north of Bridgeport and will use a 10 kw transmitter.

WHEN (TV) Syracuse, N. Y.,

FIRST shipment of TV equipment believed to have arrived in that city is received for WROE Roanoke, as Frank E. Koehler (Il, WROE general manager, checks out RCA equipment and Gordon Phillips (r), assistant manager, "handles with care." Applicant for Channel 7 for over a year, station expects more equipment this month.

TELEVISION APPLICATIONS

Digest of Filed Those With FCC May 9 through May 15

(1) Indicates pre-shot application refiled.

Filescore VHF UHF Total
Applications filed since April 14 18 9 28

* One applicant did not specify channel number.

Listed by States


Youngstown Vindicator, which owns WFMJ - AM - FM Youngstown, has applied for Channel 11, 171 kw. It was authorized by the FCC last week to change its transmitter location from Court Street and Os- wego Blvd. to Sentinel Heights, South of Syracuse. The station will re-build its present 537 ft. tower while using a temporary tower. The re-built tower will be 980 ft. above average terrain. The station has requested a power in-crease of 200 kw ERP at the new site. When (TV) is owned by Meredith Publ. Co., Des Moines, publisher of Better Homes & Gar- dens and recent purchaser of WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. Meredith also has TV applications for Albany and Rochester.

KANSAS CITY, Mo.—Midland Beest Co., Ch. 9 (188-192 mc), ERP 316 kw visual; antenna height above average terrain 498 ft., above ground 507 ft. Estimated construction cost $611,251.53, first year operating cost $743,096, revenue $996,000. Studio location West 222 Eleventh St., Kansas City, Missouri. Transmitter location 1330 Bal-timore St., Kansas City, Mo., 94° 35' 04'' W. Long. Studio equipment RCA, transmitter DuMont, antenna RCA. Legal counsel Leucos, Zia, Young & Janamy, Washington. Con-
CRAVEN APPROVES Gives Support To TV Plan

FIRST support for the FCC's TV allocation plan [B*T, April 14]—tempered somewhat by an expression of doubt regarding its economic basis—came last week from former FCC Commissioner T. A. M. Craven, now a Washington consulting engineer (Craven, Lohnes & Culver).

At the same time, the first concrete statement that the allocation plan would be taken to court was made by Paul M. Segal of the Washington law firm of Segal, Still & Hemmels.

Mr. Segal said that WWSW Pittsburgh would appeal that city's assignments in an action to be filed before June 12 in the U. S. Court of Appeals in Philadelphia [B*T, April 28, 21].

Further opposition comments are expected from FCC Commissioner Robert S. Hemphill when he addresses the Pittsburgh Advertising Club May 20, and a luncheon meeting of the Federal Communications Bar Assn. in Washington May 8.

Conr. Jones disented in toto, and vigorously, from the Commission's Sixth Report and Order. He repeated his opposition to the final TV plan as a slam dunk attack on the differences between VHF and UHF coverage as provided by the report before the Ohio Accredited Advertisers meeting in Columbus early this month [B*T, May 6].

Mr. Craven said, in a speech prepared for delivery to the Institute of Radio Advertisers' southwestern conference in Houston, Tex., Saturday, that the FCC approach in the allocations plan "makes sense, provided the policy objectives are practical and provided there is not too much inflexibility in making necessary changes in detail."

He termed Conr. Jones' approach "flexible and containing "engineering common sense."

Basis of his talk was the unknown factors in UHF propagation which, as in the allocation York, problems, he pointed out, makes engineers wish "that we could have had foresight equal to our hindsight."

... I do not intend to imply that the Commission's plan of allocation is unsound from an engineering standpoint, assuming, of course, the FCC's lack of the establishment of the necessary number of stations in the better markets.

"Therefore, it is possible that, as experience is gained in the future, the Commission will permit economic laws and, in so doing, they may resort to a reallocation, as was found necessary in Standard Broadcasting. Likewise, they may abandon their rigid policy and solely on mileage separation, and

The Commission's plan, however, "does not parallel the economics of the television broadcasting business," Mr. Craven admonished.

"There is a dearth of frequencies in some markets which could support more stations than are provided by the Commission, and an abundance of channels in markets which possibly might not support even one television station.

"Any inflexible plan of allocation of a limited number of television channels which affords an abundance of facilities to poor markets and establishes the necessity of only a limited number of stations in the better markets."

"Therefore, it is possible that, as experience is gained in the future, the Commission will permit economic laws and, in so doing, they may resort to a reallocation, as was found necessary in Standard Broadcasting. Likewise, they may abandon their rigid policy and solely on mileage separation, and

ZIV SHOWS

AN INCREASE in business has prompted rearrangements and expansion of operations for Ziv Television Programs, major film production-distribution firm, M. J. Rifkin, vice president in charge of sales, said last week in announcing six additions to his staff and expansion of a seventh post.

Albert Goustin, formerly with the Blair representation organization, has joined Ziv as Mr. Rifkin's assistant in the eastern division, while the duties Louis Schillerman, eastern sales manager, have been increased to include the charge of sales for New York City.

Other additions to the sales staff are Charles Britt, named an account executive in the Memphis division; James Bonfils, formerly with CBS-SDS-TV, assigned to the account executive in the Cleveland division; Leon Bernard, to assume the comparable position for upper New York City; Martin Katz, formerly with WOR-TV, assigned New York account executive and Vincent Van Buren, Bothwell Advertising Agency, named to specialize in television drug cooperative programs.

A package that new staff members will have a chance to handle, Mr. Rifkin said, is the latest series of "Fireside Theatre" programs, to be distributed locally by Ziv as Your TV Theatre.

Reviewing recent sales successes of Ziv TV serials, which include "The Cisco Kid, Boston Blackie, Story Theatre, Yesterday's Newsreel, Sports Album and Living Book," Mr. Rifkin recalled that his company's "The Unconquered" was the first AM or TV program ever to be sponsored by the Liebmann Brewing Co., producers of Rheinland beer and reputedly the largest advertiser in the New York market.

The program was introduced in a midweek, late-evening time spot as a direct bid for the large audience coverage of fights on an opposing network. Previous occupant of the same time slot had drawn less than a 3.0 rating, he recalled. The first program of The Unexcelled drew what, for others, was an unexpected 10.8. Rifkin reported that discussions held four weeks later the drama was topping the fights 17 to 14 and beating out by four points another popular drama series.

Narrated by film actor Herbert Marshall, The Unexcelled produced equally good results in other markets, the Ziv sales manager continued, drawing a 5.5 rating on KING-TV Seattle where it competed with other highly rated programs and a 27.0 on KRON-TV San Francisco, a multi-station market.

Similar results have been demonstrated by other Ziv film packages, Mr. Rifkin said. Boston Blackie, produced only for television withvision with Kent Taylor assigned to the leading role, averaged a 3.21 rating in 20 markets, only six of which are single-station, he noted.

Butting familiar Hollywood names with stories based on well-known works of fiction has proved a successful formula which has helped build Ziv successfully. An example is The Cisco Kid, which stars Dean Martin in the title role with Jane Russell as Pancho and other Hollywood actors filling supporting roles.

Story Theatre is another series utilizing such movie serials as "The Real Thing, Mark Twain's Celebrated Jumping Frog and Charles Dickens' Cricket on the Hearth, it was noted.

Hollywood players also are featured in The Living Book, a pictorial history of the Bible which has been praised by church leaders throughout the country.

Yesterday's Newsreel, narrated by top network voices, is a review of men and events in the first half of this century, and Television Spectator Album is a film program with Bill Slater as narrator, reviewing sports highlights.

Business Increases Require Expansion of Operations

CITIES Minute Difference

Essence of WWSW's court appeal will be, it is understood, the minute separation differential on Channel 2, between the Commission's 170 mile minimum and the actual 169.39 miles between Pittsburgh and the transmitter of WFAC. It will also be the essence of the Commission's "arbitrary and capricious" action in failing to assign this additional VHF channel because it would be 3,000 feet below the minimum.

It will also claim that the Commission avoided its responsibilities under the public interest and fair and equitable distribution of facilities clause of the Communications Act in maintaining so rigidly the separation formula.

Meanwhile, WHIS Bluefield, W. Va., asked the Commission to put all of the Zone I-A rather than dividing it between Zone I and II [CLOSED CIRCUIT, May 5]. If that is done, VHF Channel 4 could be switched to 6 in Beckley and Channel 6 could be reassigned to Bluefield, the station said.

WHIS asked that the Commission institute against the station changes in the allocations plan for one year be waived in this instance.

Hollywood players also are featured in The Living Book, a pictorial history of the Bible which has been praised by church leaders throughout the country.

Yesterday's Newsreel, narrated by top network voices, is a review of men and events in the first half of this century, and Television Spectator Album is a film program with Bill Slater as narrator, reviewing sports highlights.

employmore precise engineering methods of determining service interference."

"In response to the oft-expressed hope that all TV be assigned in a continuous VHF band, Mr. Craven pointed out that if TV was allocated in the 54-402 mc band, it would be 88 or 92 channels not sufficient for a nationwide service. Therefore, he said, UHF must be made to work.

"You can assure you that a UHF television channel will be an extremely valuable franchise in any good market," he added.

What caused him pause, he explained, was the consideration of sporadic E and F layer reflections. He called it "amazing," predicted trouble when there are many stations operating side by side.

Mr. Craven's speech was the third public analysis on the TV final report by a member of the radio-TV industry. In addition to Conr. Jones' Ohio talk, attorney Arthur W. Scharfeld, president of the FCBA, enumerated some of the possible causes for court actions in a talk before the Georgia Radio-TV Institute at Athens, Ga., two weeks ago [B*T, May 12].
WHAS-TV covers the Derby for CBS...

and the nation Applauds!

New York Times
"the camera coverage was excellent and the set owner had a fine view of the entire event as well as the finish."

Salt Lake City Tribune
"It came through better than I was able to see from the infield in the 1946 race."

Variety
"in some respects... better than afforded to in-person patrons... Technical details were handled locally by the WHAS-TV crew headed by Orrin Towner. Sandy Sanders, WHAS-TV camera director, used good judgment in making the camera switches."

Racing Form*
"This was the first TV Derby and it couldn't have been better. This was racing at its best. This was television at its best."

The same know-how makes WHAS-TV local shows tops in 7 out of 8 categories. (PULSE)

QUALITY OF PROGRAMMING MAKES THE DIFFERENCE

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Harrington, Righter & Parsons, Inc., New York, Chicago, San Francisco

BROADCASTING • Telecasting
May 19, 1952 • Page 63
ABC-UPT
Merger Hearing Seen Running Two or Three More Weeks

Far from being in the home stretch, the ABC-United Paramount Theatres merger hearing appears to have 2-3 weeks to run as the FCC counsel announced last week witnesses.

The week before, FCC attorneys said they planned to call six theatre operators to testify [B+T, May 12]. Later in the week, they called two more names to their list: Ralph Goldberg, Dave Edwards, Donald B. Leverette and Edwin Silverman.

According to the film schedule, the ten Commission witnesses would be on the stand through the last of May. And still to return for more examination are Dr. Allen B. DuMont, president, Allan B. DuMont Labs, and Barney Balaban, president, Paramount Pictures Inc.

The augmented list of FCC witnesses caused anguished reactions from attorneys representing Paramount Pictures and United Paramount Theatres, who were hoping that the last week would see the end of the four-month hearing.

After a lengthy off-the-record discussion, FCC Hearing Examiner Leo Resnick suggested that FCC counsel-named witnesses be called together in "their leisure hours" to reduce the length of the list.

But, big as it was, FCC attorneys indicated that their array of witnesses was not as large as it might have been. Many of the individuals they wanted to interrogate are either dead or too infirm to testify, they explained.

On the stand last week were ALEXANDER QUIT,

AUGUST 30

H. Blank, a UPT director who was questioned for three days about theatre practices and acquisitions during the 1930's, and Arthur Levey, president of Skiatron Corp. (formerly Scophony Corp. of America), was returned for his second week of testimony.

Mr. Levey revealed that in 1944 Waddill Catchings, a director of Warner Theatres, had become interested in the Scophony system of television and the firm's other developments. Mr. Catchings—who was said to have been responsible for Warner Brothers' pioneering in sound motion pictures 25 years ago—was said to have had contacts with several motion picture companies which might have brought it into the situation.

However, Mr. Levey said, the plan was never carried out because SCA Clarks' "B" stockholders (Paramount Pictures and Scophony Equipment Corp.) put too many hindrances in the way.

Mr. Levey reported that his plan for the new Scophony envisioned such stockholders as Metro-Goldwyn-Mayer, Warner Brothers, RKO, and possibly United Artists, Columbia and Republic Pictures.

The contemplated firm would have been controlled by a board of directors including a representative from each of the motion picture companies.

According to Mr. Levey, the publicity in Scophony by the motion picture producers would have developed television to a high degree, while at the same time giving the firm a few seconds to see what TV might hold for them.

Mr. Blank, a midwest theatre man, was examined by Benito Gaglione, general assistant to FCC Comm. Rosel H. Hyde.

Profitable Film Booking

One of the highlights of Mr. Blank's examination concerned a contract with a Sioux City theatre owner who gave Mr. Blank 40% of the profits of the theatre for booking its motion picture films. But only the owner had to stand the losses if the theatre failed to make money.

Another question Mr. Gaglione raised was how Mr. Blank happened to be appointed trustee in bankruptcy for his own chain of theatres after it had been sold to Paramount.

Mr. Gaglione evoked much of the past history of Tri-State Theatre Co. and Central States Theatre Corp. apparently looking for evidence of restraint of trade or monopoly of theatre ownership in various cities.

STILES RESIGNS

Join Oregon Television Inc.

WALTER STILES JR., who resigned last week from the engineering department of ABC-TV Western Div., Los Angeles, has joined Oregon Television Inc. as general manager.

Oregon Television is expected to apply in the near future for a TV channel at Portland, Ore., and for other northwest cities.

Before joining ABC-TV in Los Angeles in 1950, Mr. Stiles supervised construction of KPHO-TV Phoenix, Ariz., and the change of KPHO from 250 to 5 kw. KPHO-AM-TV was sold recently to the Meredith Pub. Co. for $1.5 million [B*T, May 5].

In 1938, Mr. Stiles joined CBS in New York as an engineer, moving in 1942 to become chief engineer of Mr. Levey's owned and operated WEEI-Boston. In 1946 he opened an engineering consulting office in Boston and the following year in Washington, under the name of Stiles & Waring. Mr. Stiles was the first winner of the William S. Paley Award for technical achievement in 1935.

Principals Involved in Oregon Television are owned by Portland businessmen Jack Meier, Huntington Malarkey and Henry White. Mr. Meier, the son of a former Oregon governor, is a member of the family that owns the Meier-Frank department store in Portland. Mr. Malarkey has lumber interests in the Northwest. Mr. White is a shipbuilder.

They plan to spend $400,000 in building the Portland TV station and estimate $255,000 as costs for the first year of operation. Equipment has already been purchased, and a closed circuit operation is planned for the near future.

KECA-TV Sales Up

MORE than $500,000 in new local business was signed by KECA-TV Los Angeles during the week ending May 9, according to Phil Hoffman, manager, and Frank King, sales manager. April and May of 1944 have been the largest two-months' billings on the station since its start in September 1949, they said.

KNXT (TV) Business

SETTING a new high, KNXT (TV) Hollywood made $200,000 in new program sales for the week ending May 9, including eight quarter-hour programs totaling $100,000 in business, plus one renewal and two sales of segments of KNXT 10 O'Clock News, according to Wilbur Edwards, general manager.
FOR STATION ACHIEVEMENT
IN SAN FRANCISCO

AWARD TO KRON-TV

By Academy of Television Arts and Sciences,
San Francisco Chapter, for year 1951

Here is further proof that among the three San Francisco
TV stations, KRON-TV has established—and maintains
—clear-cut leadership. Evidence of this leadership grows
month after month because...

- With the market's highest TV antenna, KRON-TV
  provides unparalleled "Clear Sweep" coverage

- KRON-TV presents the largest number of top-rated shows—more than the other two stations
  combined (Pulse and Tele-Que)

- KRON-TV attracts the most viewers in every
  audience segment—men, women, teenagers, children (Tele-Que—Pulse does not measure)

- KRON-TV serves the largest number of advertisers (Rorabaugh)

- KRON-TV offers the greatest percentage of
  audience...both day and night, and throughout
  the week (Tele-Que)

Check with FREE & PETERS for availabilities!

KRON TV

THE SAN FRANCISCO
TV STATION
THAT PUTS MORE EYES
ON SPOTS

SAN FRANCISCO CHRONICLE • NBC AFFILIATE

SELL MORE ON CHANNEL 4

Free & Peters, Inc. offices in New York, Chicago, Detroit,
Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios
in The Chronicle Bldg., 5th and Mission Streets, San Francisco
NARTB Names Bronson To Direct Liaison

NARTB's television code enforcement machinery was completed last week by authorization of Edward M. Bronson, station director of WTTG, TV. The appointment came as organized civic and religious groups began to contact NARTB on code enforcement problems.

Harold E. Fellows, NARTB president, said Mr. Bronson will serve primarily as liaison executive on code matters with the general public and interested organizations. He will report directly to Thad H. Brown Jr., NARTB director of television.

No successor had been named for Mr. Bronson at WBNS-TV as of last Thursday. Richard Borel, general manager of the station, will assume active direction of WBNS-TV on a temporary basis.

The job of directing Television Code Affairs was authorized by the NARTB Board of Directors at its February meeting. Details of the post were drawn up by the Television Code Review Board in March.

Mr. Borel's attention will be devoted to problems of code interpretation, processing of complaints, correspondence, relations with the public, and other matters with legislative and civic groups concerned with code matters as well as with stations subscribing to the code.

Now near the end of its third operating month, the TV Code is drawing a steadily rising amount of attention from viewers and organizations. The job of processing this work has been handled by Mr. Brown's staff in cooperation with the Legal Dept. The Code Review Board is a committee of groups directly assigned to code matters, and it in turn can recommend punitive action to the NARTB Television Board.

Serving in leadership in the TV Code began to appear as the review board's next meeting approaches. The board will meet June 9 and 10 in Washington, just prior to the June 9-10 meeting of the full TV Board of Directors.

Already, the code has drawn the wrath of the National Assn. of Evangelicals. This group will appear before the review board to claim "the same right to purchase time on television and radio as any other interests in America." Dr. Theodore Elser was recently elected president of National Religious Broadcasters, serving a third term.

Dr. Elser is chairman of the radio commission, National Assn. of Evangelicals, and will represent NAE before the NARTB code review group. NAE is on record with a resolution calling for elimination of paragraph 1(g) in the NARTB TV Code's section on "Presentation of Religious Affairs." The code paragraph reads: "A television program or church and religious bodies is not recommended."

NAE describes itself as "the strongest body of believers in the nation, as confirmed by the number of denominations and churches affiliated and delegates in attendance at their annual conventions," according to Emma B. Veacock, of NAB's eastern division.

Mr. Bronson is expected to assume his new NARTB duties June 1. He has an extensive radio industry record, starting his career at WCOL Columbus in 1936. Serving as continuity producer and assistant manager, he moved to the Office of Censorship with outbreak of World War II. There he served as an assistant to J. Harold Ryan, of Storey Broadcasting Co., and later as assistant to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship for broadcasting.

After leaving war Mr. Bronson joined WJEF in Grand Rapids, Mich., as station manager, in association with the station's owner, Mr. Fetzer, now chairman of the NARTB board. Bronson returned to Columbus in 1948 to head the new WBNS-TV on the air serving as station director. He is survived by his wife, two of his children; member of Sigma Delta Chi, and member of SDX's Central Ohio Professional Chapter.

NARTB's liaison executive is Al Howery, formerly of WMAL-TV Washington, who joined the NARTB TV organization last autumn, serves as executive assistant to the television director.

MATERIALS' BAN

NPA Mulls Easing of M 90

COMPROMISE regulation designed to ease restrictions on production of color television equipment was still under consideration by the National Production Authority last week.

The proposed revised order (M 90) did not come before the agency's Clearance Committee, meeting in executive session last week. It was held out hope, however, it would be issued by this month's end.

The plan is to relax the prohibition against manufacture of colorcasting sets and adapter equipment in certain instances. Department stores, experimenting with closed circuit theatre telecasting and theatre video interests, as well as electronic manufacturers who show just cause for authorization to use existing materials, would stand to benefit.

NPA has held the position that regardless of degree of relief, shortage of technical skills will necessitate retaining the lid on mass production of colorcasting sets [B&T, May 12].

NPA Administrator Henry Fowler re-emphasized this factor anew last Thursday. Addressing the Construction Mobilization Committee of the U.S. Chamber of Commerce, Mr. Fowler stated the shortage of engineers "could well become a significant impediment to defense" in the event of a war. He stressed the urgent coordination of technical skills among all industrialists.

Mr. Fowler also told the Senate Banking Committee there is little hope of solving the problems when the spring 1953—a statement of paramount interest to existing and potential TV broadcasters. He also threw cold water on any prospect of overall decontrol this year.

Mr. Fowler appeared before the committee on behalf of his nomination as Defense Production Administrator, by Manly Fleischmann, resigned, which was unanimously approved.

DUROCHER SERIES

Stations Buy UTP Program

Two more television stations contracted last week for United Television Programs' film series, "Play with Durocher and Dyer," according to Aaron Beckwith, UTP sales director, who said the package had been sold to KFMB-TV San Diego and WDTV (TV) Pittsburgh.

The program, which Mr. Beckwith has received added impetus from the start of the baseball season, features Leo Durocher, manager of the New York Giants, and his actress wife, Laarine Day, in a series of informal interviews with persons prominent in sports.

The completed last week by the TV film distributor include The Chimps, produced by Bing Crosby Enterprises, to WMAL-TV Washington; Hollywood Off-Broadway, to the NBC network; and purchased by the Graybar Electric Co. for WJIM-TV Lansing, Mich. Reliance Foods, through its agency, Pacific National, signed for 26 weeks of Big Town, to start on KING-TV Seattle Wednesday.
This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 2 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU SAT.
2 TO 3 P.M.

Television Baltimore
WBAL-TV
NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY
Ford Foundation
(Continued from page 59)
dress itself, if, of course, the com-
mmission had materialized, was the
discovery of means to force FCC
adoption of subscription television.
It may be speculated that he would
be no less interested in seeing such
a project undertaken by a private
commission organized by the foun-
dation.
Although it would be extreme to
say Sen. Benton exerts control over
any activity of the Ford Foundation,
his past associations and per-
sonal friendships with several of
the foundation's officers would
indicate he must have at least some
influence.
In addition to Mr. Fletcher, his
former employee, Sen. Benton has
more than passing acquaintance
with Paul G. Hoffman, foundation
president now devoting his time to
the Eisenhower campaign, and with
Robert Hutchins and Chester Davis,
foundation associate directors.
Mr. Hoffman is a director of
Encyclopedia Britannica Inc.,
which is Sen. Benton's property,
and was chairman of the board of
trustees of the Committee for
Economic Development at the time
S. B. Johnson was chairman.
Dr. Hutchins was president of
the U. of Chicago when Sen. Benton
was vice president (1937-45) and
was chancellor of that university
when Sen. Benton was assistant to
the chancellor (1945-46).
Mr. Davis, former president of
the Federal Reserve Bank of St.
Louis, is of the board of
trustees of the Committee for
Economic Development when Sen.
Benton was vice chairman of the
board of trustees.
At the Pasadena headquarters of
the Ford Foundation last week a
spokesman admitted the organiza-
tion, which he characterized as "ex-
tremely interested in the field of
radio and television," was consider-
ing two basic problems: the alloca-
tion of television channels for edu-
cational use and the general future
of radio-TV programming.
He emphasized that no plans had
been made and that it was unlikely
any would be until the July meeting
of the board of trustees.
In the past year, the foundation
and its subsidiaries have made
grants to radio and television
outlets totaling $2 million. The
biggest sum, $1.2 million, went to
the Television-Radio Workshop
which is producing programs for
broadcasting educational facil-
ities. A fortnight ago the Joint
Committee on Educational Televi-
sion, central agitating body for
educational broadcasting, was
founded in Washington.
In answer to a query by Sen.
Lyndon B. Johnson (D-Tex.), who
pointed to a complaint from a con-
sumer group over WOTI-TV Ames,
Ia., for experimental TV program-
ing and to Lowell Institute,
Boston, for production of educa-
tional TV in cooperation with
the National Assn. of
Educational Broadcasters.

"LULU" award for best television commercial spot campaign is presented in the sixth annual Frances Holmes Award Competition. L to r: Film star Barbara Stanwyck, awarding statuette; Gunther Shirley, vice president, Metropolitan Federal Savings; Doris Ball, president, TV Ads, and Kirke Beard, account executive, Anderson-McConnell Adv. The Los Angeles firms, Metropolitan and TV Ads, which produces TV film commercials, shared in the honors. Anderson agency services the account.

Get TV Going
(Continued from page 59)
in "a large concentration of popula-
tion."
Committee Chairman Johnson
said it is under his understanding
that only five hearing teams (examiner,
engineer, attorney, secretary, clerks)
will be available to process
applications in television and at the
present pace of processing it would
take a "long time" for them to
ward through the present alloca-
tions. He said he was disappoint-
ed that FCC has not made this clear
to Congress.
Sen. Homer E. Capehart (R-Ind.)
asked whether newspaper applic-
ants would be given equal oppor-
tunity to obtain TV stations.

'No Discrimination'

Comm. Hyde asserted there would
be no discrimination against "any
business activity."
No one applicant, regardless of
business interest, he said, should be
excluded from the granting of a
license in the public interest be-
cause of his legitimate business in-
terest. Neither does FCC intend to
discriminate against AM station
licensees, he said.
However, the Commissioner said
he could not discuss the AM li-
censee situation at length because
AM station applicants may be con-
tested in hearing by other interests
and the "other party may invoke
the argument of diversification" of
media in the community. But, he
noted, the factors of experience,
objectivity in operation and recog-
nition of public interest, may
weight the presentation of many
AM station licensees who seek TV
licenses.
In answer to a query by Sen.
Lyndon B. Johnson (D-Tex.), who
pointed to a complaint from a con-
nsumer group over WOTI-TV Ames,
Ia., for experimental TV program-
ing and to Lowell Institute,
Boston, for production of educa-
tional TV in cooperation with the
National Assn. of
Educational Broadcasters.

AUTCY TO APPEAL

COWBOY singing star Gene
Austy says he plans to appeal a
decision by Federal Judge Ben
Harrison last Tuesday giving
Republic Pictures the use of 16
Hollywood Television Service Inc.,
the right to release more than 50
old Gene Autry western films to
television producers.
Judge Harrison's decision was
diametrically opposed to a ruling
made last October in favor of cow-
boy star Roy Rogers by Federal
Judge F. Percy M. Hall in a similar
suit brought against Republic and
subsidiary.
Judge Harrison held that Repub-
lies' "unrestricted own ersh ip rights" includes "rights to
license their exhibition on home
television receivers." He said spot
advertising is common practice in
most conventional movie theatres
and therefore Mr. Autry could not
hope to control advertising.

Page 68 • May 19, 1952
BROADCASTING • Telecasting
We are pleased to announce the completing link in the SARRA chain of quality control... our own modern new film laboratory, designed, staffed and equipped to deliver the ultimate in TV selling messages - the VIDE-O-ORIGINAL

**VIDE-O-ORIGINAL . . . WHAT IT IS**
It's Sarra's name for a quality-controlled motion picture print, produced in a laboratory designed especially for the making of TV prints. Each and every print is custom-made and whether it is 1-minute or 8-seconds, it receives individual attention in quantities of one or hundreds.

**VIDE-O-ORIGINAL . . . WHAT IT MEANS**
It means that all of Sarra's creative photography, all of Sarra's visual selling ability, reaches the television screen with maximum fidelity. VIDE-O-ORIGINAL prints combine Sarra standards with station requirements.

**VIDE-O-ORIGINAL . . . WHAT IT DOES**
It provides complete quality protection from storyboard to home reception... it insures your investment of time, talent and money in your TV presentation.

On your next television film commercial get a SARRA VIDE-O-ORIGINAL... get top quality from start to finish!

---

**Sorry... our lab service is available for SARRA productions only.**

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### VIDE-O-ORIGINAL
**TV FILM PRODUCTION FOR REPRODUCTION**

IDEAS . SCRIPTS . STORYBOARDS . ANIMATION . PHOTOGRAPHY . PROCESSING

BROADCASTING • Telecasting

May 19, 1952 • Page 69
The continuation of a TV ban may backfire.

Colleges should study that section of the report dealing with the public's attitude toward the NCAA plan. Lt. Jordan said, referring to the admission that "the majority of those who held opinions about it were unfavorable."

He added that the NCAA report shows "by far the largest attendance decline last year occurred in the Mountain District, one of the six NCAA districts with practically no TV coverage. Six of the six NCAA districts where comparisons are possible, the colleges with no TV competition fared worse than those with TV competition in attendance compared with 1950."

Panıt Opinion
Critical comment on the NCAA report was given by Merrill Panıt of Philadelphia Inquirer sports commentator, who caught the revelation that attendance "dropped less in areas where football games were televised than it did where there was no televised football." Panıt referred to NCAA in these terms, "You remember the NCAA, don't you? That's the group of sweethearts who decided they were bigger than both of us—the television industry and the viewers—and then proceeded to dictate exactly what college football games could be televised, where they should be televised and when the nation's largest cities should suffer Saturday afternoon football blackouts." He observed that the survey was conducted by the "National Opinion Research Center of the U. of Chicago, an institution that luckily gave up football before NCAA got its claws into the game."

TV Applications
(Continued from page 61)
San Francisco. Applicant is licensee of KKA Seattle. Principals include President Wesley L. Dumm (20%), president of KSFO San Francisco and majority stockholder of KPIX (TV) San Francisco, and owner of investment business in Pasadena, Calif.; First Vice President Robert B. Gaylord (40%), officer and director for KSFO and KPIX (TV), director for KKA and partner in San Francisco law firm of Gaylord & Gaylord; Vice President Philip L. Hix, (20%), vice president and general manager of KSFO and KPIX (TV); Vice President and General Manager Michael H. Lipp (15%), general manager and director for KKA; Treasurer F. M. Dumm (9%), officer and director for KSFO and KPIX (TV), minority stockholder of KPIX (TV), and treasurer and minority stockholder of KKA; Secretary Robert B. Gaylord Jr., assistant secretary of KPIX (TV), stockholder in KKA, secretary and director for KKOX Sacramento, and partner in KKA law firm of Gaylord & Gaylord, and Ray V. Hamilton (7%), Blackburn-Hamilton Co., radio station and newspaper brokers.

Electronically operated model of the 15-acre CBS Television City under construction in Hollywood is being exhibited by CBS in New York. Miniature TV city above measures 15 x 14 feet and weighs approximately two tons.

Now It Winks
CBS-TV network added another improvement last week—this time on its own trademark. The network's signature—a dial eye—had been shown on a Telop slide since it was first introduced nine months ago, but as of 10:59 a.m. EDT Friday, the eye began to move. Set-owners who will notice, as the first of three variations to be produced on film, the eye now opens and closes. Revamping the trademark, like its original design, was supervised by William Golden, creative director of CBS-TV advertising and sales.

Great Britain TV
No Commercials Now
GREAT BRITAIN White Paper last Thursday announced commercials will not be carried on the country's TV for at least another three or four years. The Conservative government has voted to favor sponsorship of TV programs by the country passes over the rough spots of its arms and export drives. The forecast for this road to recovery periods a quarter past six years. From now. The nation's only TV channel and the three radio networks in Great Britain are operated by the British Broadcasting Corp., which is government owned and operated. No advertising is carried on broadcast media there.

Holcomb Named
To New KNXT (TV) Post
GRANT HOLCOMB, newscopter and commentator with KNXT (TV), CBS-TV and O & STATION in Hollywood, has been appointed to newly-created post of director of news and special events for KNXT and CBS Tele- vision Network in Hollywood, Wilbur S. Edwards, KNXT general manager, and Sig Michelson, CBS-TV director of news and public affairs, announced last week.

In his new post, he will supervise local and network news and special events originating in Hollywood.

CBS-TV City
Two-Ton Replica on Display
TWO-TON replicas of the CBS-TV Television City, flown from the West Coast to demonstrate how the $7-million studio building now under construction in Hollywood will operate, was shown in New York last week. The 14 by 15 foot model, said to be one of the largest scale and precision-built architectural miniatures constructed, will be exhibited publicly in a national tour beginning this month. J. L. Van Valken- burgh, CBS-TV president, said, equipped with electric controls which will raise and lower roof sections, provide both day and night lighting conditions, demonstrate rotary stage equipment, and, detailediy, spin a miniature recording on a miniature turntable, the model was constructed by Dale Clark & Assoc., Los Angeles.

Special features of the scaled construction are a two-way mirrored floor to show space arrangement under a main studio and a sliding drawer panel which, pulled out, indicates workshop areas as they will be built in the building's lower level.

The actual building is being erected on a 15-acre site at Beverly Blvd. and Fairfax Ave., Hollywood. Scheduled to be completed about Oct. 1, the structure was designed exclusively for TV production needs and contains four studios with 12,100 square feet of space each, arranged with their subsidiary units to allow for completely separate flows of three main program elements: performers, production equipment and audiences.

The building was designed so that additional and similar units can be added. Final plans call for 20 studios plus a 13-story administration unit.

Three Join WPIX (TV)
MALCOLM O'MARA, TV station consultant; William H. Rich, Musik Corp., and Philip Cohen, WZTV New York, have been added to sales unit of WPIX (TV) New York's merchandising staff in "preparation for a concerted drive for fall business," station spokesmen have announced.

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WOAI-TV will join the live network on July 1st! Local TV dealers and distributors are giving enthusiastic reports about the tremendous surge in set sales in the San Antonio market.

YOU SPOT ADVERTISERS CAN STILL BUY WOAI-TV AT RATES BASED ON SETS IN THIS MARKET ON JULY 1, 1951 — OVER 11 MONTHS AGO. TV SETS HAVE INCREASED MORE THAN 57% SINCE THAT TIME.

Get Petry to give you availabilities on announcements and program time on WOAI-TV. IT'S A BONUS BUY on San Antonio's First TV station. First on the air — First in audience!

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS,
DALLAS, SAN FRANCISCO, DETROIT
DuMONT WAGES Are Hiked; Strike Off

STRIKE threatened against the DuMont Television Network's home station, WABD (TV) New York, and expected to involve the DuMont-owned outlets WTTG (TV) Washington and WDTV (TV) Pittsburgh, was avoided last week when the network agreed to a cost-of-living increase and an adjustment in rates to those current in New York.

Technical employees who had voted to strike a week earlier were members of Local 794, Television Broadcasting Studio Employees Union, a unit of the International Alliance of Theatrical and Stage Employees (AF). Their strike was to have been paralleled in Washington and Pittsburgh by fellow unions there, where the disrupted negotiations have been resumed by the network.

GATHINGS QUIZ

Coverage Right Asked

WMAL-AM-TV Washington last week requested permission to air the "morals" investigation by the House if the probe does materialize.

Kenneth H. Berkeley, vice president-general manager of the Washington Evening Star stations, pointed out that the hurdle of House Speaker Sam Rayburn's (D-Tex.) ban on broadcast media would have to be cleared.

with similar resolutions in the House, noted that the pictures on television are made by the adults and "are not made by the children or the young folks themselves... then [the adults] expect the young folks to have a high respect for the morals of our country..." He added:

"We do not want to be in a position of seeming to censor everything that comes along. On the other hand, I think it is a pretty good idea that the Congress... sort of keep a hand in on this thing and give it a little policing once in a while..."

In addition to this frank admission of "policing," his colleague, Rep. Gathings, declared that one of the objectives of the investigation would be to determine whether increases in crime are incited by radio-TV programs.

Rep. William M. Colmar (D-Miss.), warned that those who put programs on the air should be diligent that the "impressionable youth of the country" do not get "the wrong concept or philosophy of life."

Veteran debater, Clare Hoffman, Michigan Republican, asked about the meaning of the resolution's language referring to "or otherwise offensive matter." "Just how far are we to usurp the province, the duties of fathers and mothers?" he asked the House. Noting a letter from a constituent protesting against a beer ad, the congressman said:

"We want the Congress to act as censor. Why does not Dad just turn off the objectionable program. Congress should not be required to enter the home and, assuming the duties of parents, tell the children what they can and cannot see or hear. Should we attempt to censor all of these things, we could get into a terrible fix..."

Rep. A. L. Miller (R-Neb.) asserted:

"The industry, movie and television ought to get up and enforce a high standard. Congress ought not to have that task.

"It is impossible to legislate morals, and it is difficult to say what we should or should not teach. The committee can render a service to the public by a wise and cautious approach. I am sure the industry will assist in every way. I hope no censorship or iron hand of authority will be forced on the growing industry of television. Cooperation is the need."

The responsibility of entertaining the public through television belongs to the industry. They should police the shows and assure the public that lewd, obscene, indecent, and vulgar shows or words will not be used on the programs. A penalty should be established for violation.

Mr. Fellows in his statement also warned that the Gathings move "could establish a dangerous precedent in this nation. For there could emerge from the investigation proposals for legislative action to eliminate offensive and undesirable radio and television programs."

But, he asserted, "the proposal does not indicate the criteria for determining what might be considered 'undesirable' or 'offensive.'"

Calling the House action a "fundamental disregard of our traditional American freedom of speech concept," Mr. Fellows said that when Congress enacted communications law it "specifically withheld from the governmental regulatory body the power of censorship over the programs broadcast by the licensees."

"The best thing I can see coming out of this so-called investigation is the opportunity it will give broadcasters to discuss with Congress some of the things that the industry itself is doing."

Industry Doing Something

He said the industry already has been receiving comments from public and private groups about TV programming and "the industry is doing something about the situation."

An amendment to the resolution on comic books and pocket-sized books offered by Rep. Rees would have included "other publications." However, this amendment was beaten down in the House as it was feared it would include investigations of newspapers.

Rep. Joseph P. O'Hara (R-Minn.), a member of the commerce committee, said later, "I have some doubt as to just what the committee will do. The resolution is as wide open as the poles!"
"We live in a fringe area but Channel Five comes in clear."

... Says Mrs. Joe Merchant of Middletown, California

Some 70 air line miles from San Francisco, Middletown, California, with 4,500 feet of Mt. St. Helena and other coastal mountains shadowing reception, is scarcely a place to look for an enthusiastic TV audience.

But Mrs. Joe Merchant and her family are none the less ardent KPIX viewers. Channel Five, she writes, offers "all the programs a family could wish to see ... drama, comedy, musicals, wrestling, boxing, children's shows we parents approve of."

Greatest shows ... brightest stars ... to delight the "fringe" audiences as well as the great San Francisco-Oakland Bay Area make KPIX, the "sell" station of Northern California, your first choice in television. Ask the Katz man!
A\nMERICAN Research Bureau national rating for April show
"I Love Lucy," starring Lucille Ball and Desi Arnaz, in first place
both in number of homes reached and ratings.

The program had a rating of 63.2
and tests show that it was viewed in
10,600,860 homes, reportedly the
greatest number of homes for any
regularly scheduled program in
televisiön history. Figures for the
week April 1-7:

<table>
<thead>
<tr>
<th>Rank Program</th>
<th>Stations</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Love Lucy (CBS)</td>
<td>10,600,860</td>
<td>63.2</td>
</tr>
<tr>
<td>2 Talent Scouts (CBS)</td>
<td>10,443,992</td>
<td>62.9</td>
</tr>
<tr>
<td>3 I'll Be Your Life (NBC)</td>
<td>10,501,268</td>
<td>62.6</td>
</tr>
<tr>
<td>4 Red Skelton (NBC)</td>
<td>5,854,000</td>
<td>38.6</td>
</tr>
<tr>
<td>5 Show of Shows (NBC)</td>
<td>5,404,800</td>
<td>34.4</td>
</tr>
<tr>
<td>6 Godfrey's Friends (CBS)</td>
<td>5,421,000</td>
<td>34.3</td>
</tr>
<tr>
<td>7 My Friend Irma (CBS)</td>
<td>4,308,000</td>
<td>26.2</td>
</tr>
<tr>
<td>8 Comedy Hour (Albott &amp; Castello) (NBC)</td>
<td>4,392,000</td>
<td>26.9</td>
</tr>
<tr>
<td>9 Star Theatre (NBC)</td>
<td>389,000</td>
<td>7.9</td>
</tr>
<tr>
<td>10 Fireside Theatre (NBC)</td>
<td>345,000</td>
<td>6.3</td>
</tr>
</tbody>
</table>

**Camera Improvements Announced by Telenews**

IMPROVEMENTS in the camera system, to minimize the
time consumed by the synchroniza-
tion process, were announced last
week by Telenews Productions,
New York, whose cameramen rede-
dsigned their equipment in conjunc-
tion with Douglas Electronic Labs.

The redesigned camera provides
perfect synchronization of sound and
t picture, it was said, so that the
negative can be cut directly on the
air—and reversed electronically—
to save the laboratory time usually
spent to coordinate the sound track
and the picture frames. Other im-
provements include a testing equi-
ment that is built into the ampli-
fyer, optional use of the sound with
or without noise reduction, and
cutting the weight of the combined
equipment from 18 pounds.

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**Set Owners Approve Servicing Work**

MOST TV set owners approve the
quality of work performed by their
TV servicing technicians, according
to a nationwide survey of 5,192
families by Eimo Roper for RCA
Vistor and RCA Service Co.
E. C. Cahill, president of RCA
Service Co., said results showed
86% of all television owners who
had experience with TV service
termed the service as "really good"
(68%) or "fairly good" (18%),
while only 7% expressed dissatis-
faction and 7% did not reply.

Mr. Cahill said he believes the
Roper survey is the first poll made
on a nationwide basis. He said
results also showed two out of three
owners considered servicemen's
charges as "entirely reasonable,"
while only one out of ten felt their
charges were "too high.

Fully 88% of owners reported
their serviceman as "pleasant and
courteous" and another 6% consid-
ered his manner "satisfactory"
while 6% did not reply, he said.

Three out of four persons thought
service work on their TV sets
had been done in a reasonable
time. Only one out of five felt he
had to wait too long, he said.

An investment of more than $200
million is represented in the tele-
vision service industry, Mr. Cahill
reported, including elaborate test-
ing equipment and trucks and tools.

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**Weekly Television Summary—May 19, 1952—Telescasting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>WOB-Q, WOB-TV</td>
<td>32,700</td>
</tr>
<tr>
<td>Amsterdam</td>
<td>WOA-TV</td>
<td>36,000</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WATF, WTBV, WTV</td>
<td>36,690</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WEAA, WTV5, WTV7</td>
<td>37,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW, WKBW, WKBW</td>
<td>35,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WSB, WDBN, WDBN</td>
<td>35,000</td>
</tr>
<tr>
<td>San Antonio</td>
<td>WBAA, WBAI, WBAI</td>
<td>35,000</td>
</tr>
<tr>
<td>Nashville</td>
<td>WSMV, WSMV, WSMV</td>
<td>35,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KCTV, KCTV, KCTV</td>
<td>35,000</td>
</tr>
<tr>
<td>Colorado</td>
<td>KTVG, KTVG, KTVG</td>
<td>35,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KTXL, KTVI, KTVI</td>
<td>35,000</td>
</tr>
</tbody>
</table>

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**Channel 4 . . . Represented by The BRANHAM Company**

Page 74 . May 19, 1952
THE FIRST JOINT AWARD to be made by the George Foster Peabody Board went to Atlanta’s WSB and WSB-TV. The citation was for “meritorious regional public service”.
And advertisers are given another insight on why, in every audience survey ever made in Atlanta by a recognized authority, these stations have been dominant firsts.

wsb  wsb-tv
The Voice of the South  World’s tallest TV tower

Affiliated with the Atlanta Journal and Constitution. Represented by Edward Petry & Co., Inc.
RECRUITING

FILMED spots to encourage Air Force cadet enlistment loan important in the extended media allocations plan being molded for military recruiting, it was revealed last week.

A series of one-minute and 20-second announcements will be distributed to the nation's 108 TV stations by June 11 with the request that they incorporate them in their programming as a public service.

This was the latest development in the new advertising program being planned by Grant Adv. for the Defense Dept.'s Military Personnel Procurement Service, handling Air Force and Army recruitment. An estimated $250,000 is to extend the recent interim campaign, with a portion earmarked again for radio spots and other select media (B&T, May 5).

The film spots will promote Air Cadet enlistments primarily, it was understood. Similar films during the recently-concluded interim drive stressed pilot training and aircraft observation. A series of three previous spots was prepared at an estimated $7,000, with virtually all for TV production. There was no immediate indication of cost for the new series.

It was revealed that the Air Force will spend $20,025 out of an $80,000 ad budget for radio spots. The supplemental campaign got underway May 11 and will run through June 29. Hope was expressed that more funds will be made available.

The new media program just launched is smaller than the original campaign because of the less substantial fund allocation. Of the $200,000 now available—compared to $500,000 spent in the first drive—it was estimated authoritatively that radio will derive perhaps $25,000-$35,000 at the outset for both Air Force and Army recruiting.

Radio's share in the last campaign was approximately $95,000.

Spot Schedule

The radio spot schedule calls for spots over independent outlets of the Keystone Broadcasting System and 250-kw area stations. In each case, the announcements will support printed advertisements in Sunday supplements.

A Grant executive told BROADCASTING TELECASTING that without radio's support with spots, the campaign could not be successful. "We need radio's impact to provide the clincher in these areas—to get our target audience to respond to what it has read," he explained, referring particularly to college students as prospective aviation cadets. Field recruiting officials attest to radio's effectiveness here, he added.

The Army made recruiting of women one of its most ambitious activities during the last interim campaign, allotting $65,000 for a series of spots, among them, 10 for WACS and 11 for nurses. Neither Pentagon personnel authorities nor Grant Adv. could report actual results on any specific enlistment drive.

Meanwhile, a Senate Appropria-

Film Spots Planned In Air Cadet Drive

'WASP' SCOOP

Claimed by WPIX (TV)

ESSO Standard Oil Co. and WPIX (TV) New York have claimed a newbeat in the telecasting of pictures of the crippled carrier 'Wasp' after its high-seas collision with the destroyer 'Hobson.'

The pictures were made 860 miles at sea from a plane carrying WPIX's newscaster-camera man Frank Hurley and WPIX reporter Kevin Kennedy, and were shown the same day (May 2) in a six-minute 8:30 p.m. special showing via WPIX. Esso, whose affiliate, Atlas Supply Co., provided the plane, later made the film segment available to other stations carrying the 'Wasp' Reporter TV show: WBAL-TV Baltimore, WMB-TV Boston, WTOP-TV Washington, WTVR (TV) Richmond and WDSU-TV New Orleans.

Meanwhile, NBC-TV's early morning Today program showed the 'Wasp's' arrival in New York harbor last Tuesday morning. NBC newswoman Merrill Millard described the scene and also interviewed several of the survivors of the 'Hobson' when they were taken ashore.

PHILCO SALES

Over $84 Million Reported

PHILCO Corp. sales for the first quarter of 1952 totaled $84,239,000, William Baederter, president, announced last week.

This figure was larger than for any similar period in the corporation's history except that of a year ago, when customers were anticipating serious shortages of appliances and TV receivers, Mr. Baederter explained.

Earnings after taxes for the first three months of 1952 were $2,341,000 or 64 cents per common share after preferred dividends, he revealed.

In the same period last year, Mr. Baederter continued, sales were $113,524,000 and net income, which has been restated to give effect to recent increases in federal income taxes, was $5,621,000 or 97 cents per share of common stock.

Mr. Baederter reported on the work that Philco has been doing in transistors. In outlining transistor advantages, he said that transistors' major contribution "will be to extend the applications of electronic equipment into new fields and to greatly extend the present frontiers of communication."

DuMont Sales Spurt

HERBERT E. TAYLOR, manager of Allen B. DuMont Labs. Television Transmitter Div., last week reported "sharp sales upswing" in the manufacturing and sales. He said deliveries for the first four months of 1952 averaged over 300% more than for the same period in 1951. Transmitter sales were 150% greater.
Stations all over the country will soon be able to see GPL TV equipment in operation right in their own studios. They can compare it with their present equipment, try it for compactness, smooth efficiency, flexibility, operational simplicity, and overall performance quality. Maintenance-minded engineers will examine its swing-up, swing-out panels. Camera and camera control men will note its many new operating features – pushbutton turret control, remoting of focus, turret and iris—all engineered for faster, smoother control.

Be sure your station is on the schedule of the GPL Mobile Unit Tour. See why network users have said: "Best picture on the air today!" Compare "the industry's leading line—in quality, in design."

Write, wire or phone today, and we'll work your station into our itinerary for earliest possible dates.

General Precision Laboratory
Pleasantville, New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
DENVER HOME SHOW
On KFEL Closed Circuit

ENTERTAINMENT aspects of the sixth annual Metropolitan Denver Home Show, May 11-18 at the U. of Denver, were telecast via KFEL closed circuit on 28 exhibitors' TV receivers.

KFEL reports it the most ambitious closed circuit video production in Denver to date. The telecasts enabled thousands of home show visitors to view the entire stage performance on the exhibitors' receivers.

WORLD VIDEO ENDS
CBS TV Gets Last Show

A STOCKHOLDERS vote April 25 brought about discontinuation May 2 of operations by World Video Inc., pioneer television package firm organized in December 1947 and which had been a "school" for such executives and talent as Henry White, Dick Gordon, Wendy Barrie and Faye Emerson.

Independent's demise, although it had been operating in the black, was brought about when its last show on the air, Celebrity Time, was taken over for the sponsor, B. F. Goodrich, and its agency, BBDO, by CBS Television. Network was understood to have made "certain concessions" in taking over production and to have offered plans for lifting the program's rating to meet the competition of Red Skelton, opposing on NBC-TV.

TELEVISION station coverage will be extended this year in 25 TV areas, with stimulation of receiver sales, according to the Sales Managers Committee of Radio-Television Mfrs. Assn. The committee has completed a study of immediate effects of the FCC thawing of TV station contention.

First TV areas to benefit, the committee reports, will be cities in which 30 channel shifts of existing TV stations have been ordered by the FCC. "This will result from expected increases in transmitting power which will be available to these stations at the same time they change channels," according to the committee.

Data on station power increases were received by the committee from W. L. Stickel of Allen B. DuMont Labs. Mr. Stickel told the committee TV markets in the 25 areas may be expected to be extended several miles by reason of power increases that vary according to channels involved.

Cite Priority

Committee chairman is R. J. Sherwood, of Halliburton Co. The committee reminded that FCC has ordered it will give priority to processing of applications for channel shifts ordered in its recent allocations report and to requested power increases, beginning July 1. It added that hearings are not likely to be necessary in most instances.

Cities in which TV channel transfers have been ordered, with stations and channels involved, follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel</th>
</tr>
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<tbody>
<tr>
<td>Chicago</td>
<td>WBBK</td>
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<tr>
<td>Pittsburgh</td>
<td>WDTV</td>
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<tr>
<td>WDFN</td>
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<tr>
<td>Milwaukee</td>
<td>WLEK</td>
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<tr>
<td>Cincinnati</td>
<td>WTML</td>
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<td>Providence</td>
<td>WJAR</td>
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<tr>
<td>Atlanta</td>
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<td>New Orleans</td>
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<td>New York</td>
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<td>Denver</td>
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<td>Dayton</td>
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<td>WGRF</td>
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<td>Louisville</td>
<td>WAVE</td>
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<td>Columbus</td>
<td>WORL</td>
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<td>Cleveland</td>
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<td>Rochester</td>
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<td>Muncie</td>
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<td>Toledo</td>
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<td>St. Louis</td>
<td>KSDK</td>
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<td>Des Moines</td>
<td>WHOI</td>
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<td>WDRF</td>
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<td>Chicago</td>
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<tr>
<td>Chicago</td>
<td>WLS</td>
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<td>Minneapolis</td>
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<td>Denver</td>
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<td>WPHL</td>
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<td>Chicago</td>
<td>WLS</td>
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</tbody>
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RTMA Predicts Expansion

NEW FTL DEVELOPMENT
Is Antenna-Amplifier Unit

HIGH-GAIN antenna and high-power amplifier unit, designed to meet the new FCC specification of 310 kw maximum effective radiated power, was announced last week by Federal Telecommunication Labs., Rutley, N. J., research associate of the International Telephone and Telegraph Corp.

Of light weight and simple base structure, the antenna-amplifier combination can be installed with relative ease with either new or existing towers and requires only one transmission line, company said. The equipment can be driven from any existing 5 kw TV transmitter without modification to the driver, and its input impedance is said to be sufficiently resistive so that physical location is not a critical matter.

TV PROBLEMS
Fought Cites in 'Look'

"THE future of television hangs in the balance," according to Dr. Millard G. Faught, New York public policy adviser identified as a television economic consultant, in the May 6 issue of Look magazine.

Lifting of the TV freeze, Dr. Faught will be "just a headline of hope until a long list of TV problems are solved," what it boils down to, he observed, is that "we are trying to build television's future on a single source of revenue -- the advertiser's dollar."

Dr. Faught said he was "immediately assaulted or ignored" by the broadcasting industry in 1949 when he predicted that a network of 1,000 TV outlets, programming only 70 hours a week, would require the "appalling" sum of $1,740,322,800 in advertising. Advertisers would have to sell more than $80 billion in goods via TV to justify such a TV outlay. "Now we are talking about building twelve more major forms of our basic 1,000 and programming them twelve as many hours a week."

Look magazine itself guessed that 1,000 stations programming 70 hours weekly now require an annual budget of $3,850,000.

Predicting that many areas will continue without TV stations -- even though the freeze has ended -- because they will not be able to support local service on advertising alone, Dr. Faught, a consultant to Zenith, developer of Phonevision, suggested that a pay-a-you-see plan is the solution.

Truman Gets Tour Film

BARNEY BALABAN, president, Paramount Pictures Corp., last week presented President Truman with a 50-minute, 35mm film recording of the President's personally conducted tour of the White House May 3. The film will become a part of Mr. Truman's personal film library.
"10,000 FEET AND EVERY FOOT IS GOOD"

Mr. J. A. Maurer
J. A. Maurer, Inc.
37-01 31st Street
Long Island City 1, New York

Dear Mr. Maurer:

I am enclosing with this letter a picture taken in Oak Creek Canyon in Arizona during the filming of my new picture, "TV-Lighting, U.S.A.", thinking you might like to use it.

You might be interested to know that until I purchased a Maurer Camera I never had beautiful color pictures obtained through the use of color film. I have shot some 2,000 feet of Kodachrome film with every foot in color. It has operated under extreme conditions in and outdoors, extreme heat and some cold weather and has performed perfectly on every set up.

This certainly speaks well for the Maurer Camera and I for one would never be without it.

Kindest personal regards,

N. D. Reiss

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

maurer
means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California
CITRUS BUDGET
TV To Get Large Share

ADVERTISING budget assigning $314,928 to radio and television has been approved by the Florida Citrus Commission of Lakeland. The figures were unchanged from the tentative budget proposed in early March by J. Walter Thompson Co., New York [B+T, March 17]. Of the total, $125,000 is earmarked for radio; $399,928 for TV.

The lion's share of the overall commission's advertising budget, $290,000, for the year beginning July 1, goes to the J. Walter Thompson Co. The agency holds a reserve fund for citrus advertising which is allocated as special needs arise. The agency's most recent expenditure, in addition to the regular radio-TV budget, was $14,200 spent on the NBC-TV show "Today."

Present from the New York office of the J. Walter Thompson Co. at the advertising committee and full commission meetings were Don Francisco, vice president, and Ralph Henry, advertising manager of the Florida Citrus Commission.

Cuts of $15,000 and $28,000 were made in advertising budgets for consumer publicity advertising and medical advertising, handled by Dudley, Anderson & Yutz, N. Y., and Noyes & Sproul Agency, N. Y., respectively. Presentations on their work during the past year were made by George Anderson and Kay Titus of Dudley Anderson & Yutz, and by Dorothy Noyes of Noyes & Sproul Agency.

Under the budget just adopted, Dudley, Anderson & Yutz will receive $40,000 and the latter agency, $75,000. These appropriations may be reconsidered at the June meeting.

NEW hour-long children's Sunday audience-participation show has been introduced on KTTV (TV) Hollywood. Show, "Mr. Whistle," features Nick Nelson, radio's Uncle Whoo Bill, and is produced by Television Assoc. Productions, Los Angeles.

SUCCESS STORY by WOC-TV

Feature Film Series SKYROCKETS LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen dealers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 16 program, he displayed chart showing only 3 new cars left at his agency. Told viewers to hurry if they wanted one of these. With sale of the 3 cars by 11 dealers in 10 days, Piggott had moved 31 new Nashes 3 demonstrators. . . . ALL WITHIN MONTH OF FIRST TELECAST.

"Airflyte Theater" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV Sells . . . for further proof get facts from your nearest F & P man . . . or us, direct.

FREE & PETERS, INC.
Exclusice National Representatives

The Quiet Cities

WOC-TV Channel 5

COL. B. J. PALMER, President
ERNEST C. SANDERS, Resident Manager
Davenport, Iowa

PUPILS ON TV
WMAR-TV Undertakes Series

TV VIEWERS in Baltimore are watching their children at school-room activities after the inauguration May 8 of Your Child in School on WMAR-TV there.

The Thursday morning half-hour program will continue through June, having figure televising of a group of six-year-olds studying plant life in the first grade at Glendale school, Harun-an, and UMBA, and it picks up the classroom techniques used by teachers and the responses of children as they learn.

The TV version was adapted from a feature of the same name which has run in the Evening Sun, published by the A. S. Abell Co., licensee of WMAR-TV, since September 1948 and which in 1949 brought the newspaper the annual award of the Education Writers Assn. for the articles by Robert S. Miner, former Evening Sun reporter. The TV program Thursday featured a mock political convention at Baltimore Polytechnic Institute. Other programs set are a school "beauty unit," home economics and physical education activities.

Aimed at showing the day-to-day learning processes of children from kindergarten through high school, the newspaper feature has reported the names and activities of nearly 7,700 pupils in more than 200 classrooms.

CANADIAN HOCKEY
Imperial Oil to Telecast

FIRST commercial television account known to go on Canadian stations at Toronto and Montreal, will be Imperial Oil Ltd., Toronto, with six Saturday evening hockey broadcasts all winter. Imperial Oil uses Trans-Canada network radio for its weekly hockey broadcasts. It will televise its games at Toronto and Montreal as well as one hour, from 9:30 to 10:30 p.m., when games usually end. Radio hockey broadcast is from 9 p.m. to end.

While no definite contract has been signed yet, Imperial Oil and its agency, MacLaren Adv., Toronto, are emphatic that hockey will be telecast this coming winter on a commercial basis, if CBC-TV Toronto and CBC-TV Montreal get on the air as planned by early September.

NCAA Meet Postponed

NEWS conference was called for Thursday by the National Collegiate Athletic Assn. early last week, purportedly to explain the telecasting committee's 1952 plan for football telecasts [B+T, May 12]. Conference was later postponed to an undetermined date, however, with director Asa S. Bushnell attributing the move to "technical difficulties."

CBC-TV RATES
Set for Toronto, Montreal

Rates have been announced by Canadian Broadcasting Corp. for its first television stations at Toronto and Montreal effective Sept. 1, 1952. Rates include station time, production staff and technical facilities for rehearsal and production of program, and rehearsal of commercials to a limited time.

Rates start with one hour at $1,800 at CBC-TV Toronto, and $1,200 at CBC-TV Montreal, with 4 hours rehearsal time included.

Until a microwave relay system is in operation between Toronto and Montreal, expected early in 1953, CBC will provide kinescope recordings without charge for sponsors using a live show on both stations originating at either Toronto or Montreal.

For microwave relay of American originating programs from Buffalo to Toronto, which service now is almost ready, CBC charges stations $100 for 30 minutes and $150 for 60 minutes.

Rates at Toronto are $1,280 for 45 minutes, 8 hours rehearsal; $960 for half-hour rehearsal; $800 for 20 minutes, 2 hours rehearsal; $640 for 15 minutes, 2 hours rehearsal; $560 for 10 minutes and $400 for 5 minutes, with one hour rehearsal in both cases.

Rates at Montreal are $840 for 20 seconds, $120 for 8 seconds, with no rehearsal time given. Rehearsals for more than time given is at rate of $50 for each half-hour or fraction thereof.

At Montreal, some rehearsal times apply and rates are $400 for 45 minutes, $300 for 30 minutes, $250 for 20 minutes, $200 for 15 minutes, $175 for 10 minutes, $125 for 5 minutes, $75 for 20 seconds and $37.50 for eight-second flashes.

Different rates between Toronto and Montreal are due to number of TV receivers. In the Toronto area there are about 50,000 sets now in use, tuned to WBMN-TV Buffalo. Montreal has less than 100 sets at present, but expects big sales there this summer and fall.

'Milwaukee Newsreel'

WTMJ-TV Milwaukee's Milwaukee Newsreel, sponsored by Milwaukee Gas Light Co., has been declared first award winner among video shows sponsored by a public utility firm. The telecast effective the nation. Award to the quarter-hour Wednesday-night program was made at the annual meeting of the Public Utility Adv. Assn. in Minneapolis. Program content is handled by the WTMJ-TV news staff, headed by Jack Kreuger, news editor. Art Olszyk supervises assignments and editing, and writes the continuity. Filming is by Cliff Sager Productions, Milwaukee. Narrator is Bob Kelly and director is George Harr, both of WTMJ-TV. Ken Hegard, of the Cramer-Krasselt Agency is account executive.
The varied transition techniques and special effects required for up-to-date programming can be accomplished with the utmost operating ease by the FTL-93A. The key to its many applications is its four channel video switcher for the two self-contained slide sources plus any two external signal sources—film, network, studio, or remotes. It permits montages, superimpositions, wipes, lap dissolves, 3 speed automatic or manual fades of all four signals to be done skillfully and effectively at one convenient operating position.

Call your Graybar distributor and have him explain how the Poly-Efex Scanner can serve your programming facilities.
ATOMIC TELECAST

KTLA Covers Second Blast

ATOMIC test May 1 at Yucca Flat, Nev., was covered exclusively by KTLA (TV) Hollywood, the station reported. Blast was picked up with a 40-inch lens from atop Mt. Charleston, 9,000-ft. peak 40 miles from the detonation site.

Operation was under supervision of Klaus Landsberg, KTLA vice president-general manager, who employed specially calculated filters to reduce glare. In addition to filters and special lens, KTLA used several Zoomar and other telescopic lenses, and a special relay system which Mr. Landsberg had set up for the April 22 atomic telecast [B&T, April 28].

SEG Pact Approved

AFL Screen Extras Guild members have approved a new six-year collective bargaining contract covering TV news as well as movies. Made with the Assn. of Motion Picture Producers, the pact increases general extra rate from $15.56 to $18.50 per day and dresses extra from $2.22 to $25 [B&T, April 14]. Running to Jan. 2, 1956, both SEG and producers have the right to reopen the contract at the beginning of 1954 and 1956 if the cost-of-living index rises 5% or more above Oct. 15, 1951. SEG has the right to reopen the contract for negotiations on wage rates only.

$1 MILLION SUIT

Film Companies Cited

SUIT for $1 million against Pathé Industries, United Artists, Eagle-Lion Studios and others has been filed in Los Angeles Federal Court.

The filing was made by Ellen Levinson, assignee of Vinson Pictures Corp., who charged violation of a distribution agreement.

Involved are two films, "Sharon Temple" and "An Old Fashioned Girl," produced by Equity Films in which the Vinson firm holds a half-interest. The films were released to television through Motion Pictures for Television Inc., the suit stated.

Simultaneously filed in Superior Court was also a foreclosure suit on Equity Films' interest in those films based on two chattel mortgages held by Vinson Pictures Corp. and assigned to Miss Levinson.

Suit charges the films were "wrongfully" released for TV to Motion Pictures for Television Inc., before full theatrical distribution had been made. As a result of the allegedly premature release of the films to TV, the charge was made that the theatre value of the films was lessened.

Among other requests, the suit asks for an injunction to restrain distribution of the two films to television.

ATLANTA ASPIRANTS

Jaycees Pay WLTW(TV) Tab

POLITICAL telecasting was subject of a new twist last week when WLTW (TV) Atlanta and the city's Junior Chamber of Commerce combined forces on a commercial basis to present the series of four future types programs, Meet the Candidates, to the area's TV audience. Thirty-two candidates who figured in Fulton County primary elections on May 14 were brought before the TV camera on four successive evenings.

Unique feature of the series was that time consumed by the telecasts was purchased at straight card rates by the Junior Chamber of Commerce. The programs, according to William T. Lane, WLTW general manager, attracted a first-rate audience and proved to be profitable as well for the station. Funds for the time purchased were contributed by prominent civic minded Atlantans.

WKBK(TV) DRIVE

Hits $250,000 Palsy Goal

WKBK (TV) Chicago passed its $250,000 cerebral palsy telethon goal May 10-11, after 21 1/2 hours of telecasting, the last 13 hours also broadcast by WCFL, the Chicago Federation of Labor station.

M.C. Irv Kupcinet, Chicago Sun-Times columnist and local radio and video personality, appeared with a varied panel of celebrities to answer telephone calls for cash donations, backed by more than 400 volunteer telephone operators working with 66 telephone lines.

The telethon took place in the Garrett Theatre, large audience studio used by the station and recently converted from a motion picture house by Balaban and Katz. Broadcast stars on hand included Burr Tillstrom and Fran Allison of Kukla, Fran and Ollie; Marty Hogan, Johnny Desmond and Don McNeill of Breakfast Club. Art Harre, WCFL general manager, also appeared as a guest telephone-answener.

CHICAGO MOVIE HOUSES

Get Tax Aid for TV Inroads

MOVIE HOUSES in Chicago's Cook County will get tax relief for damages suffered as a result of television. This was reported last week by Frank Keenan of the Board of Tax Appeals, who said 100 of 400 county motion picture theatres have closed since television became popular.

He said 110 other theatres have applied for tax reductions on theatre structures. Relief will be proportionate to damage, and theatres operating only the main floor of a building may get a 20% lower valuation on the structure, he said.

KNXT (TV) POSTS

Linger Heads Sales Dept.

DEAN LINGER, for past 16 months advertising and sales promotion manager at ABC Central Division, Chicago, has been appointed manager of the enlarged sales promotion and publicity department at KNXT (TV) Hollywood, CBS owned-and-operated station, effective today (Monday).

Simultaneously, it was revealed by Wilbur Edwards, general manager, that Wayne Kearl, promotion manager at KSL Salt Lake City, joins KNXT (TV) as assistant sales promotion manager in charge of trade promotion. Ethel Gehrish, KNXT promotion copywriter for the past year, has been elevated to assistant sales promotion manager in charge of audience promotion.

In his new capacity, Mr. Linger will direct a seven man department which will include publicity as well as sales, audience and trade promotion. Mr. Linger headed ABC's Chicago press department following World War II, and became assistant promotion director for the network in that city. In February 1949 he joined WXYZ Detroit as sales promotion manager, but returned to ABC a year later to assume the post he recently resigned.

Mr. Kearl during past seven years has been associated with both KSL and KSL-TV in various capacities. Miss Gehrish came to KNXT from NBC where she organized the first audience promotion campaign for its affiliated stations as a sales and consumer promotion writer.
WBZ-TV program brings 25,000 viewers into sponsor's salesrooms

Can we do for others what we did for the Pontiac Dealers? Maybe even more... because WBZ-TV's influence keeps getting stronger every day. For availabilities, check with WBZ-TV or NBC Spot Sales.

WBZ-TV

CHANNEL 4
BOSTON, MASS.

Represented Nationally by NBC Spot Sales

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

Sales Representatives for the Radio Stations, Free & Peters
**film report**

**Production**

Hoffberg Productions Inc., N. Y., has signed agreement with Video Interfilm Corp. of Berlin, Germany, to produce series of 13 half-hour ballet and operetta films plus 26 15-minute symphonic and ballet films in Western Germany. Each feature will carry an English commentary. The Bavarian Symphony & Opera Co. and Bavarian State Ballet will be featured.

Adolphe Weiland Productions, a newly-formed subsidiary of Adolphe Weiland & Assoc. (Hollywood radio-TV give-aways), has completed its first half-hour film in TV series tentatively titled *Around the World for a Song*. The films, produced at Cinematografica Cuatromilenio, Mexico City, starring Andre Toffel, French actor-singer, and feature European musical talent. Henri Lube is producer, Hal Smith, director, and Fabian Andre, musical director-composer. Burt Weiland represents his father on series.

Revue Productions, Hollywood subsidiary of MCA (talent agency), planning on 26 more half-hour TV films in *The Adventures of Ken Carson* series starring Bill Williams. Shooting is scheduled for July with Sloan Nibley, Western motion picture producer-writer, in the supervisory capacity.

A new TV series, featuring motion picture personalities, will be filmed by company with Jennings Lang, of MCA, heading this project.

Production has started on five half-hour films by Screen Gems Inc., Hollywood, for duPont's NBC-TV *Cavalcade of America* series. Scheduled are Thomas Jefferson by Brown Holmes for May 16 shooting; Samuel Morse by Richard Blake for May 23; Nathaniel Hawthorne by David Dortort for June 6; Jefferson Davis by Warner Law for June 20, and John Honeyman by Mr. Dortort for June 27. Jules Bricken, assisted by Eddie Seeta, is producer-director.

**New series of 13 15-minute films for television featuring sewing expert Jacqueline Rivière, will begin in early June by George F. Foley Inc., New York. Offered for early fall release, the series will be syndicated for sale to stations.

**Programs**

Al Buffalo, Hollywood TV program packager-producer, is starting a 13-quarter-hour TV film series at General Service Studios, titled *Moments of Inspiration*. Narrating the films, dealing with inspiration as related to important people of history, is Roy Maypole, m.c.-producer-anouncer, KTTV (TV) Hollywood.


Travelogue library of Burton Holmes, recently acquired by Lesser, is to be edited into 26 half-hour TV film series and released under title *It's the World*. 

Elaine Starr, of Elaine Starr Productions, N. Y., has signed with Leslie Rausch, producer, for production of new drama-documentary series of TV films titled *Hand and Seat*. Presented under name Rausch-Starr Production, the first drama of series will be called *Let It Be Done*. Filming will begin May 26.

**MCA TV announces start of a new series, Secret Agent, being filmed in Hollywood by Revue Productions.**

**Van Praag Productions, New York,** film producer and director, has announced formation of a new foreign language film production unit, specializing in film commercials, to be called Van Praag, firm's executive producer, said the move was prompted by rapid expansion of TV outlets in the Latin American area, particularly in Mexico and Cuba. He noted that 10 Spanish-language television stations already are in operation and nine under construction or broadcasting test patterns, in addition to 24 TV construction permits issued in Mexico. The new Van Praag division will dub sound tracks and titles on existing film commercials and distribute new films in English and Spanish simultaneously.

Stage Society, Hollywood, formerly The Arthur Kennedy Little Theatre Group, will develop talent to be utilized by productions for John Repertory Theatre Inc., recently formed for production of TV films being financed and distributed by Interstate Television Corp.

Bing Crosby Enterprises, Culver City, has signed Bobbie Driscoll, film actor, for starring role in *The Best Years*, second half-hour film in writer Louis Bromfield's TV series.

The firm's Corney Johnson, half-hour TV film series, will star Richard Rober, stage-film actor, with Bernard Gayard and Richard Dorso co-producing.

**Penant Productions Inc., Hollywood,** signs Talent Assoc. (casting agency) headed by Fred Messenger and Jack Murtin, to cast 13 half-hour *Date With Destiny* TV film series.

**Sales**

Steigmann Brewing Co., Wilkes-Barre, Pa., has started Televedio Theatre, series filmed by Screen Televisio Productions, Beverly Hills, and originally titled Electric Theatre, on WQAL-TV Lancaster, Pa., and NEWR-TV Binghamton, N. Y. The contract is for 13 weeks through McManus, John & Adams, New York.

Screen Gems Inc., N. Y., last week announced the sale of its TV Disc Jockey, *Toons to Radio Tupil* (REF-3 TV) Sao Paulo, Brazil—said to be the first Latin American television station to air the package. RCA's International Div. has acquired exclusive rights to TV Disc Jockey in Brazil, and telecasts of the feature will begin shortly, Screen Gems spokesman said.

**Availables**

Hygo Television Films Inc., N. Y., has acquired 100 features and 85 short films for television which are available for immediate use, the firm announced last week.

**Film People**

Edward Sedgwick, motion picture producer-writer-director, has been signed by Desilu Productions, Hollywood, as production supervisor on CBS-TV / *Love Lucy* series for Philip Morris & Co. Directing films of May 30 and June 6 is William Asher, TV film director, replacing Marc Daniels who has recently resigned to develop TV film properties of his own.

Wally Fox has been set to direct the first cycle of 13 pictures of the *Ramer of the Jungle* series for Arrow Productions, starring Jon Hall. Production starts May 26th.

**DTN NAMES TWO**

Jacobs, Clark Join Sales

HERBERT H. JACOBS has been appointed sales manager for the DuMont TV Network's Film Dept., and Wilmer S. Clark has been named California representative for the department, Manager Donnald W. Stewart announced last Monday.

Mr. Jacobs resigned as vice president and general manager of Sutton Television to join DuMont. He previously had filled comparable posts with Abbey Television and Atlas Television. He also was general manager for several motion picture studios in Mexico during the previous 15 years, and has directed advertising and public relations for hotel and retail store chains.

Mr. Clark has been associated with broadcasting since 1934, when he joined the sales staff of WOOD Grand Rapid. He subsequently was with Howard H. Wilson Co., station representative firm, as eastern office manager, and with WHDH Boston as sales director. Most recently, he has been sales manager of WJEF Grand Rapids.

**UPW INCREASES SALES**

Four More Reported

SALES in four more markets have been reported by United Television Programs, New York film distributor with ABC's WJZ-TV New York listed as having contracted for *Hollywood Off Beat*, series in which actor Melvyn Douglas plays a private detective. Same program was also sold to WTTV (TV) Bloomington, Ind.

Other contracts recently completed by UTP sales representatives according to Aaron Beckwith, sales director, were for Double Play *With Durocher and Day*, which was purchased by the Aluminum Works of Pawtucket, R. I., and Ray K. Ford of the Boston Daily Globe. Complete series has been sold to KXLA-TV Los Angeles and WTTV (TV) Pittsburgh, Pennsylvania.

**Movie Quick Quiz**, 15-minute quiz package prepared for five programs weekly, was placed on WDTV (TV) Pittsburgh, beginning June 19. Braun Baking Co. will sponsor. Ketchup, McLeod & Grove is agency.
TV FILMS AND FEATURES

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LONGACRE 4-5592
JULES B. WEILL, PRES.

TV TOPS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABAONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 2-5044
Write • Wire • Telephone
For Audition Prints

Screen Gems, Inc.
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CIRCLE 2-5044
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Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 2-5044
Write • Wire • Telephone
For Audition Prints

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 2-5044
Write • Wire • Telephone
For Audition Prints

World's Greatest Music: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TCHAIKOWSKY * BEETHOVEN * SCHUBERT * WAGNER * MENDELSSOHN * GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
LONGACRE 4-5592
JULES B. WEILL, PRES.

The Big Game Hunt . . .
In Action . . .

Videodex Reports
Los Angeles . . .
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows

Detroit . . .
In Ten Top TV Shows
Solid 21.8 Rating.
Book it for Big Results
In Your Market

"Out of True"
An earnest and factual 40 minute account of a women's mental breakdown and subsequent recovery in a hospital where modern analysis and sympathetic treatment lay bare the cause of her troubles. This documentary is a slashing indictment against ignorance and fear of mental institutions, hailed by critics as greater than SNAKE PIT in its honest treatment of a great social problem.

Contact us for booking information and rates in your area.

For more information please write direct to the distributors.

Telecast Films, Inc.
112 W. 48TH STREET
NEW YORK 36, NEW YORK
Judson 6-5480

Strange and little known actualities gathered from all corners of the world. It's a show for the entire family. Your audience will anticipate each program. Be sure to send for our brochure for your program department.

British Information Services,
30 Rockefeller Plaza
New York 20, N. Y.
Lester Schoenfeld, Distrib. Mgr.

Tel disc Jockey Toons: Now it is possible for television stations to make use of radio's most profitable format: the record show. TV DISC JOCKEY TOONS are films that can be used with top current records of RCA Victor * Decca * Columbia * Capitol * Mercury. A perfect library service for TV broadcasters everywhere!

For more information please write direct to the distributors.

Broadcasting * Telecasting

May 19, 1952 * Page 5
May 12 Decisions...

BY FCC BROADCAST BUREAU

KALE Richland, Wash.—Granted license for construction of new AM station which includes new TV station.

May 12 Applications

ACCEPTED FOR FILING

WAPF McMinnville, Miss.—Requests CP for new AM station.

AM-1010 kc

Voice of Birmingham, Birmingham, Ala.—Requests CP for new AM station.

AM-1330 kc

Te Change Antenna

WMAR-TV Baltimore, Md.—Granted CP to change type of antenna.

KMEX Los Angeles, Calif.—Granted CP to make changes in antenna system.

KROW Oakland, Calif.—Granted CP to add new antenna system.

124-hour Broadcast Day

KHTZ Lampass, Tex.—Granted authority to operate between 7 a.m. and 1:30 p.m. local time for period of 90 days.

Selling KTRC for $65,000

Sell KTRC for $65,000

SALE of KTRC Santa Fe, N. M., to J. Gibbs Spring of Albuquerque for $65,000 was announced last week. FCC approval is necessary. Mr. Spring was formerly part owner of WASK Lafayette, Ind. Selling the 250-w ABC-LBS station on 1400 kc are owners H. W. Wimberly and A. M. Cadwell. They retain the ownership of KOAT Albuquerque and KSNR Los Alamos; both 250 w stations, on 1240 kc and 1490 kc respectively. KTRC sale was handled by Blackburn-Hamilton Co.

APRIL BOX SCORE

STATUS of broadcast station authorizations at the FCC on April 30 follows:

Total authorized

License (off air)

Construction permit

Total applications pending

Requests for new stations pending

Requests for new stations in hearing

Delegation of licensed stations in April

XEROX COPIES AVAILABLE NOW AT $3.00 EACH

BROADCASTING • Telecasting

870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

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

NAME

COMPANY

CITY

ZONE

STATE

Page 86 • May 19, 1952
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices: National Press Building
Offices and Laboratories: 1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414
Member AFCCB

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCB

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J., MO. 3-8900
Laboratories Great Notch, N. J.
Member AFCCB

GEORGE C. DAVIS
501-514 Mussey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. E 1319
WASHINGTON, D. C.
P. O. BOX 7037
KANSAS CITY, MO.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUSEY BLDG.
WASHINGTON 4, D. C.
Member AFCCB

There is no substitute for experience
GILLET & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCB

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCB

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCB

Craven, Lohnes & Culver
MUSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCB

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3670
WASHINGTON 5, D. C.
Member AFCCB

WILLIAM L. FOSS, Inc.
Formerly Calton & Foss, Inc.
927 15th St., N. W.
Republic 3683
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCB

GUY C. HUTCHESON
P. O. Box 32
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

BUILDING
C. SMEBY
“Registered Professional Engineer”
1311 0 St., N. W.
EX. 8072
Washington 5, D. C.

LYNNE C. SMEBY
Consulting Radio Engineer
280 BANDEK INVESTMENT BLDG.
SAN FRANCISCO, CALIFORNIA
SUPTER 1-3856

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Telecommunications
1333 M ST., N. W., WASH. 6, D. C.
Member AFCCB

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360
APTS—3352
Member AFCCB

RAYMOND M. WILMOTTE
1469 Church Street, N. W. DEStaur 1231
WASHINGTON 5, D. C.
Member AFCCB

BROADCASTING * Telecasting

TENDERED FOR FILING
AM—980 kc
KSGM Genesee, Mo.—Requests CP to increase power from 500 w-D to 1 kw-D and to change from DA-DN to DA-N.

APPLICATION DISMISSED
CHAPMAN RADIO & Television Co., Birmingham, Ala.—DISMISSED application for CP new AM station on 1590 kc with 1 kw-D (contingent of WEDR relinquealing 1520 kc).

APPLICATION DISMISSED
Guthrie Rest. Corp., Guthrie, Okla.—DISMISSED application for CP new AM station on 1580 kc with 1 kw-D.

APPLICATION FORFEITED
WWSC Glen Falls, N. Y.—FORFEITED CP which authorized change in frequency from 1430 kc to 1410 kc, power increase from 250 w to 1 kw and DA-N, etc.

APPLICATION RETURNED
KLX Oakland, Calif.—RETURNED application for CP to install new auxiliary tower.

KWPM West Plains, Mo.—RETURNED application for CP to change frequency from 1460 kc to 1530 kc. Increase power from 250 w to 1 kw-D, 500 w-N, and install DA-N.

(Continued on page 91)

May 19, 1952 • Page 87
Help Wanted

Salesmen

Wanted immediately. Engineer for sales in broadcasting field. Must be under 30 years, bachelor's degree in business administration major, and must have considerable travel—Chicago and vicinity. Excellent opportunity with established company. Box HP, BROADCASTING • TELECASTING.

Salesman—Progressive upstate New York AM-TV station offers excellent life-time opportunity to aggressive young man with good creative ability and sales background in radio. Excellent opportunity with established company. Box HP, BROADCASTING • TELECASTING.


Announcers

Experienced announcer-engineer. Seven years' experience on ABC. No TV. Send letter, resume, orAPPLICATION TO ABC, BROADCASTING TELECASTING.

Announcer-engineer with first class ticket. Starting pay $75 for experienced announcer-engineer. Box 686P, BROADCASTING • TELECASTING.

Combination announcer-engineer wanted by Florida major network representative firm for new installation. Emphasis on announcing but must hold first class radio license. Will consider skilled copywriter. Applicant should be a professional and a capable announcer. Box HP, BROADCASTING • TELECASTING.

Combination man with first class license for central Michigan station. Box 186P, BROADCASTING • TELECASTING.

New editor, gather and write local news. Newscasting and announcing. Full-time independent eastern station. Prefer married man, draft exempt. Box HP, BROADCASTING • TELECASTING.


Cumbo first phone-anouncer, wanted. Some experience preferred but will consider anyone with good speaking voice. Will sell on air. Will consider New Englander. Box HP, BROADCASTING • TELECASTING.

Combination announcer/engineer-needed immediately. Applicant must be skilled in the art of newscasting in Carolinas. Give full details including experience and qualifications. Box HP, BROADCASTING • TELECASTING.

Wanted: Announcer-engineer, heavy on announcing and must know engineering. Should have had 50 weeks. Need commercial manager also. Louisville stations. Box HP, BROADCASTING • TELECASTING.

Combination announcer wanted. Very strong on announcing, 1st phone ticket preferred. Florida location with congenial staff. Good salary, good benefits. Box HP, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer-engineer, accent announcing. Will talk $70.00 start. Contact Manager, WTM, Madison, Wis.

Wanted: Staff announcer who can also do good newscast. Please send all information to WCFBS, Great Falls, Montana.

Announcers with first class licenses. Experience desirable but ability and other qualifications more important. Send audio tape, details, and references by air mail to KMVI, Walla Walla, Hawaii.

Immediately—Combination first ticket, good voice, $25 per month start, extra, progressive station. Heart of trout fishing country close and elk hunting. Air mail disc, photo. KPRK, Livingston, Montana.

Combo man for $250 station. Good voice. Charges to learn unlimted. Small station opportunity with KSYC, Yreka, California.

Experienced announcer—continuity man. Live or recorded DJ shows. Send resume to KSYC, Yreka, California.

Announcer, first phone, clean, moral, and hold first class license, or other, or demonstration experience, regional, send disc, photo, resume to KPRK, Livingston, Montana.

Hurry—No ticket. Steady announcer, good voice. Heart of hunting-fishing area. Good salary plus unlimited talent fees for saleable personality. Write, attach all details to WTRC, Box 146, Hickory, N. C.

Combination announcer-engineer for network station in pleasant central valley city. Excellent radio voice and hold 1st class license. Better than local pay. Salary based on experience, energetic man. Immediate opening. Send resume, disc, and tape if possible. Manager, WVCV, Valley City, North Dakota.

Immediate opening for announcer-engineer. Must be neat, honest, and have experience. Salary ranges from $150 to $285 per month. Experience on your own good. Call or write Station WNSB, Morgantown, N. C.

Staff announcer wanted. Prefer man with independent station experience. Please send photo and tape or disc. Manager, WZRO, Phillips, WSSO, Starkeville, Mississippi.


Wanted: Announcer with first class license and five years' experience, good voice, for 40 hours. Announcing must be good. Applicant from WBC, Box 168, Charleston, W. Va., to WRAY, Box 150, Wray, Colorado.

New MDS affiliate in Little Falls, N. Y. Starting June has opening for combo announcer. Excellent opportunity, and good salary and benefits. Send personal resume to Earl E. Box 466, R. 1, Utica, N. Y.

Technical

First class engineer. No experience required. Virginia network station. Box HP, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Opening transmitter operator with first class license. No announcing. Permanent. Box HP, BROADCASTING • TELECASTING.

Wanted, a combination engineer-anouncer. First class licenses a plus. Starting salary 70 dollars per week. Box HP, BROADCASTING • TELECASTING.

Chief engineer, Pittsburgh area. Excellent opportunity. Complete W. E. installation. 50-10-15-25-50-100-150 watts. 2-St. consoles. All monitoring equipment. Also model TM-150 receivers. Box HP, BROADCASTING • TELECASTING.

Anyone who regards work a pleasure, can certainly have fun at this Montana station. Excellent opportunity with first class license, some announcing and copywriting experience. A desire to go hunting and fishing, a car in good condition. BROADCASTING TELECASTING.

First phone combination man, small station, WNY, Salina. Must have first class license. Willing to work. Box 182P, BROADCASTING • TELECASTING.

First class engineer, key position. $75.00, forty-four hour week. Statewide radio, Jacksonville, Florida. BROADCASTING TELECASTING.

Southern regional sales manager for ABC radio. Excellent opportunity with ABC radio. Box 173P, BROADCASTING • TELECASTING.

Sentinel in ham radio, small station in Hawaii is seeking engineer and manager. Box HP, BROADCASTING • TELECASTING.

Manager of large eastern station. Permanent, excellent conditions. Start $85. KAYS, Kays, Kansas.

Manager, small network station. First class license and ability required. Send resume, photo, reference information with forwarding address. Box 177P, BROADCASTING • TELECASTING.

Operator, first class license, bachelor apartment free. Station is TV and radio in pretty town, WTB, Topeka, Kansas. Engineering position. With first license. Willing to learn announcing. No experience necessary. KENA, Mena, Arkansas.

A small station in Hawaii is still looking for the right man for a chief engineer. Experience as chief essential. Salary based on experience required. Send details, audition tape and references to KMVI, Walla Walla, Hawaii by air mail.

Good newscaster with 5000 watts. First class license, and experience in news writing and production, may not be in radio. Box 174P, BROADCASTING • TELECASTING.

Wanted—First class engineer, 200 watts AM. Box HP, BROADCASTING • TELECASTING.

Wanted—Full time engineer, WHAL, Shelbyville, Tennessee.

Ideally, experienced combination man: Air work important. Salary excellent. Send recording. Contact Manager, WITZ, Jasper, Indiana.

Help Wanted (Cont’d)


Wanted, first class engineer, no experience necessary. Radio Station WLPN, Suffolk, Virginia.

Vacation relief engineer: First class licenses must be submitted. Salary and references first letter. Bradford Station, Station Manager, WITZ, Cherry Valley, New York.

Production-Programming, Others

Desire male writer with ideas. Some announcing. Submit samples. Box HP, BROADCASTING • TELECASTING.

Wanted—Illinois network station desires copywriter with ideas, male or female. Box HP, BROADCASTING • TELECASTING.

Congenial self-starting program director. Must be first class. Good chance to work on a first class station. Network station. Box 178P, BROADCASTING • TELECASTING.

Wanted experienced girl copywriter for continuity and promotion department of large eastern station. Opportunity for advancement. Send all details of experience and photo to WWVA, Wheeling, West Virginia.

Television

Announcer

Announcer-MC for nation's first 50,000 watt TV station. Experienced and paid first letter. Prefer age 25 to 30. Box 146P, BROADCASTING • TELECASTING.

Successful, local sales minded manager desires change to bigger market or kilo- watt daytime station. If you are losing or breaking even, contact this 32 year old executive. Local station manager and start making money. Reply Box HP, BROADCASTING • TELECASTING.

Manager same station 12 years, desires change. Excellent opportunity with 1000 watts. Box 183P, BROADCASTING • TELECASTING.

Former station owner wants to get back to servicing the public. Needs sales, program, write, announce. Has owned and operated 3x, married, raised kids. Have made money for others (and self) in 13 straight years. Local station manager and TV and FM preferred. Make an offer and I'll call. Box HP, BROADCASTING • TELECASTING.

General or commercial manager. Excellent opportunity in developing market. Box 184P, BROADCASTING • TELECASTING.

Wanted: station owner/manager. Thoroughly experienced in television, in addition to independent sales. Can put station in profit column. Box 185P, BROADCASTING • TELECASTING.

A good manager knows radio from the tube to the written word. New Eastern operator. Performance record. Good manager can talk to every staff member in any language. Box HP, BROADCASTING • TELECASTING.
Television

Managerial

Radio manager with thirteen years experience. Familiar with all facets of program sell- ing, writing and managing all phases is interested in full time or vacation station or radio station with definite TV plans. Strong on sales, publicrelations and national. Will work or like to work. Best references. Box 189P, BROADCASTING TELECASTING.

Technical

Young man, draft deferred, travel, SRT graduate. Interested television camera man. Korean experience. Some broadcast experience. Box 189P, BROADCASTING TELECASTING.

WANTED

Commercial Manager Wanted!

One of radio's most successful regional station stations (with television affiliations) offers a one-in-a-lifetime opportunity to the right man. A subordinate station manager is available for the right man familiar with all phases of commercial radio selling. Should have an outstanding record as a salesman, both local and national, and the ability to handle others, highest character references. The desire for permanency and a willing- ness to work. It must have had five or more years' experience as Commercial Manager or Assistant Manager in a competitive metropolitan market. A salary of approximately $10,000 or more per year, depending on experience, is available. Must be a graduate of a major college and have had experience in all types of radio, and have been the highest in this multiple station midwestern market. To be considered for a personal interview, please write in confidence, giving full and complete information about your previous experience, salaries earned and other pertinent information. Attach snap- shot. Box 185P, BROADCASTING TELECASTING.

WANTED

Production-Programming, Others

For sale: 2 kw RCA BTB-36 FM transmitter and Hewlett-Packard 335 B frequency counter. 44 and 55 frequency monitor. WE 9A airborne with 3 kg 4-WE tone arm with weight con- trolled equalizer, checker and filters. Make us an offer. Box 180P, BROADCASTING TELECASTING.

About two tons bare copper ground wire (100). Immediate shipment. Best offer buys it! Box 193P, BROADCASTING TELECASTING.

For sale: 2 kw RCA BY-36 FM transmitter and Hewlett-Packard 335 B frequency counter. WE 9A airborne. 44 and 55 frequency monitor. We have 3 kg 4-WE tone arm with weight controlled equalizer, checker and filters. Make us an offer. Box 180P, BROADCASTING TELECASTING.

Production-Programming, Others

Announces

WANTED

RADIO & TELEVISION

Prog. Dir.-Prod. Mgr. Producer

NOW AVAILABLE

Best responses. 15 word exp. Information of request. Write Box 186P, BROADCASTING TELECASTING.

Situations Wanted

Commercial or general manager available. 16 years experience radio as sales- man, commercial manager. Experience in independent and network operations. Excellent on sales, profit, best references. Guaranteed results. Family, sober. Personal references. Box 184P, BROADCASTING TELECASTING.

WANTED

FOR SALE

Commercial Manager Wanted!

For sale: Hammond Novachord for radio and television; also for sale. Write Yellowstone Park Company, Yellowstone Park, Wyoming.

Situations Wanted

Television

Managerial

Radio engineer with seventeen years experience in all phases of television, with experience both as a television producer and technical manager in independent and network operations. Excellent on sales, profit, best references. Guaranteed results. Family, sober. Personal references. Box 184P, BROADCASTING TELECASTING.
APPLYING FOR TELEVISION?
Need executive experience in FCC matters from station management viewpoint to direct in application planning and preparation? Thoroughly qualified, well-managing regional radio station net sales manager run 27-station operation and planning in his spare time, with aptitude for future full-time management services. Would also consider changing radio locale to another.

EXECUTIVE PLACEMENT SERVICE
We have selected General, Com-
mercial and Program Managers; Chief Engineers; Disc Jockeys and other specialties. Call us. We can help you. Tell us your needs today.

FOR SALE
TV & Radio Management Consultants 728 Bond Bldg., Washington, D. C.

SOUTHWEST
Regional Network
$185,000.00
A well established network facility, dominant in wide area from a fast growing market. Investment will show better than a twenty-five per cent return on the cost basis of five year average profits. Liberal financing.

EASTERN NETWORK
$30,000.00
A profitable combined operation showing consistent increases. This fulltime network facility is the only station in an attractive small eastern market.

JOINT PROMOTION
JOINT promotion has been agreed on by WIP Philadelphia and Baseball magazine. In May issue, publication is carrying feature story describing activities of Phillies team. WIP's sports director, Jim Learning, will highlight the article on his Sports Shots program, which in turn will be plugged by Baseball with two-color posters of Mr. Learning on display at news stands.

LITERAL SLOGAN
TO 11-year-old Bobby Benhard of Milltown, N. J., the meaning of the slogan "Wherever You Go There's Radio" is both literal and far-reaching. When Bobby had his appendix removed recently, WCTC New Brunswick in cooperation with the hospital made on-the-scene miniature recordings of every step of the boy's treatment from the day he was admitted, through the actual operation, to the removal of stitches six days later. Project titled The Story of an Operation was engineered by hospital's public relations director for broadcast on Hospital Day.

WTWJ (TV) ENTERTAINS
PRODUCERS, directors and technicians joined with staff artists at WTWJ (TV) Miami, Fla., to present a variety show at Veteran's Administration Hospital in Coral Gables May 11. Ted Clark was emcee of a program of dancing, comedy acts, singing and pantomime. Production was under direction of Harry Barry. Cast included Ash Dawes, promotion manager; Hugo Malaga, studio technician; Ray Gabor and Shannon Waterhouse, production assistants; and Bob Althouse, directors; Jack Cobb, announcer, and Don Farrell, Elaine Kraniss, Gale Fisher and Al Reiser.

Real Estate Drive
KDYL Salt Lake City is airing an aggressive campaign on behalf of the Capson Realty Co., Salt Lake City. Through a new quarter-hour quiz show called "At Home," the station is helping sell real estate. Capson ads in newspaper classified space cross-promote the radio show and urge the answerer to the broadcast quiz question.

WAVE POLITICAL NEWS
WAVE Louisville is going all-out in political coverage this year, a station news release reports. WAVE and its network, NBC, have broadcast all state primaries to date plus the Kentucky Republican Presidential delegates nominations and various political educational features. WAVE plans to broadcast other state primaries, the state Democratic delegates nominations, both national party conventions and the election in November.

HIGH SCHOOL REMOTE
ED PEARSON, WPJB Providence, R. I. personality, taped all but news segments of his 'teen-age talent show, Open House, at a local high school. For four weeks during which the show was taped, students had been voting on disc favorites. Mr. Pearson, Harmon Hyde, program director and engine, moved equipment into the high school where nearly 300 pupils put their talents on tape.

POOLSIDE BROADCASTS
AIRING of WSBF Baltimore's Melody Ballroom will take place from Meadowbrook, the city's largest privately-owned pool June 8-Aug. 26. The disc jockey show features Ralph Phillips and Bill LeFevre. John E. Surrick, WSBF vice-president-general manager, said that the idea brought about new business to the station during the usual dull months.

BASEBALL QUIZ
YOUTHFUL members of baseball teams in the WTCN-TV Minneapolis-St. Paul area are taking part in the quiz-type Baseball Clinic TV show by the station Saturday mornings, with prizes awarded to youngsters who answer questions correctly.

BOWLING TOURNAMENT
WHEN the American Bowling Congress moved into Milwaukee for its 49th annual tournament, the A. Gettelman Brewing Co. launched a full-scale local drive to promote the sports event. Company tied in retail promotion with exclusive TV coverage of tourney on WTMJ-TV every other Thursday throughout 84 days competition. TV program was developed around specially designed postcards, dollars to dealers and 40 dollars to dealers. Tie-ins and media were used to publicize tourney. Gettelman agency is Hoffman & York Inc., Milwaukee.
NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

Box Score

SUMMARY THROUGH MAY 15

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<td>145</td>
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(Also see Actions of the FCC, page 86.)

New Application

AM APPLICATIONS

Listed by States

Madera, Calif.—Madera Bestg. Co., 1340 kw, 250 w. fulltime. Estimated construction cost $14,724.50, first year operating cost $36,000, revenue $46,000. Principal applicants in partner are Fred Money, retired businessman; James H. Warren, traffic manager; Mr. and Mrs. William Buckley, chief engineer for WMAK Nashville, Tenn., and Charles Warren, business manager for WMAK.

NATIONAL ASSOCIATION OF COMMUNICATIONS MANAGERS

Thirty-three members selected for mini-PEX program.

New Construction

ARRL TV PROGRAM

Expansion Is Voted

CONTINUANCE and expansion of the TV interference program [B-T, May 6] has been voted by the board of directors of the American Radio Relay League. At its annual meeting in Hartford, Conn., last night, the board voted the removal of Goodwin L. Dosland, an attorney from Moorhead, Minn., as the new president of ARRL.

The board also voted to ask the FCC to permit "hams" to radiotelephone privileges on 7200-7300 kc and 28.5-28.25 mc. The board also voted to ask the FCC to permit radiotelephone privileges on 2700-2800 kc and 51-53 mc for novices.

WEEH Again Is WBMS

WBMS Boston, which changed its call letters to WEEH in April 1961, has changed back again to its former call letters, Norman Freeman, WBMS general manager, announced last week. The network asked that appropriation for the change back to WBMS was given earlier this month.

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.

17 East 48th Street, New York 17, New York

PL 5-1127

KOB, WJZ ISSUE

ABC Again Petitions FCC

DON'T approve the transfer of KOB-AM-TV Albuquerque from T. M. Pepperdell (Albuquerque Journal) to Time Inc. and former FCC Chairman Wayne Coy [B-T, April 28, March 3] without clearing up the status of KOB on 770 kc, ABC petitioned the FCC last week. ABC's WJZ New York is the Class I station on that wavelength.

The network asked the Commission, when and if it approved the $300,000 sale, to simultaneously order 50 kw KOB back to its authorized 1630 kc.

KOB has been operating since 1941 on 770 kc under special service authorization. It originally was granted a CP on 1180 kc in 1940, but that frequency was deleted from U. S. assignments by the first NABJ. The FCC then changed KOB to 1030 kc, but this was opposed by WBZ Boston, a Class I station on that frequency. The Commission next granted KOB an SSA on 770 kc and the Albuquerque station has been operating under extensions of that temporary authority ever since 1941.

ABC has protested that assignment over the decade, appealing a further extension to the U. S. Court of Appeals last year. The court remanded the case back to the FCC with instructions to come to a decision on the matter [B-T, July 23, 1961].

ABC asked the Commission to (1) dismiss KOB applications for CP and license on 770 kc, (2) make approval of the transfer of KOB properties conditional on clarification of the AM station's assignment, (3) carry out the instructions of the U. S. Court of Appeals, and (4) rescind station's SSA to operate on 770 kc.

Arthur E. Rydberg

ARTHUR E. RYDBERG, 49, veteran transmission engineer, died of a heart attack while on duty May 10. He had worked for Mutual Broadcasting since 1934. Surviving are his wife, Violet, and a son, Garry, 14.

Employment Agency

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.

17 East 48th Street, New York 17, New York

PL 5-1127

May 19, 1952  Page 91
Program Clinics

BMI Ends Radio, Opens TV

Last of 42 BMI radio program clinics were completed last week [B*T, May 12] with meetings in Maine, Alabama, New Brunswick and Ontario, while plans got under way for BMI television clinics in New York today and tomorrow (Monday and Tuesday), in Chicago May 22-23 and in Los Angeles May 26-27. (See story, page 66).

Attendance at the 42 clinics was well above the 3,000 mark and broadcasters seemed well satisfied with results.

Fuller reports on three clinics, held in Boston, Gainesville, Fla., and Seattle, were received last week:

BOSTON, May 9


Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told the big group that he expected a rise in advertising volume to $9 million, or 50% more than at present, to maintain the present $500 billion economy in peacetime.

He said more and better selling will be needed to find customers for the enormously increased output of our U. S. plants once our defense tooling-up is completed.

Mr. Gamble described the advertising structure as having three parts: (1) The advertising system of agency compensation, (2) recognition of agencies (3) the 2% cash discount.

Dismissing the first as a great incentive system, but “no problem,” he said of agency recognition:

Is it a bona fide agency, independently owned? Is it free from control by any advertiser, so that it is not prejudiced and unrestricted in its service to all clients? Is it free from control by any medium promoter? The latter advice to advertisers in the selection of media?

Does the agency keep all the commissions it earns and devote (it) to the service and development of advertising as you require? Is it not of the commission to any client. . . .

Does the agency have adequate experience and ability to service advertisers. . . . the know-how to make advertising succeed?

Is the agency financially sound? This means the agency should have financial integrity, collect promptly from its clients, pay your station on time and have enough capital on hand to meet emergencies.

On the third part of the structure, Mr. Gamble advised broadcasters to follow the lead of “most other media” in providing “agencies and themselves” with the “customary 2% cash discount” for payment of bills on time.

New ABC Signatures

ABC radio and TV today (Monday) inaugurate new advertising logo with identifying signatures. The familiar “This is ABC, the American Broadcasting Company,” was to be heard the last time yesterday, and from then on the EDT today listeners will hear: “This is ABC—Radio Network.” Similarly, at the conclusion of ABC-TV’s opening network telecast at 6:45 p.m., the new visual signature will show a head-on shot of a camera lens with iris closed, then opening gradually to reveal “ABC” centered on the lens opening. Audio identification following all ABC-TV programs will be: “This is ABC—Television Network.”

that other media do not pay the 2% discount “out of their own revenue. They make allowance for it in setting their rates so as to receive the net return they wish.”

GAINESVILLE, Fla., May 8

Representatives of 18 Florida radio stations and faculty members from four Florida universities held a BMI Television program clinic, sponsored by the Florida Assn. of Broadcasters, with FAB President S. O. Ward, man-

aging, WLAX President, and Garland Powell, director of WRUP Gainesville, as chairman of the arrangements committee.

Fritz Sorenson, program director, WKRS Waukegan, Ill., told how his station is “Making Local News Pay Off,” and Frank Mc-

Intyre, production manager, KLIX Twin Falls, Id., said manage-

ment’s main problem is keeping a high staff morale.

Ray Clancy, general manager of WMFJ Daytona Beach, urged “more imaginative merchandising” in building programs. “Radio is show business and must show showmanship,” he said.

Three factors important in adjusting the current rate card, ac-

cording to Robert R. Tinchner, vice president and general manager of WNaN Yankton, S. D., are (1) audience flow, (2) audience turn-

over and (3) ratio between sets-in and ratings.

Hale Bondurant, also a Colum-

bia, S. C., clinic speaker, told listeners that radio alone delivers “the most imaginative merchandising” in building programs. “Radio is show business and must show showmanship,” he said.

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Three factors important in adjusting the current rate card, ac-

In the week from (some-

mented) Monday, Aug. 21; co-sponsored by the Washington State Assn. of Broadcasters, was attended by 80 radio and television executives with Leo H. Beckley, president of KBCB Mt. Vernon, and incoming president of WSAB, opening the sessions.

William Holm, general manager of WLPO LaSalle, III., who also spoke at the San Francisco and Vancouver clinics, described his 250 w station’s commercially success-

ful news programs in a market saturated with dailies and other. Harry McTigue, president of WINN

Louisville, also a speaker at the San Francisco and Vancouver clinics, emphasized block programming of music.

Robert Wessom, program manager of KHQ Spokane, told the group that “intelligent planning by the program department must include selling salesmen on the idea that they are marketing programs, not merely time.”

Network Cancelled Time

(Continued from page 25)

for CBS-TV. When Pillow Mills takes over the last quarter-hour of a show on television (10:45-11:15 p.m.), the program will be followed by the regular Bride and Groom show, which is sponsored by the rival General Mills, thus causing a conflict of products on succeeding shows.

Problem is yet to be resolved.

The Gulf Oil purchase is for five quarter-hours a week (10:10-10:15 p.m.) of John Daly and the News on 225 ABC network stations, ef-

fектив June 16 (see story page 14).

You are all invited.

The Wrigley-CBS Radio contract, placed through Arthur Meyerhoff Agency, Chicago, calls for continuation of Wrigley’s current two half-hours a week through the summer with replacement shows, plus the equivalent of four other half-hours a week with various starting and termination dates.

Summer replacements for the advertiser’s regular shows will be Lineup from June 3-Aug. 5 in the Tuesday 9-9:30 p.m. EDT spot now occupied by Life With Luigi, and Broadway Is My Beat from July 5-

26 in the Saturday 8-8:30 p.m. period replacing Gene Autry Show.

Other shows to be sponsored by Wrigley are the following, each scheduled in the 9-9:30 p.m. EDT segment (some pre-emptions by cov-

erage of the political conventions in July are expected):

Meet Millie, Sundays, July 6-

Aug. 10; Romance, Mondays, July 14-Aug. 25; Johnny Dollar, Wednes-

days, July 5-Aug. 20; Mr. Chame-

teon, Thursdays, July 3, Aug. 21.

CBS Wage Increase

WEEKLY 15% wage increase for employees has been approved by the Wage Stabilization Board in CBS Hollywood contract with Office Emp-

eyes International Union. WBZ, however, rejected proposal for a three week paid vacation for em-

ployees with five years of service. OEIU plans to appeal latter de-


Constant Service of Highest Type Will Net Sponsors Increased Sales in Halifax

NOA’ Scotia

JOS. WEED & CO.

350 Madison Ave., New York, (Rep.)

5000 WATTS—NOW!
Liberty Suspends

(Continued from page 25)

realized the expense of such an operation.

Stations frequently claimed they had trouble getting instructions and decisions from the Dallas headquarters. They felt the network was built around the president, with officers at the vice presidential level unable to make decisions. According to one version, LBS was "all generals and no privates."

Lacking official instructions after the network suspended, affiliates were wondering about details of their business relations with LBS.

B. R. McLendon and Mr. Cullen have been generally trying to deal to as the financial backers of the network. The elder McLendon has extensive theatrical interests in the Southwest. Mr. Cullen is a nationally known Texan with oil interests.

Network originating points have been Dallas headquarters, New York and Washington. LBS had announced recently that its key outlet was being moved to KLBS Houston, formerly KLEE [B+T, May 5]. Transfer of LBS headquarters was being effected though operations were still being directed out of Dallas.

The LBS sales staff in New York was curtailed last March, when rumors about its future were active. At that time, Mr. McLendon strongly denied that the network was having serious troubles.

Failure of Falstaff to renew its baseball sponsorship was felt by some affiliates to have started the 1952 crisis. A fortnight ago, it was understood Sears, Roebuck & Co. was not renewing its Liberty contract for Coldspot freezers, effective May 18. Other national advertisers are said to have voiced concern about signing sponsorship contracts during pendency of network litigation.

WOL, Washington, owned by Peoples Broadcasting Corp. (also owner of WRFD Worthington, Ohio), provided news, commentary, capital events and program service to the network.

Earlier last week, WCFL Chicago and LBS severed relations as

ENJOYING Florida sun after semi-annual management meeting are these Stover Broadcasting Co. executives: (first row, I to r) Gayle Grubb, vice president-managing director, WJKB-AM-TV Detroit, and Glenn Jackson, managing director, WAGA-AM-TV Atlanta; middle row, A. Garrin Ferrise, managing director, WMAM Fairmont, W. Va.; George B. Storer Jr., vice president-managing director, KEYL San Antonio; J. Robert Kerns, vice president-managing director, WSAI Cincinnati; Allen Heid, vice president-managing director, WSMD-AM-TV Toledo, and Miller Bebcock, managing director, WGBS Miami; third row, William Rine, regional vice president, central district, and managing director, WWVA Wheeling, W. Va.; Tom Harker, vice president-national sales director; George B. Stover, company president; Lee B. Walters, executive vice president, and Stenton P. Keltz, vice president, southern district.

WCFL took over rights to White Sox baseball games. Liberty had bought Sox games for the network earlier in the season, with WCFL as Chicago outlet. The network is understood to have been given a rebate on the purchase price by the White Sox, which then is believed to have obtained about $100,000 from WCFL for the rest of the season.

WOPA Settlement Reported

WOPA Oak Park, Ill., originally an LBS affiliate, was reported last week to have reached an out-of-court settlement with Liberty after it charged breach of contract. This, it was understood, restored affiliation to WOPA.

Liberty's suspension found the network holding costly rights to broadcast the two major political conventions from Chicago this summer. Peoples Broadcasting Corp. was considering a proposal to take up the facilities.

In a statement quoted Friday by Associated Press, the elder McLendon said LBS was not in financial difficulty, adding, "We are not contemplating bankruptcy proceedings and reports that we may file in bankruptcy court in Dallas are untrue."

Herbert E. Evans, general manager of Peoples, said Friday his organization is considering offering, through WOL, news and other services to stations in mid-Atlantic states on a cooperative basis.

Interested stations will meet soon to see what can be worked out, he said, "probably on a non-profit basis with stations sharing expenses and earnings of such a project. The only information we have today is that Liberty has suspended operations. Whether or not this suspension is permanent is still to be learned." He said the LBS suspension will not materially affect Peoples operations.

WALKER LETTER

Acknowledges Ad

EXCERPTS from FCC Chairman Paul A. Walker's speech at the NARTB convention were printed and praised in an advertisement placed by WTWJ Thomson, Ga., owned by Edgar H. Kobak, in the McDuffie Progress, of Thomson, published by Mr. Kobak.

Last week, after the complimentary ad had been brought to his attention, Chairman Walker wrote to Mr. Kobak:

"Now that this generous helping of rich, purple prose from my Chicago exhortation has been forever embalmed in the pages of the McDuffie Progress for posterity and beyond, I really have nothing more to live for..."

"This issue also gives me some inkling as to the irresistible attraction the city of Thomson has for you. The cafe society, the night clubs and the teeming crowds of New York apparently pale into insignificance beside the Saturday night barn dances, the rodeos and the strawberry shortcake festivities of the Camellia City of the South."

JACK BERCH, star of ABC radio Jack Berch Show, took off Western Child Safety Week at meeting of Hollywood Ad Club today (May 19), with talk on "Value of Advertising Child Safety."

POLITICAL FUNDS

House Votes for Inquiry

HOUSE approved by voice vote last Monday a resolution to set up a special committee to look into campaign expenditures of House candidates [B+T, March 24]. It was sponsored by House Majority Leader John W. McCormack (D-Mass.).

In addition to investigating methods of contributions, expenses, money raised or subscribed by candidates, individuals, groups and corporations, the resolution (H Res 558) provides for study into "use of advertising space, radio and television time... moving picture film" and other services made available to the House candidate in his campaign.

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May 19, 1952 • Page 93
REBROADCAST RULE HAILED BY BROWN

GORDON P. BROWN, owner of WSAV Rochester, N. Y., and long-time gadfly of networks, jubilantly hailed FCC's interpretation of retransmission provisions of Communications Act at Washington luncheon news conference he hosted Friday. Mr. Brown's attitude was that Commission's opinion (see story on page 24) controls his network's rebroad of stations, required by Commission's rebroadcast permission to justify its refusal to writing in FCC.

Commission also, Mr. Brown believed, invited Congress to pass Shepard bills (HR 10 and 72) which would legislate control of programs out of networks into hands of sponsors or package owners.

Rebroadcasting means more income for independent stations and affiliates, Mr. Brown contended. He distributed booklet to show that topnotch network shows get higher rating on rebroadcasts than they did on original airings. Each year CBS at 4 p.m. on Pacific Coast had rating of 15.7, rebroadcast by same station at 9:30 p.m. brought him rating of 20.7.

Basis of Mr. Brown's belief seems to be that rebroadcasts attract new audience to show. Mr. Brown, who claimed to have spent $40,000 of his own money in fighting networks and to be responsible for FCC's duopoly rule, forecasting sale of Blue Network by NBC, and other Chain Broadcasting regulations, also announced formation of American Ass'n of Affiliated & Independent Radio & Television Broadcasters (AAAIRTB).

WSSV APPLICATION

TOTAL new television station applications filed last week raised to three Friday when WSSV Petersburg, Va., filed for Channel 8, with 27.3 kw ERP (see early story page 61). Principal WSSV stockholder is Louis H. Peterson, owner of WWHO Norfolk, Va., and Peterson Adv. Agency, Petersburg. Cost of new TV outlet estimated at $248,283. Application estimated first year's operation would be in red with $200,000 operating cost and $175,000 expected revenue. Amended application, requesting UHF Channel 69, was filed by WFAM Lafayette, Ind. Cost for 20 kw ERP station was given as $156,000. Sole owner O. E. Richardson.

Thirty-year-old KGU Honolulu, Hawaii, owned by Honolulu Advertiser, announced it plans to apply for Channel 4 with 37.2 kw ERP. Antenna will be atop AM tower, on top of Advertiser Bldg.

SAG ISSUES THREAT

SCREEN ACTORS GUILD will “assert its legal rights” and cancel existing working agreements of Alliance of Television Film Producers unless agreement on new collective bargaining contract is reached by June 24 to comply with 60-day notice regulation. Original SAG-AFTRA contract expired last December but was extended on temporary basis during negotiations.

CO-OPS ON CONVENTION

LOCAL and REGIONAL advertisers will be able to sponsor on network coop basis Democratic and Republican national conventions direct from Chicago over MBS in July, William H. Fineshriber, Mutual executive vice president, announced Friday.

Mr. Fineshriber said after Mutual's 550 stations reported that they had been swapped with local and regional requests to share convention time, Mr. Fineshriber said.

PAULEY FILES PETITION IN PRO FOOTBALL CASE

EDWIN W. PAULEY, 274% partner in Los Angeles Rams pro football team, petitioned U. S. District Court, Eastern District of Pennsylvania, Friday to protect his personal rights in pending U. S. anti-trust action against National Football League and member clubs. U. S. suit charges conspiracy in controlling radio-television rights to games. Mr. Pauley, major stockholder in San Francisco TV applicant, television California, told court he opposed club's adherence to league's policy, adding he had no control of club affairs under agreement giving Daniel F. Reeves, 30% partner, full operating powers.

Last January Rams were only club voting against continuance of league rule binding all members to follow league policies. Mr. Pauley said he has consistently opposed this.

TALL TOWER PROBLEMS ASSIGNED TO SUB-GROUPS

ORGANIZATION of industry-government committee working on tall TV tower problem [8*T, May 12] into subcommittees to explore facets of situation—excluding one to determine if, by law, tall tower utilization—was decided Friday at second meeting of “ad hoc” committee.

To study whether problem exists, and if so to what extent, committee put up to committee comprising Robert E. Kennedy, Assn. of Federal Communications Consulting Engineers; Neal MaCaught, NARTB; John Evans, FCC and D. D. Thomas, CAA. Preliminary study by Mr. Kennedy indicated that of 1,249 TV channel assignments in continental U. S., 170 are to cities with populations over 50,000; 549 in 10,000 to 50,000 class; 550 to cities under 10,000 class.

Other subcommittees were set up to make detailed study of FCC's recommended criteria, to investigate corollary matters—such as feasibility of using common sites for all TV antennas in one city, etc. CAA and FCC also constituted a special group to review regulations for making and lighting of towers.

CBS-TV BUYS PROPERTY

CBS-TV has purchased property of Shiffman Farms located at 56th st. and 10th ave., N. Y., with nine acres of floor space which will be converted in fall into largest TV plant on East Coast, officials say. It will house 10 studios and will be large enough for helicopters to land on roof with last-minute news film.

P E O P L E...

HAROLD FRAZEE, president, Wiley, Frazee & Davenport, to Scheideler, Beck & Werner Inc., N. Y., as executive head of agency's new drug and cosmetic division.

NANCY KEARNS, Paul H. Raymer Co., N. Y., station representatives, to Hicks & Grist Inc., same, as assistant to radio and television director, Peter Krug.

JAMES E. DUFFY has been named manager of advertising and promotion dept. of ABC's Central Division, Chicago, effective last Friday. Mr. Duffy has been with ABC since 1949.

WENDELL HOLMES, D. P. Brother, Detroit, to Kenyon & Eckhardt, that city, as copychief.

RICHARD L. FELZMAN, formerly head of his own firm in Washington, named eastern films syndication manager of Ted Baldwin Inc., N. Y., promotion and public relations firm.

STOCKHOLDER DIFFERENCES RESOLVED SAYS SNADER

LOUIS F. SNADER, president of Snader Tele- scripts Corp., Los Angeles, declared firm is not in financial difficulties or for sale, calling reports to that effect "unfounded and untrue" following policy meeting last week. Differences with principal stockholders have been resolved, Mr. Snader asserted.

Mr. Snader asserted all phases of business are in soundest possible financial condition. Some 42 remaining telescripts in second library series yet to be filed, he said, with contracts for additional scripts to be concluded in time for next board meeting July 2.

In reorganization, E. Jonny Graff, executive vice president in charge of sales, takes over operations of Snader Tele Scripts, Inc., STC subsidiary. He replaces Reub Kaufman, president, who is leaving organization.

GE TRANSMITTER

UHF transmitter rated for 1,000 kw radiated power was announced by General Electric Co. in speech by Lewis F. Pages, broadcast specialist, before Southwest Institute of IRE in Houston Saturday. Transmitter has rated power of 60 kw and combines with GE helical high gain antenna to radiate up to megawatt in vertical plane. Cost of transmitter, four times regular GE's UHF line, is Klystron tube. No price has yet been announced for new 60 kw transmitter.

GE sells 100 UHF transmitter for $37,000, 1 kw for $65,000, 12 kw for $140,000. These compare to VHF transmitters as follows: 5 kw, $65,000; 5 kw, $15,000, 50 kw, $250,000. Prices for GE's helical antenna were reduced last week—three-bay antenna, from $18,500 to $9,000; four-bay, from $18,000 to $12,000; five-bay, from $22,500 to $15,000.

NEW UHF TUBES

AVAILABILITY of two newly developed UHF tubes announced Friday by tube department, RCA Victor. New tubes are forced-airsolder cooled "1 kw" power tube for UHF TV transmitters and miniature oscillator triode for station selectors in UHF home receivers. Forced-air-cooling principle of power tetrode, designed to operate at high frequencies with high efficiency, allows for simplification in transmitter design. It was, as well as "substantial" operating economies. Oscillator triode was described as incorporating numerous design features to minimize plate load resistance, and other limiting factors which affect stability of conventional UHF tubes.
ESSO DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, INC. STATIONS...

From oil well to refinery to gas station to motorist, and all the numerous steps in between—Esso truly knows its business well. Its skilled geologists probe beneath the surface for oil; its skilled advertising men use the air (WTVR and TV) with standout effectiveness.

In the rich Virginia markets around Richmond, Havens & Martin, Inc. Stations also do a full and fruitful job. Pioneers in TV, AM, and FM, these first stations of Virginia comprised the first complete broadcasting institution in the South. They know their business well, as any Blair man can quickly prove.

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company
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...’round the calendar

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summer alike... is the parade of
our own popular local stars, marching
the air waves daily along with the big
talent of CBS. Good reason, too,
why WGAR offers the most intensive
and economical selling force for
your summertime campaign in one of
America’s most prosperous markets.

BOB SMITH
His early morning “Town & Country”,
with music, weather reports and market
prices, is an eye-opener for everyone
from factory worker to farmer

BILL MAYER
Men tune for him on the way to work.
The ladies listen as they turn to AM chores.
To thousands of friends, he’s
the official Mayer of the Morning

HENRY PILDNER
Father catches his laughs and music while
headed for home. Mom gets his show
via the kitchen radio while she prepares
dinner. The whole family likes the way
“Henry Pildner Entertains”

TOM ARMSTRONG
His tuneful “Polka Parade” following the
dinner hour grabs a huge audience in
this cosmopolitan area which has become
famed as “the Polka capital of the nation”

HAL MORGAN
Late hour listeners go regularly to his
mythical night club that features the top
bands and vocalists... plus personal
interviews with outstanding celebrities

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segments in these big-audience, low-investment
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