What's HOT in Chicago?

WBBM, Chicago's top-rated, most-sponsored station, where last year 88.3% of all local sponsors—and 85.3% of all sponsors, local and national spot—stayed on the job all summer long!

WBBM 50,000 watts·CBS Owned
Chicago's Showmanship Station
Represented by CBS Radio Spot Sales
Go where there's GROWTH...

GO WHAS!

A NEW 'RURAL' MARKET...
INDUSTRIAL KENTUCKY!

Industry — once limited to urban areas — now spreads healthily throughout Kentucky. Louisville's phenomenal industrial growth is reflected west, south and east as plant after plant strengthens Kentucky's growing list of important manufacturers. Investments of more than $1,000,000,000 for expansion and new plants have been announced for Kentucky — outside the metropolitan Louisville area.

No other station, or group of stations in this market can match the audience delivered by WHAS . . . seven days a week; morning, afternoon and night!

As in Farm and News programs, WHAS-produced Sports shows have greater listenership than programs presented at the same time by all other Kentuckiana stations combined. WHAS Sports shows have an average share of audience 150% greater than that of the next highest rated station. (Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago
THE UNBEATABLE COMBINATION IN TV TODAY

The most modern TV station facilities in the country backed by three years of practical know-how.

COLUMBUS' TELEVISION CENTER

OPENING JUNE 1, 1952

SPONSORS ARE SOLD ON WTVN

MORE
MORE
MORE
MORE
MORE
MORE

POWER
COVERAGE
FACILITIES
STAFF
SELL!

WTVN
COLUMBUS, OHIO
CHANNEL 6

BECAUSE WTVN SELLS

When you buy WTVN it means rapid-fire sales. The ultimate in programming and production facilities engineered to your needs. Here's one TV station designed to sell more products to people quicker and cheaper than ever.

. . . AN EDWARD LAMB ENTERPRISE . . .
KRLD-TV Served More Local and Regional Advertisers during January, February and March, 1952, than the two other TV stations in Dallas and Fort Worth combined.  

Source: Borebaugh Reports

KRLD-TV is Texas' most powerful TV station and the exclusive outlet for the nationally famous and highest rated CBS Television Network programs, for both Dallas and Fort Worth.

KRLD-TV offers advertisers the largest slice of the total sales target in the Southwest's largest metropolitan market.

The Branham Company, Exclusive Representative

EXCLUSIVE OUTLET FOR CBS-TV

This is why

KRLD-TV
CHANNEL 4, DALLAS
is your best buy

PROGRAMS IN DALLAS AND FT. WORTH
J. GLEN TAYLOR
LEE ENTERPRISES, N. P.

CONFIRMING previously published reports [CLOSED CIRCUIT, May 19], announcement was made Friday of election of J. Glen Taylor as vice president of Thomas S. Lee Enterprises. He will serve as general executive in coordination of company's radio and television operations, formal announcement said.

Meanwhile, despite widely current reports, no other changes in Thomas S. Lee-Mutual- 

Gross radio network time charges in April 1952 were nearly $2 million below network radio billings for April 1951 and more than $1 million under gross television network time charges for April 1952, according to Publishers Information Bureau. Here's breakdown:

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<th>NETWORK RADIO</th>
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<td>Total: $152,908,391</td>
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AUBREY SELLS MBS SHOW

JIM AUBREY, board chairman of Aubrey, Finlay, Marley & Hodgdon Agency, Chicago, sold alternate weeks of True Detective mysteries on Mutual (Sundays, 4:30-5 p.m. CST) to Motorola, which is not one of his accounts. His client, Williamson Candy (for Oh Henry). Contract value continues twice weekly for half of schedule. Although Motorola business placed through Ruthrauff & Ryan, Aubrey's agency will get commission on estimated $160,000 order on complete MBS line-up of 560 stations.

NBC WHITE HOUSE CHANGE

NBC has assigned Ray Scherer, of its Washington news staff, to serve as White House correspondent in absence of Frank Bourgholtzer. After vacation, Mr. Bourgholtzer will be assigned to cover Gen. Eisenhower starting with his arrival in U. S. June 2.
LIBERTY, COAST HOOKUP
TO EXPAND EASTWARD

NEW Liberty Radio Network on West Coast will begin operation June 2 with six hours of Programming and an afternoon baseball recreation, Gordon McLendon, LBS president said Friday (early story page 26). Feeder station, he said, expected to be KMPC Los Angeles.

Hookup will be expanded to 16 hours and national affiliations in October, he said. Three McLendon-owned stations in Texas expected to join as network expands eastward.

In this Issue--

The seething controversy over rate-cutting enters still another phase. Straw in the wind, as the all-radio Affiliates Committee huddled in New York, point to a situation similar to the spring of 1958. At that time, CBS Radio announced rate reductions and others followed suit. Page 23.

In Chicago, John H. Platt, of Kraft Foods, cautioned break executives at a luncheon that TV's star dust is settling kind of low and it was time for the industry to do something about it. Special concern to him, is a purported trend toward network control of programs and talent. Page 23.

A House subcommittee is on the verge of a "morals" probe of both radio and television programs. The group starts its first move soon. Page 25. Other threats to radio-TV rear on Capitol Hill. Chairman Pat McCarran of the Senate Judiciary Committee introduces a resolution to stop on-run TV coverage of Senate committee meetings. But industry spokesmen ask to be heard. Page 27.

Broadcasters with TV in mind find FCC's list of priority cities in television application processing of immediate interest. (Page 79). For browsing there is the feature, "Antenna Location," by Paul K. Winkle, New York attorney instrumental in the Empire State Bldg. Joint antenna project. (Page 82). For practical study there is a rundown of BMI TV clinics in New York and Chicago. (Page 80). In the so-called new community, radio is the friendly neighbor. A new approach to radio's wide penetration is noted by Westinghouse Radio Stations' W. B. McGill. Page 82. Retail store traffic is finding an effective conveyor via radio. It's the theme of Advertising Research Bureau Inc.'s studies reported by B*ST. Page 56. Stations which are ex-Liberty Broadcasting System affiliates are exploring regional groupings, now that Liberty has suspended operations. Page 56. Rights to radio-TV pour green stuff where the majors need it the most, in the till. A House subcommittee reports on the big leagues. Page 85.

Four broadcasters are holding honors following the annual presentation of the Sloan Awards. Page 89. In the political broadcast arena, NATB announcing it supports the Horan bill and none other. Page 87. Twelve Senators wade into the problem of a forthcoming glut in FCC processing of TV applications. They come up with a proposal for more examiner teams. Page 88.

CLARIFY TV HEARINGS

CONFUSION concerning effective date of FCC's order of April 14, which removed from hearing those TV applications in hearing when TV freeze was imposed, was clarified at baseball mission Friday in statement explaining effective date is June 2, same as effective date of Sixth Report lifting TV freeze (B*ST, April 14). FCC dismissed as not necessary petitions of WFOX WINS and WEMP Milwaukee which asked modification of order to clarify date. Similar petition was filed earlier in week by Edwin Pauley's Television California, San Francisco applicant.

WHITE QUARTER HOUR

WALTER WHITE, executive director of National Assn. for Advancement of Colored People, was announced with WLDB New York for weekly quarter hour show, sponsored in New York area by Vic Stores. Beginning June 2, 8 p.m. on WLDB, show will feature interviews with national and international leaders. It is syndicated for distribution in other cities with large Negro populations.

KTRK, KDAL FILE

NEW TV BID filed Friday at FCC by KTRK Lufkin, Tex., on sale for VHF Channel 9 with 11.3 kw radiated visual power and estimated construction cost of $223,160. Amended application filed by KDAL Duluth, Minn., for VHF Channel 3 with 25 kw visual power. Estimated cost, $201,500.

KALA SITKA REVOLED

REVOCATION of license of KALA Sitka, Alaska, was ordered by FCC Friday on grounds station stopped broadcasting Dec. 2, 1950, without authorization. Licensed to Baranof Enterprises Inc., KALA is assigned 280 w on 1400 kc. If request for hearing is filed by June 30, revocation will be suspended pending outcome of pre-ruling.

HAMILBURG IN TV

BRIG. GEN. Ira Hamilburg, Massachusetts racing commissioner, spearheading organization and financing of new Hollywood TV production company to be headed by Leo Reisman, orchestra leader. Irvin Gwitz, music consultant, to be associated with operation.

Upcoming

May 27-29: National Sales Executives, Hotel Fairmont, San Francisco.
June 2: BAB Sales Clinic, Powel, Md. (Other Upcomings page 52)

Closed Circuit

(CONTINUED FROM PAGE 5)

and FCC. Present chairman is Ben Strouse, WWDC Washington, who succeeded Wayne Coy when latter assumed chairmanship of FCC.

WITH JULY 1 date approaching when colored margarine can be sold in state of New York, margarine companies are battling it out for availabilities in radio and TV spot campaigns, starting last June and running through month of July. Best Foods' Nucoa margarine through Benton & Bowlles, Standard Brands' Blue Bonnet margarine through Ted Bates & Co., and Blue Good Luck margarine through Hewitt, Ogilvy, Benson & Mather are among contenders for availabilities.

TIP-OFF that McCarran resolution to bar radio-TV and recordings in Senate may not go far very much in Rules Committee: Resolution (S Res 106) by Sen. Alexander Wiley (R-Wis.) has been on shelf for nearly year despite efforts by Sen. Margaret Chase Smith (R-Me.) to shake it loose (B*ST, Feb. 28). Wiley resolution calls for study of entire radio-TV coverage problem in Congressional committee hearings. Rules committee also reports crowded docket no change there McCarran measures unless there's "unusual" interest or demand, it's said (story, page 27).

PIPPERTON IS up in arms over bleak TV outlook following hard-slugging speech last Tuesday of Comr. Robert F. Jones before combined session of Radio and Television Club and Advertising Club (see story page 78). After Comr. Jones had commented that, according to FCC majority's present processing plan, it would be at least five years before Pittsburg got its second TV station, all three newspapers took up campaign with result that Mayor David L. Lawrence made dates in Washington this week to see such personages as House Speaker Sam Rayburn and FCC Comr. Frieda B. Hennock.

FURTHER INDICATION of prairie fire propensities of TV allocations in isolated areas seen in developments at Madison, Wisconsin. City Council is opposing running mixed allocation wherein one VHF and three UHF assignments are made. Request that VHF commercial assignment be dropped so that city may have exclusive UHF has not been rejected by FCC. Campaign is to get all commercial UHF in market so listeners won't be harassed with necessity for converters or dual type sets.

DESpite optimistic reports that House will consider and approve revised McFarland bill (S 658), there's evidence that FCC staff members and "FCC men" measure in opinion is House. House leadership, however, is determined to have bill approved and sent to conference with Senate. House version of measure departs radically in several respects from Senate bill leaving FCC operations as they are and afford greater degree of protection of licenses against overt actions.

CHANCES for passage of Senate's anti-air hazard bill (S 3129) slim. Measure introduced early in May passed half-way mark in second session of 82nd Congress; and there's little prospect it will ever, aside from its overtones on tall TV towers, bill contains many controversial sections, particularly wide powers which would be delegated to Commerce Secretary.

for more AT DEADLINE see page 114
All It Took was a Slingshot...

... For David to topple the mighty Philistine warrior-giant Goliath. History, never easy on giants, has a way of repeating itself.

All it took independent KOWH to conquer the big Omaha market was programming—the kind that gets invited into Omaha homes. Hooper has chronicled the extent of the victory. The chart below shows the Omaha-Council Bluffs share-of-audience for 8 A.M.-6 P.M., Monday through Saturday, October, 1951, through March, 1952.

- Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1952, thru March, 1952.)

- Largest share of audience, in any individual time period, of any independent station in all America! (Oct., 1951, thru Febr., 1952.)

Represented Nationally By
The Rollin Co.

KOWH
OMAHA
"America's Most Listened-To Independent Station"
more New Englanders listen to WPRO than any other Rhode Island station

The PULSE of PROVIDENCE
March-April, 1952

- WPRO’s average weekday morning, weekday afternoon, and evening (Sun. thru Sat.) share of audience is 30% greater than the second-place station.

- WPRO wins more quarter-hour “firsts” weekdays and evenings than all other Providence stations combined.

- WPRO’s average quarter-hour rating (6.8) from 8 a.m. to 6 p.m. weekdays is 41.7% greater than the second-place station. WPRO has ratings higher than 5.0 in 140 out of 200 quarter hours.

- WPRO has all 10 of Providence’s TOP TEN, five-a-week daytime programs ... 7 of Providence’s TOP TEN evening programs.

WPRO Offers You DOUBLE Major-Market Coverage—HIGHEST Ratings—The MOST Listeners at LOWEST COST-PER-1000!

listeners are customers! customers are buyers!

REPERSNTED BY RAYMER

BROADCASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Telephone ME 1022

IN THIS BROADCASTING...

Agency Beat
Alcasters
Allied Arts
Editorial
FCC Actions
FCC Roundup
Feature of Week
Film Report
Front Office
New Business
On All Accounts
Open Mike
Our Respects to
Programs, Promotion, Premiums
Radio/Television
Strictly Business
Teletext
Upcoming

TELECASTING Starts on page 75

WASHINGTON HEADQUARTERS

SOL TAISSOFF, Editor and Publisher

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

CIRCULATION AND READERS’ SERVICE: JOHN P. COSGROVE, Manager; Doris J. Bucheiling, Ruth D. Ebert, Madeleine Tress, Elwood M. Skee, Clyde Baker.

NEW YORK BUREAU
488 Madison Ave., Zone 22, Plaza 5-8353; EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Dorothy Munster, William Ruchti, Liz Thackston. Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, Central 6-4715; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28, H褥empted 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission. Empire 4-0775

James Montagnes.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING + TELECASTING including 44 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $3.00 per copy.

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

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

*Reg. U. S. Patent Office
Copyright 1952 by Broadcasting Publications, Inc.
POUNDS OF STUDIO QUALITY ON REMOTES!

You can use this sturdy, one-package AC-battery amplifier in the studio as well as on remotes. Four built-in preamps and master tone oscillator provide added flexibility in both operations. Hiss, hum, and microphone noises are practically eliminated. "Woofing" is no longer necessary, since the unit includes a 400-cycle noise filter. Other features: public address and cue amplifier gain control... high and low level plug-in phone connections.

Call our Bulletin ECB-1: General Electric Co., Syracuse, N.Y.
SHOPPING AND RESIDENTIAL DISTRICT

of Beaverton. Tremendous growth has brought Beaverton to the fore as a leading community in the KGW service area.

MAYOR  A. H. Rossi, 46 years a Beaverton resident, says, "It's the pioneer station in our area and delivers the best in radio to its vast audience. We all vote for our favorite, KGW."

PRINCIPAL

I. R. Metzler of Beaverton Union high school says, "We all know the high educational service KGW delivers to us. It is our favorite and the best in the Northwest."

You cannot adequately cover the nation's northwest corner without KGWonderful! Listener loyalty you cannot duplicate anywhere available for your product in the ever-growing Oregon-Southwest Washington area. Examine the picture captions for proof why KGW has been "The People's Choice" in the Portland area for more than 30 years! The pioneer station at that highly desirable six-two-oh on the dial, the KGW Radio Theater. Act now to reap the reward of the best procurable radio advertising available in the booming Northwest!
BEAVERTON'S VOICE TELLS THE CHOICE: KGW!

BANKER Jay Gibson, president of Beaverton's First Security Bank, relates, "KGW is a solid investment in the future. For our money it's the top station in the Northwest."

HOUSEWIFE Mrs. P. E. Pintarich, and her son Dick, who shop in Beaverton, states, "KGW is the finest station for all-around entertainment and features. The Housewife's helper for shopping tips is KGW."

GROCER H. C. Miller of Miller's Food Market, reports, "KGW advertised national and local brand products are definite favorites with shoppers here. Results count and KGW certainly delivers results."

STUDENTS Vanda Benson and Jo Allene Krueger of Beaverton Union high school declare, "KGW is truly our favorite. Clear concise programming and a direct approach to the communities it serves make it tops in our area."

DRUGGIST Roy Mourer, Dean's Rexall Drugs, reports, "Of course KGW is the favorite in the Portland area. It knows the people and the people know KGW."

Beaverton One of Portland's fastest growing neighbors, serving a retail trade area of more than 60,000 persons. KGW's the one in Beaverton!

BEAVERTON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.
Here is one of the greatest "plus" factors ever offered through advertising—the tremendous factor of automobile radio.

In metropolitan Memphis alone, there are more than 70,000 automobile radios. And, of course, this does not include the many additional thousands owned and used by families throughout the entire mid-south listening area. You pay nothing additional for this "plus" audience. It’s something to think about, isn’t it?

Radio is responsible for a lot of its own troubles, and one reason is "it has gotten big time and lost the common touch." The radio specialist who charges this is Will B. Presba, president of Presba, Fellers & Presba agency in Chicago. Radio, he firmly believes, is the master medium in getting audience response when it is used properly, but it is not used effectively often enough.

One proper usage, he reports, has been proved to him "time and time again"—sponsoring radio personalities who know people and how to reach them, who use simplicity and who can arouse listener loyalty. Dollar for dollar, this kind of programming becomes a client’s best radio buy, says Mr. Presba, who has been "partial" to broadcast personalities for a long time.

In association with his father and Ed Fellers, he used "Smiling Ed" McConnell exclusively for Mantle Lamp Co. (Aladdin lamps) on radio for 14 years. Despite his conviction about the success of personal pitches, each new evidence of listener response astonished him. "Smiling Ed" brought in 90,000 offers of trade-ins on new lamps after a one-time mention. Another time, after the agency agreed to forget about "Smiling Ed's" salary for a week and instead pay him 25 cents for each letter about "Why I want to buy an Aladdin lamp," Presba, Fellers & Presba paid out $18,000. That kind of salary set up died on the spot.

For 16 years the agency has bought a lot of spot and participations, using well-liked, friendly local personalities. Its management organized local barn dances for clients on WHO Des Moines, WLW Cincinnati and WSM Nashville, and Aladdin lamps was the first commercial sponsor of the WLS National Barn Dance in Chicago. Flex-O-Glass, another account, has used the National Barn Dance consistently since 1936.

Bill Presba attributes his fondness for and knowledge of radio to two of the industry’s pioneers, Ed Fellers and Lloyd Thomas. From the former, he learned it pays off to use spot with hand-picked stations as a direct contact policy fosters understanding of the character of the medium, its personnel and its audience. "And all of this benefits the client," he says.

He learned other radio fundamentals, starting with the transmitter, from Mr. Thomas at WROK Rockford, Ill. Bill Presba started there as a salesman in 1934 after being trained as a lawyer. Son of a long-time manufacturing and advertising executive, he attended law school and decided to go into marketing.

Mr. Presba

(Continued on page 105)
HARRY E. WHOLLEY, Ted Bates & Co., N. Y., to Kenyon & Eckhardt, same city, as account executive.

JACK BUCHOLTZ, William Warren, Jackson & Delaney, N. Y., to Kenneth Rader Co., that city, as radio-TV director.

HARRY SCHNEIDERMAN, E. H. Brown Adv., Chicago, opens Harry Schneiderman Inc., same city. FRANK J. O'CONNELL, MURREY SCHNEIDERMAN and JOHN MORGAN join Mr. Schneiderman as account executives. JOHN F. KELLY is agency's art director.

CHARLES F. GAUSS, copy staff, Ridgway Co., to Oakleigh R. French & Assoc., St. Louis, as copy writer. WILLIAM R. HAID joins agency as production manager.

GEORGE M. FINLEY, director of plans and research, American Weekly, N. Y., to William H. Weintraub & Co., that city, as executive in marketing department.

HELENE SALMON, executive assistant and copy writer, Degner & Assoc., L. A., to Phil D. McHugh Co., that city, in similar capacity.

HARRY D. ROBBINS, copy writer, WILLIAM A., on Rogers Ave., to Lee Ramsdell & Co., Phila., as copy director in consumer accounts division.

LESTER EARLE Inc., Chicago, moves to new offices at 840 N. Michigan Ave.

FRANK AND JACKSON SHOW
Frank Harden and Jackson Weaver run a daily double madcap combination 2:00 to 3:45 P. M. Monday thru Friday

YOU'RE HEARING THINGS
Bill Malone and Joe Campbell make mystery sounds for your audience to identify.
11:15 to 11:30 A. M. Monday thru Friday

with WMAL's varied spot participation programs
because your product is identified with popular WMAL personalities who deliver your sales-getting message to their legion of loyal fans.
WMAL's PERSONALITY TOUCH "touch off" greater sales for you!

Call or Wire
The KATZ AGENCY, Inc.
Or WMAL Sales

WMAL AM-FM
THE EVENING STAR STATION IN WASHINGTON, D. C.

May 26, 1952 • Page 13
**IT Happened**

ONE NIGHT!

- Write, Wire or Phone BLAIR-TV!

- There’s an old saying that everything happens at night ... especially in New Orleans! We’ll qualify that somewhat, and say that anything can happen at night ...especially on WDSU-TV.

- Take, for instance, the Sunday night that a local department store featured $1.29 children’s pajamas in a one minute commercial. Nothing unusual, you say? Well, we beg to differ—because something certainly did happen that night.

- Next morning, the store was flooded with calls...and by evening the pajamas were completely sold out. Within three days—1200 of these pajamas had been purchased by economy-wise TV viewers.

- Remember...lots does happen at night (and in daytime, too) on WDSU-TV. So don’t lose sleep—we can solve your sales problem anytime in the "Billion Dollar New Orleans Market!"

### Spot

**COLGATE-PALMOLIVE-PEET Co., N. Y.,** will use radio-TV spots beginning in June in national markets for "free offer" campaign for Palmolive after-shave lotion. Announcements also planned for broadcast on firm’s regularly sponsored programs. Agency: Ted Bates & Co., N. Y.


**ARMOUR & Co., Chicago,** for Dial deodorant soap, begins TV spot schedule June 9 which will continue indefinitely in 11 markets. Daytime only is being bought. Agency: Foote, Cone & Belding, same city.

**LEVOLOR LORENTZEN Inc., N. Y.** (components for custom made Venetian blinds), using TV promotion in Nashville, Dallas and New York. Program will be extended this fall. Agency: Reiss Adv., N. Y.


**E. J. BRACH & Sons, Chicago** (candy manufacturer), will expand regular fall AM spot campaign into about 20 cities starting in Sept. Agency: Arthur Meyerhoff, Chicago.

### Network

**HELENE CURTIS INDUSTRIES** (permanents), Chicago, to sponsor Tuesday and Thursday segments of Johnny Olsen’s Rumpus Room, weekday series seen on DuMont Network. PREMIERE FOODS continues as backer of Monday, Wednesday and Friday telecasts. Agency: Russell M. Seeds Co., Chicago.

**CURTIS PUBLISHING Co.** adds WTCN-TV Minneapolis and WHIO (TV) Dayton to 15 stations carrying Keep Posted on DuMont Network, 8:30-9 p.m. Tuesdays. Agency: BBDO, N. Y.

### Agency Appointments

**LASSITER Corp., Phila.** (packaging materials for foods and textiles), names Lavenson Bureau, that city.

**ST. REGIS PAPER Co., N. Y.,** names J. M. Hickerson, same city.

**COLGATE-PALMOLIVE-PEET Co., Jersey City,** appoints Street & Finner, N. Y., to handle Florent aerosol air deodorant. WILLIAM G. JOHNSON is account executive.

**FINDER'S MFG. Co., Chicago** (Hollywood broilers), appoints Kuttner & Kuttner, same city. Radio-TV spots will be used later in specific markets. CHESTER KUTTNER is account executive.

**FINNEY & SON, Phila.** (monument makers), appoints Robert S. Kampmann Jr., that city.

**RIPON KNITTING WORKS,** Ripon, Wis., appoints Buchen Co., Chicago.

### Adpeople

**STANLEY G. MORTIMER Jr.,** account executive, BBDO, N. Y., to Pan American World Airways, that city, as advertising manager, effective June 1.

**GLEN PRESTON BURNS** appointed advertising and sales promotion manager of W. H. Brady Co., Chippewa Falls, Wis., industrial products manufacturer.


**MARGARET EGAN,** former advertising manager of Marshall Field, Chicago, to John Wanamaker, Phila., in same capacity.
Sell AMERICA'S 30th METROPOLITAN POPULATION AREA with WFMJ the NBC 5000 WATT STATION SERVING GREATER YOUNGSTOWN, OHIO

HEADLEY-REED Co., National Representatives
EDITOR:

I recognize the necessity for advertising to maintain and develop free listening, but it does seem that the advertising could be less afflicted with advertising announcers who adopt the manner and style of circus-barkers, with their untrue and raucous “hurry, hurry, hurry” spiel.

I recognize the desirability, perhaps the necessity, of “back-backs,” “breaks,” “fade-outs” and the like in radio programs; but the alleged and pretended music used to effect these tricks-of-the-trade is scarcely recognizable as music.

Here’s hoping that Broadcasting * Telecasting can see its way clear to make suggestions to the radio industry for improving its production and services.

Harry S. Barger
Washington, D. C.

The Lee Side

EDITOR:

I am concerned by certain inaccuracies in the announcement on page 61 of Broadcasting * Telecasting May 19 of the filing by Lee Broadcasting Inc. (not Lee Broadcasting Co.) of an application for a television station.

This item states applicant is licensee of WTAD-AM-FM Quincy, Ill., 60% owned by Lee Radio Inc. which in turn is licensee of KGLO-AM-FM Mason City, Iowa. With the exception of the correct corporate name, the above is accurate.

Then it is stated “Lee Radio Inc. is owned by Lee Newspapers which publishes”... and then are listed the nine newspaper properties which comprise what is known as the Lee Group of Newspapers. Actually there is no such thing as Lee Newspapers—that is, no corporate identity. Each of the nine publications is owned by a separate independent corporation. Certainly there are a number of common officers and considerable common stockholding between the various independent companies.

So far as Lee Radio Inc. itself is concerned, it is capitalized at $300,000, 3,000 shares of par value $100 stock. Of this stock 329 shares are owned by men or women, mostly employees, who own no stock in any Lee Group newspaper, while 1,341 shares are owned by stockholders who own stock in only one Lee Group newspaper, with the single exception of 50 shares of stock owned by our largest single stockholder in a second Lee Group paper—this particular paper being the Kewanee Star-Courier which has no relationship with any radio enterprise.

Besides the above there is only one other man who holds a position either as an executive officer or member of the board of the two radio companies who has any connection whatsoever with any newspaper in the Lee newspaper group.

To put it briefly, the only significant connection between Lee Radio Inc. and Lee Broadcasting Inc. on the one hand and the Lee Group of Newspapers on the other, is my mutual interest in both radio and newspaper properties—but to emphasize the independent character of the association, may I add that there is one newspaper in the Lee group in which I am not a stockholder, member of the board of directors or an officer.

In addition, I should point out that my stockholdings in the various properties in the Lee newspaper group with which I am connected are very minor. The percentage of the total stock held by me in the various properties ranges from 8% in the Journal Printing Co., Muscatine, Iowa, down to 0.633% of the La Crosse Tribune Co. of La Crosse, Wis.

Lee P. Loomis
President
Lee Radio Inc.
Mason City, Iowa

Fan Mail

EDITOR:

Boy!

Your editorial “Legalized Larceny!” [BT, May 19].

Just one more instance of Broadcasting really being on the ball.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV
Detroit

Apology

EDITOR:

In the April 28 issue of Broadcasting * Telecasting, Bill Loader, promotion manager of WHAS-TV Louisville, writes that the American Civil Liberties Union erroneously identified WHAS-TV as one of the stations carrying a kinescope of a January 1960 Toast of the Town program. The identification was made in our complaint to the FCC charging radio-TV blacklisting.

Mr. Loader is correct. The fact, as Mr. Loader points out, is that WHAS-TV did not go on the air until March 1960.

The error was not deliberate, and we have informed the FCC of the correct identification.

Alan Reitman
Assistant Director
American Civil Liberties Union
New York
OKLAHOMA'S NO. 1 MARKET, WITH TREMENDOUS WATER, POWER, FUEL AND MINERAL RESOURCES, CREATE A NEW INDUSTRIAL EMPIRE.

Another run* is being made in Oklahoma—the run of industry into the booming Tulsa Market Area in northeastern Oklahoma. New industrial plants—making paper liners, glass products, shipping containers, garments, and tires—have been established recently in the rich concentrated Tulsa Market 30 county area. And more are on the way to take advantage of the abundance of industrial water, fuel, power and natural resources of the area. This area, comprising only about a third of the state's land area, already has nearly half of the manufacturing establishments of the state; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capital of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insures a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

ONLY KVOO BLANKETS THIS RICH MARKET, PLUS BONUS COUNTIES IN MISSOURI, ARKANSAS, AND KANSAS.

KVOO has served this No. 1 Market in Oklahoma for 26 years—longer than any other radio station, and enjoys a dominant position in every segment of the broadcast day throughout the area. Each of the 30 counties in the Tulsa Market Area is within the KVOO 50 to 100% BMB daytime area and 29 of the counties are in the 50 to 100% nighttime BMB area. In addition, there are plus bonus counties in Missouri, Arkansas and Kansas, and in the other sections of Oklahoma in the 50 to 100% KVOO—BMB area.

*The famous land run into Oklahoma was staged in 1889.
FISHING and hunting shows on TV give promise of a lucrative market in sports programming, judging from the responses to a 15-minute fishing show film, "Gadabout Gaddis," initiated on WBZ-TV Boston last fall.

The film, made by Beacon Television Features and sponsored for 26 weeks by the Pontiac Dealers of Greater Boston, whipped up the enthusiasm of the 29 dealers in a few weeks after they found themselves swamped with personal calls for road maps offered free on a commercial.

Within 13 weeks, more than 25,000 Gadabout Gaddis fans had called at Pontiac showrooms for the maps, which had been gathering dust until then.

Fishing, considered a "participant" sport instead of a spectator sport, may be exploited on TV as a spectator sport, according to Leonard Sanderson, president, and Barbara Keane, treasurer, of Beacon Television Features.

The syndicated film feature, aired Thursday at 6:45 p.m., received a February Pulse rating of 9.5. Mr. Sanderson said, with an enthusiastic mail response. A mail survey indicated averages of 2.04 male viewers per set, 1.41 women and 1.61 children, for an average of 5.06 viewers per TV home, at a cost of $1.67 per thousand viewers, he said.

Breslau Bros., a furniture and household appliance chain, contracted for the series for 13 weeks over WRGB (TV), Schenectady, N. Y., with the Dodge dealers of that area sponsoring an additional 13 weeks after the first series ran out in March and a flood of letters and signed petitions requested the show's continuance. Evinrude Motors in Milwaukee has signed for the series on WTMJ-TV Milwaukee and the Old Stone Bank has contracted for it on WJAR-TV Providence, R. I.

In Boston, the Pontiac dealers, (Continued on page 48)

**Strictly Business**

The fine art of keeping not only abreast but often ahead of developments which affect the future of Delta Air Lines enhances the reputation of James H. Cobb Jr., Delta's director of public relations and advertising, for ingenuity and alertness.

Running down hearsay that Atlanta was to get a new television station, WILTV (TV), Mr. Cobb contacted the man he also heard was to be assistant general manager, and before the station knew what its call letters were to be, Mr. Cobb was waving a reservation calling for 9 p.m. TV spots every day in the week for the air line.

Or take the time radio first met the Cobb influence, when Delta booked a chain break announcement immediately preceding a national news roundup program. Since the 15-minute program at that time had no sponsor and unable to afford sponsorship himself, Mr. Cobb persuaded the same network newscaster to record the spots (Continued on page 60)

**It's Coverage That Counts!**

You can't get a good Hooper or Conlan rating with a "Bikini" coverage. No siree, you've got to get old-fashioned "head-to-heels" coverage...and believe us that's what you get when you buy WBRE in this Wyoming Valley Pennsylvania market of nearly 500,000 populations.
ANOTHER 'FIRST' FOR WNAX-570

Robert R. Tincher, general manager, radio station WNAX (Yankton-SiouxCity) presents Dr. Luther Evans, Librarian of Congress, with the first complete radio documentary to be accepted for our national archives.

THE FIRST RADIO BROADCAST ever to be accepted by the U.S. Library of Congress was the hour-long WNAX documentary on the Missouri river flood — "OPERATION FLOOD."

First in reportorial excellence, first in public service, first in live entertainment, WNAX is the dominant force in a 267-county major market in Minnesota, the Dakotas, Nebraska and Iowa.

WNAX-570
YANKTON - SIOUX CITY
A Cowles Station
"DOUBLE PLAY"

The HIT of the season!

26 quarter-hour shows
now available
-- most markets
only five bucks a show
SCORE WITH SPONSORS by giving them baseball's best known nationally publicized husband and wife team, Leo "Lippy" Durocher and his charming wife, Laraine Day, in the just released "DOUBLE PLAY", a 26 quarter-hour open end shows...shows that feature all-time greats in baseball as guest stars...STARS like BOB FELLER, JOE DI MAGGIO, RALPH KINER, CHARLIE DRESSEN, CASEY STENGLE, BOB LEMON, ROGERS HORNSBY and many, many more.

This brand new show can be exclusively yours in your market if you ACT NOW. Get on the ball and rush your order by phone or wire to the office nearest you.

If your prospect wants to listen before he buys, half five bucks our way and we'll ship an audition disc - the five to be applied on account when he signs up. And your sponsor will buy because Durocher and Day plus baseball's best known personalities add up to a home run in any advertiser's ball game.

Don't be left on base. Grandstand seats are priced right for sponsorship - most markets at $5 and $10 - a few from $15 to $30. NONE HIGHER.

standard Radio

PRODUCERS OF The Sponsor-Tailored Service

May 26, 1952 • Page 21
At low, low rates, WITH in Baltimore delivers advertisers a tremendous, responsive audience. You get more listeners-per-dollar from WITH than from any other radio or TV station in town. That's why WITH constantly produces low cost results.

No wonder WITH is so popular with the local folks! Their advertising must get quick, profitable sales or it just doesn't run. And WITH regularly carries the advertising of more than twice as many retail merchants in Baltimore as any other station in town! Get WITH on your schedule. Your Forjoe man will give you the whole story.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT

REPRESENTED BY FORJOE & COMPANY

Broadcasting • Telecasting
SECOND RATE CUT CRISIS

By EDWIN H. JAMES

THE ALL-RADIO Affiliates Committee met last week under circumstances that were every bit as promising as those prevailing 13 months ago when the committee was created in a desperate effort to shore up network rates against the threat of competition.

Last week the committee must have felt they were back where they came in. Emerging from a two-day session in New York, they had the look of men who had seen the restraining timbers giving way a second time and the first trio of mock cosings through them. "It is," said one, "only a matter of time."

There was more than passing comparison between the situation last week and the situation of April 1951, when the committee was formed at a mass meeting of network affiliates in Chicago.

Last year, CBS Radio had announced a rate cut and other networks were expected to (and did) follow suit.

Last week, though no one—not even key affiliates—had been advised of radio network intentions, there were indications that again CBS Radio was about to take a plunge. If that were to happen, the others would unquestionably meet the competition.

Little Recourse

What can the Affiliates Committee do to prevent another collapse of network rates? The answer: Very little. If the committee had any chance of holding off the reductions of a year ago, it has a much weaker chance now. The reason is that in the interval CBS Radio has managed to rewrite a large majority of its affiliation contracts.

Except for perhaps a dozen key affiliates, CBS Radio stations now have contracts that allow the network to change rates at will without consultation with the stations. It is doubtful that these dozen could throw up a roadblock big enough to stop a rate cut if the network decided it was time to make one. Let CBS Radio cut its rates, and the other networks would probably have little trouble bringing their affiliates to accept reductions to match. To hold out would mean presenting CBS Radio with all the business it could cram on its air.

However gloomy the network radio future looked, the Affiliates Committee seemed assured as to the destiny of radio in general. For most members, local and spot business was at least holding its own and in many cases increasing. Both the Affiliates Committee and the AM committee of the NARTB which met the next day in New York made ambitious plans for important research projects which had the common aim of improving radio's position among all media.

At the Affiliates Committee meeting, a major topic of discussion was audience measurement services to be undertaken by the Advertising Research Foundation if it can get the necessary funds. A study, wanted by a majority of the agency subscribers on ARF, would attempt a thorough evaluation of existing rating services to find their weaknesses and define their limitations. Its purpose would be to correct the now widespread misuse of ratings and further to match one service against another in an effort to show what each can and cannot do.

Whether this ARF study can be undertaken will be decided this week. Edgar Kobak, president of the ARF, will present the proposal to the Finance Committee of the Broadcast Advertising Bureau, of which he is chairman, today (Monday). Mr. Kobak explained the plan last week to the Affiliates Committee, of which he also is a member.

He said last week that the cost of the special "research into research" would be "around $25,000." He hoped that the committee would make up the money.

Meeting Thursday in New York, the AM Committee of NARTB adopted a resolution calling for one of the most fundamental research jobs in recent radio history.

Allerton Heads Study

Under this plan, Richard Allerton, NARTB director of research, will conduct a painstaking study into a large sample of radio station operations. His aim is to find out what makes some stations successful and others not.

Out of Mr. Allerton's work, it is hoped, will come the first definitive guide to good radio station management. He will examine all phases of radio operation, including rates. In the latter connection, he said preliminary studies indicate that radio is priced too low in most markets.

Another by-product of this study, it is expected, will be such complete financial information on station costs as to enable the industry to be more widely held in some advertising quarters that unlike other media radio is cheap to run.

In the two-day meeting, a prominent remark made a year ago by a top advertising executive of a major advertiser (who was also a member of the Assn. of National Advertisers' Radio-Television Committee) was recalled. He said he could understand how rate increases could be justified by newspapers and magazines because their costs had risen. But as for radio, he said, "Why, the air is free."

Following its two-day meeting, the Affiliates Committee last Thursday issued a carefully-worded statement which said, in a restrained way, what the members had been saying during the meetings.

"Affiliates of each network," said the statement, "expressed grave (Continued on page 31)

PLATT RAPS TV

Hits 'Name' Mania, Smuttiness

JOHN Q. PUBLIC and Uncle Sam are getting impatient with the television industry, and TV's time to get its house in order is running out. This was one of the charges made against the industry by John H. Platt, vice president in charge of advertising and public relations for Kraft Foods, Chicago, when he spoke Wednesday at a joint luncheon meeting of the Chicago Television Council and Radio Management Club.

Mr. Platt, who outlined his company's successful use of the Kraft Television Theatre on NBC for five years, said television has "had several more years of grace than it might reasonably expect," and that it has also "about used up its luck."

He called for higher standards of programming, a halt to the business of programming and talent being in the hands of a few by default, and for clear thinking by men in control of program content. Reminding his audience "no man is an island unto himself," Mr. Platt said that every poor show "alips a little shine off the successful ones."

After using television through the period when it was "glamorous," Mr. Platt said the star dust has been removed and he recognizes it as "just another advertising medium, but a powerful one to be sure."

Too many shows, in his opinion, are "bouquets of spectacle for the tavern trade." Crudity and a lack of showmanship would decline, he said, if agency and client representatives would watch television and see what they would choose for their own families' viewing. If this happened, there would be "a lot less competition to book big names, especially comedians who have to drop their trousers and tell smutty stories to get an audience."

Mr. Platt was especially concerned with the trend of program and talent control to the networks and away from independent producers and advertising agencies, which together form the block which can "provide a spur to competition, a break to runaway prices and a stimuli to entertainment."

Television has "a god-like ability to let people see something that is happening thousands of miles away," and yet the two leading networks participate in "a sorry spectacle of attempting to control as many big names as possible," said Mr. Platt. Those devoted audiences. This talent war, Mr. Platt said, "is ineffective and ill-conceived, and we want no part of it."

Networks "are competing to a ridiculous degree, and this imperils the entire future of television. We are perfectly willing to pay our own bills, but we don't want to be charged for dead weight in the $40 million per year talent business."

The industry has "failed to recognize television for what it is... (Continued on page 23)
McGill Cites Role In New Community

W. B. McGill, who prepares the business-paper advertising of Westinghouse Radio Stations Inc., is ready to back up his claims for radio's potency as an advertising medium.

As director of the WBS advertising and promotion, he explained in a May 20 letter to Lawrence Roehsler, research director of the newspaper representative firm, Moloney, Rogen & Co., why an advertisement in the current Westinghouse series continued this statement:

"If many new communities, radio is the only medium that reaches anything like a real majority of the homes."

The statement inspired this observation by Mr. Roehsler, "I have not been aware of any situations of this kind and will very much appreciate you giving me a list of these communities, together with any figures you might have regarding penetration of various advertising media."

Mr. McGill accepted the challenge.

"We at Westinghouse Radio Stations appreciate your interest in our business-paper advertising and your sincere inquiry re statement carried in one of the series, now current, on the subject of community relations," he replied. "In any brand-new community, it takes time to build up distribution of newspapers and magazines. On the other hand, 96% of all new homes become radio homes as soon as the occupants move in."

Radio Figure Stable

Radio ownership stays practically standard at over 90%, he continued, observing that in Philadelphia the most widely distributed newspaper reaches only two-thirds of the families in the "city zone."

That was termed an over-all average, and more than likely below the two-thirds figure in brand-new communities.

"I'm sure you readily grasp the broad aspects of the implied theme," Mr. McGill wrote, listing them as follows: "The persuasive medium that reaches an overwhelming percentage of the inhabitants of these communities, takes time to build up distribution of newspapers and magazines. On the other hand, 96% of all new homes become radio homes as soon as the occupants move in."

Canada Audience Report

A NEW share-of-audience report is being released quarterly by Elliott Haynes Ltd., Toronto, showing over-all audience indices for each station by time intervals in five major Canadian markets.

Montreal, Montreal-French, Toronto, Winnipeg and Vancouver. First survey, released in mid-May, covers the first three months of 1932.

NATIONAL Nielsen RATINGS TOP RADIO PROGRAMS

<table>
<thead>
<tr>
<th>Total S. A. Area, Including Small-Town, Urban N-V., Including Telephone and Non-Telephone Homes</th>
<th>Current Rating</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lucie Radio Theatre (CBS)</td>
<td>11.9</td>
<td>10</td>
</tr>
<tr>
<td>People Are Funny (CBS)</td>
<td>10.6</td>
<td>11</td>
</tr>
<tr>
<td>Amos 'n' Andy (CBS)</td>
<td>10.6</td>
<td>11</td>
</tr>
<tr>
<td>Jack Benny (CBS)</td>
<td>10.3</td>
<td>10</td>
</tr>
<tr>
<td>Cheriea McCarthy Show (CBS)</td>
<td>9.7</td>
<td>9</td>
</tr>
<tr>
<td>Feudal Blue Ribbon Shows (CBS)</td>
<td>9.7</td>
<td>9</td>
</tr>
<tr>
<td>Arthur Godfrey's Talent Scouts (CBS)</td>
<td>8.9</td>
<td>8</td>
</tr>
<tr>
<td>Molly Evans, Tracer of Lost Persons (NBC)</td>
<td>8.8</td>
<td>8</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>8.7</td>
<td>8</td>
</tr>
<tr>
<td>Fred Mollau (NBY)</td>
<td>8.7</td>
<td>8</td>
</tr>
</tbody>
</table>

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1935 by A. C. Nielsen Co.
MAJORS' RADIO, TV GATE

ONLY four teams of the major leagues' 16 failed to net more money from radio-television rights than from their highly remunerative ballpark concessions in 1950.

This remarkable fact appears in a voluminous report on baseball released by the House Monopoly Subcommittee last week.

In the four teams which did not gain more money from radio-TV than from concessions, the differences between the two money-makers were negligible.

Some baseball businesses had been claiming that broadcasting and telecasting of games eats into attendance. Herewith are figures for 1950, showing income from attendance at games both home and away, exhibition, radio-TV and concessions for every team in each league:

As the charts show, the Philadelphia Athletics, which have not been in the front-running in the American League for years, received an income of $184,575 from radio-TV against $63,575 in concessions. Some baseball experts claimed that this meant that about three times the money it received from ballpark concessions and two-thirds of the amount it got from attendance at away games, and more than half the income it earned from attendance in its own ballpark.

Combining both income from radio-TV rights and concessions, the major leagues placed a substantial income that compares favorably with the total revenue from attendance.

Nats' Broadcast Fees Typical

The Washington Senators in the American League, for example, with $127,845 in radio-TV rights and $103,219 from concessions earned more than half the income from attendance in its own ballpark. Radio-TV and concessions brought it roughly 40% of its revenue in 1950.

Were radio-TV income taken away from the four leagues in 1950, the result would have pared profits considerably and in cases where losses were suffered by clubs, the minus column would have been greater.

Here is a comparison of figures presented:

American League: The Boston Red Sox that year lost more than $1,500,000, but radio-TV alone was twice that figure; Chicago White Sox made more than $65,000, its radio-TV revenue was three times the amount; Cleveland Indians earned more than $450,000, its radio-TV rights netted half the amount; the Detroit Tigers were $112,638 to the good, radio-TV revenue, a total of more than $70,000; the New York Yankees, the league's money-maker netted $479,000, radio-TV rights for 1950 were $416,250; the Athletics were radio-TV revenue, a total of more than $180,000; St. Louis Browns netted $42,657.

INCOME AMERICAN LEAGUE 1950

<table>
<thead>
<tr>
<th>Boston</th>
<th>Chicago</th>
<th>Cleveland</th>
<th>Detroit</th>
<th>New York</th>
<th>Philadelphia</th>
<th>St. Louis</th>
<th>Washington</th>
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<td>$1,451,662</td>
<td>$726,028</td>
<td>$1,546,962</td>
<td>$1,870,654</td>
<td>$2,526,085</td>
<td>$312,012</td>
<td>$371,254</td>
<td>$315,207</td>
</tr>
</tbody>
</table>

STORER BROADCASTING Co., which became the new corporate name of Fort Industry Co. on May 2 (B&T, May 12), has filed a statement with the Securities Exchange Commission seeking registration of 21,000 shares of its common stock, of which all but 15,000 shares are outstanding.

George B. Storer, president, told BROADCASTING • TELECASTING last week that no underwriter's agreement had been signed and that they had no decision as to when or whether the stock would be placed on the market.

Mr. Storer

He pointed out that the SEC filing was essential preparatory to issuance of the name and that "accelerated consideration," which might run 20 to 30 days, had been requested. Assuming the plan is found in order, Mr. Storer asserted a decision can be made by Storer Broadcasting Co. will proceed.

Two underwriters—Reynolds & Co. and Oscar E. Dooly & Co.—would purchase the stock from three stockholders, with 170,000 shares designated for resale to the public.

Selling stockholders are Mr. Storer, owning 656,500 shares (59%); J. Harold Ryan, Toledo, director-vice president-treasurer, 120,500 shares (10.87%) and his wife, Frances S. Ryan, 152,500 shares (13.75%). They are selling 75,600, 47,200 and 47,200 respectively to the underwriters.

In addition they are selling another 10,000 shares (4,400, 2,800 and 2,800 shares respectively) to Mr. and Mrs. Ryan and Mr. and Mrs. Ryan also have reserved another 20,000 shares which are covered by options granted by two of the selling stockholders to the underwriting firms, with terms of the sale to be decided later.

Finally, 15,000 shares have been reserved for issuance to a group of key company officials under the exercise of options.

With sale of their portions, the three above stockholders will then own common stock as follows: Mr. Storer, 87,750,500 shares; Mrs. Ryan, 75,500 shares; Mrs. Ryan, 102,500 shares. Mr. Storer retains approximately 52% stock control, through direct ownership, plus family trust stock which he established and votes during his lifetime amounting to an additional 16,700 shares.

When the firm was reorganized earlier this month, the former Class A common stock, no par value, was changed to $1 par and 1,700,000 shares of new common stock were authorized and each outstanding share of Class A common was changed into five shares of the new common. The former Class B common was eliminated. The 5% cumulative preferred stock was changed to 5% cumulative preferred, $30 par, with each share changing into 3 1/2 shares of the new preferred.

If all shares are sold as proposed, according to the registration statement, the Storer family (including his brother-in-law and sister, Mr. and Mrs. Ryan, and two trusts set up by Mr. Storer) will own 79.1% of outstanding common stock.

Book value of stock (1,106,000 shares plus 5,000 in treasury) as of May 2, 1952, was $3,472,957, or $3.14 per share, it was stated. The company refinanced loans this year.

Told on Hill

IN THE 1950-51 baseball seasons, many clubs were re-stricting the number of their telecasts. Despite this effort attendance still slumped in 1951, according to a BROADCASTING Tirecast story last year [B&T, July 16, 1951].

Here is a rundown of charges:

Senators, who telecast regularly in 1950, limited TV to 21 home games in 1951; Boston Braves limited their TV in 1951; Boston Red Sox telecast all home games; Chicago White Sox were telecasting all home day games but not night games during both seasons. Neither the Pirates, the Browns nor the Cardinals were telecasting regularly. The Tigers' policy has been to telecast on selected week nights. The Athletics telecast regularly. Cincinnati Reds did not have full TV coverage. The Indians, however, had full TV.

Thus, it can be pointed out that for the purposes of comparing figures in the congressional report, major league teams were getting limited revenue from TV rights.
ARBI STUDIES

Advertising Research Bureau Inc., studies of radio and newspaper effectiveness in inducing retail store traffic were defended by Kevin Sweeney, vice president of Broadcasting Advertising Bureau, and attacked by Howard S. Barnes, director of the Bureau of Advertising of the American Newspaper Publishers Assn., last Thursday.

The representatives of the rival media squared off at a luncheon meeting of the American Marketing Assn. in New York.

Mr. Sweeney said that “there is no common tongue except one in which we can converse about the respective effectiveness of these media. The common tongue is sales results. The ARBI reports attempt to use this common denominator—what happens at the cash register to measure media and media’s use.”

Background Given

He then went on to explain the method of ARBI and its history.

“On the basis of the 50 ARBI studies BAB published,” he said, “representing 45 different stores in 25 different cities—and more than 7,000 completed interviews—BAB (not ARBI)—arrived at some tentative conclusions about retailers advertising. These are:

1. When an item is advertised by a retailer, he is liable to do four times the business he would normally do on that item.
2. Newspapers do an effective job for retailers—but it seems only part of the job. There is a market that reads and buys.
3. There is also a market that listens and buys—a market that is as large or larger than the market reached by the newspaper—a market that responds best to advertising they listen to.
4. There appears to be a relatively small duplication between these two markets.

The picture of merchandise created in the human mind by words is as good a picture—if not a better one—than that created by a printed picture.

No amount of type or advertising will sell lousy merchandise or badly priced merchandise.

Mr. Sweeney said BAB is interested in furthering more research that gets to the kernel of the matter: how much sales for how many advertising dollars.

Mr. Barnes told the group that “the main issue ... is not research; the main issue is not the relative effectiveness of radio and newspapers. The basic issue is advertising.”

Mr. Barnes suggested five points that researchers might ask about the ARBI tests:

1. Secure from ARBI a representative group of the original stores for a detailed study; 2. Ascertain whether the 75% to 95% of the people who showed interest in the featured merchant who were actually interviewed were the same? Why? Was it important to ask a person when he saw or heard the advertising; why was it so important? Your opinion, do you think the store gets better results from newspaper advertising or from radio advertising? Why not a simple comparison of the original reports to the Advertising Research Foundation and let impartial organization pass on the soundness of the method and the validity of the results?

He did not concede that in the 50 tests published BAB radio seems to have sold more of the featured merchandise in a majority of cases.

“But to me,” Mr. Barnes explained, “that is not the most important point. The important point is that these tests seem to have had little influence on the subsequent use of newspapers by the participating retailers.

“I don’t believe the ARBI studies prove a thing,” he stated. “The report is not the number of people who inquire about a featured item because of radio, or newspapers ... his basic concern is in traffic and total sales. And total profit.”

Sweeney, Barnes Debate Media

SEVERAL moves toward formation of regional networks developed last week on the heels of Liberty Broadcasting System’s suspension [B&T, May 19].

Liberty’s principals—Barton WBS, board chairman, and his son Gordon, president, announced last week that they were setting up West Coast and Texas-based regional hookups. They hinted, too, at the possibility of starting another nationwide operation eventually.

Peoples Broadcasting Corp., operating WOL Washington and WRPD Worthington, Ohio, announced Thursday that a group of mid-Atlantic and Southeastern stations interested in formation of a cooperative regional network would meet in Washington June 5.

In addition to owning and operating several stations, All-Canada Radio represents “many” Canadian stations, spokesmen said, and is described as the largest single supplier of radio program material in Canada. Firm has represented Frederic W. Ziv Features in Canada for several years. Negotiations were made by Robert W. Friedheim, WBS general manager, and Stuart McKay, All-Canada assistant general manager.

LBS SUCCESSORS

Several Regions Planned

R. McLendon, co-chairman of the public domain recreations of baseball games would be included in the daily schedule, along with newscasts and commentaries. Monthly newspaper advertising using Class A lines, plus salaries, would be around $30,000, according to the Liberty officials.

Operation of a Texas-Louisiana hookup, with KLBS Houston or KLIF Dallas as key station was in the works last week, with possibility service would start in June. KLIF Mr. McLendon would be linked with the group since it, like KLBS and KLIF, is owned by the McLendons. Also proposed as affiliates are KNOE Monroe, La., and WNOE New Orleans, owned by Gordon McLendon’s father-in-law, James A. Noe.

In announcing that Peoples Broadcasting Corp. would meet with mid-Atlantic and Southeastern stations June 5-6 to discuss formation of a regional, Herbert E. Evans, Peoples general manager, said:

“We found in our preliminary discussions there were scores of stations Liberty was serving that want news and special events directly from Washington, the new capital of the world. Peoples is moving forward on this idea and will make every attempt to put it into practice.”

Response of stations contacted last week was “most encouraging,” Mr. Evans added. Many of the stations are LBS affiliates but he said the June 5-6 meeting in the WOL studios is in no sense restricted to such affiliates. Type of program service desired, costs and of a format arrangements will be considered, he said, explaining the new service is designed “to give them what they want.”

WOL and WBS are carrying a series of broadcasts from Europe by Joseph C. Harsh, commentator who has just received the DuPont award [B&T, May 12]. Covering Gen. Eisenhower in Europe, Mr. Harsh is sending his programs to WOL via British Broadcasting Corp. shortwave facilities.

SOUTHERN CALIFORNIA Broadcasters Assn.’s new officers, elected May 8 at Hollywood meeting, are (1 to r): Austin E. Joscelyn, director of operations, CBS Hollywood, SCBA board member and outgoing president; Robert O. Reynolds, vice-president-general manager, KMPC Hollywood, SCBA board member; Thelma Kirchner, general manager, KGJ Hollywood, SCBA secretary-treasurer; Robert J. McAndrews, commercial manager, KBIG Avalon, SCBA board member; and Calvin J. Smith, president-general manager, KFAC Los Angeles, SCBA president.
McCARRAN RESOLUTION

RADIO-TV industry, beset by a congressional program probe and a House ban, was threatened with a new setback when a resolution was introduced in the Senate late in February by Speaker Sam Rayburn (D-Tex.) [BT, March 3]. While the industry protested the Rayburn ban, it was unable to testify officially since the speaker "interpreted" the rules of the House. But in the Senate, the McCarran Resolution (S Res 310) is legislation and presumably a hearing will be held.

Executive sessions — commonly referred to as "closed door" hearings or meetings — have never been open to the public nor to news media. However, all open hearings permit the public and news media.

Sen. McCarran's measure, referred to the Senate Rules and Administration Committee, would bar radio, TV, electrical transcription for airing, and even still photographs, from Senate committee public hearings.

Would Add New Rule

It would add a new rule to the standing rules of the Senate. It provides that "no standing, special or select committee for any subcommittee thereof shall require or permit:

"(a) any photograph to be taken in any room during the conduct therein of any hearing before such committee;

"(b) any photograph of any person present to testify before such committee to be taken in such room at any other time without the consent of such person;

"(c) any witness testifying before such committee to communicate his testimony, or a picture of him testifying, to any other place through the transmission by wire or radio of any writing, sign, signal, picture or sound;

"(d) any recording of the testimony given by any such witness to be made by mechanical or electrical means except by persons duly designated by such committee to prepare for its use and true and correct record of the hearing in which such testimony was given;"

"(e) any part of any recording of such testimony prepared by mechanical or electrical means to be used in any program transmitted by any radio or television station;"

McCarran told the Senate his resolution was aimed at putting into effect an American Bar Assn. recommendation of February on the broadcasting and telecasting of legislative and judicial proceedings.

He said he was studying the matter of barring radio and TV from judicial proceedings through leave of Senate.

All that the resolution would need to become effective immediately is passage by the Senate.

Sen. Estes Kefauver (D-Tenn.), who is presidential nomination aspirations can be traced to his TV appearance as a crime buster, opposed the measure. "There should be the widest possible dissemination of committee hearings by radio, TV, newspapers and photos so long as it does not inconvenience the witnesses or interfere with orderly procedures."

Sen. Fred A. Seaton (R-Neb.), owner of KHAS Hastings and KMAN, Manhattan, Neb., and

KGGF Coffeyville, Kan., thought the proposal was "going too far." Oregon's Sen. Wayne L. Morse (R) gave the floor "to have the effect of leading us further down the road toward star chamber proceedings in Senate investigations."

Sen. McCarran was asked by newsmen if his decision to introduce the measure was influenced by showing of a still picture of the Senator on Drew Pearson's TV newsreel yesterday. He said no but said he saw the picture which depicted him in an angry mood.

The Senator said the measure only followed through on his position of barring the media from his committee hearings.

NARTB petitioned the Senate Rules group for a full hearing on the McCarran resolution. President Harold E. Fellows said in a letter to Chairman Carl Hayden (D-Ariz.):

The radio and television industry is

LEGAL LIABILITY

NARTB Backs Horan Approach

The National Association of Radio Telecasting (NARTB) in a policy statement this week places itself firmly in support of the Horan Bill that would give broadcasters freedom from liability in the courts for candidates' statements made on the airwaves.

The NARTB position was defined as supporters of two separate approaches to the difficult problem worked feverishly on Capitol Hill [BT, May 19, 12].

The organization's heightening interest was stimulated further by an avalanche of correspondence both at NARTB headquarters and on the House floor. Meanwhile, the Washington offices of NARTB has hit over the 500 mark, more than was received from broadcasters when the Benton Bill was offered to "new radio and TV programs, it was reported.

Chief problem is how to keep the broadcaster out of trouble, which FCC's interpretation of Sec. 315 of the Communications Act does not permit him to avoid.

FCC interpretation, according to NARTB, "completely denies the broadcaster freedom to the right of the broadcaster since it forbids censorship of any material proposed by a candidate for public office from such material is libelous, and further sets forth the warning that the refusal by the licensee to broadcast any speeches by candidates for an election might result in a finding that the station did not operate in the public interest, convenience and necessity, and could bring about a license revocation or non-renewal."

Two courses to correct the situation, according to NARTB, would be either of the following formulas:

(1) Secure full right of censorship over political material, as is the case

regarding all other program material, and name full right of censorship.

(2) Lacking clear right of censorship over political material, freedom from liability (in local, state and federal courts) for statements made by candidates who broadcast facilities under Sec. 315.

NARTB notes that the O'Hara Bill is directed toward the first formula while the Horan legislation adheres to the second approach.

NARTB found discrepancies and confusion in the O'Hara Bill which its author is currently ironing out. NARTB noted that "Mr. [Joseph P.] O'Hara] said that he was of the opinion that the members of the Congress would continue to give up some protection in the law against censorship of their program content by the broadcasters," NARTB said. The FCC's former utterances and declarations would seem to support this reservation as well," it continued.

Therefore, NARTB said, the question comes down to "practical relief for the broadcasters in this present election year."

Fundamental flaw of the Horan Bill, according to NARTB, is:

Broadcasters are now told by the FCC that they have no power to delete dep- natory material from candidates' presentations, therefore it is unfair to hold the broadcaster liable in the courts.

Because of broadcaster response to the Horan Bill, "Congress is now fully conscious of the present impossible situation in which the industry finds itself with respect to political broadcasting," NARTB noted.

The association said it was aware of the constitutional question — whether Congress can deprive the states of the power to adjudicate libel action — but the Horan Bill, in its opinion, would give evidence of

unconditionally opposed to the McCarran resolution, believing it to be a clear overstep of the public media. We believe its adoption as a standing rule of the Senate would deprive the public as well as the Congress of the great service essential to maintaining our democratic system.

Mr. Fellows asked "a full public hearing on the issues at stake and for the opportunity to appear in behalf of the states completely. We believe the position of the industry in opposition to this resolution may be made clear to your body."

Jim Bormann, WCCO Minneapolis, president of the National Association of Radio News Directors, said Cassius Keller, NBC Washington, chairman, NARND government liaison committee, NARTB, that "CBS Washington, a member of the association's board of directors, would be available to testify.

Mr. Bormann said the resolution "would have the effect of excluding the use of modern instruments of reporting . . . ."

In a letter to Sen. McCarran, Mr. Bormann noted the "camera reproduce the event itself!" and do not "provide simply a 'version' of what happens."

(Continued on page 56)

BROADCASTING • Telecasting

May 26, 1952 • Page 27
FCC Hears Levey Testimony

Hollywood Touch

LISTENERS chuckled when a bulletin was aired by WGYA Geneve, N. Y., in the middle of an ABC old show program May 14. Station was interrupted by a quiz show to report a robbery of the First National Bank of Ovid, N. Y. Bulletin was aired just as two contestants on the show were about to be for a bonanza. A second bulletin came at the end. The program? ABC's Break the Bank, of course. Police are still searching for the gun men who did just that.

UPT MERGER

TESTIMONY purporting to show that high-pressure tactics were used by Paramount Pictures in its dealings with at least one motion picture theatre operator, and that efforts were made by Paramount Television to prevent General Precision Equipment to thwart the development of Scophony Corp. of America, highlighted last week's hearing before FCC on the proposed merger of allied Paramount Theatres and ABC.

Also revealed were the plans of Skiatron Corp. (successor to SCA) to market a new line of equipment and which will throw a "very bright" 3 x 4 ft. picture on a screen or wall. It will not use a cathode ray tube and will "work well" when color is again transmitted.

Arthur Levey, president of Skiatron, told about these and other developments on which his company is working. He also told about the difficulties in which his former company (SCA) found itself [B+T, May 19].

Determine Patent Values

Mr. Levey testified that in May 1944 SCA found itself in a "very precarious" financial position. The SCA board of directors requesting accounting firm of Barrow, Wade & Guthrie to examine the situation and to make a recommendations to the board. The recommendation was made by request the correct valuation of the SCA assets—which were mainly various electronic patents and the Skiatron dark-trace TV tube. It was felt that for tax purposes the value of the patents had to be determined.

Mr. Levey said a copy of the proposed patent valuations and the worth of SCA's equipment was sent to Paul Raibourn, president of Tele vision Productions Inc. (wholly owned by SCA stockholders) and Earl C. Hines, president of General Precision Equipment. TPI and GPE controlled all of SCA's Class B stock, and Messrs. Raibourn and Hines were both SCA directors (at least one Class B director had to be present at SCA board meetings).

But after receiving the information, Mr. Levey asserted, neither Mr. Raibourn nor Mr. Hines commented on it.

Mr. Levey testified that in June 1944 he made a note to himself that, "Regret Hines and Raibourn deliberately being uncourteous and uncooperative—must be up to something."

Shortly later, Barrow, Wade & Guthrie had completed their studies of SCA, Mr. Levey said. In a memorandum to SCA, attached to their recommendations, the auditors said the report had been prepared without the benefit of the views of Messrs. Raibourn or Lee Morey (SCA counsel). The ac countants pronounced these opinions did not wish to discuss the subject with them, the witness said.

(Earlier in the hearing, Mr. Raibourn testified that Mr. Levey tried to keep the financial details of SCA a secret.)

Still later, Mr. Levey testified, James Lawrence Fly, former FCC Chairman, was retained as counsel for the SCA Class A stockholders in an effort to prevent the Class B directors from forcing SCA to accept a loan from them.

What SCA wanted to do, Mr. Levey said, was to make money for itself through its own patents and developments. But because of TPI and GPE's "squatters rights" to the patents—through control of the Class B stock—and because SCA couldn't borrow money until it first asked the Class B stockholders for the loan—Mr. Levey said he was afraid the two companies would keep forcing loans on SCA and finally declare the firm bankrupt.

In May 1945, the Justice Dept. advised SCA that it was interested in the company and wanted all official documents, patents, minutes of board meetings, correspondence and resolutions, Mr. Levey told FCC.

On July 5, 1945, he said Mr. Hines resigned as a member of the board of directors and three weeks later, on July 23, Mr. Raibourn resigned.

Results of Hines' Resignation

This action, Mr. Levey testified, prevented the company from functioning properly. There could not be a board of directors' meeting without at least one Class B director present, he said.

On Dec. 18, 1945, anti-trust action was instituted and by January 1949 the case was settled, Mr. Levey said.

The settlement contained these provisions, the witness stated, among others:

1) TPI and GPE would waive their exclusivity of licenses so that non-exclusive licenses could be granted to anyone.

2) TPI and GPE were to return and cancel their notes for loans to the company for $15,000. Earlier, in July 1949, Scophony Ltd. (the English parent company) had divested itself of any interest in the American firm, he said.

The Skiatron Corp. was organized in 1948, he said, and following the conclusion of the anti-trust action, Mr. Levey disclosed that SCA had received several offers from various companies which wanted to be licensed to use some of the SCA patents.

The offers were rejected by the Class B directors, however, Mr. Levey asserted.

Deal Possibility Cited

One of the possible deals would have been with Allen B. DuMont Labs. It would have been a cross-licensing agreement between the two firms, Mr. Levey said. The witness contended Mr. Raibourn stated he did not think such an agreement ought to be concluded.

Previous to this time, Mr. Levey said he had talked with Dr. Allen B. DuMont several times. But after Mr. Raibourn's opinion in the matter was voiced, Mr. Levey said he was never again able to get in touch with Dr. DuMont.

Mr. Levey testified that also in 1944 Bell & Howell, through its vice president in charge of engineering, Lewis A. McNabb, approached SCA and offered to improve and manufacture the Scophony supersonic projector. Bell & Howell was prepared to spend $200,000 to design and tool up, Mr. Levey said.

The witness said that at the SCA board meeting following this offer, Messrs. Raibourn and Hines held the proposition was not acceptable and that an objection was raised. They allegedly said Mr. McNabb that they would be willing to come to terms if Bell & Howell would agree to provide SCA with all the benefits of Bell & Howell's improvements—without SCA having to pay the usual royalties. This was unacceptable to Bell & Howell, Mr. Levey said.

Later Bell & Howell wanted to borrow a receiver, but Messrs. Raibourn and Hines refused to show the receiver to be loaned out, the witness charged.

Other offers came from General Electric Co. In March 1944, Mr. Levey held the GE offer was not accepted by SCA because of Mr. Raibourn's "obstructionist tactics."

Arrangements were eventually completed with the Navy and it paid SCA $25,000 for certain patent rights, Mr. Levey said.

Mr. Levey concluded his testimony on the primary reason for the progress Skiatron has made since the 1949 "reorganization."

"He said the company is working on an ultrasonic TV receiver that will require no moving parts, using a so-called diffraction grating. Other developments of Skiatron include experimentation with theatres. They had a test in New York of Skiatron's system of subscription TV, similar to Zenith's Phonevision tests in Chicago.

Mr. Levey return for cross-examination in two or three weeks.

Following Mr. Levey on the stand was Charles Walders another public witness, subpoenaed by the FCC. Mr. Walders is a Miami theatre owner.

He testified that he was forced to make a profit-sharing arrangement with Paramount Pictures in 1937 in order to get Paramount motion pictures for his theatre.

At first, he said, Paramount got 50% of his theatre's profits, but in 1942 this was raised to 66%/4% of the profits. In 1947 the "agreement" was terminated, he said.

Mr. Walders testified Paramount leased him the theatre, which broke its lease. The theatre was left in "deplorable" condition, he charged.

He also testified on typical licensing agreements with Paramount.

Following Mr. Walders last Friday was to have been Arthur F. Sacks, public witness. Mr. Sacks was to testify Mr. Failing Mr. Sacks will be theatre operators Donald B. Leverett and Ralph Goldberg [B+T, May 19, 12].

AMONG leading participants at the Radio and Television Institute at the Henry W. Grady School of Journalism were 11 to Ford Bond, announcer-producer, Martha Rosemee, TV producer and personality; Charter Host, radio-TV director, information office, Atomic Energy Commission, and Lee B. Weile, executive vice president, Storer Broadcasting Co. Institute was sponsored by Georgia Assn. of Broadcasters and U. of Georgia [B+T, May 12].

Page 28 • May 26, 1952
Mr. Watters
Mr. Burks
Mr. Wagstaff
Mr. Mayo (l)
Mr. Sloan
Mr. Hardin
Mrs. Bullitt
Mr. Lamb

SLOAN AWARDS
FOUR leaders in safety education and broadcasting, adjudged as having made innovations and promoting highway safety during 1951, were among the seven recipients of the Alfred P. Sloan Highway Safety Awards, presented during ceremonies held in New York’s Waldorf-Astoria Hotel Tuesday night.

Fourth annual presentation of the nation’s major highway safety awards was made by President Joseph W. Sloan, president & chief executive officer, Esso Standard Oil Co., New York, to its four winners. The other three winners were announced last month by the company’s chairman, ex-presidential counsel, Robert C. Geyler, Jr.

Broadcasting winners were:

Vena S. Hardin, president of WBUD Trenton, N. J., who was named winner of the annual broadcasting classification for a campaign launched July 5, 1951 and continuing through Labor Day. A staff member gave virtually all his time to the project, speaking before civic groups, arranging air interviews and drawing up a descriptive letter requested from other stations and automobile clubs which sought to adopt similar campaigns.

MRS. BULLITT IS WINNER
Mrs. A. Scott Bullitt, president of KING Seattle, winner among regional stations carrying sustaining programs. KING’s winning Traffic Jamboree program is an hour-long safety reminder to motorists on their way home from work, endorsed by special announcements made on the air by sponsors and radio stations, networks and advertisers who work to make highways safe.

WDFCELEBRATES
30 YEARS ON AIR WAVES
WDFC Flint, Mich., yesterday (Sunday) was to observe its 30th anniversary with a special dramatic program and a history of the station’s development, including messages from Gov. G. Mennen Williams, General Manager Ivan L. Wiles of the Bullock Div. of General Motors, Mayor Paul Lovegrove of Flint and others, according to Lester W. Lindow, WDFC general manager.

Other Sunday events were to include The Blues Chasers, daily variety program, featuring Billy Geyer, a veteran of almost 30 years at WDFC, and Chief Announcer Bud Haggart. WDFC licensee is the Tretib Corp. Ten of the 42 employees have 15 years’ service and four have 20 years. It was one of the first stations to broadcast election returns, local news and sports events, including the Dempsey-Firpo fight in 1923. WDFC was recipient last Tuesday of a public service programming award from the Freedom Foundation of Valley Forge, Pa., for 1951.

GATHERS STUDY
House Group Named On ‘Morals’ Probe
CAPITOL HILL’S boll on the pending radio and television program probe dissolves last week with announcement that a subcommittee has been formed [B&T, May 5 et seq.]

Subcommittee members are all drawn from the House Interstate & Foreign Commerce Committee. They are Reps. Orrin H. Geyler (Tex.), Robert Crosser (D-Ohio) Rep. Harris, designated as head of the subcommittee, would not divulge any plans, other than to point out that the group had been named.

Rep. Crosser said the subcommittee would discuss the resolution, sponsored by Rep. E. C. Gathings (D-Ark.), at an “early date.” It was noted that the subcommittee would use commerce service facilities rather than hire outside men. This was underscored, it was learned, to discourage a flood of applicants to be “investigators.”

As the House group moved closer toward the study and inquiry to determine “the extent to which radio and television programs contain immoral or otherwise offensive matter or place improper emphasis upon crime, violence, and corruption,” opposition held sway in non-industry circles.

Jack Gould, New York Times radio-TV columnist, said:
Whatever the sins of the broadcasters — and there are some that are inexcusable — they are of scant consequence in comparison to the spectacle of a group of politicians arrogating unto themselves the authority to decide what should or should not be put on the air.

For the House to explore the business and legal aspects of radio and TV is one thing but to judge broadcasting’s moral conduct is censorship pur and simple. Even if the House may think Rep. Gathings is right in regard to crime shows, they must still recognize the wholly unwise principle of government attempting its own solution. Today the House is interested in crime shows: tomorrow it may be interested in ideas.

The Nation magazine concluded after a discussion of the resolution, “These latest investigations are certain to be used further to restrict freedom of thought and expression rather than to improve the unduly low moral standard of our mass-entertainment media.”

In a CBS Radio broadcast last Monday, news commentator Edward R. Murrow, noted of the investigation, “When Congress attempts to legislate on matters of taste, improper emphasis, what is offensive and undesirable, then it is only another short step to increasing controls over what the individual may say, and how he may act.”

MCCARTHYCLAIMS
Commies in Radio-Press
SEN. JOSEPH R. McCARTHY (R-Wis.) said in a May 18 radio interview that he believes “we have a vast number of Communists in press and radio.” The senator was interviewed by Paul Martin, moderator of the Gannett News Service’s Washington originated Your Capital Memo.

Sen. McCarthy brought up the radio and press while answering questions about names he has been called. He said it was “nothing new or unusual” about the number of “dizzy” names as a result of his campaign to “expose” Communists in government.

“Whenever anyone injuries Communists as distinguished from Communist,” the senator said, “he promptly receives attention from all the left-wing bleeding heads of press and radio.”

He said “Louie Budenz, who was the editor of the Daily Worker, who is in a position to know, said that as editor of the Daily Worker he had 400 Communists in press and radio throughout the country. He has given the names of those Communists to the Justice Dept.”

May 26, 1952 • Page 29

**WKNY PURCHASE Bingham to Head New Firm**

SAL Of WKNY Newburgh, N.Y. Wednesday for $75,000 to a group of the station's employees was announced last week by Edward A. ChapPELL, vice president of Speidel Newspapers Inc. and treasurer of WKNY Broadcasting Co. Inc., Illinois. WKNY. The purchase agreement was signed by C. W. Bingham, general manager of WKNY, the former licensee, will be president of the new licensee firm, to be known as the Orange County Broadcasting Corp. The transaction is subject to FCC approval.

Mr. Bingham said some of the officials and stockholders in the purchasing group also are members of the Duchess County Broadcasting Corp., which bought WKPJ Poughkeepsie, N.Y. earlier this year [B&T, March 3] from the Poughkeepsie Newspapers Inc. Radio Div., which also had been an affiliate of Speidel Newspapers. He did not disclose distribution of stock in the new firm.

New officers, all stockholders, besides Mr. Bingham, are: vice president, Joseph W. Raile, who was WKNY commercial manager; secretary-treasurer, Mabel Shroyer Meurer, who was WKNY office manager; chief engineer, Marvin S. Seimcz, who held the same position both at WKNY and WKIP before the former ownership; program director, John J. Kuhn; member of sales department, Campbell Thompson. Messrs. B i n g h a m, Seimcz and Mr. Kuhn and Mabel Shroyer Meurer also are president, vice president for engineering, vice president for general management and secretary-treasurer, respectively, of the WKIP licensee firm.

Mr. Bingham said an application will be made immediately to the FCC for approval of assignment of license and sale of physical assets of the WKNY property.

WKNY first went on the air in 1933. It operates on 1250 to day time. Main offices are at 161 Broadway, Newburgh, with the transmitter on the Coshecton Turnpike. Newspapers recently sold are KDKN Santa Cruz, Cali., and KWNR Reno, Nev.

*RCA VICTOR CLASS 78 End Training Course* SEVENTY-EIGHT broadcasters last Friday concluded an intensive series of classes and laboratory demonstrations at the RCA Victor plant in Camden, N.J. It was the second largest class attendance registered since the training programs were begun by RCA in 1948. Nearly 700 engineers from the United States and several foreign countries have received training in basic theory, design, operation and maintenance of TV broadcast equipment in this series.

**JOHN DUNBRAWC EWING, 60, widely known radio station owner and newspaper publisher, died May 17 following a heart attack suffered in his private plane while flying to Shreveport, La.

Mr. Ewing was en route from his summer home at Pass Christian, Miss. The plane landed at Ruston, Miss. and his body was removed 60 miles westward to Shreveport.

Nationally known in the radio industry, Mr. Ewing was president of the International Broadcasting Corp., owner-operator of WKHH Shreveport and KTSH Hot Springs, Ark., soon to be moved to Little Rock [B&T, Dec. 31, 1951].

In addition, he was editor-publisher of the Shreveport Times and president of the Monroe (La.) News-Star-World Publishing Co., which publishes the Monroe News-Star and Morning World.

Born in New Orleans, Mr. Ewing grew up in a newspaper family. He received a Bachelor of Science degree in 1913 from Virginia Military Institute, where he captained the basketball team.

During World War I, he served as an infantry captain and received the Croix de Guerre with Star and the Purple Heart.

He was president of the Southern Newspaper Publishers Assn. in 1938-39 and in 1939 was chairman of the association's board of directors. He also was a director of the Associated Press and the Southern Press Assn., the Southern Newspapers of Louisiana & Arkansas Railroads; a past department commander of the American Legion and chairman of the board of the American Legion Monthly.

Among clubs to which Mr. Ewing belonged were the Boston of New Orleans, Shreveport Golf and Country Club and the Augusta (Ga.) Marketers.

In 1929, he testified against the late Gov. Huey Long at an impeachment inquiry brought in the Louisiana State House. Mr. Ewing was a confidant of President Franklin D. Roosevelt and was a caller at the White House during the late Chief Executive's tenure in office.

Survivors include a son, John D. Ewing Jr., a student at Louisiana Polytechnic Inst. and a daughter, Mrs. Helen May Clay, a director of KTSH, and wife of Henry B. Clay, KWKH general manager.

Funeral services were conducted at St. Mark's Episcopal Church in Shreveport. Burial was in that city's Forest Park Cemetery.

**CAPEHART PLAN Senate Group Votes To Keep Formula**

PROMPT Senate action was promised by administration leaders last week on legislation which would retain the controversial Capehart tax credit formula and authorize for reinstatement of Regulation W credit curbs until March 1963.

An amended bill to extend the current Defense Production Act beyond June 30 moved closer to reality as the Senate Banking & Currency Committee voted to report its recommendations to the floor early this week.

Sen. Ernest W. McFarland (D-Ariz.), majority leader, said he hopes for quick passage of the proposed bill, providing for an eight month extension of wage and price controls. Others predicted, however, that a flood of amendments would be offered during floor debate, tentatively set for this week.

Meanwhile, retention of standby authority for the Federal Reserve Board to crack down on controls if the occasion demands was urged by FRB Chairman William McChesney Martin Jr. in the wake of the Senate committee's action. The board suspended curbs on installment purchases of radio-TV sets, household appliances, furniture and automobiles earlier this month [B&T, May 12]. (Also see story, page 110.)

Retention of the allowance formula, permitting manufacturers and processors to compute additional costs for advertising, selling, administration and research and add them to ceiling prices, would give them further opportunity to apply for these benefits on the basis of costs accrued before July 26, 1952. The cutoff date would remain the same.

The Senate Banking Committee's decision to retain the cost allowance formula, provided by Sen. Homer E. Capehart (R-Ind.) was made by "almost unanimous" voice vote, according to spokespersons. Regulation W was retained in absence of specific committee action.

Thus, Sen. Capehart emerged victorious with his cost allowance provision, but was defeated in his provision for total abolition of credit curbs authority.

A capsule summary of other actions taken by the Senate Banking Committee:

- Voted to extend wage-price controls for nine months—until next March 1—as proposed by Sen. Capehart.
- Retained exemption from price control of rates charged by radio-TV broadcasting and other media.
- Voted to uphold the Wage Stabilization Board, with substitution of an all-public panel to function in an advisory capacity, sans any authority to recommend wage dispute settlements. Members would be subject to an annual salary.
- Voted to extend authority for allocation of critical materials by the Defense Production Administration and National Production Authority for one year—until June 30, 1953.
- Voted to require GFS to raise ceiling prices to levels prescribed by state minimum price laws.

The House Banking Committee still is holding hearings on the Defense Production Act. Chairman Brent Spence (D-Ky.) told President Truman he is confident Congress would extend controls for another year to June 30, 1953.

As proposed by Sen. Paul Douglas (D-Ill.) and approved by the Senate Banking Committee, the Capehart amendment would be clarified to apply solely to manufacturers and processors.

**Pittsburgh Premiere**

TEN radio stations in Pittsburgh's Allegheny County area have accepted invitations from Republic Pictures to cover the "global" premiere of the new picture, "I Dream of Jeannie." Two other stations were invited. Each station will have separate booths for commentators in the Fulton Theatre lobby, with representatives of key leaders to be taped and played back the following day. Plan of WDTV (TV) Pittsburgh to telecast the stage proceedings was rejected by theatre manager John Walsh, according to Republic Pictures, when he learned deal was to include local sponsor announcements.
Tearsheets for Radio

By Gene F. Seehafer

DICK D. is a newspaper advertising salesman. You can see him making service calls with his small leather briefcase, which includes newspaper advertising tearsheets.

This tangible evidence of newspaper advertising also has its counterpart in radio advertising. A copy of the radio commercial in the hands of the retail advertiser is just as much a tearsheet as the proof sheet of the newspaper advertising.

The alert radio station can go a step further. Instead of just delivering or mailing a copy of the commercial to the retail advertiser, why not send the original copy? A carbon copy will suffice for the announcer's use.

When several copies are needed for the retail advertiser for various departments, again the carbon copy comes into play as the copywriter types the commercial. Five to seven legible copies can be produced this way, at negligible cost when compared to hectographing or mimeographing, the latter may have to be employed in special instances where many copies of a commercial are needed. If radio commercials may be distributed to department heads and posted where employees can see them. Even better, special radio station bulletin boards (with station call letters and "As Advertised On" showing clearly) can be erected at strategic points within the department. All radio advertising messages posted for benefit of sales staff and customers alike. Since most people lay their hands on the radio commercial, the novelty value draws attention.

To merchandise with radio "tearsheets," the retail advertiser must plan his radio advertising well in advance. Items to be radio-advertised should be selected at least one week ahead of time so necessary writing and for parity checking in this to the store can be done in time for full and complete merchandising coordination.

The radio "tearsheet" gimmick may be the wedge the salesman needs to try the retail advertiser from his perennial habit of selecting items at the last minute.

Before distributing commercials as tearsheets, the radio station will do well to check the appearance of its copy paper. Since commercials no longer are merely intra-station, the data printed on the head of the copy sheet should be considered a special radio station's merchandising opportunity, reflecting a touch of the glamorous and the modern. Thus, the need for call letters in large letters, the station frequency, and the network affiliation showing up clearly with blanks for the usual data such as the name of the advertiser, the product being advertised, length of commercial, date and time on the air and the name of the program, if a program commercial. Contrasting colored ink is especially desirable.

Tearsheets can also be employed by the TV station. Copies of TV commercials can be distributed to sales persons or posted on bulletin boards, on counters next to the TV-advertised item, near elevators, escalators and at other points near customers. Thus, the need for call letters in large letters, the station frequency, and the network affiliation showing up clearly with blanks for the usual data such as the name of the advertiser, the product being advertised, length of commercial, date and time on the air and the name of the program, if a program commercial. Contrasting colored ink is especially desirable.

SMITH QUITS ABC

Edward G. Smith last week resigned as director of ABC's Radio Network at the Central Div. Mr. Smith, who announced no plans, joined ABC Chicago in January 1950 as program sales manager for radio and television. In July of last year, when network radio and TV operations were split, Mr. Smith was designated Central Div. Network director.

Before joining ABC he was associated with General Mills 12 years as director of radio, television and film production. Before that, he was with WJR in Detroit and General Mills, he spent most of his time on television for Betty Crocker.

ZONITE CLAIMS


The order charges misrepresentations in published and broadcast continuities for Porhan's Toothpastes, and cites the agency for participating in the preparation and dissemination of the advertisements. Neither the complaint nor the order, announced last Thursday by FTC, specify the type of radio advertising.

The product, according to commission findings, "contains nothing the application of which is of therapeutic value in the prevention or cure of any disease or disorder of the teeth or gums," and "its sole value is as a cleaning agent."

The respondents also were requested to cease certain other representations.

PHILIP LESHEM

PHILIP LESHEM, 29, radio and television timebuyer at Grey Adv., New York, died May 16 in Florida, while on leave of absence. Mr. Leshem had been with the agency for three years and prior to that was with Compton Adv. in similar capacity. Surviving is his wife, Toby.

BROADCASTING • Telecasting

GENE F. SEEHAFER, new manager of research and radio personnel at CBS Chicago [B+T, April 21], formerly was assistant professor of advertising at the U. of Minnesota. He holds degrees from the School of Commerce and Northwestern is co-author of Successful Radio & Television Advertising with Jack W. Leemor. Letter wrote "Inviting Action White Radio Copy" [B+T, March 31]. Mr. Seehafer operated a radio station counseling service, including a radio advertising "Ideal Exchange," and was a member of the Minneapolis Chamber of Commerce Speakers Bureau and Minneapolis Advertising Club. He is a member of Alpha Delta Sigma, national advertising fraternity. The author also has worked for several midwestern radio stations and the Wisconsin Network. He spent his 1958 with the market analysis department of General Mills Inc. and as executive secretary of the Wisconsin Rapids Chamber of Commerce.

SMITH QUITS ABC

No Plans Announced

EDWARD G. SMITH last week resigned as director of ABC's Radio Network at the Central Div. Mr. Smith, who announced no plans, joined ABC Chicago in January 1950 as program sales manager for radio and television. In July of last year, when network radio and TV operations were split, Mr. Smith was designated Central Div. Network director.

Before joining ABC he was associated with General Mills 12 years as director of radio, television and film production. Before that, he was with WJR in Detroit and General Mills, he spent most of his time on television for Betty Crocker.

SALARY INCREASE

Granted to SAG by WSB

BASIC minimum salary increase for film actors recently negotiated by Screen Actors Guild with major movie producers was approved May 14 by the Wage Stabilization Board. Day player minimum will rise from $55 to $70 weekly. Freelance actors will receive $250 weekly, an increase of $75. Wage boosts are retroactive to Jan. 1. The increases based on travel time charges and wardrobe and makeup tests pay require separate action by WSB. SAG's new contract with the Society of Independent Motion Picture Producers is also pending WSB approval.

May 26, 1952 • Page 31
IN Colorado and Wyoming, where no television exists, radio ownership has reached 99% of all homes, and 80% of all homes own two or more sets in working order.

These and other facts were turned up in a radio diary study made for NBC’s KOA Denver by Research Services Inc., Denver. The study, the second in two years, was released last Thursday in New York.

In Colorado and Wyoming, radio gets more attention by far than other media. Radio listening averages 2 hours, 26 minutes per person per day; newspaper reading gets 36 minutes per day, and magazine reading 25 minutes per day.

Total time spent listening to the radio per day in those two states has increased by 17%, from 202,160 minutes per day in 1950, when the first KOA diary study was made, to 235,936,000 minutes in 1952. This vast increase is due to the concentration of individual listening to population growth.

In the same period, newspaper reading has declined by .6%.

A new NBC Radio Spot Sales presentation released this week points out that KOA reaches more people at lower cost than any combination of newspapers in the area or any combination of other radio stations.

Possibility of merging the five branches of Associated Actors and Artists of America by July 1, after which Television Authority may merge with American Federation of Radio Artists, seemed somewhat shaken last week after most unions as “day and night sessions” on first draft of a merger proposal. It was submitted by labor relations experts from two universities.

Discussed by East Coast unions Monday and Tuesday at New York’s Hotel Astor, the 42-page proposal was considered an outline, with further amplification and rearrangement to result from AAAA members’ reactions. The plan was to be discussed in Chicago Thursday and on the West Coast today (Monday), after which it was to be rearranged and resubmitted.

Unions affected by the merger—Actors Equity and Chorus Equity Asns, American Guild of Musical Artists, American Guild of Variety Artists, APRA and TVA—were thus withholding comments until the final proposal is drafted. Since union heads still have to have their stands before submitting it to membership referendum, a procedure that normally consumes a month’s time, it seemed unlikely last week that the merger could be completed by July 1. As a spokesman for one group said, “Any possibility of the unilateral deadline set by the TVA is probably out of the window...it’s impractical to expect that it be kept.”

Reactions Varied

TVAs, invited to merge with APRA, passed a resolution at its December convention asserting it would form an all-broadcasting organization if total merger is not completely and finally approved by all branches by July 1. Constitution has been prepared for the new APRA organization and approved by both organizations, but requires approval of the AAAA board and two weeks notice to all branches. Document has not yet been submitted for approval.

Reactions to the blueprint ranged from ”very good chance for merger now” to a dubious, “you just can’t predict; sometimes when these
YOU CAN KNOW Everything ABOUT YOUR AUDIENCE IN IOWA!

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

Many advertisers have told us that the only precise data they have on most newspapers and magazines is "rates and circulation"—and that this doesn't provide the information needed for smart selling. For fourteen years, the annual Iowa Radio Audience Survey has presented a complete, accurate and detailed picture of the radio audience in Iowa.

Using these Surveys, you know exactly who is listening to the radio at any time of day or night—men, women, children—urban, small town and farm—their economic and educational status—their preferences for various types of program materials—and dozens of other facts to help you plan your strategy.

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

FREE & PETERS, INC.  
National Representatives
concern over the current competitive network sales and rates situation, which is at such variance with the NARTB's position as to make the FCC in the near future.

Present rules, requiring cumulative announcements to identify electrical transmissions, tape, kinescope and similar delayed broadcasts, are considered obsolete in view of the progress in recording techniques and the advance in program procedure.

The project developed at the NARTB board meeting last February, which included meetings of NARTB members and Walter Compton, WTG (TV) Washington; Thad Brown, NARTB TV director; Ralph W. Hardy, NARTB government relations director.

NARTB MEMBER-STAFF group paid informal call on FCC Commissioner Rosel N. Hyde last Monday during meeting of special committee on transcription rules. L to r: Comr. Hyde; Michael R. Hanna, WHCU Ithaca, committee chairman; William Fay, WHAM Rochester; Walter Compton, WTG (TV) Washington; Thad Brown, NARTB TV director; Ralph W. Hardy, NARTB government relations director.

Rate Cut Crisis

(Continued from page 23)

Though there was no official explanation of what the individual members intended to take up when consulting with their respective networks, it was learned that in the case of those members who are CBS Radio affiliates and who have not yet signed the new contracts ceding total power to the network to that rates would continue to reject the contract revisions. Hold Rate Line

In the case of members affiliated with other networks, they would resist any similar efforts toward contract revision that might be made in future by their networks. In all cases, the affiliates intended to urge the networks to hold the line on rates. Though opinion varied somewhat as to details, in general the affiliates were agreed that if nighttime rates were lowered, daytime rates ought to be raised.

One member of the committee pointed out to BROADCASTING TELECASTING that many stations operated on profit margins that were not large enough to withstand substantial decreases in income from their networks. If a decrease in network rates were imposed on top of the continuing decrease in network business volume, he would not be surprised to see some network stations turn independent, he said.

None of the Affiliates Committee members has received any direct notification from any network as to possible rate changes, it was said. But they said they had it on good authority that the "threat of change is imminent."

During its meeting, the Affiliates Committee also heard discussions of current research activities by A. C. Nielsen, president of A. C. Nielsen Co.; Kenneth H. Baker, president of Standard Audit & Measurement Service, and C. E. Hooper, president of C. E. Hooper Inc.

Mr. Kobak described to the committee the ambitious research evaluation project of the Advertising Research Foundation has voted to undertake, providing the financing can be found.

He pointed out that ARF would stand the overhead expense for supervising the study but that roughly $25,000 would be needed to carry out the work. As will be the case with most ARF-supervised undertakings, the medium involved will have to stand the cost, if the work is to be done.

As president of ARF, he will urge the sponsorship of the project upon BAB, which Mr. Kobak described as the logical sources of funds. As chairman of BAB, he will be in a position to cast one vote in favor of the proposal if he makes as president of ARF. Whether other members of the BAB Finance Committee will vote the same way could not be learned last week.

The type of job contemplated is not unlike that recommended a year ago by the special test survey committee which was originally formed at the urging of Stanley Breyer, of KBBS San Francisco. That committee estimated the job would cost $140,000.

Mr. Kobak said last week, however, since some of the overhead would be absorbed by ARF and because ways had been found to cut down drastically on the expense without impairing the quality of the work, the sum needed from BAB would be only about $25,000.

The research project which Mr. Allerton will undertake for NARTB was called for in the following resolution adopted at the NARTB's AM Committee meeting:

"Resolved that the NARTB survey the economics of AM radio to determine and ultimately publish the basic facts on American radio from an operational and financial viewpoint, including but not limited to the changing relationship of income to the cost of operating."

The resolution placed virtually no limitations on the scope of the study.

Mr. Allerton said he would personally conduct a pilot study in an as yet unannounced market. After completing that and deciding what kind of conclusions can be reached, he will start the main job. He said he would have to hire one research expert to assist him when the project gets under way.

MORGENCY STAYS

As Affiliates' Chairman

PAUL W. (Fritz) MORENCY, WTCI Hartford, last week agreed to retain the chairmanship of the All-Radio Affiliates Committee until the next meeting of the full membership at the NARTB convention next year. nug of business. Leslie C. John- son, vice president and general manager, WHBF-AM-FM-TV New Orleans, were elected vice chairmen.

Leonard Kapner, president of WCAC Pittsburgh, resigned from the committee because of the pressure of business. Leslie C. Johnston, vice president and general manager, WHBF-AM-FM-TV Rock Island, Ill., was elected to replace Mr. Kapner.

KATE SMITH and Ted Collins were presented gold key awards during WCNO-TV's Kati Swat. Last April 30 by Gilbert W. Chapman, Yale & Townes Mfg. Co. president, for singer's "unselfish support of humanitarism and patriotic causes" and announcer's "cracker barrel" discussion of important events.

RECORD RULE

FORMAL request by NARTB for rewriting of regulations governing recorded radio and TV programs is to be made at the FCC in the near future.

Present rules, requiring cumulative announcements to identify electrical transmissions, tape, kinescope and similar delayed broadcasts, are considered obsolete in view of the progress in recording techniques and the advance in program procedure.

The project developed at the NARTB board meeting last February, which included meetings of NARTB members and Walter Compton, WTG (TV) Washington; Thad Brown, NARTB TV director; Ralph W. Hardy, NARTB government relations director.

STATIONLESS TOWN

FCC Favors in Okla. Case

A SMALL town without a broadcast station should get its own outlet before another larger town gets a second station. That is the basis for FCC's initial decision last week which would grant J. D. Allen 1250 kc with 500 w daytime for Anadarko, Okla., while denying the competitive bid of Lawton-Ft. Sill Broadcasting Co. for 1250 kc with 1 kw daytime and 500 w night at Lawton, Okla. Comrs. E. M. Webster, Robert F. Jones and Robert Bartley did not participate in the initial ruling.

Mr. Allen has an insurance and real estate business in Chickasha, Okla., but he plans to sell his interests there and move to Anadarko if the initial decision is made final.

Lawton-Ft. Sill Broadcasting is owned by Byrne Ross and family. Mr. Ross is licensee of KLPK Oklahoma City.

MUTUAL Security Agency has selected four radio farm directors for a six-week tour of European and Middle Eastern countries to teach local farm editors how agriculture information is spread in the United States.

In a schedule calling for departures from the program last Thursday, they were: Sam Schneider, KVQO Tulsa, president of the National Assn. of Radio Farm Directors; Larry Haeg, WCCO Minneapolis, past NARFD president; C. W. Jackson, KCMO Kansas City, and Claude Mahoney, WTOP Washington.

Page 34 • May 26, 1952
For release Thursday, May 1, 1952 - 6:00 PM DST

"SUPER-SALESMAN" PAUL BARTELL ACCLAIMED BY 'SEE' MAGAZINE

New York, May 1 -- Station WFOX's popular disc jockey, Paul Bartell, was named one of America's top disc jockeys in an article in the current issue of 'SEE' Magazine, just released.

By reason of his "outstanding personality, plus the astuteness of his showmanship," Mr. Bartell has reached the top in a field of more than 4,000 disc jockeys in the United States, the article declared. His talent and enthusiasm have inspired a high degree of loyalty among his listeners, and have made Mr. Bartell "a moulder of public opinion, and a super-salesman" in the city of Milwaukee.

"The disc jockey caters to advertisers unable to meet the prohibitive production costs -- and hence selling price -- of network programs." At the same time, the best platter-spinners are a potent selling force. "The same people hear the same messages day after day, and hence are apt to be influenced by what they hear."

Disc jockeys are most influential in the recording and music publishing fields. "Removal of disc jockey patronage" the magazine states, "spells fines for a tune." Local spinners, by reason of their influence and popularity, are often recruited to aid charity drives, make stage appearances, and conduct newspaper columns.

"Selecting the country's outstanding disc jockeys, from among 4,000 men and women, is a difficult job," the 'SEE' article concludes. Paul Bartell's selection was based on his influence, sponsorship, and audience acceptance.
announcing the establishment of...

DORRANCE
AND COMPANY

an organization offering a full range of promotional planning and creative services for many types of businesses—but particularly competent by experience to serve the broadcasting, telecasting and advertising agency fields.

Any project from a year's campaign to a single sales letter is within the interest and reasonable fee scale of this organization.

The company is a new one, but the talents it represents have for years aided hundreds of large and small clients in the solution of their promotion problems.

Your inquiry will incur no obligation.

McCarran Resolution
(Continued from page 27)

open the way to "a new era of honest and realistic reporting," he said, asserting "the resolution which you sponsor ... suggests you may believe it is not possible to conduct an orderly hearing and permit sound and fair picture coverage at the same time."

Extensive comment was contained in CBS Radio news commentator Edward R. Murrow's commentary last Monday.

Mr. Murrow made the combination of President Truman's security order, the Gathings resolution, the House ban and the contemplated Senate ban, "represent both a threat of censorship and a denial of the right of television and of radio to employ the tools of their trade, the microphone and the camera, to disseminate information."

He also said, in part:

So far as the opinion of the lawyers of the American Bar Association is concerned, I would suggest that their opinion on this subject carries, or should carry as much weight as a group of doctors, plumbers, or steelworkers. In the absence of any specific law, their credentials on the matter of news and information are as good but no better than those of any other organized group in the community.

Remember, this ban against cameras and microphones in House Committee hearings, and the proposed one against Senate hearings, applies to open public meetings. I don't care whether it's McCarthy attacking, Owen Lattimore defending, Acheson explaining foreign policy, Lovett defending a Defense appropriation—I would rather hear the relevant excerpts of their testimony in their own voices, than to read it or hear it after it has filtered through the mouths of reporters and editors, written up in newspapers or on radio. (No politician or witness has yet claimed that his own voice misquoted him.)

Whenever the government of the day, or the opposition, desire to advocate or urge legislation or action upon the community, they request and receive radio and television time, (although there is nothing in the law requiring the networks to provide that time). But when broadcasters desire to show Congressional committees in action, the freeze is on, so far as the House is concerned, and the McCarran Bill will do the same thing for public hearings by Senate committees. If the McCarran Bill is passed, and is not fought through to the Supreme Court, the radio and television companies will be negligently derelict in their duty, both to themselves and those who depend upon them for information.

It is, I believe, in the national interest, necessary for us to turn over a substantial amount of what we earn to the government. But it is not necessary, and it is not safe, to turn over to the government increased control over what we may read, see and hear. What is required is more information, more widely spread, regarding what our government is doing; and that is the thing that is in danger.

'Forum' Praised

THEODORE GRANIK's American Forum of the Air, radio's veteran forum program now also on television, was commended on its silver jubilee in the Senate last week by Sens. Herbert Lehman (D-N. Y.) and William Benton (D-Conn.).

WINS New York reports largest movie spot campaign to date with signing of Whitestone Bridge drive-in theatre, Bronx, and Sunrise drive-in, Valley Stream, N. Y., for participation Mon., Wed. and Fri. in The Martin Starr Show. Contract runs 18 weeks.

REBROADCAST RULE
Networks Non-Committal

RADIO networks were not taking a stand last week on the FCC policy change in its rebroadcast rule, but were hoping individual stations would make their opinions known with sufficient strength in Washington to effect a further clarification in the ruling [B&T, May 19].

A spokesman for one network voiced a common attitude when he said he felt the onus of complaint lay with the stations themselves. He noted as one 'regrettable part of the ruling that "the emphasis is all in the wrong direction." Although he underlined that he was not seeking to add obligations to anybody, he seemed more logical, he suggested, that the station refused rebroadcast rights should explain just why it should be granted those rights, rather than to force the originating station to account for its refusal.

Legal experts at most networks were keeping in touch with their station relations departments to find how affiliates' reactions add up.

LINK RADIO CORP.
Files for Bankruptcy


Included in assets were $763,000 due on open accounts, $400,000 in unliquidated claims and $1,410,000 in stock in trade. Filed under Chapter XI of the bankruptcy laws, the petition seeks to pay secured creditors the $624,170 they claim, secured by holdings evaluated at $430,366, and to repay unsecured creditors 25% annually during the next four years.

CLEAN-UP DRIVE
Laundry Assn. Uses Radio

LAUNDRIES in Canton, Ohio, spurred by Robert C. Pehman of WHBC-AM-FM there, are using radio to fight their "biggest competitor—the home washer in the basement." Forming the Professional Laundries of Canton, they sponsor an across-the-board news feature, according to John H. Smith Jr., NARTB FM director.

Commercial bids for more shirt, blanket, flatwork, rug and dry-cleaning business from the housewife. They emphasize that clothes never touch metal in their machines, shirt collars and cuffs do not wear out because of laundering, and electric blankets can be laundered.

The "quit-fighting-each-other" policy is working out successfully. WHBC sends bulletins to laundries and data to home drivers in making calls. Bundle stuffers and bill inserts are used.

Page 36 • May 26, 1952
That WREC reaches the highest type listener, economically and educationally, \textit{IN MASS}, is evident from a casual examination of the programming of WREC, and the Hooper Rating—which averages the highest in Memphis.

A further examination of the names of advertisers on WREC shows both in spot and, of course, network, sponsors of the highest calibre, firms of stability, reputation and prestige.

The old saying that “Birds of a Feather Flock Together” is quite evidently true with WREC and its advertisers. Listeners know it. Jobbers know it, and so do retailers.

Your message on WREC carries prestige from the start.
Storer Stock
(Continued from page 28)

month, totaling $1,540,184, with loans now amounting to a total of $4,400,370. Each company is reflected to the statement. The company has paid cash dividends on its common stock in each of the 20 years since 1932, it was added, and cash as well as stock dividends are contemplated in the future. Election of Thomas F. Staley, senior partner of Reynolds & Co., to serve on the SBC board is contemplated. He would replace John R. Foote, SBC counsel, who would resign his directorship, the statement indicates.

SBC is described as the largest independent standard radio broadcasting as well as largest TV system under single ownership in the United States.

Storer properties consist of WJZK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-AM-FM-TV Atlanta; KEYL (TV) San Antonio; WWVA-AM-FM Wheeling, W. Va.; WGBS-AM-FM Miami; WSAI-AM-FM Columbus; WMEN-FM Providence, R. I.; and WVA, along with subsidiary corporations. TV applications are on file for Miami, Wheeling, Minneapolis and Cincinnati.

The SEC statement apportions the 15,000 shares to be offered key officers (all subject to Salary Stabilization Board regulations) as follows: Lee B. Wailes, executive vice president and director, 2,000 shares; Stanton F. Ketter, district vice president and director, 1,500; William E. Rine, vice president and director, 1,500; Allen H. Haid, vice president, 1,000; J. Robert Kerns, vice president, 1,000; Gayle V. Grubb, vice president, 1,000; George B. Storer Jr., vice president of KEYL (TV) San Antonio; and an SBC director, 1,000; Glen G. (Tom) D. Harker, vice president, 1,000; Harry A. Steen- sen, assistant treasurer and comptroller, 1,000; Miller H. Babcock, manager WGBS, 500; Glenn C. Jackson, manager WAGA, 500; Leon C. McAskill, publisher, Florida Sun, 500; A. Garen Ferrine, manager WMEN, 500; Paul J. Bell, assistant manager, WYWA, 500; Bertha C. Prestler, assistant secretary, 500; Glenn C. Boundy, chief engineer, 500; John E. McCoy, staff attorney, 500.

Revenue Breakdown

The SEC statement shows that national spot accounted for 41% of gross revenue in 1951 and local accounted for 41%, leaving 18% for network. TV revenues came from these sources: Spot, 46%; local, 38%; network, 22%.

Gross earnings (operating revenues) have risen steadily from $1,345,830 in 1942 to $5,657,114 in 1950 and $9,560,086 in 1951. First-quarter earnings were $2,665,741 in 1952, compared to $2,130,119 for the same period a year ago. Net profits in recent years have ranged from $659,620 in 1949 to $1,291,935 in 1951 and $376,570 in the first quarter of 1952.

Gross revenues from standard broadcasting have continued to go upward during the period of TV's arrival and expansion, amounting to $3,748,337 in 1947; $8,872,495 in 1948; $12,073,097 in 1949; $14,632,993 in 1950 and $4,743,596 in 1951.

TV gross revenues started with $3,139 in 1949 and rose to $557,011 in 1949; $2,024,151 in 1950 and $4,816,490 in 1951.

The SEC statement lists aggregate 1951 remuneration of Mr. Storer, president and director, at $75,025; Mr. Ryan, 40,024; Mr. Wailes, 42,669; Richard E. Jones, who resigned last January as northern division manager, $20,003.

Bonus and incentive compensation arrangements were described, the latter amounting to $109,526 last year. A profit-sharing trust fund plan was adopted last March for employees of at least three years' service, with 15% of net profits before taxes over $2 million contributed to the fund. To this fund has been paid 173 employees who would receive $908,329 in 1951, or equal to 15% of the gross payroll.

Holdings of preferred stock were listed as follows: Mr. Storer, 29,898 shares (69.197%); Detroit Trust Co., trustee, % George B. Storer, 4,608 shares (9.02%) and 1,690 shares (3.581%); Mr. Ryan, 5,225 shares (10.87%); Frances S. Ryan, 6,875% shares (13.75%). All directors and officers now hold 63,500 shares of preferred (73.05%).

SBC is owner of 42.58% of stock in Standard Tube Co.

MANAGERS of Oklahoma Network stations met May 9 in Oklahoma City to forge a unified merchandising plan for advertisers. Participants included (back row, l to r) Brown Morris, secretary-treasurer, Oklahoma Network, Storer; Bill Hoover, network president; vice-president-general manager, KADA and KWSH; Roy Judge, KWSH commercial and business manager; Pat Murphy, KWSH station manager; John Reisen, station manager, KVDO Armore; (front row) Guy Farnsworth, station manager, KKRC Enid; Allan Page, network vice president and director, KWIN; John George Yorand, president, the O. L. Taylor Co.; Wally Weber, station manager, KBIX Muskogee, and Jim Watson, station manager, KTMC McAlester.

CAPAC SUIT HALTED

Pends Ottawa Ruling

ACTION started in the courts of Ontario and Quebec by 10 stations in each province against the Com- poses, Authors & Publishers Assn. of Canada (CAPAC) because of proposed copyright fees, has been stopped. The halt pends new action taken by both CAPAC and Can-adian Assn. of Broadcasters in the Exchequer Court of Canada at Ottawa to determine the legality of the Canadian Copyright Appeal Board's ruling allowing CAPAC to examine the books of broadcasting stations to determine gross revenue on which to base fees [B&T, April 21, 7].

This stay in action in the Supre-me Courts of Ontario and Que- bec was taken suddenly on May 15 following action of CAPAC in calling CKMO Vancouver, before the courts of British Columbia for using CAPAC music.

The entire court action in Onto- nario and Quebec was instigated on the Canadian Copyright Appeal Board's ruling allowing CAPAC officials access to the books of independent broadcasting stations to determine gross revenue on which fees of 1½% were based for 1952. Meanwhile, it is understood an arrangement has been made where-by Canadian independent stations will pay CAPAC on 1951 fee formula and hold in reserve necessary money in case the courts uphold Copyright Appeal Board ruling.

Platt Raps TV
(Continued from page 28)

one calling for an entirely new form. They’ve tried to graft TV onto sports, radio, newspapers and movies, and TV has become the dumping ground for all the old films gathering dust in Hollywood.

"We must quit underrating the public attitudes, intelligence and good taste, and realize the people are screaming to high heaven about low-grade entertainment, too much trash and too many spon- sored programs. This genre creates an audience for the sales message, and a lack of acceptance "leaves the TV set sulking in the corner."

Commercialists, as well as entertainment, must reflect showmanship and good taste, Mr. Platt said.

Citing spots used on the Kraft Theatre, he said his company avoids “cheesy, low-pressure, cute little cartoons and pretty announcers with a cleft in the chin and a twinkle in the eye.” They believe believability, sincerity, conviction, a desire to serve and a helpful, instructive demonstration, he said.

Television, after experiments in New York, as far back as 1947 enabled the company “to make a complete and positive judgment as to the pull of the medium,” Mr. Platt said.

ADREN’S COMPETITION

60 Entries Are Judged

JUDGING of more than 60 radio and TV spot announcement and program entries in the 20th annual competition conducted by the Na-tional Advertising Agency Network was completed last Tuesday in Washington, D. C. Winners will be announced June 19 at its annual convention at Skytop, Pa.

Judges included: Joseph Brech- ner, general manager, WGAY Sil-ver Spring, Md., and the following Washingtoners—John S. Hayes, president, WTOP-AM-FM-TV; Gene Juster, WMAL-AM-FM-TV; Charles L. Kelly, program director, WMAL-AM-FM-TV; Robert K. Rifkin, public relations manager, WMAL; R. A. Behrens, assistant advertising manager, BROAD- CASTING • TELECASTING. Judging was at Henry J. Kaufman & Assoc. of- fice, under W. G. Toth, Jr. and F. Sigmund.

Page 38 • May 26, 1952

Mr. Richards Mr. Kelly Mr. Brechner Mr. Juster Mr. Hayes

BROADCASTING • TELECASTING

LOS ANGELES County Fair will be covered by KTTV (TV) Hollywood Station 12-28 with three daily telecasts plus emnition of many of station’s programs from fair grounds. Host will be Roy Maypole, KTTV special events reporter.
Niles Trammell, NBC Chairman of the Board, extends double congratulations to Earl C. Reineke, Founder-President and General Manager of WDAY for the station's 30th Anniversary, and for its record of top Hooperatings through the years. The following pages prove that the congratulations are really in order!

"Yessir, this is WDAY's 30th Anniversary!"
"LISTEN TO THESE HERE WORDS FROM WASHINGTON!"

Dear Mr. Reineke:
WDAY represents the true spirit of the community it serves. WDAY was a pioneer station in radio. It has grown with the community. It has served the people. This station represents the finest principles of freedom of thought and freedom of expression. I wish to commend WDAY, its officials and its staff, for the splendid programs directed toward serving the great agricultural economy of the Dakotas, Minnesota, and Canada. Farmers and farm families have had a richer life and a more wholesome experience because of the educational and entertainment features of WDAY. The news reports, the programs relating to public affairs coming from the microphones of WDAY have brought enlightenment and education to the people.

May I express my personal Thanks for the many courtesies that have been extended me by WDAY. Here is a radio station that exemplifies good citizenship in a community of good citizens.

Sincerely,

HUBERT H. HUMPHREY

U. S. Senate

Dear Mr. Reineke:
I am very happy to congratulate you the staff of WDAY on its thirtieth anniversary.

WDAY has been of invaluable assistance to every segment of society. Your fine programs, your sponsorship of progressive ideas and your adherence to the highest principles of public service have helped consumers, farmers, labor, business and industry and the general public in the territory you serve so well. I am sure WDAY will continue to grow and to prosper, reflecting the ever forward progress of the great Northern Upper Midwest country of which you are so vital a part.

Sincerely yours,

HAROLD C. HAGEN

House of Representatives

Dear Mr. Reineke:
Thirty years of service by any institution serving the public, as WDAY has done, is deserving of recognition.

Always you and your associates have kept uppermost in the list of your objectives, in news coverage, in entertainment features, in public information, and in advertising, the interests of your listening public.

You have served a great area of North Dakota and Minnesota exceedingly well and your public service has entitled you to the success you have earned.

Sincerely yours,

EDWARD J. THYE

U. S. Senate

Dear Mr. Reineke:
I am very happy to congratulate you the staff of WDAY on its thirtieth anniversary.

WDAY has been of invaluable assistance to every segment of society. Your fine programs, your sponsorship of progressive ideas and your adherence to the highest principles of public service have helped consumers, farmers, labor, business and industry and the general public in the territory you serve so well. I am sure WDAY will continue to grow and to prosper, reflecting the ever forward progress of the great Northern Upper Midwest country of which you are so vital a part.

Sincerely yours,

WILLIAM LANGER

U. S. Senate

Dear Mr. Reineke:
I want to commend you on your 30th anniversary and commend you as one of the foremost pioneers in the broadcasting industry. The fair way you have handled news, political and otherwise, is a credit to the industry. The public service you daily render to farmers and city dwellers alike is far beyond the call of duty. We are happy to learn your pioneering organization plans to extend its service into the television field. I am certain you will go forward with great strides in this great new added service to the people in your area.

Sincerely,

WILLIAM LANGER

U. S. Senate
NOW LISTEN TO THESE WORDS FROM LOCAL ADVERTISERS!

Dear Mr. Reineke:

CONGRATULATIONS TO WDAY ON YOUR 30TH ANNIVERSARY.

In the years past, our father found it a pleasure as well as profitable to use your service. At all times the friendly consideration and advice have been welcome and gratefully received. Our aim is to follow in Dad's footsteps. With him, we hope to continue as your friends and wish WDAY all the best in the years to follow.

ARTHUR WIMMER ANDREW WIMMER

WIMMER'S JEWELRY

Dear Mr. Reineke:

I think that I was one of WDAY's first advertisers and I know that our store has been, possibly, the most continuous advertiser since you started broadcasting.

I remember very well, right after you started, that somehow or other I was asked to put over an announcement regarding our store, and I remember going up to a couple of little rooms across the street from where our Black Building is at the present time, and sitting behind some velvet curtains and giving a talk, as I remember, about our store. I cannot remember the details, but I do remember being up there later on we put on a serial, and I doubt whether there were very many serials put on for the length of time that this one was. The serial was written by Miss Carol Trace who had charge of our advertising for many years, and Mrs. Williams and Mr. Art McNair were the characters, Nancy and Phil, in their life, and it made a tremendous hit with people in the early years and we had it for something like twelve years, six times each week.

We wish to give a personal salute to Mr. Earl Reineke on the way he pioneered and developed WDAY into the tremendous thing it is today, serving the entire Northwest.

THE STORE WITHOUT A NAME

Dear Mr. Reineke:

It is with a sense of deep pleasure that we extend to you our congratulations for your thirty years of service to this area, when on May 22, 1952, you mark your Pearl Anniversary.

We feel even closer kinship than this with you because in just a few short months we also will be celebrating our thirtieth anniversary. Many years ago we decided that one of the most effective ways to reach a large group of people with our message was by radio and at that time we entered into what has proved to be a very enjoyable and profitable relationship with your station. We began sponsoring the "Meet Your Neighbor" program and we have kept that program these many years. We believe the fact that we are one of your oldest advertisers and that we have continued with the same program since the beginning describes better than words the success of our institutional program over WDAY. As an aside, I believe Gate City Building and Loan Association is, in a sense, a pioneer too, as I believe that we were one of the very first associations in the country to start radio advertising of this type and continuing with it for so many years.

GATE CITY BUILDING AND LOAN ASSOCIATION

Dear Earl:

As one of WDAY's oldest advertisers, we feel that we are in a position to comment on our years with you.

As you know, Earl, our father began advertising with WDAY in the early days of WDAY's growth and expansion. We, his sons, are continuing his policy of getting the most for our advertising dollar by running a full and consistent schedule on your station—and will continue to do so.

Your thorough appreciation of our problems as an advertiser has made our advertising years with you pleasant and profitable.
WDAY is PUBLIC

Area Orphans Thrilled by Gifts from WDAY Christmas Club

GOVERNOR YOUNGDAHL SALUTES WDAY ON Silent GUEST DRIVE

WDAY APPEAL RAISES $2,000 FOR ORPHANS' SHOPPING TOUR

WDAY DRIVE BUILDS HOME FOR BAIRD FAMILY

Camp Buck WDAY Rec

North Radio

WDAY IS PUBLIC
Tops in Service, Too!

No radio station in the U. S. devotes itself more whole-heartedly to Public Service than does WDAY. Our Public Service activities are far too numerous to describe in detail, here—but each of the "headlines" below carries with it a story which would warm your heart, and which would at least partially explain the high esteem in which the entire Red River Valley holds us. If you are interested in getting the details, drop us a line!

Series on Indian Acclaim Receives Wide Acclaim

WDAY "Parade of Pennies" Packages Reach Europe

Indian Relief Fund on WDAY Goes Over the Top

Western Hospitals Receive Aid from WDAY Polio Fund

WDAY-Directed Search Locates Missing Battle Lake Boy
NOW LISTEN TO THESE WORDS FROM LONG-TIME LISTENERS!

WDAY's first regular listener, James H. Dunlevy of Fargo, is still an avid WDAY fan.

Dunlevy, former superintendent of the light and water plant at Hillsboro, N. D., picked up WDAY's first broadcast on a homemade radio set at Hillsboro, May 22, 1922. The broadcast was beamed from a 50-watt transmitter located in the Cass County courthouse cupola in Fargo, under the direction of E. C. Reineke, WDAY's president and co-founder.

Reineke met Dunlevy personally in Hillsboro in April, 1922. Reineke, Lawrence Hamm and Kenneth Hance of Fargo were experimenting with radio and were about to transmit their first broadcast. Dunlevy had experimented with wireless for years and was taking an interest in the development of radio. Reineke asked Dunlevy to listen at noon on May 22 for the transmission and the Hillsboro man picked up the broadcast about 2:00 p.m. The first broadcast of WDAY was musical, according to Dunlevy; a phonograph recording of one of the popular songhits of the day, "Three O'Clock in the Morning."

"From then on," recounts Dunlevy, "I picked up WDAY quite well. I built a super-hetrodyne receiver about ten feet long and rigged a loudspeaker outside my house. Folks gathered for a block in each direction to listen to the programs. Mr. Reineke broadcast programs just for me and sometimes I put the loudspeaker in public places such as the church or theatre and they would be jammed with folks listening to the radio."

Asked what he now thinks of radio, as WDAY's first regular listener, Dunlevy replied:

"The progress in just 30 years is amazing both technically and in programs. It's been a wonderful thirty years for progress and I guess we're just getting started."

Dear Mr. Reineke:

It is with genuine pleasure that I congratulate you and WDAY on your 30th anniversary. We purchased a Crosley radio in 1923, and we owned a crystal set with ear phones prior to that, so I am sure we celebrated your first anniversary if not your birth.

You have been a real member of our family through these thirty years, bringing to us valuable information on markets and weather, providing us with splendid entertainment as well.

At the present time there are six radios in our home and at least one is in constant use. We are now looking forward to your inauguration of Television and expect to be one of your first viewers.

ROY JOHNSON
WANDAROY FARM, Casselton, N. Dak.

Gentlemen:

I heard WDAY when they started to broadcast. I lived in Sykeston, N. D., and had the first and only receiving set in town. It was homemade with a three dial affair and ear phones. I heard WDAY say they would send to the person listening who lived the farthest away a set of head phones. I lived 13 miles west of the farthest town to report at that time. In a few days I got the headphones. I have been a steady listener since then.

W. M. COVELL
Carrington, N. D.

Gentlemen:

I started listening to your station when I was pretty young. Back in the fall of 1921 I got my first radio, a homemade, one tube set with ear phones. Of the earliest WDAY programs I remember a sort of chit-chat program by Earl Reineke and another fellow called "The Bug." In all this time, WDAY is still my favorite station.

GEORGE RICE
Mayville, N. D.

Gentlemen:

For over twenty years I have been a faithful listener to WDAY.

It has been fun and very interesting to see it grow—and progress—and right now I think it's one of the best radio stations in the whole world.

We depend on WDAY for market and weather reports, storm and school announcements, people snowbound, and where they are, and of course, the latest news.

We can turn to WDAY at any time for clean entertainment. The whole staff is so friendly and they all make one feel like "coming home" when we visit the station.

May God bless you all.

MRS. O. C. ANDERSON
Barnesville, Minnesota
"WE DONE RAISED UP A FINE SET OF DEPARTMENT HEADS!"

WDAY is a home-town phenomenon. Far from being a flimsy, souped-up organization of outside mercenaries who are even now on their way to their next jobs, every department head has been with WDAY for ten years or more. Actually, the average is 16 years! This proves a lot of things. First that they love their jobs and the community they live in. Second, vice-versa. Third, that there's hardly any "unusual" problem you can throw at them—whatever it is, they can do it again quicker and better than they've done it before.

Also—in all their years, they've certainly discovered what it takes to build and hold an audience in the Red River Valley. Read the following page and see for yourself!

TOM BARNES
Sales Manager
12 YEARS

KEN KENNEDY
Program Director
19 YEARS

SOPHIE HANCOCK
Office Manager
27 YEARS

JACK DUNN
Station Manager
20 YEARS

JULIUS HETLAND
Technical Adviser
28 YEARS

ROY PEDERSEN
Promotion Manager
12 YEARS

GLENN FLINT
News Director
10 YEARS

ERNIE BREVIK
Farm & Public Service
10 YEARS

JULINE SAVOLD
Chief Engineer
17 YEARS

FRANK SCOTT
Musical Director
10 YEARS
"No other station in the world can equal these records!"

In 1950 . . . . WDAY was the top Hooperated radio station in the entire country!
In 1951 . . . . WDAY was the top Hooperated radio station on NBC!
And in 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated radio station on NBC+4!

(* January-February Report—latest available as we go to press.)

An independent survey made by students at North Dakota Agricultural College among 3,969 farm families in a 22-county area around Fargo proved this:

WDAY

WAS A 17-TO-1 FAVORITE OVER THE NEXT STATION!
WAS A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

In 1951, WDAY was swamped with 145,659 letters and postcards from its listeners!

This is the equivalent of a letter or card from over 70% of the 211,550 families who listen regularly to WDAY!

This is an average of slightly over 399 letters per day—including Sundays and Holidays!
AA A A COUNCILS

New Officers Named

NEW officers and governors of the six sectional councils of the American Assn. of Advertising Agencies were announced by the AAAA in New York last week. They are:

New York Council
Chairman, Marion Harper Jr., Mc-
Cann-Erickson; vice chairman, Edwin
Cox, Kenyon & Eckhardt; secretary-
treasurer, H. Victor Goshorn, Need-

New England Council

Atlantic Council
Chairman, A. E. Morgan, Richard A. Feely Adv., Philadelphia; vice chairman, Charles C. Ratner, Van Sant, Dugdale & Co., Baltimore; secretary-treasurer, George B. Barnard, Atkin-
nyett Co., Philadelphia; other governors: Earl A. Buckley, Buckley Organization, Philadelphia; Dan W. Lindsey Jr., Lindsey & Co., Richmond; M. Sheldon Bridges, S. W. & D. P. Brother & Co. All are of De-
troit.

Central Council
Chairman, John M. Willem, Leo Burnett & Co., Chicago; chairmen, Harold H. Webber, Foote, Cone & Belding, Chicago; secretary-treasurer, Arthur F. Marquette, Sherman & Freberg, Detroit; other governors: S. L. Abrams, Ohio Adv. (ex-
office representing Cleveland chapter); Bruce B. Brewer, Bruce B. Brewer & Co., Kansas City; Wilson W. Crook, Crook Adv., Dallas (ex-office representing Salt Lake chapter); A. H. Fensohl, Fensohl Co., Chicago; Hal R. Keeling, Keeling & Co., Indian-
apolis; E. H. Zannemakers, Arthur R. Megge Inc., St. Louis (ex-office representing St. Louis chapter); J. K. Laird Jr., Talham-Laird, Chicago; A. N. Miller, Klaas-Van Peltersmom-
Dunlap Assoc., Milwaukee; George C. Reeves, J. Walter Thompson Co., Chi-
cago; Carl J. Davidson, Denver (ex-office representing Rocky Mountain chapter); Harry P. Viet, BBDO (ex-office representing Pittsburgh chapter); Hugo Wagen-
seil, Hugo Wagensil & Assoc. (ex-
office representing Dayton chapter); Harold G. C. Walker, Minneapolis (ex-office repre-
senting Twin City chapter).

Pacific Council
Chairman, Carl K. Tester, Philip J. Meaney Co., Los Angeles; vice chairman, Charles R. Devins, Devins &

World Telecasting

WTMJ-AM-TV Milwaukee was host May 1 to civic leaders at a luncheon marking its 30th anniversary of radio service. Guests included (1 to 1) J. L. Ferguson, president and editor, The Journal Co.; WTMJ licensees; L. W. Herzog, assistant general manager of radio; Gov. Walter J. Kohler Jr., of Wisconsin; R. G. Winnic, stations manager; Walter J. Damm, vice president and general manager of radio, The Journal Co.; Irwin Mayer, vice president and publisher, The Journal Co.; Mayor P. Z. Fazal, of Milwaukee; Lawrence J. Timmerman, chairman, Milwaukee County Board of Supervisors, and D. B. Abert, business manager, The Milwaukee Journal.

NEWS SOURCES

Senator Staff Weighs Issue

CAN a newspaper keep confidential his source of news, even though he may be asked by a congressional committee to divulge that source? Most newspapermen would say, "Yes, he can." However, the staff of the Senate Subcommittee on Privileges and Elections, after study of the question and preparation of a lengthy brief, holds, "No, he can not." The brief was presented to the Senate May 16 by Sen. Guy Gillette (D-Iowa), which cites judicial opinion and concludes:

It is clear that a congressional com-
mittee possesses the power to compel a newspaper to divulge the iden-
tity of an informant from whom he has received information relating to matters pending before the commit-
tee. The fact that the information was given to the newspaperman in confidence has no legal relevance. The refusal of the newspaperman to divulge the identity of his informant to the committee constitutes contempt under 2 U. S. C. 192. Whether the newspaperman should or should not be cited for contempt is, of course, a matter of discretion, exercisable in the first instance by the committee, and ultimately by the Senate.

The subcommittee's staff's opinion and citations can be found in the May 16 Frank Congressional Record in the proceedings of the Senate for that date.

L. A. Adv. Workshop

mar and high schools, course con-
sists of lectures and field trips. Mon. through Fri., 9-12 noon, at Fairhills High School. A similar course will be conducted at the U. of Redlands, Redlands, Calif., with two groups making the same field trips.
LEGISLATIVE event most frequently broadcast by radio and television stations is a city council meeting, with proceedings put on tape and edited.

This was reported last week in a survey conducted among 23 stations in 14 states by the National Assn. of Radio News Directors. Long interested in legislative proceedings and their availability to broadcast newsmen, NARND asked members to report on their access to local, county and state government.

Sixteen newsmen said their stations carry delayed broadcasts of city council sessions, while two reported live originations and one said he handled it both ways. Ten stations broadcast delayed shows with city council committee meetings or hearings and with state legislative committee meetings or hearings, while only one station in each group reported carrying live broadcasts.

State legislative sessions are reported live by two stations, with tape by six, while five newsmen air municipal court news on a delayed basis. Five also use taped broadcasts of county court proceedings, with only one news editor saying he carried them live.

Twelve newsmen broadcast other public functions after they are recorded, while five broadcast them on a live basis. These include state, county and city utilities commission hearings, Senate Crime Committee (live), political and industrial conventions (live), preliminary immigration hearings, gubernatorial inauguration (live) and administrative statements and proclamations.

Stations represented in the survey include: 18 AM-only, 4 AM-TV and one TV-only, were from the following states—Virginia, 2; Texas, 1; Iowa, 2; Florida, 1; Maryland, 1; Missouri, 1; Colorado, 2; West Virginia, 1; Minnesota, 2; North Carolina, 1; Indiana, 4; Kansas, 1, and Wisconsin, 1.

A station newsman from Indiana said, "We have been refused twice to take a tape recorder into circuit court," but radio men could cover sessions by taking notes. In Iowa, a man said, the supreme court several years ago made a recommendation which "has had the force of a form letter," banning live broadcast of any court hearing. As one aspect of its ruling, the state supreme court left the broad inference that radio was to be considered for the air as a public utility and the broadcast on the spot, as a medium of entertainment and so not suitable in a courtroom."

NEWSPRINT HIKE
May Jar Ad Budgets

CRITICISM erupted in Congress and government price stabilization circles last week when two Canadian firms announced a raise in newspaper prices $10 per ton June 15, for a total of $126 per ton. Sen. Blain Moody (D-Mich.) called it "outrageous" and Sen. Herbert R. O'Conor (D-Md.) said his Senate Judiciary Subcommittee on Monopoly will check "possible anti-trust infringement."

Price Stabilizer Ellis Arnall and others say such a rate hike will affect local and county U.S. newspapers seriously. Some see curtailed printed advertising, with possible repercussions on U. S. media budgets. About 80% of U. S. newspaper comes from Canada.

TCA Talks Available

RADIO and television interviews will be made available by Walter G. Stoneman of the Dept. of State's Technical Cooperation Administration (Point 4), together with foreign observers, during TCA's presentations in the next few weeks focusing attention on the growth of the western United States. His itinerary will be: May 27-28, Spokane Hotel, Spokane, Wash.; May 29-June 1, Cascade Hotel, Wenatchee, Wash.; June 1-7, Chinook Hotel, Yakima, Wash.; June 7-9, Pasco, Wash.; June 9, Gorge Hotel, Hood River, Ore.; June 10-11, New Heathman Hotel, Portland, Ore., and June 15-22, Cosmopolitan Hotel, Denver, Col.

A LITTLE ECONOMICS
GOES A LONG WAY

Our business is selling Radio, not talking economics, but a little economics helps to get the best results from the Canadian market.

Canada is among the six most productive nations in the world. She produces more than 80% of the world's nickel, great quantities of other ores—including uranium—as well as oil, pulp and paper, and asbestos.

A go-ahead nation of 14 million people—larger in area than the U.S. by 25%—Canada is the United States' best customer abroad. And Canada pays CASH!

Your problem is how to reach this fast-growing, lucrative market.

Radio is the answer . . . for radio is in 94% of all Canadian homes.

Canada's population is spread over a huge semi-urban and rural area. Only 38% of the population lives in cities of over 30,000. So Radio—which goes everywhere—is the most economical, practical medium. With its 112 independent stations strategically located from coast to coast, Radio reaches every worthwhile market in Canada.

It's Canada's most popular entertainer and most effective salesman, for "If you Canada sell 'em when you tell 'em!"

A MESSAGE FROM THE 103 MEMBER STATIONS OF THE CANADIAN ASSOCIATION OF BROADCASTERS WHOSE VOICES ARE INVITED INTO OVER 3 MILLION HOMES EVERY DAY.

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.
Ottawa,
Ontario.

37 Bloor St. West.
Toronto.

Page 48 • May 26, 1952

RADIO-TV CIVIC COVERAGE
NARND Surveys Station News Practices
Picture of broadcast coverage in Northern California

Fix Northern California’s coverage picture in your mind:

Television, a small 60-mile radius, with only about \( \frac{1}{3} \) of the families in the area owning sets.

Radio, two 50,000 watts directional stations, with coverage over a limited elliptical area, and —

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

RECENT RADIO AUDIENCE RATINGS:

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<th>Total Rated Time Periods</th>
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<td>Station B</td>
<td>18.9</td>
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<td>KNBC</td>
<td>23.4</td>
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Wide circle coverage plus program popularity make —

**KNBC San Francisco**

Northern California’s No. 1 Advertising Medium
50,000 Watts, Non-Directional — 680 KC
Represented by NBC Spot Sales

In Northern California, KNBC reaches more people...
...more often...than any other radio & TV station
AGENCY FORMED
As Lennen & Newell

In a surprise move last week, Philip P. Lennen, co-founder of Lennen & Mitchell, and N. H. Newell, executive vice president of Geyer, Newell & Ganger, announced the formation of a new firm to be known as Lennen & Newell Inc., New York.

Mr. Newell resigned from GN&G effective June 2 and will become president of the new firm. Ray Vir Den, president of Lennen & Mitchell, had tendered his resignation some time ago and has now become effective. Mr. Vir Den has had a number of offers and is expected to announce his plans in the near future. Mr. Lennen will become chairman of the new company’s board of directors. He has been chairman of L&M since the death of Mr. Mitchell in 1932. In addition, he will devote his efforts toward the creative work of the agency.

Mr. Newell stated that the present Lennen & Mitchell personnel will serve as a nucleus for the new and larger agency, but that all department facilities and personnel will be augmented and increased to meet requirements of a large-scale expansion program. The move by Mr. Newell leaves only one of the three original partners of Geyer, Newell & Ganger, B. B. Geyer, chairman of the board and president. Mr. Geyer has not yet revealed what changes in GN&G’s name or corporation will take place now that Mr. Newell has resigned. Robert M. Ganger had resigned last year to join P. Lorillard & Co., and is now president of that firm. The cigarette company is one of Lennen & Mitchell’s largest clients. Mr. Ganger and Mr. Newell are long-time friends.

Both Lennen & Mitchell and Geyer, Newell & Ganger have been practically equal in billing, with L&M’s about $19 million and GN&G with about $20 million. It was understood that Mr. Newell will probably bring along a few of the GN&G accounts. Among those might be Embassy cigarettes (made by P. Lorillard & Co.), and possibly Continental Oil Co. Other accounts the agency handles are Nash-Kelvinator Corp., Zippo Mfg. Co., and United Aircraft Corp. Lennen & Mitchell, aside from P. Lorillard & Co. account, handles Tide Water Oil Co., Calvert Distillers, Carstairs, Colgate-Palmolive-PEO for Lustre Creme, and Schlitz Brewing Corp.

GORDON GRAY (I), president of Piedmont Publishing Co., licensee of WSJS-Winston-Salem, N. C., receives a 15-year service button from Harold Essex, vice president and chairman of Piedmont’s management board and WSJS general manager.

KGNC OBSERVES
30th Year on Air

KGNC Amarillo, Tex., is celebrating its 30th anniversary with the Amarillo Daily News, affiliated newspaper, carrying a history of the station’s three decades. Now operating with 10 kw on 710 kc, the station started as a homemade bread-board outfit in the bicycle shop of J. Lawrence Martin, a ham hobbyist. With the call letters WDAQ, the station was licensed May 16, 1922, as Amarillo’s first outlet. A short time later another station, KGKS, was started. The two were merged as KGNC June 5, 1955, under ownership of Globe News Publishing Co., with O. L. (Ted) Taylor managing the operation.

In observing its anniversary, KGNC recalled the first concert broadcast May 19, 1922, three days after the license was granted. The Amarillo Daily News announced that “before the station had been broadcasting 10 minutes, four parties telephoned that they were receiving the numbers being sent.”

Among its achievements, KGNC recalls a broadcast from a bombing plane in 1930, described by military officials as the most successful two-way experiment that had been conducted.

Tom Kritser, KGNC general manager, assumed his post in 1950, succeeding Aubrey Jackson.

HOMER RAY SHIFTS
Joins Weldon & Carr

HOMER RAY, formerly a partner with George E. Gautney in the consulting engineering firm, Gautney & Ray, Washington, D. C., has joined the firm of Weldon & Carr, same city, it was announced last week.

Mr. Gautney, whose firm is located in the Warner Bldg., said that his organization will continue under the name, George E. Gautney, consulting engineer. Weldon & Carr is located at 1005 Connecticut Ave. N.W., Washington.

Ad Men Win Prizes

Two advertising industry members among winners of the Dr. Christian script contest were Richard Cook, of Foster & Kleiser Outdoor Adv. Co., San Francisco, who shared a $500 award with a co-author, and Norman J. Traynor, copy writer for Brodie, Smith, French & Dorrance, Detroit, who won a $300 prize.

YOU ALMOST HEAR THINGS GROW in Iowa. Of all the Grade A land in the U.S., 25% is in Iowa. One of Chuck’s projects is a test of 12 different fertilizer applications to check production.

THE ONE ON THE RIGHT is Chuck Worcester, WMT’s Farm Service Director. The young corn-burner performing before the mike is one of a brood of cheery artists who crow over Chuck’s good husbandry. Chuck owns and operates a farm as a WMT service project. It’s the point of origin for many informative WMT broadcasts about conservation and crop production. Chickas and Iowa farmers like corn—the 1951 crop was worth $778,437,000.

ALL EQUIPMENT USED ON CHUCK’S FARM—supplies, fertilizers, gasoline, oil, etc.—is made or distributed by WMT advertisers. Farm broadcast time represents over 9% of WMT’s total weekly program schedule—31/2 hours of farm information, 11/2 of weather and market data, 8 of music and features.

CEDAR RAPIDS is one home address—worth remembering when you want to reach 308,489 families who listen each week to WMT’s farm (and CBS) programming. Or see our reps, The Katz Agency.

Page 30 * May 26, 1952
You'll have both...quality and economy

Note that all tubes are visible through the front window, and all controls and meters are located on the front. The sleek new 300J leaves nothing to be desired in convenience of operation.

Back view with doors open and rear plate removed from output network shield. Note easy accessibility of tubes, components, and terminals. The power supply is easy to reach by removing the lower plate containing the air intake screen.

The Collins 300J 250 watt AM transmitter presents you with the latest and longest step in advanced design. The smart styling of its full size, two-tone grey cabinet reflects the up-to-the-minute engineering within.

Great simplification has been achieved in the circuits associated with the modulator and power amplifier stages, through use of the recently developed high gain, long lived 4-125A tetrodes. Employment of these efficient tubes also permits the use of low drain receiver-type tubes in the driver stages. Only 16 tubes, of but 7 types, are employed in the entire transmitter!

Your chief engineer will be delighted with this new transmitter. Ease of operation and servicing has been brought to a new high, and Collins standards of excellence in components and workmanship insure reliability throughout a long life.

The 300J is now available in limited quantities. Write or wire your nearest Collins office today.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11. W. 42nd St.
NEW YORK 18

2700 W. Olive Ave.
BURBANK

1930 Carpenter Blvd.
DALLAS 2

Dogwood Road, Fountain City
KNOXVILLE

BROADCASTING * Telecasting

May 26, 1952 * Page 51
BUSINESS firms frequently fail to get full value from advertising because they don't provide merchandising and promotion support to score an effective point-of-purchase reminder to customers already pre-sold through radio.

Leon W. Forsyth, merchandising manager of KNX-Columbia Pacific Network, Hollywood, made this point to agency executives and their clients at the Southern California Advertising Agencies Assn. meeting last Monday at a panel discussion on "How Best to Merchandise Radio Advertising Products."

Other panel members included Larry Buskett, KLAC Hollywood sales manager; Tom Frandsen, KMPC Hollywood sales manager, and Arnold Benu, Riverside manager, KITO San Bernardino.

Many advertisers neglect "sales insurance" to back up advertising, Mr. Forsyth said. He said this merchandising and promotion support generally costs less than 2 1/2% of the advertiser's radio budget.

He also charged advertisers with not fully acquainting their sales forces with advertising support offered, citing Leslie Salt Co. as an example of successful radio merchandising. Since taking over Saturday sponsorship of *Meet the Muses* variations on 18 CBS Pacific and Mountain stations in September 1951, the firm has backed its on-air sales effort with dealer meetings, sales kits, letters to dealers and salesmen from program m.c. Harry Koplan, point of sale material including 20 by 13-inch display pieces, cross plugs in other advertising media and premium tie-ins.

He said Leslie Salt gains high sponsor identification with the radio audience through "Miss Leslie," program hostess and also the voice on the program's singing commercials. Studio displays and product samples are also used.

Pay-off is a report from the sponsor that sales are "up very substantially" over the previous year, Mr. Forsyth said.

Mr. Buskett took his cue from KLAC Big Five program format, playing transcriptions from the station's five name disc m.c.s to illustrate tie-ins of merchandising material and radio commercials.

Showing a facsimile of KLAC's Blatter Pulse panel displayed at Wallilch's Music City, he said two of the ten top tunes of the day as revealed by store sales are introduced daily by each m.c. during individual programs. KLAC benefits by the score board merchandising and Music City enhances effectiveness of its commercial time, he said.

Thrift Drug Stores merchandises its $75,000 KLAC budget with disc m.c. photos in store windows throughout Southern California and each week the firm names a "special" after one of the Big Five disc m.c.s. All the m.c.s plug the "special" during that week, he said.

Mr. Frandsen urged advertisers to let sales forces in on advertising plans.

He reminded agency executives and clients that the lowest priced, most persuasive advertising medium is radio, but that in the last analysis the point of sales tells the truth or falsity of any campaign.

Mr. Benu said KITO: (1) in sell comes Aug. 6, 13, 20; (2) by letter or personal calls of an upcoming campaign; (2) urges dealers to stock and display merchandise in point of sale; (3) prepares signs for display at point of sale, at studio street level, on trucks and at other available points; (4) uses promotion spot announcements and newspaper ads to plug both program and product.

**WRIGLEY BUYS 36 CBS Radio Segments**

WILLIAM WRIGLEY Jr. Co., Chicago has purchased a large block of CBS Radio Network summer shows for the third consecutive year. This year's schedule of 36 half-hours involving six different shows begins June 3 and continues through Aug. 25. Estimated cost is $300,000, and business was placed through the Arthur Meyerhoff agency, also Chicago.

Plans last week called for only Spearmint gum to be advertised. Shows involved in the package sale were: *The Line-Up* (June 3, 10, 17, 24; July 1, 15, 29; Aug. 5); *Meet Mills* with Audrey Totter (July 6, 13, 20, 27; Aug. 3, 10); *Romance* (July 14, 28, Aug. 4, 11, 18, 25); *Yours Truly, Johnny Dollar* with Edmond O'Brien (July 2, 16, 30, Aug. 6, 13, 20, 27); *Mr. Chameleon* (July 3, 17, 31, Aug. 7, 14, 21); *Broadway's My Beat* (July 5, 12, 19, 26).

**Upcoming**


June 2: BAB Sales Clinic, Portland, Me.

June 4: BAB Sales Clinic, Boston.

June 5: BAB Sales Clinic, Providence.

June 6: BAB Sales Clinic, Hartford.


Top coverage . . . to cook up Western sales for you!

Yes, it's a recipe for top coverage that's always successful:

**INGREDIENTS**

- Combination of NBC stations in the Far West
- Outstanding NBC programs over these stations

Mix these two potent ingredients, and you get the No. 1 audience—top coverage of your prospects—whatever you're selling!

83.5% of all radio homes in Washington, Oregon and California listen regularly to NBC Pacific Coast Network.

No other network delivers such sales impact!

Radio homes in this fast-growing, fast-buying area have increased 53% in the past decade. More people now listen to radio in the Far West than ever before.

Choice network time is available on NBC Pacific Coast Network, the No. 1 network in the Far West. Consult your nearest NBC Sales Office for details.

**WESTERN NETWORK**

NATIONAL BROADCASTING COMPANY

A Division of Radio Corporation of America

HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
### Comparative Network Showsheet

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**Broadcasting the Newspaper Radio and Television**

**May 26, 1952**

**Copyright 1952**
"Our Country's Strength is Created . . ."

REESE H. TAYLOR
President, Union Oil Company of California

"Our country's strength is created by the responsibility and solidarity of individual citizens in a self-chosen government and economy. It can—and must—be perpetuated against all who seek to undermine it. The men and women who invest regularly in United States Defense Bonds are contributing to our national integrity and to the traditions of personal independence so characteristic of a free people."

Every pay day, 6,500,000 employed men and women . . . "are contributing to our national integrity and to the tradition of personal independence . . ." by the systematic purchase of United States Defense Bonds.

How important is this contribution to national economy and personal security? Let's look at a few figures.

- the cumulative purchases of 6,500,000 Payroll Savers add up to $130,000,000 per month.
- the number of individual E Bonds sold in 1951 totaled 68,069,000 pieces—8% more than in 1950.
- purchases of $25 and $50 E Bonds—the denominations popular with Payroll Savers—were greater than the sales of $500 and $1,000 E Bonds.
- monthly redemptions of unmatured E Bonds during each of 9 months (April to December, 1951) were less than 1% of the amounts outstanding.
- the cash value of Series E Bonds held by individuals on December 31, 1951, amounted to $34,727,000,000—$4.8 billions more than the cash value of Series E's outstanding in August, 1945.

That Americans have built personal security and a reservoir of purchasing power exceeding $34.7 billions is due in no small measure to the patriotism and foresight of men like Mr. Taylor and other leaders of industry who have made the Payroll Savings Plan available to their employees.

For help with your Payroll Savings Plan, phone, wire or write to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C.

The U.S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

BROADCASTING
The Newsweekly of Radio and Television
TELECasting

Page 56 • May 26, 1952
NLRB ACTIONS
Cover Five Stations

FIVE stations figured last week in actions taken by the National Labor Relations Board involving a final decision, a recommended order based on intermediate findings and oral argument.


Preliminary report of a trial examiner charging KWKH with certain unfair labor practices was affirmed and made final decision of the board last Tuesday. Similar findings were upheld against KHMO in an intermediate report. The three Virginia stations were involved in a hearing Thursday on a question relating to composition of bargaining units.

In the Shreveport case, KWKH claimed the union, International Brotherhood of Electrical Workers (AFL), did not have a majority representation among its five announcers and two control room operators. IBEW claimed such a majority.

The station then requested an NLRB hearing, held in Washington, D.C., April 8. KWKH claimed it was deprived of due process of law on two counts: (1) it did not have adequate opportunity to file an answer attacking definitiveness of the complaint, and (2) it was handicapped in preparing defense by NLRB denial of a request for 10- or 15-day continuation of case.

Concedes Doubt Possible

While the board affirmed the examiner's findings that the station discharged two announcers, Paul Crawford and Vendex Marshall, without just cause, and ordered KWKH to bargain with IBEW, it acknowledged there was room for speculation that the employer had doubted the union's majority in good faith.

The board said it took the action, "even though a majority [Chairman Paul M. Herzog, and members Abe Murdock and Ivar Peterson] does not find that the respondent's refusal to recognize the union ... violated the act ... the act ... The board added it was not "with this duty to refrain from disturbing the status quo by coercive conduct pending the resolution of the representation question."

In charging the union lost its appeal to the employer's "board cited a ruling by the Fifth Circuit for the Fifth broadcast case.

Herman Kasser

HERMAN KASSER, 72, manager of the Seaboard Adv. Co., Philadelphia, died May 17. He was a member of the Panorama Benevolent Soc. and Brith Achim Benevolent Soc. Surviving are his wife, two sons, and two daughters.
From where I sit
by Joe Marsh

How Nervy
Can a "Tenant" Get?

"Harry the Hermit" dropped in to see Judge Cunningham the other day and immediately started complaining about that dilapidated house he lives in over near Greenwood Lake.

"Who's my landlord?" Harry wanted to know. "Whoever you pay rent to," says the Judge. "Don't pay any rent," says Harry. "Moved into that house about twelve years ago and nobody ever came to collect."

"Well," says the Judge, looking mystified, "what do you have to complain about?" "Plenty," replies Harry. "The rain's been pouring in my living room and if someone doesn't fix that roof, I'm moving out!"

Now Harry was only having a little joke, but from where I sit I've seen people act just about as nervy as this sometimes—seriously. Like those who enjoy all the rights Americans have worked for, and yet would take away some of those freedoms from others—for example, our right to enjoy a friendly glass of beer occasionally. I say these "leaks of intolerance" have no place in the "home of liberty."

Joe Marsh

Copyright, 1962, United States Brewers Foundation

IBEW CONTRACTS
Set at 12 L. A. Outlets

NEW contracts negotiated by IBEW Local 45 give engineers and technicians of 12 Los Angeles area independent AM and FM stations weekly wage increases ranging from 5 to 9%, effective May 1.

Aside from KKSD KLAC KFVD KGJZ KFWB KCAL KFMV (FM) Los Angeles, stations include KGIL KFOX Long Beach and KWKN KALI KXLH Pasadena.

Along with other improved working conditions, a 20% mileage increase for engineers on outside assignments also was negotiated.

 Stations further agreed to encourage use of Local 45's "hiring pool" in employing new technicians.

Affecting advertising agencies and included for first time is a new clause written into contracts which specifies that all remote pickups not made by station employees will be controlled by the union similar to AFM's "casual" setup for musicians.

IBEW last week filed an NLRB petition of certification as collective bargaining representative for six engineers and technicians of KGIL San Fernando, currently represented by NABET (CIO).

LIQUOR ADS

Rank Fourth, WSWA Hears

LIQUOR is now the fourth most heavily advertised product in the nation with distillers spending $100 million a year in advertising, Dan Goldstein, director of advertising and merchandising for Schenley Distributors Inc., told the ninth annual convention of the Wine and Spirits Wholesalers of America last Monday in Los Angeles.

Mr. Goldstein said pre-selling of name brands by distillers through national and local advertising is vital to profitable retail operation in "today's high cost of doing business." David Bunim, vice president of Schenley Industries Inc., told delegates Tuesday that the beverage field faces return to a "warmer market" of "confiscatory liquor taxes."

KBS 'BONANZA'

'Small Towns Are Rich Vein'

KEYSTONE Broadcasting System, network of 504 small-town stations, last week claimed there is a "bonanza" awaiting advertisers in communities outside major market areas.

KBS pointed out that the 1948 Census of Business reports that more than a third of the nation's business is transacted outside major metropolitan areas.

As for TV's effect on KBS listening, officials explained that 411 KBS stations are in counties "wholly outside the claimed coverage of TV stations. In fact," officials added, "the swiftest and steepest rise in KBS billings coincided with the emergence of television as a major medium."

WLS 'No Worry' Tour

ALMOST 300 Midwesterners have made reservations—with $50 deposits—for the WLS Chicago "no worry" tour to Alaska in August.

The call came from Sen. Francis Case (R-S. D.) on the Senate floor May 15 when FCC Vice Chairman Rosel H. Hyde was confirmed for another term on the Commission [BET, May 19]. Sen. Case was acting minority leader.

Noting Comr. Hyde's activity toward negotiating NARBA, Sen. Case asked Senate Majority Leader Ernest W. McFarland (D-Ariz.) whether confirmation of Comr. Hyde would have any effect on the agreement. Sen. McFarland said the agreement now was the responsibility of the Senate and not connected with confirmation.

Sen. Case called attention to "the importance of having some action on the agreement...I believe a proper tribute to his [Comr. Hyde's] work would be to bring up for consideration by the Senate the agreement Mr. Hyde worked so hard to negotiate."

NBC HONORS KDYL

Upon Station's 30th Year

KDYL Salt Lake City was saluted in a half-hour NBC program, Salt Lake City—1920, upon the station's 30th anniversary and its completion of 20 years as an affiliate of NBC. KDYL operates on 1320 kc with 5 kw power.

After the network salute, the station followed with A Cavalcade of Progress, recapturing the sounds and excitement of the past 30 years through recordings of memorable events in KDYL's broadcasting history.

Francis H. Marling

FUNERAL services were 21 in Glencoe, a Ch for Francis H. Mar- tising morning.

Mr. "
How to write a million orders!

Remember when they introduced "the pen that could write under water?"
It was more than just a stunt. For when the ball-point pen first appeared in the stores, its acceptance was so sudden—the demand for the new pens so tremendous—that its manufacturer faced a serious problem.
He had to deliver more than a million pens—to every part of the country—in a matter of days!

What did he do? He turned to the world's fastest shipping method. He delivered his pens via Air Express!
Air Express helped create a million-dollar business almost overnight!

For expanding markets, creating good will, there's no substitute for the speed of Air Express. You can profit from its regular use, because:

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

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

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

Call your local agent of Air Express Division, Railway Express Agency.
for Delta, the similar voice making it appear the airline was sponsoring the program.

From the late Henry Ford, whom Mr. Cobb met as a cub reporter, he borrowed this philosophy: "Learn as much as you can about everything you can; it will all be useful some day." A sign on Mr. Cobb's desk indicates another outlook upon life: "Why make it difficult...with a little more effort you can make it impossible.

When James Heys Cobb Jr. joined Delta as director of publicity in 1941, the pieces of a seeming patchwork of interests began to Interlock.

Young Jimmy Cobb began his career taking art lessons, but soon turned to writing as editor of his school papers. His first business venture came at ten in a direct mail program to automobile owners whose cars needed repainting. His job was to copy down license number of cars needing paint jobs, for which he got a dollar for each repaint customer.

Gaining proficiency in photography, he joined the staff of the Savannah Ga., newspaper as combination reporter-photographer upon graduation in 1933 from the U. of Georgia. He stayed three years, did a stint with the AP in Miami and returned to Savannah to become executive secretary to the mayor, who had requested Delta to seek a route to the city.

The application was approved and when Delta made its pre-inaugural flight through Savannah, Mr. Cobb went along to represent the mayor, who disliked flying. Here he met C. E. Woolman, president and general manager of Delta, and other Delta officials who were so impressed with Mr. Cobb's work in securing newspaper and radio publicity concerning the flight that they invited him to take charge of a new Delta department—publicity.

A short interval as an ensign in Navy intelligence prevented immediate acceptance of the Delta offer. But when Cobb received a physical discharge from the Navy, he joined the air line in August, 1941, as director of publicity and later of advertising.

His largest campaign was the introduction of Delta's DC-6 fleet in 1948, calling for a gigantic promotional and advertising campaign lasting several weeks. All types of media were utilized, including a special publicity flight from the West Coast for newspaper and radio men, and complimentary flights over each DC-6 city for local business men, radio and press people.

Mr. Cobb's main interest outside Delta is his old ranch-style year-around home on Nisely Lake, 20 minutes driving time from Delta's headquarters at the Municipal Airport in Atlanta. After living on the seacoast the whole Cobb family is "web-footed" any way, he says, and here gets a chance to swim and fish. Here, also, Mr. Cobb can follow his other hobbies of carpentry and design.

Married to the former Neota Barber of Savannah, Mr. Cobb is father of James H. III, 11, and William Allen, 6. He is a member of Delta Tau Delta fraternity, Sigma Delta Chi journalism fraternity and the Public Relations Society of America.

**KOB ANSWERS**

**Petition on 770 kc Status**

"SUMMARY return" of KOB Albuquerque, N. M., from its present 770 kc assignment (special service authorization) to 1030 kc, as proposed in an FCC petition filed by ABC [B*T, May 19], was opposed last week by the Albuquerque De-Ana Nation of the Albuquerque Associated Press.

ABC had contended KOB should not approve transfer of KOB-AM-TV from T. M. Pepper- day & Sons Time Inc. and former FCC Chairman Wayne Goy without clearing up KOB's status on 770 kc. KOB's reply to ABC, filed by Ralph L. Walker, of Pierson & Ball, contended the appropriate relief is for FCC to deny the ABC petition, act on the transfer application, and then proceed to a decision on the challenged frequency matter.

It was contended that summary transfer to its 1130 kc assignment could not be legally taken by FCC without consent of WYF, thus impairing the unchallenged channel.

**Eisenhower Coverage**

MBS has completed plans for three-day coverage of Gen. Eisenhower's return to his home in Abilene, Kan. [B*T, May 12]. Highlight of the Abilene ceremonies, to be broadcast June 3-4, will be the general's speech June 4.

**Security Rule**

**Set for Senate Inquiry**

Organization of a Senate investigation into President Truman's controversial security order was begun last week [B*T, May 19].

Sen. Blair Moody (D-Mich.), who introduced the resolution authorizing the inquiry, was named chairman of an investigating subcommittee appointed a fortnight ago. Sens. John L. McClellan (D-Ark.) and Richard M. Nixon (R-Calif.,) were named last week to fill out the subcommittee which also includes Sens. A. S. Mike Monroney (D-Okl.) and Andrew F. Schoep- pel (R-Kan.).

An advisory council of five to seven Washington newsmen, of radio-TV, the press or periodicals, also will be appointed to assist the subcommittee in its inquiry.

**Materials**

**Four Metals De-Controlled**

Further easing of controls on scarce materials, most of them used in aeronautical production and construction, was indicated by the government last week.

The National Production Authority freed four metals—bismuth, cadmium, lead and antimony—from controls and eased restrictions on a fifth, zinc. Increased supplies of cobalt were now expected. nickel, copper and aluminum also were in prospect.
CEMENT INDUSTRY FINDS NEW USE FOR COAL BY-PRODUCT.

New uses for coal by-products seem endless. Recently, engineers discovered that when coal flyash is added to Portland cement the concrete's strength is greatly increased. Coal serves the cement industry in another way, too—as the basic fuel used to generate the intense heat that fuses limestone and clay into cement. And for this purpose the cement industry now uses more than 8 million tons of coal a year. The industry has expanded to the extent that its coal consumption is almost double what it was prior to World War II.

ENGINEER PREDICTS COAL PRODUCTION RATE WILL INCREASE FIVEFOLD.

In a speech recently made at Massachusetts Institute of Technology, a prominent engineering executive painted this possible picture of the coal industry of the future: Coal will be mined by ingenious machines and transported by pipeline to plants where it will be continuously processed into tars and coal char. Production rates will be five times higher than those common today to meet the increased demands of coal's regular customers as well as the tremendous requirements of the synthetic fuels industry. One striking thing about this prediction is that almost every facility the engineer described is either already being actually used by the coal industry or is operating experimentally.

BIG GAIN IS MADE IN EFFICIENCY OF COAL UTILIZATION.

Year by year, American industry has been putting coal to work more efficiently. The electric utilities, for example, have increased their efficiency of coal utilization more than six times since the beginning of the century. Last year the utilities burned about 102 million tons of bituminous coal to do a job that would have required 630 million tons at the 1899 level of efficiency. Even in the span of a single year, 1950 to 1951, utilization efficiency increased 4.2%, saving the utilities more than four million tons of coal.

PULP AND PAPER MILLS NOW USE LOTS OF COAL.

A recent engineering survey shows that the pulp and paper industry—which has had phenomenal growth, especially in the South—is becoming a major consumer of coal. Upwards of 15 million tons of coal is utilized annually. This is a remarkable tonnage in view of the fact that pulp and paper mills are big users of their own by-product fuels: black liquor and bark. Of the fuels purchased by this industry, the survey revealed, coal accounts for about 56%; oil and natural gas, 22% each.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
You get RESULTS beyond the expected

Proudly Presented and Produced by

FOR LOCAL AND REGIONAL SPONSORSHIP ON FILM...

the greatest name television programs

OTHER GREAT ZIV SHOWS
- BOSTON BLACKIE
- YOUR TV THEATRE
- THE CISCO KID
- STORY THEATRE
- YESTERDAY'S NEWSREEL
- EASY ACES
- SPORTS ALBUM
- FEATURES
- WESTERNS
- CARTOONS
when you telecast...

The half-hour dramas with the shock **SOCK** endings!

"**The Unexpected**"

THE SELLINGEST TV PROGRAM OF THE YEAR!

Now selling for TV's top sponsors like:

- RHEINGOLD BEER .......... WNBT, New York
- SEALY MATTRESS CO. .......... WEWS, Cleveland
- WIEDEMANN BEER .......... WKRC, Cincinnati
- STRIETMANN BISCUIT CO. .......... W TAR, Norfolk

AND MANY MORE!

Every story a success story for sponsors!

Top Hollywood actors, brilliant original scripts by Peabody Award winners, Lawrence and Lee... exciting background music and flawless production... all combine to create entertainment at its highest pitch... entertainment that is ready to write a success story for you!

Let us show you remarkably high ratings in market after market!

EVERY WEEK: A NEW STORY WITH A BRILLIANT NEW CAST!

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO
NEW YORK  HOLLYWOOD
**Editorial**

**TV Cum Laude**

EVEN Comr. Hennoch and the day-dreaming educators whose cause she has been advancing to who-knows-what eventual political advantage ought to realize by now that no more than a handful of the 242 TV channels reserved for educators will be occupied by them.

Operation of full-scale television stations simply costs too much money.

We suggest, however, that there is a way for education to make good use of TV. Being practical, this proposal may not appeal immediately to day-dreamers, but it could get a lot of schools into television, whereas the FCC's absurd plan can't.

If a school wants to use TV for teaching students, it can do it better by a closed circuit system on the campus than by the infinitely more expensive method of broadcasting. Closed circuit systems might well be within the means of many educational institutions. Nearly all campuses now have their "gaspipe" radio stations.

Well, how about programming to the off-campus TV audience? There's an answer to that too. Although we would be silly to represent this as a wholesale commitment, we venture that most commercial telecasters would agree to run a line or a micro-wave relay into the studios of schools that had closed circuit TV. They also would agree to broadcast a reasonable amount of educational programming originating at schools, providing, of course, the programming was good. Already there have been several arrangements between schools and commercial broadcasters and both sides seem happy with them.

We think this plan makes sense. It would cost everybody less money and result in getting more education into TV than ever will be possible under the FCC's system. It also would enable the FCC to take those 242 channels off ice.

**McCarran at Bat**

HOWEVER mischievous his purpose, Sen. Pat McCarran may have performed a useful service for those of us concerned with the future of television. He introduced a resolution to exclude broadcasting from Senate hearings.

First, the introduction of such unrettimingly restrictive legislation may stir broadcasters from the drablor apathy with which they have received Speaker Rayburn's ban against radio and TV in the House. The petition of the NARTB filed at midweek suggests that in this case, unlike the House, broadcasters may take a strong position. Surely the prospect of being legislated out of the Senate ought to arouse any news medium.

Second, Sen. McCarran's action may have opened the way for a hearing at which a thorough discussion of radio's and television's places in the news gathering family could be had. The more discussion of this subject the better. If a hearing is held and all sides given adequate time to make their case, we will but feel much confusion would be cleared up.

It's not surprising that Sen. Estes Kefauver, whose televised crime committee hearings first brought him into the national picture, has come out strongly against the proposed ban.

In our view, the confusion exists principally because too many broadcasters refuse to recognize that the thing worrying them is not broadcasting at all but rather the frank, unedited exposure of congressional committee conduct. It would be well to get this straight, and there would seem to be no better way than through a hearing on the McCarran Resolution.

With his usual logic, Edward R. Murrow summed up the situation on the "freedom front" last Monday over CBS. He cited (1) President Truman's executive order of last September which makes every government department an agency in its own case; (2) Speaker Rayburn's ban; (3) the voice vote, with only 31 House members present, which authorized an inquiry into radio and TV programing (Gathings Resolution), and, finally (4) the McCarran Resolution.

"In combination," said Mr. Murrow, "they represent both a threat to censorship and a denial of the right of television and of radio to employ the tools of their trade—the microphone and camera—to disseminate information."

It should be evident that these actions are not mere coincidences. They constitute a trend. It isn't enough for a scattering of professional newsmen in broadcasting to protest. This calls for the vigorous participation of management. To do otherwise would be gross negligence.

These thrusts must be resisted. We see in the thermos of President Harry Truman's impotence of solutions that could further restrict freedom of expression and thought. The McCarran Resolution embodies a menace which must be countered at every turn. Else it will be a confession that management does not believe radio and TV really are news media.

**Football Bossism**

**THE collegiate football industry, hell-bent to prevent the taxpayers from having what they want, has just won another "victory." It has snuffed out the Atlantic Refining Co.'s sponsorship of football broadcasts of a score of eastern colleges, terminating 16 years of pleasant and profitable association in radio.**

It was a force play. NCAA has served notice that it will repeat the 1951 monopoly-blackout technique. Since it isn't an elemosynary institution, Atlantic Refining had no alternative. It is turning from Saturday radio to Sunday television for its college football broadcasts.

Thus blocked from telecasting college games, Atlantic did the obvious and dropped college football altogether because it no longer is able to "back up its radio coverage with television." Even on the new medium to balance audience losses in radio.

NCAA already is under Dept. of Justice scrutiny because of last year's blackouts. It has more than cursory knowledge of the government's conspiracy suit against the National Professional Football League for a much milder form of "monopoly."

And to compound its arrogance, NCAA has loosed an unscholastic and notably inaccurate survey which obviously distorts the effect of its TV-blackout on football gate receipts.

This latest "victory" was preceded last year by another sit-up, when some of the leading colleges lost Atlantic Refining sponsorship because of NCAA's effort to sweep back the electronic tide. These colleges had benefited by receiving substantial fees for broadcasts, in contrast to the meager fees to which in buie newer stadia and libraries. They profited by stimulation of interest in their teams.

Atlantic was the bellwether in breaking through the resistance of some of the old-line colleges on broadcasts of sporting events. It was the first, also, to back college football telecasts, with ten years in the video field.

Inevitably, we think, there will come the retribution. NCAA and broadcasters will be well advised to study up on anti-trust litigation.

(Continued on page 67)

**Kenneth Kennard Hackathorn**

"I DIDN'T know a kilowatt from a dough-nut," says Kenneth Hackathorn, general manager, WHK Cleveland, in recalling his first days in radio.

Fortunately for Mr. Hackathorn, his initial job in radio required salesmanship experience, not technical knowledge, and he was a veteran salesman.

Mr. Hackathorn had come up through the ranks in the classified ad department of the Cleveland Plain Dealer, owner of WHK and the old WCLE Cleveland.

In January 1938, the newspaper asked Mr. Hackathorn to accept the position of sales manager for both stations. He adapted himself quickly and the stations grew. In July 1944, he was named vice president and general manager of WHK.

This meant much to Mr. Hackathorn, not only because it crowned a successful business career but also because Cleveland is his native city.

Mr. Hackathorn was born in that Ohio city June 7, 1900. He was christened Kenneth Kennard Hackathorn, a name that was to become synonymous with Cleveland radio.

His early school was in Lakewood, Ohio. While in high school there, he was building an athletic career until a knee injury forced him from scholastic competition. He earned a B. A. degree at Cornell U., class of 1925.

Although he had learned the theory of business administration at Cornell, Mr. Hackathorn's business experience dated back to boyhood.

At age 10, he worked with a farmer selling produce door-to-door from a horse and wagon. During school vacations, he sailed on the Great Lakes, and served in a checkboarder of other miscellaneous jobs.

After college, his first step up the ladder was in the auditing department of the White Sewing Machine Co. Soon thereafter, with a partner, he opened up a store handling White Sewing Machines and other appliances.

In 1935, Mr. Hackathorn joined the classified ad department of the Plain Dealer. As his know-how gained momentum, he was promoted successively to assistant classified manager in 1935, and classified manager in 1936. Then in 1938 he switched to radio.

With the aid of a good sales department and an efficient secretary, Mr. Hackathorn managed to survive his first few months in the seemingly confusing radio world. After that,
In Houston... the South's First Market!

27 YEARS... CONSISTENTLY FIRST IN THE
Golden Gulf Coast Area... KPRC Has The
SELLING POWER YOU WANT! Buy KPRC For
RESULTS THAT COUNT!

950 KILOCYCLES - 5000 WATTS
NBC and TQM on the Gulf Coast
JACK HARRIS, General Manager
Represented Nationally by
EDWARD PETRY & CO.
MILITARY FUNDS

Radio-TV Activity May Be Curtailed

RADIO-TV activity in the Pentagon faces a drastic curtailment if Congress sustains threatened cuts in funds for the military's public information operations.

Defense Dept. authorities are concerned over action already taken by the House and now under study by a Senate Appropriations subcommittee headed by Chairman Joseph C. O'Mahoney (D-Wyo.).

If the upper chamber sustains the House recommendations, the department's Office of Public Information faces a 75% slashing of its budgetary personnel, with adverse effects certain to be reflected in the production of its informational or "prestige" radio-TV network programs.

Pentagon authorities are prepared to request permission of Sen. O'Mahoney to testify against the cut in expenditures—from $1,250,000 in 1951 to $312,000 which would be allowed by the House.

Military personnel procurement officials face the same problem in recruiting before the subcommittee, in respect to fiscal '52 and '53 monies. Congressional criticism has been leveled at paid advertising campaigns and public information specialists.

Symbolic of these economy moves was the revelation last week that the Air Force is dropping its Air Force Hour on MBS after four consecutive years of broadcasts. While AF authorities claim the show is going off for the summer and may be resumed this fall, they concede that reduction in OPI personnel was a major factor. The program bowed out May 11.

On the Defense Dept. OPI front, Charles Dillon, chief of the Radio-TV Branch, told BROADCASTING * Telecasting that the 75% slash, if authorized by Congress, "would have the effect of cutting OPI operations to virtually nothing." He said every effort would be made, however, to retain the programs because of their informational value in the current cold war. Military authorities and networks are desirous of keeping the broadcasts.

ANTUNER DISPUTE

Settled Out of Court

DISPUTE between Thomas S. Lee Enterprises, owner of WOR-AM-TV New York, and Antuner Co., Stamford, Conn., and its agency, Cavanaugh-Shore & Co., New York, was settled out of court fortnight ago.

Lee Enterprises had filed suit in Superior Court of New York to collect $8,638.02 allegedly due from the agency and Antuner for time charges and money allegedly refunded by stations to Antuner customers [B&T, April 28]. Cavanaugh-Shore also sued for $4,105.90 allegedly due for commercial announcements. Mid-week comparison of agency-station records and payments indicated the total debt was $6,084.21, of which closed the issue.

ARE YOU A STICKER FOR COVERAGE?

Smart local advertisers know that WINS, with tremendous power day and night, reaches lots of listeners. They know it offers lowest cost per thousand listeners most every period of the day.

"Spots," shows on WINS have a reputation for selling—extra pulling power. Ask any of our local advertisers—among them:

- The Bank for Savings
- Loew's Theatres
- Barney's
- National Shoes
- Ben Tucker Furs
- New York Telephone Co.
- Crawford Clothes
- Pioneer Food Stores
- Friendly Frost Stores
- Sterling Tobacco
- La Basso Bakery
- Toro Foods

You can sell more for less money in the Metropolitan New York market if you'll buy...1010 WINS...it sells!
Our Respects to
(Continued from page 61)
he stood very solidly on his own.
WHK at that time did not have a merchandising department. Within a year, he had an aggressive merchandising department operating, and had instituted other sound business methods.

Looking ahead, Mr. Hackathorn comments: "The future of the station is best expressed by a recent opening of new and larger office and studio facilities which, I believe, expresses the utmost faith in the future of radio.

"Obviously," he adds, "our new location took into consideration the possibility and hope of securing a television license. WHK has withstood the first onslaughts of television and our local business is showing good improvement over 1950 and 1951." Since entering the radio field, Mr. Hackathorn has consistently felt that radio offered the strongest means of mass appeal and could be used by anyone as an advertising medium to move merchandise and sell services.

He looks upon the senior broadcast medium as "a greater force in building the community, the home and the nation. Radio has become an integral part of our national economy and has helped to mold a way of life that can only be found in a country such as ours."

"WHK, like other stations throughout the country, will continue to play a leading part in the educational, cultural and economic life of every community."

A glance at Mr. Hackathorn's outside activities will convince anyone that he is doing his active best to make the station more a part of the community.

Mr. Hackathorn is active in the Cleveland Chamber of Commerce program committee and the Cleveland Advertising Club. He is director and secretary of the Hermit Club, past president of the Cleveland Executives' Club, a member of the Heights Rotary Club of Greater Cleveland, director of the Junior Achievement and is past president of the Cornell Club of Cleveland.

His staunchest supporter and confidante is the former Bernice Helen Albaugh, whom he married Nov. 29, 1924.

When a few leisure hours appear unexpectedly in his crowded day, Mr. Hackathorn finds relaxation in golf and in playing cards.

His future plans look toward solidifying WHK's position as one of the top stations in the northeastern Ohio market. He hopes that he eventually will be instrumental in building a TV station to fill the Court of Appeals position in the same manner, action, the birth of a Circuit on a non-parts basis.

In the KFMO case, L.A., Stephen Bean charged that station discriminatorily discharged an announcer, Robert Hewitt, thereby discouraging membership" in Local 1272 of IBEW (AFL). He recommended the em-

GOOD COMMUNITY RELATIONS

start when a new plant is still in the blueprint stage. Radio can help!

Never before has American industry expanded at such a pace! And every time a new plant arises, new problems in community relations arise with it.

To solve these problems, many growing companies use radio... effectively, economically and regularly. Radio programs prepare a community for the arrival of a new industrial neighbor. Radio programs explain a new plant's policies and purposes. Radio programs attract employees... both from areas close to the plant and from outlying territories that other media simply don't reach.

If you're locating a new plant, don't overlook the help that radio offers. And if you're building in any one of these six industrial centers: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon... get in touch with the Westinghouse station that serves your area. There you'll find wide experience in using radio to help industry make friends with its neighbors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - KYW - KDKA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Only ONE Station DOMINATES
This Rich Growing 15-County Market with RETAIL SALES of $580,950,000*

* Sales Management, 1952 Survey of Buying Power.

RUSSELL E. OFFHAUS, former assistant managing editor, WMRY New Orleans, to WMFS Chattanooga, as general manager.

V. MONTERO-DIAZ elected executive vice president of WORA Mayaguez, WPRP Ponce and El Dia, Ponce daily newspaper.

SAMUEL N. NEMER, sales manager, WLOL Minneapolis-St. Paul, to WDGY there in same capacity.

WALLACE HUTCHINSON, assistant manager, advertising-promotion department, NBC radio, Hollywood, promoted to account executive. Succeeding him is PRESTON WHITNEY, script writer, M-G-M.

WALKER REPRESENTATIVES Co. appointed national representative for WWJE Miami.

Mr. Nemer

WALTER STOUSE, engineering staff, WMFJ Daytona Beach, Fla., appointed assistant station manager.

JUANITA HALL, formerly of Radio Reps., Chicago, to John E. Pearson Co., station representative firm, same city, as member of sales staff.

JAMES BURGESS, former national sales representative, Columbus (Ohio) Citizen, appointed sales executive for WLWC (TV) Columbus.

BERT DEMERS, sales manager, KRKL Kirklund, Wash., to KOMO Seattle, as account executive.

ALAN B. JOHNSTONE, sales manager, KGO San Francisco, to KCBS that city, in same capacity.

EDWIN METCALFE, account executive, KTV (TV) Hollywood, to KECA-TV Los Angeles, as sales service manager.

Mr. Burgess

ROBERT E. KNOLL, manager of Lancaster, Pa., branch of Onita Specialty Co., to sales staff of WLAN that city.

WINSTON L. CLARK rejoins WORZ Orlando, Fla., as sales manager.

WALTER TOLLESON and BARNEY HANSEN to newly opened San Francisco office of KEAR San Mateo, Calif., as account executives.

WILLIAM L. WEIL appointed general manager of WDTT Port Huron, Mich., assisted by ALICE M. ANDERSON. GAYLORD FORBES named station's sales manager.

Mr. Clark

HENRY L. CHRISTAL Co., N. Y., appointed national representative for WTMJ Milwaukee.

DAVID A. HARRIS, Ruthrauff & Ryan, N. Y., to sales staff of George W. Clark Inc., radio station representative, same city.

Personalis . . .

JAMES D. HOUSE, chairman of the board, Crosley Broadcasting Corp., will deliver commencement address June 2 at Wilmington (Ohio) College. . . . KLAUS LANDSBERG, vice president, Paramount Television Productions Inc. and general manager, KTLA (TV) Hollywood, nominated for entry in November edition of Who's Who in Los Angeles County. . . . BILL WHITLEY, director of public affairs, CBS Pacific Network, recuperating in Hollywood Presbyterian Hospital from injuries sustained in automobile accident. . . . GENE HILL, vice president-general manager, WORZ Orlando, Fla., father of boy, Eugene, May 14. WILLIAM MURRELL Jr., station's secretary-treasurer, father of boy, May 16. MRS. HILL is daughter of MR. AND MRS. WILLIAM MURRELL, executive vice president and president of the station, respectively.

WILLIAM H. SYLK, president, WPEN Philadelphia, was honored with dinner May 24 for 15 years of leadership in community and Zionist movement. . . . RUSSELL BAER, manager of CHEX Peterborough, Ont., elected president of Peterborough Sales and Advertising Club.

EUGENE BANNVART

Adman Dies in New York


Mr. Bannvart entered advertising as advertising manager of McCormick & Co., Baltimore. Following a term as manager of Cecil & Presbrey's Baltimore office, Mr. Bannvart went to Russia. He returned to this country in 1936 and was made a vice president of Blackett, Sample & Hummert Adv. in Chicago. He became a vice president of the Blow Co. in New York in 1943. Rejoining Cecil & Presbrey in 1949, he was appointed vice president. He leaves his wife, Mrs. Helen K. Bannvart.

Astin Named for NBS

DR. ALLEN V. ASTIN, widely known in electronics, was nominated Tuesday by President Truman to be director of the National Bureau of Standards. He has been acting director since resignation last October of Dr. E. U. Condon, who became research director for Corning Glass Corp. Dr. Astin joined the bureau in 1932. He worked in radio telemetry and was a key figure in development of the proximity radar fuse which detones a missile at a desired distance from an object.

Angling for New Markets?

If you're fishing for new markets, past result stories point to KFYR as a likely spot. The station with the nation's largest area coverage, KFYR doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which beat out KFYR's coverage and selling claims in this rich, rural market.

5000 WATTS-N.E.C. AFFILIATE
Rep. by John Blair

BROADCASTING • Telecasting
**RACING INQUIRY**

TWO stations—WLAP Lexington, Ky., and KLAC-TV Los Angeles—last week asked the FCC to reconsider its Feb. 25 action denigrating them for hearing because of programs carrying information on horse races [B•T, March 3].

The Commission set 16 station licenses for hearings in February to bring the entire question of racing news to a head. Its action followed study of questionnaires in which stations described the extent to which they carry racing news. The FCC took the position that some track programs giving odds, scratches, track conditions, prices paid, etc., tend to promote gambling.

WLAP told the FCC it had discontinued a program called *Sports Parlay* in 1960 after more than a decade. The program was a 1-5 p.m. Saturday feature during the summer racing months. Last March 12 it discontinued *Sports Review*, a daily 15-minute broadcast at 5:30 p.m.

The station pointed out it has never broadcast horse racing information during substantial segments of afternoon broadcast time “on a regular basis, so as to cause program imbalance inconsistent with operation in the public interest and has never broadcast information pertaining to horse racing, or any other sporting event, in a manner making it particularly susceptible of use as an aid to illegal gambling.”

Program content of *Sports Parlay*, it was added, contained information of all sports, interspersed with popular music and “purposely deleted some information regarding races broadcast on the *Sports Parlay* which might conceivably have been helpful to bookmaking operations.”

WLAP said it desired to continue broadcasting the daily feature race during the Keeneland Race Course meetings, ten days each in spring and fall. The track is non-profit and owned by a group interested in breeding, training and racing, it was stated, and conducted on highest ethical standards. It also would broadcast news coverage of important races such as the Kentucky Derby.

Petition asking removal from the hearing docket and grant of license renewal, filed by Paul A. O'Brien, of Dow, Lohnes & Albertson, Washington, said sponsors were of a normal type.

KLAC-TV told the FCC it had discontinued all regular daily telecasts of horse racing information last Feb. 28. During the entire time it carried racing information on a regular basis, the station stated, it telecast only the results paid and the results of the races, not including entries, scratches, probable jockeys, winning jockeys, jockey changes, weights, weather, time, pre-race odds and similar details.

**KLAC-TV's Present Schedule**

When the FCC set KLAC-TV for hearing, according to the station, it was telecasting several times each weekday, generally a half-hour to two hours after the races were run. It is not currently telecasting racing data “except for incidental references in news and sports news programs to feature races such as the Kentucky Derby.”

The racing information was carried during a general variety program covering several hours. KLAC-TV told the FCC, with normal and usually acceptable sponsors. Public interest in the sport is high in Southern California, with attendance surpassing all other spectator sports combined, according to KLAC-TV, which adds that it has built up a large sports following. Racing information did not exceed nine to 25 minutes on weekdays, Monday through Friday.

KLAC-TV pointed to the WANN Annapolis, Md., and WJZ-TV New York renewals as precedents for its petition to be removed from the hearings. John P. Hearne, Hollywood attorney, filed the petition, with Krieger & Jorgensen also listed as counsel.

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**One Announcement — Two Out-of-Town Customers**

$2,450 in Sales

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

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

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

Proof that when you want sales volume in the Quint-Cities—nation's 1st retail market—you want WOC. Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

**Davenport, Iowa**

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

---

**K-NUZ plugging your product to 107,000 people at the Houston Annual Home Show, March 30-April 6!**

Currently advertised products on Houston's leading independent station—a featured in an impressive booth display with glittering signs, helium filled balloons and a revolving display of K-NUZ's top disc jockey personalities—attacted the attention of Home Show visitors thousands of regular K-NUZ listeners.

**K-NUZ was Houston's only radio station giving its advertisers this big plus value!**

MAKE YOUR ADVERTISING DOLLARS MULTIPLY INTO SALES DOLLARS—BUY K-NUZ FOR MAX CHANDISING PLUS VALUES!

Call FORJOE, National Representative or DAVE MORRIS, General Manager at Kynston 2581 TWX-4D 414

**K-NUZ**

HOUwON'S LEADING INDEPENDENT

May 26, 1952 • Page 69
VOA BUDGET FIGHT
To Resume This Week

RESTORATION of fund cuts in the Voice of America and other
U.S. international information activities to the full budget request of $253 million will be sought by the State Dept. on Capitol Hill this week.

While no date had been set, it was understood that a Senate Appropriations subcommittee probably would hold hearings on the 1953 budget sometime this week. Chairman is Sen. Pat McCarran (D-Nev.)

Top officials of the International
Information Administration—presumably Dr. Wilson Compton, administrator—and the State Dept.'s International Broadcasting Service—Poy Kohler, IBS chief, and George Herrick, facilities director—are expected to testify on the need for restoring monies cut by the House earlier this spring.

The lower chamber specified no actual operating figure for shortwave broadcast operations, but leveled substantial cuts in the information program which would bear heavily on VOA's budget. It pared the program from $133 million to $85 million.

At stake, as State Dept. officials prepare to present their case, are expenditures for two overseas radio bases to be completed later this year and for two new transmitter-equipped ships.

The House knocked out $36.7 million for the seven station projects. A sum of $27 million voted by the House Appropriations Committee for radio broadcasting also would be cut substantially if the overall reduction is signed into law. VOA received $19.8 million in regular appropriations during the fiscal year ending June 30.

KGU 30TH BIRTHDAY
Plans for TV Soon

HONOLULU celebrated its 30th birthday with an announcement by Lorrin P. Thurston, president and general manager of the Advertiser Publishing Co., licensee of the station and publisher of The Honolulu Advertiser, that KGU expects to install Hawaii's first television station.

Mr. Thurston said the new TV station is expected to be on the air, "if all goes well," by February 1953 in a broadcast observing the station's birthday. The Advertiser's May 11 issue carried a panorama of KGU's 30 years of service during which such greats as President Roosevelt, Amelia Earhart and Guglielmo Marconi have spoken into its microphone.

WEAS PROTESTS
Newspaper Log Omissions

NEW FUEL was added to the Atlanta newspaper-radio dispute last week as WEAS Decatur, Ga., reported it has protested to FCC the failure of the Atlanta Journal and Constitution to carry the program logs of seven of ten radio stations serving the area, including WEAS.

The E. D. Rivers Jr. station charges the action of the newspapers, which prior to their merger under Atlanta Newspapers Inc. had carried free listings of all radio and TV stations there, "directly results from" Mr. Rivers' protest of Atlanta Newspapers' sale of WSB-TV Atlanta (Channel 6) to Broadcasting Inc. [BT, Aug. 27, 1951].

WEAS contends the papers now carry only the listings of WAGA (CBS), WPAT (ABC), WSB (NBC), WSB-TV, WTV (TV) and WAGA-TV, all Atlanta, while omitting the logs of WEAS and WAGS Decatur, WTJH East Point and WEER, WBB (ABC) and WATL, all Atlanta. WEAS asserts further that the papers carry newspaper items concerning programs only on the three radio stations whose program logs are carried.

WEAS, stating "hundreds of complaints" have been received from listeners respecting omission of the WEAS program log in the two papers, informed FCC it was unsuccessful on three occasions in efforts to have its log restored to listing. WEAS asks FCC to take "such action as is necessary to bring about a change in the policy of Atlanta Newspapers Inc."

Quoted by Broadcasting, Telecasting, J. Leonard Reinsch, managing director of the Cox stations, and a director of Atlanta Newspapers, Inc., said:

"It is unfortunate at a time when the Commission is overworked, that there should be filed a letter containing information so careless in fact."

SWITCH to 45 rpm. system of recorded music effective June 4 has been announced at WNEW New York. Heavy spot campaign will precede conversion, according to station reports.

WE HAVE THE CUSTOMERS
and we now have
HIL F. BEST
as National Representative
to tell you about it.

CALL YOUR NEAREST BEST OFFICE

WHTC
HOLLAND, MICHIGAN
The Tulip City
EQUAL TIME RULE
Non-Comm. FM Reminded
NON-COMMERCIAL, educational FM stations must treat political candidates in the same manner commerical broadcast stations are required to, according to an FCC report and order a fortnight ago. The order amended the FM rules to include a new section providing that if any non-commercial, educational FM station permits a legally qualified candidate to use its facility, it must provide the same and equivalent time to all other legally qualified candidates and may not censor their scripts.

Order was originally proposed in 1950 when it was discovered that this provision had been omitted from the FCC's non-commercial, educational FM rules. Later that year, Westinghouse Radio Stations Inc. petitioned the Commission to enlarge the provision to include supporters of candidates as well as candidates themselves. This followed a ruling by the U. S. District Court stating that Sec. 315 of the Communications Act (which deals with political broadcasts) also included supporters. This view was reversed by the U. S. Court of Appeals, which held that Sec. 315 applied to candidates only and not to supporters. Since the courts decided that supporters are not covered under Sec. 315, the Commission dismissed the Westinghouse petition.

WSYR’s Local Radio Sales UP 39%
For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers TAKE NOTE
Write, Wire, Phone or Ask Headley-Reed

COUSY' SHAKEDOWN CRUISE
Ship Called a Valuable VOA Weapon
SHAKEDOWN cruise of the State Dept.'s floating transmitter has proved the “vagabond” Courier to be the most versatile and one of the most effective weapons thus far developed to promote the “Campaign of Truth.”

This is the conviction expressed in a preliminary report of an 18-day test in the Panama Canal Zone circulated in the State Dept. last week. The ship is now at Hoboken, N. J., preparatory to start of actual operation.

“The tests...establish beyond any question of doubt the practicality of the project...They reveal that the Courier is a technically perfect broadcasting vehicle for bringing to the front door of any target area, the full strength of our message,” the report states.

During the 18-day trial run, three transmitters were used to broadcast programs daily for six hours continuously. Prior to reaching the Canal Zone, the Coast Guard ship visited Venezuela, Colombia and Panama City. Later it stopped in Vera Cruz, Mexico.

To avoid interference with other stations, the ship operated its medium wave transmitter at one-third of its 180 kw power, fanning out 800 miles from the zone, with satisfactory results. Shortwave transmission with two 35 kw transmitters “was generally satisfactory throughout the entire target area,” it was reported. VOA shared the 1510 kc frequency with WLAC Nashville during part of the tests. While signals were aimed at Latin American countries, monitors reported signals in New York, London, Tangier, Munich, Spain, Scotland, Sweden and New Zealand.

Purpose of the Latin American trial was to combat Soviet propaganda and to win allies among the Carribean audience. The State Dept. reported that it has received hundreds of letters from various countries reporting on satisfactory reception of transmissions.

“In addition to providing satisfactory coverage for its mission, the transmissions of the Courier have provided valuable radio propaganda data not previously available,” the report said.

Congress has withheld consent from funds to build other seagoing transmitters, pending results of the vessel's first venture on the high seas.

RADIO-TV SESSION
To Convene at Stanford
TENTH summer session of the Stanford Radio-TV Institute will begin June 19 in cooperation with KNBC and KPIX (TV) San Francisco, according to an announcement made by Prof. Stanley T. Doner, director of the institute. Staff members from the two stations will serve as instructors in addition to regular Stanford faculty members from the speech and drama department.

Instructors from KNBC include: Lloyd E. Yoder, general manager; George Greaves, assistant manager and program director; John H. Thompson, manager of news and public affairs, and Walter Tolleton, assistant sales manager for NBC Western Div. KPIX staff personnel who will participate are Philip G. Lasky, vice president-general manager; Richard C. D. Bell, assistant to the president, and George Matheson, production manager.

Courses will be offered in all phases of radio and television. A TV workshop is included in the curriculum. Program from the workshop will be telecast by KPIX. Enrollment in the institute, scheduled to run eight weeks, is limited to 75 students. Anyone who has completed two years of college work or its equivalent may apply. Classes will meet alternately in the San Francisco studios of KPIX and KNBC and on the university campus.

HISTORY of development of radio and particularly growth of WORC Worcester, Mass., will be recorded in murals being painted by Ben Blake for station’s new studios.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES
NOW AVAILABLE
for the
First Time
in Two Years!
A WOMAN'S
PARTICIPATION
SHOW—
THE WOMEN'S
930 CLUB CALENDAR
1:30-1:45 P.M.
MONDAY-FRIDAY
57% Share
of Audience*
10.4 Hooper*
(*Hooper-Jan.Mar.'51)
CONTACT:
The Brannam Co.

RADIO STATION
WSAZ
5000 WATTS DAY
1000 WATTS NIGHT
930 KC

BROADCASTING Telecasting
May 26, 1952 • Page 71

WATTS, N. CAR. 570 KC
AM-FM-TV—The Only Complete
Station in Central New York
Bradley-Reed, National Representatives
... An audience-building, prestige program that will attract both Listeners and Sponsors to your station, featuring one of the nation’s leading authorities on economic subjects and world events.

Also, Americans, Speak Up!—another top-flight production which recently won its second FREEDOMS FOUNDATION award—is available one quarter hour weekly.

In production more than three years, and currently carried by more than three hundred stations across the nation, both programs are now offered exclusively in each market on a no-cost basis for sustaining programming—nominal talent fee when commercial.

GET THE BEAT ON YOUR COMPETITOR BY BEING THE FIRST IN YOUR CITY TO TAKE ADVANTAGE OF THIS OPPORTUNITY TO SCHEDULE THESE TIMELY PROGRAMS.

Stations now scheduling will be fully protected.

...for full particulars, wire or telephone:
R. K. Scott, Sales Director
America’s Future, Inc.
205 East 42nd Street,
New York 17, N. Y.

Mr. Gifford

WFLN that city.

Bob Van Camps, WSB-AM-TV Atlanta, signed by Atlanta Pop Or-chose to name their forthcoming summer concert series.

John Victor Nowak, free lance announcer, to WABT Albany, N. Y., as announcer-producer of weekly Polish Bella Polka Party Show.

Lillian Klake named woman’s pro-gram director, WLDS Ladiymshin, Wis., succeeding Agnes Foster, who has retired.

Anne Holland, assistant to the director of public affairs, WBAL-AM- FM Baltimore, named “Woman of the Year” by city’s Women’s Advertising Club.

Stan Richards, WBET Brockton, Mass., to WORL Boston as disc jockey, replacing Bill Ryan, who now serves in NBC newscast, New York.

Paul Speegle, San Francisco drama critic, appointed assistant program director for Radio Free Asia.

Homer Martz, director of agricultu- re, KDEA Pittsburgh, elected to board of directors of Diocese’s Pri-vate Affairs, Kansas City.

Tom Maness, WMIT Charlotte pro-gram director, to WPTF Raleigh, as continuity supervisor.

Wendell D. Palmer, continuity manager, WTMJ-AM-FM Milwaukee, elected vice president of city’s alumni chapter of Alpha Delta Sigma, na-tional advertising fraternity.

Clarence Manring, announcer at KFQD Anchorage, Alaska, to WIBM Jackson, Mich.

Lew Lowry to KGO San Francisco as disc jockey.

Kay Stewart, WIP Philadelphia record room assistant, has resigned.

Art Tacker joins WCRB Waltham, Mass., as disc jockey.

Richard Somerville pro-moted to program director, WTH Port Huron, Mich.

Bill Wright joins WIP Philadelphia announcing staff.

Robert C. Livingston, executive producer, KHI-AM-TV Hollywood, to KNBH (TV) that city as director.

Bob Doll, WCSI Columbus, Ind., appointed station program director.

Space Woods, director of audience promotion, ABC Hollywood, to KNBH (TV) that city promotion-advertising department. He succeeds Norman Hoppes who transfers to station’s production department.

Sam Gifford, KRDO Colorado Springs, to WHAS Louisville, on production staff.

Richard W. Clark joins announcers’ staff, WFIL Philadelphia.

Jackson Wil-letts circulation department, Curtis Publishing Co., Phila., to advertis- ing department.

Mr. Gifford

WFLN that city.

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Curley Rausch, announcer, WOKW Sturgeon Bay, Wis., to WRCO Richland Center, Wis., as program director.

F. E. Matthews, staff announcer, WSAZ-AM-TV Huntington, W. Va., to WOWO Fort Wayne, Ind., in same capacity.

Beri Moore, staff announcer and copy writer, WMOX Meridian, Miss., appointed program director at WABB Mobile, Ala.

Marion Gange appointed produc- tion manager at WHIO-TV Dayton.

By Colvig, continuity acceptance editor, KECA Los Angeles, transfers to ABC there, as program promotion department copy writer.

George Wood appointed program director, KXXL St. Louis.

George Logan, disc jockey, WKRO Cairo, Ill., and Dwight Look Gordon, WINN, St. Louis, disc jockey, to KXXL St. Louis in same capacities.

Lois Haszillo, Universal Recorder incorporation joined Hollywood headquar-ters staff, KRIG, San Diego, Calif.

Paul West, director of Housewives Protective League on KIRO Seattle, to KCBS San Francisco, in same capacity.

Tom McCann, staff announcer, KJY Seattle, to KOMO that city, in same capacity. Paul S. Morris, announcer-engineer, KVTM-TV Seattle, to KOMO.

James Orgill, continuity director, WGAR Cleveland, named director of radio and TV films for Community Chests and Councils of America and United Defense Fund.

Mike Silver, announcer, WBLA-AM-FM Raleigh, N. C., to WGM Wilson, N. C., in same capacity.

Sabby Lewis, orchestra leader, joins WNEW Boston for daily disc jockey show.

Phil Ellis, announcer, WPTF Raleigh, father of girl, Karen, May 2. Joe Reaves, station farm direc-tor, father of boy, John.

News

Bill Niethfeld, KCBS San Francisco news director, named to advisory committee on publicity for American Assn. for United Nations Inc. in northern California.

Grant Holcomb, newscaster, KNX (TV) and CBS Radio, Holly-Rood, named di-rector of news and public affairs KNX (TV) and CBS-TV that city.

Don Wayne, pro-duction manager, WHIO-TV Dayton, promoted to di-rec-tor of news and special events.

John Denman, WJR Detroit newscaster, resigns to direct public relations for Rep. Charles E. Potter’s (R-Mich.) campaign for U.S. Senate.
BROADCASTING

ADVISORY Committee on Production Equipment has been formed within the Office of Defense Mobilization, Dr. John R. Steelman, acting Defense Chief, announced May 16. The group was set up on recommendation of President Truman to review federal policy and make concrete suggestions for improvement to Dr. Steelman.

Heading the committee is Harold Vance, board chairman and president of Studebaker Corp. Other members include Clay Bedford, president of Chase Aircraft; Manly Fleischmann, current Defense Production Administrator, who resides June 1; and Gen. K. B. Wolfe, former chief of Air Force procurement. Purpose of group is to weigh availability of production equipment to meet defense needs, and maintenance of capacity to produce mobilization and standby equipment.

WINS on Conventions

WINS New York, station of the Crosley Broadcasting Corp., will furnish direct coverage of both Republic and Democratic national conventions in Chicago this July, according to Harry C. Folts, general manager, who said Thursday the station thus becomes the only New York-based station and one of the few in the country to carry on-scene broadcasts. The station plans three hours of direct coverage per day, to be scheduled when convention agendas are announced.

JAMES BORMANN (c), news and public affairs director, WCCO Minneapolis, receives the Minneapolis Junior Chamber of Commerce award "for distinguished public and community service" from Jack Dod (l), chamber president, and Jim Mickelson (r), public relations committee chairman of the civic group.

UN WEEK

Early Promotion Started

HELP of radio and television as well as of other advertising media was sought by the American Assn. for the United Nations in New York Wednesday for a promotion campaign for United Nations Week this fall.

The celebration, keyed to opening sessions of the General Assembly, will be held in late October with one day of the week designated as United Nations Day. Executive Director Clark M. Eichelberger explained. Media representatives at the Wednesday luncheon endorsed early planning.

IAA REALIGNS

REALIGNMENT of the structure of the government's International Information Administration, headed by Dr. Wilson Compton, was under way in the State Dept. last week. The reorganization involves sections of IIA's International Broadcasting Service, under which the Voice of America operates, and divisions of IIA relating to the various overseas media.

Replacement is being sought for the post of IBS chief now being held by Foy D. Kohler, who is destined for an overseas diplomatic field post sometime this summer. The plan is to bring a prominent broadcast industry official to the position, with responsibility for implementing policy on shortwave broadcasting operations.

Internal realignment calls for a split in functions now under George Herrick, IBS facilities chief. Mr. Herrick will concentrate on research, development and building. James Thompson, formerly associate chief, now heads up the Facilities Operation Division.

Inherent in the reorganization is the objective to place more emphasis on regional and local radio programming in the field.

The State Dept. also is reorganizing its media divisions under IIA. Joseph Sitrick, special assistant to Dr. Compton on press and public relations, shifts over to its International Press & Publications Service as assistant director to Charles Arnold, division chief. He will handle press and public relations and work with the State Dept.'s press advisory committee under Ben Hibbs, member of the U. S. Advisory Commission on Information. No successor has been chosen for Mr. Sitrick.

BINAURAL

Featured at Parts Show

THE FIRST binaural or "two- eared" transmission of music on a commercial station took place in Chicago Thursday night as WGN-AM and WGN (FM) broadcast a 60-minute show. In cooperation with the Jensen Mfg. Co., Magnecord Inc. and Radio Craftsmen, the stations demonstrated three-dimension sound, which gives depth to music. The stations picked up the program live through two microphones, one being the AM circuit and the other using the FM band simultaneously.

The audience at home, in order to get the binaural effect, needed one AM set and one FM set in opposite corners of the room. The transmission thus gave them the binaural or two-eared effect, with each ear getting an impression.

Demonstration, seen by 350 persons in the Conrad Hilton Hotel, was a feature of the annual Radio Parts Show and the Audio Fair, the former taking place Monday through Thursday and the latter Friday and Saturday.

PRODUCTION GROUP

ODM Forms on Equipment

Class... Consistency... Condition

Like a fine thoroughbred, the WBNS radio audience has "the look of eagles" to sponsors. This billion-dollar market, is in a class by itself! Consistent Central-Ohio listeners stay tuned to WBNS for the twenty top-rated programs. Conditioned to react favorably to wellplaced advertising, WBNS listeners increase your odds for better results.

WBNS radio

ASK JOHN BLAIR

WBNS — 5,000

WELD-FM — $3,000

COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS OUTLET

BROADCASTING * Telecasting

May 26, 1952 * Page 73
EDWARD KANTROWITZ, assistant director of sales, named acting manager of advertising department, Emerson Radio & Phonograph Corp., N. Y., Mr. Leon, assistant sales promotion manager, promoted to acting manager of that department and ARNOLD HENDRICKSON, assistant distribution manager in company's southwest territory, named assistant national sales manager.


GERALD LIGHT, advertising manager, Emerson Radio & Phonograph Corp., N. Y., named director of advertising and sales promotion for CBS-Columbia Inc., N. Y.

DAVID R. WILLIAMS resigns as account executive, United Television Programs, effective June 1, 1952. Future plans will be announced shortly.

SEYFFER & Co., Zurich, Switzerland, named general product representative for Allen B. Davis in Switzerland.

DAVEN Co., Newark, N. J., has published six page brochure containing material on precision wire wound, hermetically sealed and miniature resistors.


STANDARD RADIO TRANSCITIONS Inc., signs KYUM with exchange KSUK Susalline, Calif., as new subscriber to Standard Program Library with renewals by KRBE, Modesto, Calif., and KJWB Globe, Ariz.

ARNOLD C. NYGREN elected president of Shawmut Engineering Co., Boston, following discharge from Navy as commander with Bureau of Aeronautics, Electronics Production Branch, in charge of radio and radar procurement for Naval aviation.

MONROE L. MENDELSOHN, manager of Gould, Gleis & Ben Inc., Houston (marketing consultants), to Chicago office as account executive.

WILLIAM T. POWELL, executive vice president, Emerson Derrick & Equipment Co., Houston and L. A. (AM-FM-TV towers), elected president effective July 1, succeeding HUGH H. GLENN, now chairman of board of directors.

ALBERT SAUNDERS named district manager and C. PAT WALDER western district manager of Alliance Mfg. Co.

FREDERICK C. BROOKS, formerly with March of Time and Time magazines, named sales head for Roger Wade Productions, N. Y., producer specializing in TV commercials, slide films and full length commercial motion pictures.

DON DAVIS, Jaffe Agency, N. Y., transfers to Beverly Hills office as head of TV department. He succeeds PAUL RADIN, former vice-president in charge of radio-TV division, who assumed similar duties with Ted Ashley Assoc. (talent agency-program packagers), in newly opened West Coast office, that city.

WILLIAM M. LINZ appointed sales representative for Ward Products Corp., headquartered in Chicago. YUAN NEWELL CORWIN, general foreman of tube works, General Electric Co., Schenectady, to company's Scanton, Pa., plant in similar capacity.


CHARLES CASTLE named sales manager of Distributor Div, Webster-Chicago Corp., Chicago.

CHARLES D'WYER, service manager, succeeds Mr. Castle as assistant sales manager of division.

MAX LERNER, formerly with ABC legal staff, to Sesac Inc., N. Y., as house counsel.

THOMAS F. JOYCE, partner in Raymond Rosen & Co., elected president of that house's speciality appliance firm as well as president of Philadelphia Appliance Service Corp. L. P. CLARK, vice president of Raymond Rosen Engineering Products Inc., elected vice president.

EDWARD R. TAYLOR, Hotpoint Inc., to Motorola Inc., as assistant to PAUL V. GALVIN, president. He will coordinate sales and merchandising activities of radio-TV division.

RCA TUBE DEPT, Camden, N. J., announces availability of two new tubes: forced-air-cooled "I KW" power triode (RCA-618) for UHF TV transmitters and miniature oscillator triode (RCA-6AF) for station selectors in UHF home TV receivers.
"BROADWAY TV THEATRE" on channel 9 is the No. 1 dramatic show on New York Television

- delivering 32.3% of the video families in the New York area!*
- reaching more families at a lower cost-per-thousand than the top rated dramatic shows offered by any other station in New York.
- giving its sponsors—R. J. Reynolds for Cavalier cigarettes and the General Tire and Rubber Company—an audience of 918,000 families in America's richest market.

*Special Pulse Survey
Destry will ride tonight—positively

NO QUESTION, the show will go on—tonight—and every night . . . go on with all the blood-and-thunder that distinguishes the new-day Western—a stellar example of work inspired by modern technics, equipment, and materials.

Here, too, is a stellar example of the way the Eastman Kodak Company functions through the Eastman Technical Service for Motion Picture Film.

For, in addition to aiding studio and laboratory in film selection and processing, representatives collaborate with television stations, advertising agencies, and advertisers in helping solve problems of projection—help check film and equipment . . . make light measurements, determine proper levels . . . all to help assure good showings, black-and-white or color.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY, ROCHESTER 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
127 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6700 Santa Monica Blvd.
Hollywood 38, California
In recognition of the South's growing importance as the home of leading national advertisers and their advertising agencies, NBC Spot Sales is pleased to announce the appointment of Bomar Lowrance & Associates as its southern representatives.

Now the 15 major market radio and television stations represented by NBC Spot Sales can give advertisers and agency clients down in Dixie even more effective service than they have enjoyed in the past. Bomar Lowrance, formerly Commercial Manager of WSOC in Charlotte, and his associate, Freeman R. Jones will provide top flight, close-to-home representation for NBC Spot Sales in the states of Virginia, North and South Carolina, Tennessee, Kentucky, Georgia, Florida, Alabama, Mississippi, Louisiana, and Texas. Mr. Lowrance is located at Charlotte, N. C. and Freeman Jones heads their Atlanta office. Messrs. Lowrance and Jones will have at their fingertips the same wealth of market, station, program, rating, and availability information for which America's foremost advertisers and agencies have learned to depend upon NBC Spot Sales.

For the fastest and most dependable information . . . for the most intelligent and resourceful recommendations as to how Spot Radio and Spot TV can sell for you in the nation's major markets, call, write, or wire . . . your NBC Spot Sales representative in the South:

**BOMAR LOWRANCE & ASSOCIATES, INC.**
Charlotte, N. C. & Atlanta, Ga.

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**NBC SPOT SALES**
representing

**RADIO STATIONS**

- **WNBC**, New York
- **WMAQ**, Chicago
- **WTAM**, Cleveland
- **WRC**, Washington
- **KOA**, Denver
- **KNBC**, San Francisco
- **WGY**, Schenectady-Albany-Troy

**TV STATIONS**

- **WNBT**, New York
- **WNBQ**, Chicago
- **KNBH**, Hollywood
- **WPTZ**, Philadelphia
- **WBZ-TV**, Boston
- **WNBK**, Cleveland
- **WNBW**, Washington
- **WRGB**, Schenectady-Albany-Troy

**Offices in:**

- **NEW YORK**
- **CHARLOTTE**
- **CHICAGO**
- **ATLANTA**
- **CLEVELAND**
- **SAN FRANCISCO**
- **DENVER**
- **WASHINGTON**
- **HOLLYWOOD**

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May 26, 1952 • Page 77
THE "FIFTH ALARM"

The early morning call was from Lebanon, Pennsylvania. And, the voice on the phone said, "It's a four alarmer . . ." That was enough for the WGAL-TV newsroom where the "Fifth Alarm" was sounded. Reporters were alerted for on-the-scene coverage. A camera crew took off by airplane in order to furnish the kind of news coverage which WGAL-TV viewers have come to expect. The "four alarmer" proved to be the biggest fire in the history of the City of Lebanon. At nightfall, when it was brought under control, the fire had gutted a block-long area in the center of the city. Finis was written to the story when the Mayor of Lebanon appeared before WGAL-TV's cameras to report fully on the disaster.

WGAL-TV
Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles

Page 78 • May 26, 1952
### TV PRIORITY LIST

**Sixth Report Conflict List**

The following appendices contain lists of the cities appearing in the table of channel assignments of the FCC's Sixth Report. These lists have been arranged in the order in which applications for new TV stations will be processed under the temporary processing procedure adopted in the Sixth Report as footnote 10 to Sec. 1.371 of the Commission's rules [B-7, April 14].

The preliminary list shows the name of the city, the 1960 population as reported by the Bureau of the Census, the distance to the nearest operating television station, the number of TV services available (stations less than 40 miles away) and the number of local TV outlets. The distance figures shown in the lists were scaled from suitable maps. FCC explained, except that in cases where the scaled distances fell between 38 and 42 miles the actual distance was computed on that basis of geographic coordinates in accordance with Sec. 3.611 of the rules.

The Commission said every effort has been used to make the lists accurate but interested parties should bring to the attention of the Chief of the Broadcas Bureau before July 1.

As soon after July 1 as that is practicable, the Commission will publish lists of cities and indicate thereon those cities for which applications for new television stations have been received. This list will be revised and published periodically in order that the general public and other interested parties may be informed of the progress of the respective processing lines.

FCC further noted that cities in the territories and U. S. possessions, as well as cities in the U. S. in which the single channel assignment is reserved for noncommercial educational use, are not included in the lists. Separate provisions for early processing of these applications are provided in the temporary processing procedure.

Similarly, those cities are excluded wherein all channels are assigned to existing stations and there are no additional channels available for authorization.

The temporary processing procedure comprises four principal application groups with several subgroups. In order, they indicate processing priority. Groups are:

- **Group A-1** - Applications for single channel assignments in the Sixth Report. They will be processed first. Effective date of Subpart E of Part 3 of rules, but must wait until after July 1. This group is not in city lists for preliminary processing.

- **Group A-2** - Applications for new stations in cities having less than 40 miles from existing station and to which only UHF channel is available. This group is not in city lists for preliminary processing.

- **Group B-1** - Bids for new stations in cities having less than 40 miles from existing station and to which only UHF channel is available. This group is not in city lists for preliminary processing.

- **Group B-2** - Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

- **Group B-3** - Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

- **Group B-4** - Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.
**BMI TV CLINICS**

**Dissect All Phases of Local Operation**

**JUST** about all phases of local television production—from building a studio to filming home news—were examined by home broadcasters who attended the Broadcast Music Inc. TV clinic held in New York Monday and Tuesday.

The same general format was followed at the BMI clinic held last Thursday and Friday in Chicago, with many of the principal speakers participating in both sessions.

The two-day meeting in New York's Waldorf-Astoria Hotel, got down to local problems Monday morning when Robert D. Sweezy, executive vice president of WDSU-TV New Orleans, heavily emphasized local programming in his talk, "Every Town a Show Town, U.S.A.—Yeah?"

Noting that even if talent and materials for network-quality programs were available in every community, Mr. Sweezy said that the average TV outlet nevertheless does not have "big time" production; his station, he said, has thus stressed local programming as a supplement to network and film production and has never attempted to compete with network fare.

To provide shows at the local level successfully, he advised doing "the natural thing" while keeping an eye on limiting expenses. Don't go overboard on expenses, he advised; it's soundness that counts, not elaborateness. Reminding his audience that talent rarely appears faster in television than in radio, he urged that production talent needed encouragement, too, to avoid staleness or laziness.

The most necessary requirement for success in terms of physical facilities, is lateral space, according to Charles F. Holden, assistant national director of television for ABC, who also appeared Monday, "Get everything on one level," he advised. "In some instances, lack of space in itself can keep production budgets low: A [small] studio . . . automatically rules out the possibility of big, costly productions." He endorsed buying standard equipment and, in building a studio, choosing an outlying site where taxes will remain low.

Bennett Larsen, vice president and general manager of WPIX (TV) New York, spoke of the practical costs of full-time programming, stating difficulties and benefits. He ended by saying that many advertisers prefer buying their own facilities and reselling them to television.

First speaker Monday afternoon, after a luncheon presided over by BMI President Carl Haverlin, was Roger Clipp, manager of WFIL-TV Philadelphia, who spoke on network operation. Through the actuality of sight and sound, television news eliminates the middleman—the reporter or professional observer—and provides immediate public information, he said. With advance knowledge of where and when news is happening, television out-performs all other methods of communication in bringing news to the public, he added. For local film coverage, he suggested the services of a commercial photographer as "by all odds more practical" than maintaining a newswear unit. Television must wake up immediately and make lots of noise regarding promotion of programs, even if that means employing competitive media, Ted Cott, vice president of WNBT (TV) New York, said in his speech, "You May Be Seen—You've Got To Be Heard."

His own station promoted its programs, he said, by telling viewers what its immediate schedule was and then reaching for non-viewers through billboards, magazines, newspapers, and park public address systems. Speaking on low-cost music and participation shows versus film, Ralph L. Burgin, program director of WNBW (TV) Washington, said that there are many hours in the broadcast day when low-cost, high-profit programs—for community service, religious groups, or educational institutions—could be scheduled. Answers to low-cost programming uncovered in WNBW's experiments indicate, he said, that the ideal program should be "specialized in character but broad in appeal." The program should be a strip, if at all possible, he advised, suggesting that "in television as in the grocery store, they're cheaper by the dozen."

Opening speaker at Tuesday morning's session was Joel Chase- man, director of public service and publicity, WAAM (TV) Baltimore, who explained that his station has sought public service programming guidance from a permanent council of responsible citizens, to be considered its "partners" or collectively, "I cannot overstate the value of such a group—in prestige, in good will, in downright practical programming suggestions, as a barrier to the community, and as an access to important groups in the city," Mr. Chase- man said.

He also suggested that, in doing public service, station managers make sure everybody knows about it. His station has invited studio audiences, conducted studio tours, produced special shows, scheduled thousands of free announcements, and occasionally furnished slides, artwork, studio facilities and talent to outside groups.

"The first factor in low-cost programming," A. Donovan Faust, assistant general manager of WDTV (TV) Pittsburgh, said, "is that the station is in the best possible shape in the operation of all the facilities available." Second factor is to determine the potential of prospective advertisers and to state clearly that the manager knows immediately whether to sell his program in across-the-board strips, as a complete single show, as units in a segmented show or on a participating basis.

The most important single factor, however, is a good budget, one which allows enough money to permit doing the job well, but one that is administered by all department heads and carried through to each individual program. Consistent earners among his station's low-cost programs have turned out to be women's shopping shows, kitchen programs and audience participation shows.

Philip G. Lasky, general manager of KPIX (TV) San Francisco, spoke on plant planning and remodeling and suggested that plans for a new studio and production center should be made "right in your own house—by television people themselves."

After top management decisions (Continued on page 84)

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**Page 60 • May 26, 1952**

**BROADCASTING • Teletasking**
television applications

Digest of Those Filed with FCC May 15 through May 22

(* Indicates pre-authorization application re-filed.)

Boxscore: VHF UHF Total
Applications filed since April 1 20 31
1 30

* One applicant did not specify channel number.

Listed by States

WEST PALM BEACH, Fla.—WIRK- TV Inc., Ch. 12 (204-210 mc); antenna height above average terrain 274 ft., above ground 297 ft. Estimated construction cost $120,000, revenue $135,000. Studio and transmitter location on Flagler Ave., north of Lakeview Drive, 26° 42' 22" N. Lat., 80° 02' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Frank U. Fletcher. Consulting engineer Vandervere, Cohen & Wehn. Principals include President Joseph S. Field Jr. (33%), 51% owner of WPTV West Palm Beach; Vice President Warren H. Brewer (33%), owner of cattle ranch, Jupiter, Fla., 15% owner of WINK-Ft. Myers; Director of Engineering Chester Gupta, 15% owner of WPTV and WCOC- TV, Manchester, N.H., and owner of 29% interest in WINK-Laconia, N.H., until 1949 and sole owner of WATL Lake Charles, La.; Avenue Broadcasting Co. of New York, 49% owner. Arthur M. Shandoff (33%), president and 80% owner of Star Construction Co., Miami, and senior treasurer and 49% owner of WIRK.

† ATLANTIC CITY, N.J.—Neptune Broadcasting Corp., Ch. 4 (662-666 mc), ERP 19.5 kw visual; antenna height above average terrain 426 ft., above ground 450 ft. Estimated construction cost $152,500, first year operating cost $125,000, revenue $140,000. Studio location Sea Pier, Atlantic City. Transmitter RCA, antenna 490 ft. high. Owned by the Atlantic City Convention & Visitors Corp. (100%), President Murray and Lohnes, Atlantic City, N.J. (46%), of which Erie-Carroll, Atlantic City, N.J. (100%), President Murray and Lohnes, Atlantic City, N.J. (46%), has 51% interest. FCC approved.

† PETERSBURG, Va.—Southside Virginia Broadcasting Corp., Ch. 8 (186-186 mc), ERP 55 kw visual; antenna height above average terrain 339 ft., above ground 357 ft. Estimated construction cost $200,000, revenue $275,000. Studio location 112 W. Tabb St., Petersburg. Transmitter General Electric, TV location North of Petersburg on U. S. Hwy. #1, 37° 13' 43" N. Lat., 77° 24' 46" W. Long. Studio equipment DuMont, transmitter DuMont, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer Craven, Lohens & Culver, Washington. Applicant is licensee of WWSV Petersburg, Va. Principal stockholder is President J. R. Montgomery (15%), owner of WOR-AM, New York; WHON Norfolk, Va., and owner of Peterson Adv. Agency (outdoor advertising), Petersburg. (Mary Petersen, wife, owns remaining 5% of WWSV.)

PRO GRID GAMES
Atlantic, Miller Buy TV

ATLANTIC Refining Co., Philadelphia, which cancelled its scheduled grid game with the New York Giants on May 19, has joined with Miller Brewing Co., Milwaukee, to buy $592,000 TV coverage of three National Professional Football League team schedules.

The contract calls for DuMont network teletasts of 62 league games involving the New York Giants, Philadelphia Eagles and Pittsburgh Steeler, plus full radio coverage by the same firm.

The schedule provides for teletasts of all 12 Giants games on 35-inch black-and-white receivers and 11 games by the eighth, WABD (TV) New York, which with Newark, N.J., are to be blacked out for home contests. Six road games of the Eagles are to be carried by WFTL-TV Philadelphia, WEZL-TV Wilmington, Del., and WGAL-TV Lancaster, Pa. Steelers' six-game schedule is slated for WDTV (TV) Pittsburgh and WJAC-TV Johnstown, Pa.

Stations in Binghamton, Boston, Providence, Schenectady, Syracuse and Utica will carry the entire Giants' slate and championship games under the "blackout" policy instituted by the league last fall.

Contract was signed in Philadelphia last week by representatives of Atlantic and Miller, their agencies, the three clubs and NFPL Comm. Bert Bell. Negotiations were handled for Atlantic by N. W. Ayer & Son, Philadelphia, and for Miller by Mathisson & Assoc. Inc., Milwaukee.

GIANTS' CLAIM
TV Cut Advance Sales 40%

LIVE teletasts were a "great influence" leading to a nearly 40% drop in advance reserved seat ticket sales for its home football games Professional Football League 1950, the New York Giants professional football club charged last Wednesday. It steered away, however, from any "complete indictment of television."

This claim was recited by John V. Mara, Giants president, in an answer to the government's anti-trust suit against the National Professional Football League and its members team. It was filed in U. S. District Court at Philadelphia just prior to the May 21 deadline for replies to the suit.

The suit, filed by the Dept. of Justice, charges NFPL's action in limiting live teletasts of its games last fall violated the Sherman Anti-Trust Act. Federal Judge Al- lan K. Grim set a hearing for June 18.

Despite the government's complaint that the football "blackout" violates the law, three NFPL teams—including the Giants—completed television contracts under which all 1950 home games of each club would be blacked out in local areas (see adjoining story).

In his answer Mr. Mara explained that as the number of new receivers increased in the New York area from 1946 to 1950, the sale of reserved seats declined. In the first year, he said, there were 30,000 TV sets and advance seat sales reached 91.5% of all reserved seats. Other data: 1947, 87.5%; 1948, 86%; 1949, 73%, and 1950, 52.5%. Figures for 1951 were not made available.

The answer said in part:

"We recognize that these figures in themselves do not necessarily constitute any complete indictment of television as the sole factor affecting the economics of our business. However, it has to be recognized that television is more than a straw in the wind, and was a new and powerful . . . influence on attendance."

May 26, 1952  Page 81

WREATH of vegetables was presented by Ted Bergmann (I), DuMont Television Network sales director, to Richard E. Jones, newly-appointed manager of DTN's key station, WABD (TV) New York. Occasion was the official separation of DTN's sales department from operations, with Mr. Jones heading the local division and Mr. Bergmann continuing as network sales chief (8-7, May 12.)
One of the biggest decisions that prospective telecasters must make is where to hang their TV broadcasting antennas. The selection of antenna sites is difficult enough if governed only by economic and technical considerations, but in recent weeks it has become additionally complicated by another factor. Aircraft interests, fearfully envisioning forests of high towers rising all over the country, intend to have a say in where towers are put. One solution to the problem is multiple operation from a single tower, like the Empire State Building TV complex in New York. Here's a detailed explanation of the planning and installation of the five-station Empire State tower, as told by the attorney who negotiated the whole arrangement. Mr. Ruddock is a partner in the law firm of Cadwalader, Wickersham & Taft, counsel for the Empire State Bldg. He also represented the five stations in their relations with RCA, which built the equipment, and B. Eichwald & Co., the electrical contractors.

### ANTENNA LOCATION

---The Big Decision Facing Telecasters---

By MALCOLM I. RUDDOCK

PROBLEM number one for every television station is to have as distant a horizon as possible.

Within the past year a dramatic change in the skyline of New York City has been brought about solely as an answer to that problem. A new 222-foot-tall multiple television tower has been erected on top of the Empire State Building, which is the world's tallest, and by last Dec. 14 five of the major TV stations, including all the network outlets, were broadcasting from it.

Five high-power transmitters were installed in the upper floors of the building, and power lines, de-icing equipment, and more than 75 separate broadcasting screens were installed on the tower.

The compelling reasons that led these five New York stations to cooperate in establishing a joint tower location should exist in any city which has been allocated five or more TV stations by the FCC. In all such cities one of the stations has been reserved for non-commercial, educational television while the other four or more are for commercial use.

Joint Locations in Use

Until last April 14 the only cities in the country which had been allocated as many as five TV stations were New York with six and Los Angeles with seven. In each of these cities, significantly enough, there has already been joint exploitation and use of the highest and best transmitter location. In New York City the multiple TV tower was erected on the top of the Empire State Building, with a maximum height of 1,445 feet above the average terrain. In Los Angeles all seven stations have located antennas adjacent to each other on Mt. Wilson with a height above the average terrain varying from 2,345 feet to 3,100 feet.

In the new station allocations announced on April 14, a total of 50 cities in the continental United States are allocated five or more TV stations. In the great majority of these cities, there is no convenient mountain, such as Mt. Wilson in Los Angeles, on which to erect separate small antenna poles or towers on a great natural elevation. Therefore, in most of these cities each of the five or more station antennas must be held high in the air on a man-made structure. In each case it is probable that an elevation of at least 1,000 feet above the average terrain will be desired. Shall five such towers be built in every city? If, as estimated by WTMJ-TV in Milwaukee, a 1,000 foot tower will cost $292,000 without antennas and equipment, the total cost of five antennas in one moderate sized city, each duplicating this basic expense, would inevitably burden the development of the best television service. Furthermore, in most cities there probably are not as many as five satisfactory locations.

(A list of cities to which five or more TV channels have been allocated begins at the right.)

In all of these cities, as stations are authorized and built, the competitive cycle which has about run its course in New York City and Los Angeles will come into play and will force each of these stations to struggle to have as high and as central an antenna location as any competitor.

This struggle will be greatly enhanced by the fact that the FCC in its April 14 report also removed the power limitation formerly associated with antenna heights in excess of 600 feet. Under the new rules, full power is authorized with antennas up to 1,000 feet in height in the northeastern part of the United States (where population is denser and cities closer together) and up to 2,000 feet in the rest of the country. Consequently, an added incentive is given for taller antennas.

The Commission in its report also discussed recommendations it had received to make the use of common antenna sites mandatory. By "common antenna site," of course, is meant the multiple use of a single location as has been done in New York City. After reaffirming the existing Commission rule that a license will not be granted or renewed to any TV station which monopolizes or retains the exclusive use of a markedly superior antenna location, it states:

While we encourage licensees to use common antennas where possible, we believe that we should not impose such a requirement without further exploration of the problems which might arise from such a rule.

It would seem likely that in at least some other communities, telecasters will be considering multiple antenna operation. The experience of WABD (TV), WCBS-TV, WJZ-TV, WNBC (TV) and WPIX (TV) New York in this regard may be interesting to those considering similar undertakings.

The New York venture drama-

(Continued on page 101)

Following is a tabulation of 50 cities to which the FCC has allocated five or more TV channels. Existing stations and antenna heights are shown, and locations made as to the heights of taller existing buildings in cities having buildings more than 300 feet tall.

<table>
<thead>
<tr>
<th>City</th>
<th>Present No. of TV Stations</th>
<th>Total allocated in April 14th Report</th>
<th>Heights of existing antennas above average terrain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham, Ala.</td>
<td>7</td>
<td>35</td>
<td>750 and 875 ft.</td>
</tr>
<tr>
<td>Note: Antennas located on Red Mt. and Red Top Mt.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Litt'l Rock, Ark.</td>
<td>None</td>
<td>5</td>
<td>None</td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>None</td>
<td>5</td>
<td>None</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>7</td>
<td>10</td>
<td>2,345 to 3,100 ft.</td>
</tr>
<tr>
<td>Note: All antennas located on Mt. Wilson</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sacramento</td>
<td>None</td>
<td>5</td>
<td>None</td>
</tr>
<tr>
<td>San Diego</td>
<td>1</td>
<td>7</td>
<td>719 ft.</td>
</tr>
<tr>
<td>San Francisco</td>
<td>3</td>
<td>10</td>
<td>540, 1,100, and 1,325 ft.</td>
</tr>
<tr>
<td>Note: Present antennas are located on Mt. Sutro, San Bruno Mts., and Mark Hopkins Hotel. The tallest buildings in the city are the Russ building (608 ft.) and the Shell Bldg. (380 ft.), but the hilly terrain of the city may completely negate any advantage in the height of a particular building in considering its height above average terrain.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Denver</td>
<td>None</td>
<td>7</td>
<td>None</td>
</tr>
<tr>
<td>Note: The tallest building is Daniels &amp; Fisher Tower (330 ft.)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peoria, Colo.</td>
<td>None</td>
<td>5</td>
<td>None</td>
</tr>
</tbody>
</table>

(Continued on page 99)
THE DAY
A City Stood Still

On the evening of May 5th, 825,000 South Floridians had the opportunity to view presidential timber — Candidates Russell and Kefauver were going to debate the issues of the Nation on WTVJ, Florida’s First TV Station — All that day tension mounted — TV sets were checked — The verbal battle of the century was on deck — For some 75 minutes two presidential aspirants told the people in WTVJ’s coverage why they should carry the Democratic standards. People watched and listened, This was democracy in action. The next day was their day.

PRIMARY DAY. VOX POPULI!

With their finger on the pulse of the people, WTVJ programs what SOUTH FLORIDA wants to see and hear.

ANOTHER REASON WTVJ IS YOUR BEST BUY IN SOUTH FLORIDA!

COPYRT 1952 — MEDIA, INC.
BMI TV Clinics

(Continued from page 80)

about size and location of studios—based on the station's program ambitions—the people who are working on the programs should be the ones to suggest plan requirements.

Lack of acceptance in the minds of the advertisers is the major obstacle that all broadcast media have today, Paul Adanti, vice president and general manager of WHEN (TV) Syracuse, observed. Whereas newspapers, magazines and billboards have advertiser acceptance because the broadcast media are not generally regarded as "must-buy media" he said, indicating that the problem is long range and will have to be overcome gradually. Advertiser confidence will have to be built up, not only through the sponsor's own long-term experience in television, but also through the broadcaster's making certain that the vehicle and sales message used by that advertiser are the most effective possible.

Predicting that people will gain more knowledge of world events through television than ever before, A. A. Schechter, general executive of the NBC-TV network, urged his audience to "talk to people up with TV." Basing his analysis of news programming on NBC-TV's two-hour Today, he explained that the morning program gives immediately what people in small communities, otherwise dependent on local papers only, sometimes wait hours for: first-hand world news.

Chairmen of the half-day sessions were Theodore C. Streibert, president of WOR-TV New York, morning morning; Mr. Lasky, Monday afternoon; Mr. Sweezy, Tuesday morning, and Craig Lawrence, general manager of WCBS-TV New York, substituting for Hubbell Robinson Jr., vice president of CBS-TV Tuesday afternoon.

In the open forum following the close of the clinic, Gaines Kelley, WMFY-TV Greensboro, N. C., moved that the vote of thanks be given BMI for its sponsorship of the sessions which were arranged through the New York planning committee: Mr. Clipp, Mr. Larsen, Dick Pack of WNBT, Jerry Lyons, WABD (TV), Hal Hough of WJZ-TV, Mr. Holden and Dick Doan and Mr. Lawrence of WCBS-TV.

At Chicago Sessions

Those attending the Chicago clinic in the Palmer House were told how WTMJ-TV Milwaukee saved $56,000 last year because it wove separate contracts for talent and production charges and for time costs. Walter Damm, vice president in charge of radio and television of the Journal Co. and general manager of WTMJ-AM-TV, gave this report.

All TV costs he said, citing BMI, ASCAP and film fees, are predicated on time charges, and these additional costs for such services will go up if the basic time charge includes allowance for such extras as rehearsal, talent, music fees, cameras and the like. A more honest basis is for time to be separated from any other charges in the basic rate, he said. Mr. Damm also recommended to TV managers that they eliminate local rates, charging only spot and network. WTMJ-TV charges $800 per hour on a spot basis, $1,150 for the network.

Mr. Damm has also eliminated the discount structure used in radio saying "you don't have to do it in TV." The differential between spot and network, with carrier rates for the latter, establishes the principle that the advertiser is paying for coaxial charges, he said.

Other recommendations: Stay away from downtown congested areas; split your radio and TV sales forces; operate TV on one floor; allow as much storage space as needed, build high doors and use dollies; own your own shows and use regular staff members, and slot participations into local shows.

Also appearing at the first of the two-day session was Mr. Sweezy, who again spoke on "Every Town a Showtown, USA—Yeah!" [see New York report page 80].

More than 150 station executives from the Midwest attended the Thursday and Friday meetings. The Thursday session was opened by BMI President Haverlin, who introduced the chairman of the clinic, Mr. Clipp.

Morning speakers were George Heinemann, program manager, WNBQ (TV) Chicago, on "Art, Scene Reporters, and Camera Techniques," and Mr. Lasky, along with Mr. Sweezy.

The afternoon schedule featured the chairman, Frank Fogarty, general manager, WOW-AM Tuesday, and Mr. Damm, along with Mr. Holden and Mr. Clipp.

Friday agenda included Jules Herbruevaux, director of TV operations, NBC Chicago, as chairman of the morning session, and Mr. Lasky for the afternoon. Speakers were Bruce Wallace, manager, public service broadcasts, WTMJ-AM-TV, "Public Service Programming"; Walter Preston, WKBB (TV) Chicago, "Programming for TV as a Sales Medium"; Jay Paraghan, WGN-TV Chicago, "Film Buying—Film Costs and Problems of Film Operations"; Mr. Lund, and Walt Emerson, ABC Chicago attorney, "program music Clearance and Copyrights."

A clinic opens today (Monday) in Los Angeles.

Poppy Drive Films

TELEVISION Screen Productions, New York, has completed two film spots—20 seconds and 30 seconds—for the American Legion Auxiliary poppy campaign. Films have been sent to all TV stations for showing during the campaign which begins shortly and runs until Labor Day.

'Sooner' Walker

FCC Chairman Paul A. Walker's reference at the NARTB convention in Chicago April 2 [B'n A, April 7] to the then-impending TV allocation freeze lift as similar to the Oklahoma Cherokee Strip land rush in 1889 has brought him honorary membership in the Oklahoma Broadcasters Assn. OBA President Allan Page, in a letter last week to Comr. Walker, said in part: "Your remarks ... were first-hand evidence that you are one of our best boosters for the great state of Oklahoma. The board feels that your loyalty to Oklahoma entities you to receive an honorary membership in our association (for which) you are charged with ... continuing ... the policy of promoting the traditions and opportunity of the State of Oklahoma."

DuMont Reports

Decrease in 12-Wk. Period

BOARD of directors of Allen B. DuMont Labs on May 21 declared a cash dividend of 26 cents per share on outstanding preferred stock, payable July 1 to stockholders of record at close of business June 15.

Additionally, company has released following table showing a decrease in sales and net profits according to summary for 12 weeks ended March 29, compared to same period a year ago:

<table>
<thead>
<tr>
<th>Period Ended</th>
<th>Sales</th>
<th>Net Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 weeks ended</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3/23/51</td>
<td>$15,960,000</td>
<td>$18,851,000</td>
</tr>
<tr>
<td>3/26/51</td>
<td>$14,986,000</td>
<td>$17,859,000</td>
</tr>
</tbody>
</table>

IIT ASKS FORD

For $4 Million TV Grant

ILLINOIS Institute of Technology, on behalf of the Chicago groups which promote educational VHF Channel 12, has petitioned the Ford Foundation for a grant of $4,250,000. This was reported in Chicago last week by IIT President John Rettalia, who said the sum would cover building construction and operation costs for four years.

Of this amount, $800,000 yearly, or $3,200,000, would be allocated to actual operating expenses, including building maintenance, personnel administration and production. The remainder, about $1 million, would be used for construction of the station and transmitter.

GEORGE CARSON PUTNAM, newscast announcer, KTTV (TV) Hollywood, filed bankruptcy proceedings in U. S. District Court with liabilities reported as $78,801.89 and assets $204.
This Man Can Sell Beer in Baltimore

(AUTOMOBILES IN AMES-DES MOINES OR GROCERIES IN GRAND RAPIDS)

Right today, he is successfully selling beer in Buffalo, Boston and Birmingham... he's finding customers for cars in Charlotte and Miami... he's moving groceries in Bloomington and Toledo.

He's doing a great job for 38 different sponsors in 47 television markets.

He is Brian Donlevy of radio, screen and television—star of "Dangerous Assignment"—NBC's exciting TV film program produced for exclusive local showing and local sponsorship... at local cost.

"Dangerous Assignment" is red-blooded adventure with pay-off ratings. For instance: 15.2 in New York (ARB); 20.5 in Detroit (Pulse); 22.0 in Columbus (Pulse); 23.5 in San Francisco (Pulse) and 27.5 in Atlanta (Videodex).

"Dangerous Assignment" has mass appeal combined with sales power. And because it sells for sponsors—it has been sold to sponsors in 47 markets.

For list of sponsors, prices and special audition film... phone, write or wire

NBC-TV Film Syndicate Sales

30 Rockefeller Plaza, New York 20, New York
TV Priority List
(Continued from page 78)

VHF channels in the Pittsburgh area than there is in New York City, Los Angeles, Philadelphia, Washington, Baltimore, Cleveland, Erie or Columbus where the terrain is less severe or as flat as a table top." To equal WDTV’s present coverage, he said a UHF station will have to radiate a full megawatt of power (1,000 kw).

Explaining the various general provisions of the Sixth Report, Comr. Jones reviewed major premises of his dissent which he had discussed earlier before the Ohio Assn. of Radio TV Broadcasters' management clinic in Columbus [B*ST, May 5]. He contended the Sixth Report constitutes an "inefficient use of the spectrum" and creates an "artificial scarcity" of VHF channels.

Charges 'No Excuse'

Holding that "there is no excuse for Pittsburgh, one of the top 10 markets, to be on the bottom of the processing line when many smaller multiple station cities will be processed first," Comr. Jones contended "the issue in this battle" is not if the action is just, but whether the Sixth Report will hold up in court.

Comr. Jones observed that "They [the Commission] sit in a bombshelter, insulated from elections—insulated from the vote of any city, town, village, city, with steep towers and many miles . . . . The Commission says to the public: 'Prove I'm wrong. Make a court say I'm arbitrary, unreasonable, capricious . . . ."

The dissenting Commissioner told his Pittsburgh audience that "to recoup the permanent loss of local television service . . . the civic resources of your city and possibly the cities and communities of our metropolitan area will have to marshal their combined forces in a painstaking, expensive, time-consuming effort of factual (legal, engineering and economic) preparation for an administrative hearing, oral arguments, briefs and very likely, successive court appeals."

Comr. Jones reviewed practical points of his dissent before the FCBA on Thursday, using some of the same visual material employed at Pittsburgh.

He told the Washington broadcast attorney that little to recommend the allocation plan, but it can do "a great deal of damage" to the nation in the future. Comr. Jones alleged several "artificial" factors that haven't legal authority to "prejudice the needs" of the various communities of the U. S. FCBA, among others, a year ago successfully protested the inadequacy of the fixed allocation plan. Comr. Jones dissented from the majority opinion which upheld the allocation at that time.

"Putting the Sixth Report puts UHF "behind the eight-ball," Comr. Jones pointed out that the VHF co-channel minimum spacing of 70 miles is disproportionately much greater with respect to interference factors than is the 155-mile UHF spacing. He reminded the group it will take 2,000-ft. UHF antennas to compete with 500-foot VHF antennas, placing UHF operators at great financial disadvantage not considering the 17-20 million VHF receiving set circulation.

Comr. Jones noted that the allocation plan sought to foster competition, but 889 cities are single channel assignments. He charged FCC has wasted signals in the East through use of unnecessarily high antennas and powers and concentration of multiple services in the large markets. Thus, the rural areas get VHF service even though the Commission planned for VHF stations to cover them.

He noted that between Baltimore and Washington there are seven signals carrying four only (network) program services. Around New York, he noted, there are 12 signals of which eight provide only four network services.

Comr. Jones reiterated his earlier contention that the "firm, fixed and final" allocation plan doesn't provide as efficient a distribution of services as would result competitively if applicants were free to "serve their own selfish interests."

He pointed out that while the plan sets a VHF minimum co-channel separation of 170 miles, the Commission's allocation actually contains a median separation of 250 miles. Thus, with high towers and powers, FCC has inappropriately allocated a big-city plan upon all lesser communities of the country as well, he indicated.

Showing a schematic diagram of VHF Channels 7 to 13, using the median 250-mile separation and antenna height 1,000 ft. with full 916 kw power, Comr. Jones noted a space of 122 miles occurs between Grade B contours. He pointed out it takes four separate channels to substantially cover an area (triangular, rhomboid or hexagonal).

This means, he stated, it takes all 12 VHF channels to give substantially everybody at all locations three Grade B services or better, with the result "you can have only three channels in any one particular location."

Holding that this is the fundamental philosophy of the Commission's plan, Comr. Jones charged FCC deviated from using a maximum of three VHF channels in one place, naming Los Angeles and New York-Newark, San Francisco and Washington and Chicago, four each. This results in lessened Grade B service in outlying areas as supplemental channels are eliminated, he indicated.

Suggests Less Spacing

By reducing station spacing to 155 miles, Comr. Jones pointed out, substantially all Grade A service is preserved and the same four channels used in the 250-mile concept will provide nearly everyone with at least one Grade A service instead of Grade B. In addition, some locations will get two Grade A services, he noted.

In a petition to reconsider the High Point-Beckley allocation ruling, WHPE pointed out the separation requirements set forth in the final plan "sets up new separation distances which are greater than heretofore described and therefore cannot be a basis for denials for the requests.

Comr. Jones explained that since this new separation "is new to the rule-making procedures and was not a part of the original notice . . . it cannot now become a rule and it cannot be the basis for the rejection of the [WHPE] proposals"

Reconsideration in the Braddock, Pa., case is to be sought at Mat- ta Broadcasting Co., licensee of WLOA there. Dispute centers on rejection of proposed Channel 4 assignment because separation between the Braddock post office (built in 1929) and WLWC (TV) Columbus is of 299 miles. The plan specifies 170-mile minimum.

In Lafayette, KYVOL there (Evangeline Broadcasting Co.) plans to petition for reconsideration of FCC's relocation of VHF Channel 5 at Alexandria, La., substituting UHF Channel 67 at Lafayette.
...“Playschool” is a WWJ-TV originated show 9 to 10 A.M. designed for pre-school children with songs, stories, sketches and cartoons by WWJ-TV’s own staff.

...One day recently WWJ-TV asked a few questions:
Do you want “Playschool” to continue?
Do you want “Playschool” every day?

...The answers flooded in — 13,900 in 48 HOURS and these pre-school age children can’t write so it’s 13,900 mamas and even a few papas that wrote!

...Result? “Playschool” will be on the air all summer, 5 days weekly.

...“Playschool” is just one more WWJ-TV program achievement which makes it the station you should choose to sell the rich Detroit Market—the market with the nation’s highest family incomes.
FCC EXAMINERS

TWELVE influential Senators last week challenged the Congress as well as the FCC to get television to all of the nation's people in the shortest time possible.

The unique move, the more unusual in an economic legislature, grew with agreement a fortnight ago that Senate Interstate & Foreign Commerce Committee members should ask for additional funds to enable the Commission to tackle an increasing workload of TV applications [B*4, May 18].

There are no party lines in the Senators' call. Both Democrats and Republicans on the commerce committee joined in sponsorship of a proposed amendment to the 1963 Independent Offices Appropriations Bill.

That bill, already cut nearly $2 million by the House, is under consideration of Sen. Burnet R. Maybank's (D-S.C.) appropriations subcommittee.

The commerce group's amendment included a five-page frankly-worded letter to Chairman Maybank, calls for an appropriation of $800,000 "for salaries, and other expenses necessary for the employment of 20 examiner teams to be used exclusively [by the FCC] for processing and hearing television applications during the fiscal year ending 1963."

Williams Fails to Sign

Only member of the Senate commerce not signing the letter was Sen. John J. Williams (R-Del.).

Most of the Senators signing the letter are among those who pull the most weight. In addition to Senate Commerce Committee Chairman Ed C. Johnson (D-Col.) and Senate Majority Leader Ernest W. McFarland (D-Ariz.), they include: Sen. Democrats—Sens. Warren G. Magnuson (Wash.), Brien McMahon (Conn.), Herbert R. O'Connor (Md.), Lyndon B. Johnson (Tex.), Lester C. Hunt (Wyo.), and Republicans—Sens. Charles W. Tobey (N.H.), Owen Brewster (Me.), Homer E. Capehart (Ind.), John W. Bricker (Ohio) and James P. Kem (Mo.).

Sen. Johnson of Colorado testified before the Maybank subcommittee when FCC's appropriation was before it for consideration. A fortnight ago while hearing the nomination of Rosel H. Hyde to the Commission, Sen. Capehart offered the resolution which culminated in the letter and proposed amendment to the funds legislation.

Outlining the April 14 lifting of the "cruel, arbitrary and little understood television freeze ... imposed in September 1948," which the committee said came "after 42 months of tortuous delay," the letter proceeded to describe the current situation which was said to exist at the Commission.

Pertinent points of the Senators' letter were briefly:

- It is "reasonable" to expect more than 1,000 applications "pending and clamoring for immediate action" and the Commission "must adopt a scrupulously careful method of processing these applications."
- The current seven examiners (who should handle about 10 to 15 applications per year) "are used for all types of people employed, and we are informed they now have a heavy workload on problems wholly unrelated to the licensing of new television stations which will keep them tied up for many months."
- Seventh Annual Report of the FCC "reveals that there were pending, as of June 30, 1961, 1,000 broadcast applications in the AM field and 186 in the radio FM field. ... If you were an applicant, an outright death sentence likely would be far better than a notice of indefinite delay."

Team Already Assigned

- An examiner team has been assigned to an investigation and hearing involving divestment of the International Cable operation from Western Union. Case is set for June 5.
- "We are convinced that the FCC must be given 20 additional examiner teams for the next two years to clean up the television logjam occasioned by the sudden lifting of the arbitrary freeze. ... It will not cost the government any more to hear these cases during the next two years than it would cost to string them out over a period of 10 years."
- Annual salary of an examiner team consisting of examiner, accountant, engineer, attorney, and two clerk-stenographers would total $36,000 a year and travel expenses $4,000, a total sum of $40,000 for each team.
- These additional teams are necessary if the freeze lift is to be "meaningful."
- Increase is not to be made every year, but only for the time to "cure the emergency."
- "The welfare of the people and not the happiness of the FCC is at stake in this situation... Every applicant is entitled to his day in court without years of delay and it cannot be given to him unless we provide the money to hire the minimum of examiner teams..."
- "... large percentage of the applications that will go on file will probably go to hearing because of the limited number of channels available in many of the cities ... it becomes obvious ... that if the present situation with respect to examiners is permitted to remain, some applicants may not know whether they will be granted TV licenses for many, many years."
- Congress will not save money by failing to add the $800,000 because it will have to pay more for the processing eventually, anyhow.
- The benefits of television and its value to the people "far transcend the problem of whether the FCC is entitled to 10 employes or 10,000 employes."
- "It involves being a most fascinating form of entertainment and education, television is certain to become a major element in the American economy with respect to the number of people employed, the money invested and a new and forceful device through which products are sold to the general public."
- "By an appropriation of $800,000 Congress can set in motion a chain reaction which in two years' time will create $3 billion in business. These figures are ultra conservative."

Concluding paragraph of the letter follows:

"We ought not shrink our duty. We ought to appropriate the money to authorize the recruiting of the 20 examiner teams or frankly tell the people that because money is not available for processing their television applications they must wait 8 to 10 years for TV in many areas of the U. S."

The House last March voted $6,108,600 to operate FCC in fiscal 1958. This is $1,066,540 under the amount requested in President Truman's budget. The Senate had been expected to restore some of this cut.

IATSE Wins, Loses

IATSE Local 706 last week was named over NABET by a 7-0 vote as bargaining representative in the National Labor Relations Board election for makeup artists and hair stylists at NBC-TV Holly-

WATV (TV) Move

Six of the seven New York area TV stations will be transmitting from the top of the Empire State Bldg. by next winter, following FCC approval last week of WATV (TV) Newark's long-pending request to move there. WATV (TV) will reduce its radiated power from 80.5 kw visual to 3.4 kw when it makes the move, but its antenna height will be increased to 1190 ft. above ground. Its present transmitter site is atop First Mountain, near West Orange, N. J., less than 600 ft. above average terrain. WOR-TV is the only New York outlet not using the Empire State Bldg. site. It has an 810 ft. tower at North Bergen, N. J.
PHILADELPHIA WATCHES
WPTZ MORE THAN ANY OTHER TV STATION*

*Per ARB for the full year of 1951

WPTZ—NBC TV-AFFILIATE...1600 Architects Building,
Philadelphia 3, Pa., Phone LOcust 4-5500 or NBC Spot Sales
telestatus

SIGNIFICANT improvements have been made in the RCA tricolor television picture tube, Dr. Elmer W. Engstrom, vice president in charge of the RCA Laboratories Div., announced last Thursday.

One of the disadvantages of the earlier RCA system, it was explained, was that the electron beam sources have been located at somewhat divergent positions with the tube, requiring a number of beam-deflection systems and a tube with three necks. Through a new invention by Alfred C. Schroeder, electrical engineer in RCA Labs., the electron guns can be placed close together in a single neck tube, an arrangement which allows for a single-beam deflection system similar to that used in black and white television.

The improved tube, patented earlier this month, has been successfully integrated into RCA's color TV system, he said.

Mr. Schroeder, associated with RCA since receiving his master's degree from the Massachusetts Institute of Technology in 1937, is on the staff of the David Sarnoff research center and has spent much of his time working on color television.

"Lucky" Again Heads Videodex Top 10 Ratings

FOR the second successive month, I Love Lucy heads the Videodex ratings for the top 10 TV shows, both in percentage ratings and in number of homes reached. The show stars Lucille Ball and her husband, Desi Arnaz, and is carried over CBS-TV Monday, 9-10 p.m. (EDT). Videodex listings follow:

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Love Lucy</td>
<td>8,671</td>
</tr>
<tr>
<td>2. Red Skelton</td>
<td>6,352</td>
</tr>
<tr>
<td>3. Yank/Yank/Yank Star (NBC)</td>
<td>5,275</td>
</tr>
<tr>
<td>4. You Bet Your Life (NBC)</td>
<td>4,506</td>
</tr>
<tr>
<td>5. Your Show of Shows</td>
<td>4,487</td>
</tr>
<tr>
<td>6. Your Show of Shows (NBC)</td>
<td>4,252</td>
</tr>
<tr>
<td>7. Your Show of Shows (NBC)</td>
<td>4,001</td>
</tr>
<tr>
<td>8. Your Show of Shows (NBC)</td>
<td>3,200</td>
</tr>
<tr>
<td>9. Your Show of Shows (NBC)</td>
<td>3,001</td>
</tr>
</tbody>
</table>

Video Being Used To Cross Treat Eyes

TV's VALUE in treating crosseyes of children was described to the Pennsylvania Ophthalmic Assn., at its 56th annual meeting by Dr. J. Donald Kratz, associate professor of the Pennsylvania State College of Optometry.

The college plans to install TV sets in its eye-straightening clinic, he said, adding that video's use by trained personnel is valuable because it holds a child's attention where other types of training aids have failed.

'Lucky', 'Godfrey' Dominate Latest Nielsen

NATIONAL ratings for top ten television programs for two weeks ending April 26 have been released by A. C. Nielsen Co. as follows:

<table>
<thead>
<tr>
<th>Network</th>
<th>Program</th>
<th>Home Coverage</th>
<th>Total</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>1 Love Lucy</td>
<td>10,702</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>1 Love Lucy</td>
<td>8,607</td>
<td>87.2</td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>1 Love Lucy</td>
<td>7,396</td>
<td>77.6</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>2 Arthur Godfrey &amp; Friends</td>
<td>6,026</td>
<td>64.9</td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>2 Arthur Godfrey &amp; Friends</td>
<td>6,185</td>
<td>66.2</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>3 Red Skelton</td>
<td>5,983</td>
<td>66.3</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>3 Red Skelton</td>
<td>5,723</td>
<td>63.6</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>4 Your Show of Shows</td>
<td>5,696</td>
<td>63.3</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>4 Your Show of Shows</td>
<td>5,413</td>
<td>59.9</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>5 Your Show of Shows (NBC)</td>
<td>5,265</td>
<td>57.8</td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>5 Your Show of Shows (NBC)</td>
<td>5,184</td>
<td>57.0</td>
<td></td>
</tr>
</tbody>
</table>

Weekly Television Summary — May 26, 1952 — Telecasting Survey

**City** | Outlets On Air | Sets in Area
---|---|---
Albany | 131,405 | 156.18
Amarillo | 91,207 | 101.51
Ames | 89,207 | 99.87
Atlanta | 91,207 | 101.51
Baltimore | 89,207 | 99.87
Binghamton | 71,859 | 78.30
Bloomington | 71,859 | 78.30
Boston | 71,859 | 78.30
Buffalo | 63,954 | 70.02
Charlotte | 52,364 | 55.84
Chicago | 52,364 | 55.84
Cincinnati | 38,564 | 41.63
Cleveland | 38,564 | 41.63
Dallas | 38,564 | 41.63
Dayton | 38,564 | 41.63
Detroit | 38,564 | 41.63
Des Moines | 38,564 | 41.63
Erie | 38,564 | 41.63
Fort Worth | 38,564 | 41.63
Dallas | 38,564 | 41.63
Grand Rapids | 38,564 | 41.63
Green Bay | 38,564 | 41.63
Houston | 38,564 | 41.63
Huntington | 38,564 | 41.63
Chesterfield | 38,564 | 41.63
Indianapolis | 38,564 | 41.63
Jacksonville | 38,564 | 41.63
Jamestown | 38,564 | 41.63
Kansas City | 38,564 | 41.63
Kentucky | 38,564 | 41.63
Kalamazoo | 38,564 | 41.63
Kalamazoo | 38,564 | 41.63
Los Angeles | 38,564 | 41.63
| Total Markets on Air 64 * | | 217,074

* Includes XELD-TV Matamoros, Mexico
WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.
List of Cities (Continued from page 78).
Group D requests until about November.

The Group A-2 and Group B city listings issued by FCC follow:

<table>
<thead>
<tr>
<th>Location</th>
<th>1950 Distance from nearest TV station</th>
</tr>
</thead>
<tbody>
<tr>
<td>92 Williamsport, Pa.</td>
<td>45,047 79</td>
</tr>
<tr>
<td>93 Santa Barbara, Calif.</td>
<td>44,913 90</td>
</tr>
<tr>
<td>94 Manhattan, N. Y.</td>
<td>44,362 97</td>
</tr>
<tr>
<td>95 Peninsula, Fla.</td>
<td>43,679 175</td>
</tr>
<tr>
<td>96 West Palm Beach, Fla.</td>
<td>43,612 68</td>
</tr>
<tr>
<td>97 Salinas, Ore.</td>
<td>40,160 140</td>
</tr>
<tr>
<td>100 Chardon, Oh.</td>
<td>40,874 70</td>
</tr>
<tr>
<td>101 Poughkeepsie, N. Y.</td>
<td>40,974 90</td>
</tr>
<tr>
<td>102 Zanesville, Ohio</td>
<td>40,517 53</td>
</tr>
<tr>
<td>103 Quincy, Ill.</td>
<td>39,014 90</td>
</tr>
<tr>
<td>104 Sheboygan, Wis.</td>
<td>39,450 77</td>
</tr>
<tr>
<td>105 Fort Dodge, Iowa</td>
<td>39,115 45</td>
</tr>
<tr>
<td>106 Harrison, Miss.</td>
<td>39,038 101</td>
</tr>
<tr>
<td>107 Youngstown, Ohio</td>
<td>39,075 131</td>
</tr>
<tr>
<td>108 Dubuque, Iowa</td>
<td>38,989 46</td>
</tr>
<tr>
<td>109 Stoneham, Mass.</td>
<td>38,862 110</td>
</tr>
<tr>
<td>110 Fort Worth, Tex.</td>
<td>38,746 62</td>
</tr>
<tr>
<td>111 Yakima, Wash.</td>
<td>38,279 61</td>
</tr>
<tr>
<td>112 Fort Atkinson, Wis.</td>
<td>37,964 82</td>
</tr>
<tr>
<td>113 Cumbemton, Md.</td>
<td>37,940 72</td>
</tr>
<tr>
<td>114 Silvis, Ill.</td>
<td>37,825 75</td>
</tr>
<tr>
<td>115 Uhrichsville, Ohio</td>
<td>37,387 123</td>
</tr>
<tr>
<td>116 Flint, Mich.</td>
<td>36,977 166</td>
</tr>
<tr>
<td>117 Woodstock, Que.</td>
<td>36,817 55</td>
</tr>
<tr>
<td>118 Peoria, Ill.</td>
<td>36,091 38</td>
</tr>
<tr>
<td>119 Hope, Ark.</td>
<td>35,875 23</td>
</tr>
<tr>
<td>120 Elkhart, Ind.</td>
<td>35,446 57</td>
</tr>
<tr>
<td>121 Kettering, Ohio</td>
<td>35,405 34</td>
</tr>
<tr>
<td>122 Inlet, N. Y.</td>
<td>35,302 60</td>
</tr>
<tr>
<td>123 Portsmouth, N. H.</td>
<td>35,302 57</td>
</tr>
<tr>
<td>124 Port Huron, Mich.</td>
<td>35,075 23</td>
</tr>
<tr>
<td>125 Elkton, Md.</td>
<td>34,978 94</td>
</tr>
<tr>
<td>126 Madison, Wis.</td>
<td>34,967 92</td>
</tr>
<tr>
<td>127 Topsham, Me.</td>
<td>34,901 98</td>
</tr>
<tr>
<td>128 Holyoke, Mass.</td>
<td>34,764 77</td>
</tr>
<tr>
<td>129 Aspen, Colo.</td>
<td>34,764 77</td>
</tr>
<tr>
<td>130 Las Vegas, Nev.</td>
<td>34,651 45</td>
</tr>
<tr>
<td>131 Houghton, Mich.</td>
<td>34,602 72</td>
</tr>
<tr>
<td>132 Big Stone Gap, Va.</td>
<td>34,540 61</td>
</tr>
<tr>
<td>133 Beverly, Mass.</td>
<td>34,378 72</td>
</tr>
<tr>
<td>134 Hinsdale, Ill.</td>
<td>34,256 87</td>
</tr>
<tr>
<td>135 Roseburg, Ore.</td>
<td>34,256 87</td>
</tr>
<tr>
<td>136 Charleston, S. C.</td>
<td>34,235 90</td>
</tr>
</tbody>
</table>

First IN KENTUCKY!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

First IN AUDIENCE!

First WITH LOCAL ADVERTISERS! (22.5% more!)

First WITH NATIONAL ADVERTISERS! (13.0% more!)

First IN COVERAGE!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

First IN KENTUCKY!

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!
TV spots, shorts, package shows Interesting TV spots and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp.

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .

Vogue Wright Studios
DIVISION OF ELECTROGRAPHIC CORPORATION
CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios, 1061 N. Formosa Avenue
NEW YORK: 225 Fourth Avenue

(Continued on page 94)
(Continued from page 93)

List of Cities

<table>
<thead>
<tr>
<th>Position</th>
<th>Location</th>
<th>1950 Population</th>
<th>Distance to nearest TV station</th>
<th>Population</th>
<th>Distance to nearest TV station</th>
</tr>
</thead>
<tbody>
<tr>
<td>573</td>
<td>Raymondville, Tex.</td>
<td>7,736</td>
<td>9,676</td>
<td>574</td>
<td>Galveston, Tex.</td>
</tr>
<tr>
<td>574</td>
<td>Galveston, Tex.</td>
<td>9,736</td>
<td>7,676</td>
<td>575</td>
<td>Jacksonville, Tex.</td>
</tr>
<tr>
<td>576</td>
<td>Jacksonville, Tex.</td>
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<td>7,676</td>
<td>577</td>
<td>Conway, Tex.</td>
</tr>
<tr>
<td>578</td>
<td>Conway, Tex.</td>
<td>7,736</td>
<td>10,676</td>
<td>579</td>
<td>Russellville, Tex.</td>
</tr>
<tr>
<td>581</td>
<td>Russellville, Tex.</td>
<td>7,736</td>
<td>10,676</td>
<td>582</td>
<td>Russellville, Tex.</td>
</tr>
<tr>
<td>583</td>
<td>Russellville, Tex.</td>
<td>7,736</td>
<td>10,676</td>
<td>584</td>
<td>Russellville, Tex.</td>
</tr>
<tr>
<td>585</td>
<td>Russellville, Tex.</td>
<td>7,736</td>
<td>10,676</td>
<td>586</td>
<td>Russellville, Tex.</td>
</tr>
<tr>
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<td>588</td>
<td>Russellville, Tex.</td>
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<tr>
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<td>7,736</td>
<td>10,676</td>
<td>590</td>
<td>Russellville, Tex.</td>
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<tr>
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<td>7,736</td>
<td>10,676</td>
<td>594</td>
<td>Russellville, Tex.</td>
</tr>
<tr>
<td>595</td>
<td>Russellville, Tex.</td>
<td>7,736</td>
<td>10,676</td>
<td>596</td>
<td>Russellville, Tex.</td>
</tr>
<tr>
<td>597</td>
<td>Russellville, Tex.</td>
<td>7,736</td>
<td>10,676</td>
<td>598</td>
<td>Russellville, Tex.</td>
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<tr>
<td>599</td>
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<td>7,736</td>
<td>10,676</td>
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</tr>
<tr>
<td>601</td>
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<tr>
<td>603</td>
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</tr>
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<td>614</td>
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</tr>
<tr>
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</tbody>
</table>

(Continued on page 112)
FOLLOWING is list of corrections reported last week by FCC to its Sixth Report and Order which lifted the TV freeze and finalized the Commission's re-allocation of channels. Sixth Report was published in full in Part II of Broadcasting • Telecasting, April 14.

Page number of B+Ts Part II supplement is given in brackets to show where FCC corrections reported by the Commission and caught before B+Ts Part II supplement went to press. FCC corrections are as follows:

Paragraph 155, line 1, change **propositional to tropospheric**. [Page 116].

Paragraph 556(g), six letters 1 of Table 2 of Table, change Channel 24 to 36. Page 3 of Table, underline (t) Flex. channel. [Page 46].

Paragraph 556(d), (e), lines 1 and 2, Indianapolis, change **12** to **15**: Plan 1 Bloomington, Ind., change 3 to 26; Plan 3, Cincinnati, Ohio, change 13 to 12. Plan 3, Clarksville, West Va., add 21 in the VHF channel column. [Page 48].

After paragraph 510 and Columbus, Ohio, insert 1 before (t). [Page 47].

Paragraph 510, fifth line, change 60 to 61. [Page 47].

Paragraph 510(c), Flint, Michigan, Proposed channel 22. Change channel number 12 and move 12 over under VHF column. [Page 50].

Paragraph 510(c), Table, next to last line, Proposed Changes, change **20** to **22**. [Page 50].

Paragraph 510(d), Table, Hannibal, Mo., change 3 to 31; Milwaukee, Wis., change 8 to 9. [Page 61].

Paragraph 510(c), Table, Urbana, Ill., delete underline (t) under 21. [Page 62].

Paragraph 510(c), Table, Des Moines, Iowa, delete underline (t) under 11. [Page 65].

Paragraph 510(c), Table, Des Moines, Iowa, delete underline (t) under 17. [Page 65].

Paragraph 510(c), Table, Eau Claire to Eau Claire. [Page 69].

Paragraph 510(c), Table, Kansas City, Mo., delete underline (t) under 19. [Page 70].

Paragraph 510, last line, change DENIED to denied. [Page 73].

Paragraph 510(f), lines 2 and 3, delete word station. [Page 74].

Paragraph 510, footnote (k), change channel to, and add Pa. [Page 74].

Paragraph 510, line 1, change Johnstown in following: Paragraph 757(f), 6th line [Page 82]. Paragraph 757(d), 5th line [Page 92]. Paragraph 757(d), 3rd line [Page 92]. Paragraph 757(d), 2nd line [Page 94]. Paragraph 757(d), 1st line [Page 95]. Paragraph 757(d), 3rd line [Page 95]. Paragraph 757(d), 1st line [Page 95]. Paragraph 757(d), Table 1, first line, change Channel column. [Page 99].

Paragraph 510, Table 1, change Chalmar to Claremore. [Page 102].

Paragraph 510, Table, Bowen, South Dakota. [Page 103].

Paragraph 510(g), third line from end, add in aster is and before conflict. [Page 102].

Paragraph 510, third line from end, delete City. [Page 104].

Paragraph 510(c), Table, delete underline (t) under 19 and 22. [Page 109].

Paragraph 510(f), Table,ijuana, Mexico, add underline (t) under 39, 45, 51, 52, 63. [Page 109].

Appendix C(1), Sec. 1371, Par. (1), line 8, add the word all after the word forms. [Page 124].

Appendix D, Sec. 3606(b), Idaho, change Coeur d'Alene to Coeur d'Alene. [Page 132].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 136].

Appendix D, Sec. 3606(b), Territorial government, convert alphabetical order of listing of cities. [Page 138].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 138].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 140].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 142].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 144].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 146].

Appendix D, Sec. 3606(b), Territories and Possessions, convert alphabetical order of listing of cities. [Page 148].

Appendix C(1) of Appendix D, Fig. 1, change Appendix C to Appendix III. [Page 150].


In addition to the FCC corrections, the following corrections should be made to Part II of B+T, April 14:

Page 132, third column, following Washington, D.C., channels should read 4, 5, 5, 6, 6, 8, 10.

Page 132, fourth column, line from top of page, should read: D = L + E/145. Page 134, second column, Section 2.651(b) (4) should read: In determining compliance with Section 2.651(b) (4).

NEW daily five-minute program, KBNH (TV) Hollywood Park and Game Editor, features Frank Jaffrey with news report on fresh and salt water fishing, dog trials, trap and Skeet shooting events in California.

PROVIDENCE TV

Planned ‘for Citizens’ PLAN for a citizen-owned television station are to be aired tonight (Monday) at a public meeting in Providence, R. I., according to Phil Ostrow and Dave Stackhouse, principals in Television Assoc., the proposed station applicant. After incorporation, “with a roster of responsible citizens as officers and board of directors,” Television Assoc. will sell shares to the public, they explained.

Mr. Ostrow, president of Albright Motors, and Mr. Stackhouse, announce at WJAR Providence for ten years, reported 50 persons already have “voluntarily requested to be enrolled” in the venture with stock $10 per share, of which $3 will be collected initially to cover organization work.

JACK BENNY, star of CBS Radio TV Jack Benny Show, starts five weeks personal appearance tour of Great Britain, June 16.

Floating Action! ‘BALANCED’ TV TRIPOD

for all TV Cameras

This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless action, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the “BALANCED” TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no “play” between pan handle and tripod head. Tripod head mechanism is rust proof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telecoping extension handle.

Write for further particulars.
Summer Success storyboard

Red Skelton portrays "The Astonished Advertiser"

This is an advertiser—contented, experienced, secure in the knowledge...

And, like many otherwise astute advertisers, perhaps he falls for the TV climatic fallacy—its effectiveness bounded by fall, winter and spring? Well...

The average TV family spends only 4½ summer days communing with nature—an vacation, that is.

In the New York market alone the typical summer advertiser obtained 46,000 extra customers through his TV advertising. Amazing? Well...

Even more, NBC has its new summer discount plan—and an array of sizzling summer shows to go with it.
That television, today, is the most profitable advertising medium ever evolved.

But, does he know that it stays profitable all year long?

In the average summer week, 94.8 of the TV families are available—and owners watch almost 2 hours every day.

Brands which advertised on TV last summer averaged 28% higher sales among program viewers compared to non-viewers—and does he know...

Now that Red Skelton (he with the 49.9 Nielsen Sunday night rating) has been warmed up on the subject of Summer Television, perhaps you, too, would like to hear more.

The whole red-hot story is in NBC's new research study, "Summer Television." It's yours for the asking—as well as full details on programming and rates...

All told, no smart advertiser can afford to avoid the fantastic facts of NBC-TV's effectiveness, measured by the only true thermometer: results.
film report

Production

George Fox Corp., Hollywood, plans a half-hour TV film series, "This Is Hawthorne," starring Jim Hawthorne, comedian currently heard nightly on KNX Los Angeles. The format concerns a research leg-man whose work for an encyclopedia publishing company sends him globe-hopping. Film actors Thomas Post and Jimmy Conlin head the supporting cast. The series, to be produced by president George Fox, starts in early July with 26 films to be completed by October and a total of 78 films by September 1953. Eddie Cline, recently with Arena Starm Inc., in charge of Spike Jones' tours and TV appearances, will direct from scripts by Fred Beck, newspaper columnist, and Arthur Hoerl, motion picture-TV writer.

Palomar Productions, Los Angeles, has acquired TV film rights to "Danger in the Cards," book written by Michael MacDougal, a gambling and fraud investigator. Mr. MacDougal will direct a 13/2-half-hour TV film series and act as technical advisor with screen writers, Earl Younker and Ray Gregori, adapting scripts. Possible alumni of the film is "The Payoff." Kefauver investigations, Hollywood's $1 million gin rummy scandal and Miami's Roney-Plaza swindle are among cases to be dramatized. Negotiations are being concluded for Hollywood name stars to enact leading role. Production will start September 1 at the Center Picture, Hollywood, or at Churubusco Studios, Mexico City.

Motion Picture Center Television Corp., Hollywood, has been formed for the production of half-hour TV film series. Firm is headed by Albert Zugsmith, president of American Pictures, as president; Gerald Mohr, radio-film actor, vice president; Ruth Zugsmith, secretary; Joseph Justman, head of Motion Picture Center, treasurer. First series of 13, as yet untitled, will star Mr. Mohr with Peggie Castle and Laurette Luez, film actresses, signed to each enact feminine lead in first two films, all of which are budgeted at $20,000 or under. Alfred E. Green, director of "The Jolson Story," will direct series with Ralph Black as production manager.

Jerry Courneya Productions, Los Angeles, is starting 26 more quarter-hour TV films in its Adventures of Noah Beery Jr. series, starring TV-film actor Noah Beery Jr. A group of 13 is already completed.

John F. Link Productions, Hollywood, is making a 13-quarter-hour TV film series, "The Continuity," dealing with fish and game. Mr. Link is the producer-director.

Crown Pictures International, Hollywood, is preparing recently acquired feature film, "Alice in Wonderland," for television presentation on Thanksgiving and Christmas Day this year. Stewart O'Brien will edit and cut the film which is part live and part animated action.

Screen Gems Inc., Hollywood, is completing Thomas Jefferson, half-hour TV film in NBC-TV Cavalcade of America series for duPont. The cast includes Brandon Rhodes, Raymond Greenleaf, Don Randolph, Barbara Woodell and John Hamilton. Producer-director is Jules Bricken.

Voglin Corp., Hollywood, is completing eight TV film commercials, ranging from two minutes to 30 seconds, for Grunen Watch Co., Cincinnati, through McCann-Erickson Inc., Hollywood. Appearing in the films are Dennis O'Keefe, Edmond O'Brien and Lizabeth Scott, film stars, and Bob Garred, ABC radio newscaster.

Film People

Signed for Pennant Productions, Hollywood, initial film, "Flight From Tyranny" in Date With Destiny half-hour TV film series is Zsa Zsa Gabor, film actress and panel member of KNXT (TV) Hollywood's Bachelor's Haven. Harold Schuster, above from a script by Robert Hill. Production is scheduled for late June.

Gene Autry's Flying A Pictures, Hollywood, has signed Brad Johnson, film actor, to portray Lofty Craig in Annie Oakley, 52 half-hour western film series. Enacting the title role is Gail Davis with Lou Gray producing.

W. A. Hillhouse, television director for Alexander Film Co., Colorado Springs, named sales promotion manager. Succeeding him is Earl D. Austin, special television representative.

Doug Jenkins, vice president, Bracken Television Productions, Los Angeles, is called in charge of the Army Public Information Office in the Far East, completing a series of filmed interviews in that area, which are now being shown on West Coast TV.


KEYL (TV) TOWER

To Go Up This Summer

SCHEDULED for late summer completion, KEYL (TV) San Antonio's new $65,000 tower and antenna will make the station the most powerful in Texas during 1953, according to George B. Storer Jr., managing director.

The 101 ft., six-day GE antenna to be erected on a new 76 ft. tower atop San Antonio' Transit Tower, will place the antenna tip at 5547 ft. above ground level, William J. Jackson, chief engineer, said, adding that the station's power will be doubled from 17 to 55 kw. KEYL will operate during the ten-day change-over, he said.

CBS-TV Billings

TOTAL of $6,175,000 in new billings has been booked for four major advertisers on CBS-TV Network, Fred M. Thower, CBS-TV vice-president, in charge of network sales, announced Monday.

New business is from Pepson Div. of Lever Bros. [B*T, May 19]; Campbell Soup Co. [B*T, May 12]; American Cigarette & Cigar Co. for Pall Mall [B*T, May 12], and Owens-Corning Fiberglass Corp. [B*T, May 19].

FILM SPOTS

Plan Afoot to Standardize

MOVE to standardize and simplify requirements for 10-second television identification spots was instituted last week by station representatives and advertising agencies in order to reduce production problems and encourage the development and sale of such announcements.

First phase of the program is to standardize film spots, and later to adopt formulas for telex and slides, according to John W. Brooke of Free & Peters, national representative, and television committee chairman for the National Association of Radio-Television Station Representatives.

In plan for film spots, adopted by major agency officials at a meeting in New York May 13, the agencies agreed to reserve the upper right hand quarter of the screen for station use, with advertising copy to be placed in the other three quarters. As for timing, it was agreed that 14 seconds be used for the 16 minute for four seconds for copy. Two seconds will be given to station identification and 3/4 second for the closing.

Also it is hoped that 16 film will be adopted by each station and that broadcasters will permit superimposition of station identification over advertising film, to avoid preparation of a different version of the same film commercial for every station which carries it.

The suggestions approved by agencies are to be submitted to the NARTSR board at its next meeting, expected to be called "shortly," then to the full membership and, through them, to the stations. The object is to receive wide enough acceptance of the standards to reduce agency production problems and still permit some flexibility for station procedure.

Ordinarily, securing specific data for the same identification format and assembling a commercial within the deadline is time-consuming and costly.
Cities Allocated Five or More Channels

(Continued from page 88)

<table>
<thead>
<tr>
<th>City</th>
<th>Present No.</th>
<th>Total Allocated</th>
<th>Height of Existing Antennas</th>
<th>Above Average Terrain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jacksonville</td>
<td>1</td>
<td>6</td>
<td>306 ft.</td>
<td>None</td>
</tr>
<tr>
<td>Miami</td>
<td>3</td>
<td>6</td>
<td>531, 546, 532 ft.</td>
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<tr>
<td>Chicago</td>
<td>10</td>
<td>10</td>
<td>390, 385, 327, 667 ft.</td>
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<tr>
<td>Cleveland</td>
<td>3</td>
<td>6</td>
<td>428 ft.</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>7</td>
<td>None</td>
<td>490, 543 ft.</td>
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<tr>
<td>Cincinnati</td>
<td>6</td>
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<tr>
<td>Columbus</td>
<td>3</td>
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<td>619, 640, 725 ft.</td>
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<td>St. Louis</td>
<td>1</td>
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<td>530 ft.</td>
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<td>New York</td>
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<td>Omaha</td>
<td>6</td>
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<td>590, 591, 397 ft.</td>
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<td>Toledo</td>
<td>6</td>
<td>6</td>
<td>490 ft.</td>
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<td>Oklahoma City</td>
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<td>650, 660, 719 ft.</td>
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<td>6</td>
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<td>2</td>
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<tr>
<td>Milwaukee</td>
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SEATTLE RELAY
CBS-TV Announces Plans

FLANS for interconnection of CBS Television affiliate KING-TV Seattle with the AT&T transcontinental microwave system terminal at San Francisco, so that Washington state audiences will be able to receive live coverage of political conventions in Chicago this summer, were announced by CBS-TV last Monday [B + T, May 19].

Work is being facilitated by a guarantee of construction costs, made jointly by CBS Television and Westinghouse Electric Corp., sponsor of CBS-TV convention coverage, and Mr. Otto Brandt, vice president and general manager of KING-TV, is helping to coordinate the project. AT&T facilities now extend from San Francisco to Portland, Ore., with a microwave link being extended to Seattle, a distance of 147 miles.

CBS-TV spokesmen identified their network as the only one which will provide coverage convention from Boston to San Diego and from Seattle to Miami, the latter being from KING-TV to WTJY (TV) Miami.

MEDICAL MEETING
Coast-to-Coast TV Slated

TWO half-hour coast-to-coast telecasts will be presented of the American Medical Association convention, to be held in Chicago next month. Both programs will be sponsored by Smith, Kline & French Labs., Philadelphia pharmaceutical firm, it was announced by NBC network last week.

To be narrated by Dr. Roy K. Marshall, the programs are scheduled for the NBC-TV network at 9:30-10 p.m. EDT June 10 and 10:15-11:30 p.m. EDT June 11, 1952, opening the 101st annual AMA convention, to be held June 9-13.

Empire State TV Guild

INITIAL meeting of the Empire State Television Guild, an organization formed to continue friendships started during planning and construction of the multiple TV antenna atop the Empire State Bldg., was held in New York’s Harvard Club Tuesday. The first annual dinner meeting was attended by some 40 scientists, engineers and businessmen, with all attending given certificates of membership.

Quid Pro Quo

AS A MEANS of impressing upon advertisers and agen-
ties the on-the-air promotion given their shows, WCBS-TV New York sent them "bogus" invoices showing how much these announcements would cost at regular rates. By way of fair play, one sponsor promptly paid his $3,250 "bill" in phonie money.

KGO-TV EXPANDS

Adds New Studios

ABC has added two new downtown studios to its Radio City operation, for use of KGO-TV San Francisco, to add 1,600 sq. ft. floor space and a complete kitchen for its daily

Chef Cardini Show, according to Vince Francis, station manager. He said the new studios will give better service to advertisers and keep abreast of demands for more space. KGO-TV had been operating exclusively from its transmitter site on Mt. Sutro, he said.

This is the complete report—196 printed pages—just as the FCC released it, Monday, April 14, 1952.

This volume shows the complete city-by-city breakdowns for all 2,053 proposed stations in 1,291 communities. There are sections on antenna heights, educational reservations, power, procedures, Hennock’s and Jones’ opinions, zoning and mileage separation.

You’ll want library copies, home copies, tear copies and working copies. Please use the coupon below and order today.

Limited Supply.
SOMETHING new in political broadcasts was given to listeners of WCCC Hartford, Conn., according to a recent report, when it aired tape-recorded telephone interviews between Sen. Robert A. Taft (R-Ohio) and members of the League of Women Voters, with the Senator talking on the Korean situation, labor and the economic program.

ADS, PUBLICITY PAY

COMBINATION of ads and publicity paid off for WCKY Cincinnati in its television industry talent opportunity contest. Buying half and quarter-page ads in weeklies and dailies in towns where 21 contests were to be held and releasing publicity stories with them, the station realized a response of 1,500 amateurs in 650 acts and awarded $1,065 in prizes.

WIP HONORS SHOWMAN

CONTEST staged by WIP Philadelphia to determine winner of station's first annual Showmanship Award, resulted in Buddy Greco, a singer who hails from Philadelphia, being named the outstanding male vocalist in the country. Gold plated trophy was presented to him by Benedict Gimbel Jr., president and general manager of the station. Special salute to the winner was aired by WIP on May 18.

CANADIAN TALENT

NEW talent show, Stare of Excellence, produced to give young Canadian entertainers their first opportunity to meet large audiences is being telecast on WBNF-TV Buffalo. Initial show of the series, sponsored by Peller Brewing Co. Ltd., will be seen May 30.

MYSTERY CONTEST

“HANDS of Mystery” contest on behalf of the California Institute for Cancer Research is being broadcast on Lee Hogan Presents on KBHI (TV) Hollywood. Contestant is given a chance to identify hands of famous people after pledging his support to the institution whose goal is $250,000.

FREE LITERATURE

“LETTER SLANDER and THEN you’ ll need our UNIQUE INSURANCE covering this hazard. It covers also Invasion of Privacy. Plagues Pleaze and Copyright. It is ADEQUATE, SURPRISINGLY INEXPENSIVE.

او In use Nation-wide.

GET IT IN TIME!

EVE S.

programs promotion premiums

'WFIL-ADELPHIA' PROMOTION

FOLDER stating “If yours is a product of value to people you’ll find WFIL of value to your producer. It has been discovered that Philadelphia station. Success story quoting Norman Porrecce’s favorable opinion of radio advertising’s effect on his appliance business is used to substantiate station’s sales result claims.

MARKET STATISTICS

PICTORIAL book titled Palm Beach County Story is being mailed to agencies throughout the country by WJNO West Palm Beach. Copy outlines area’s agriculture, industries, resorts and climate to impress on the reader “that this is a market with a future.” Coverage map and breakdown of population data are attached to this folder.

TEACHERS INSPECT RADIO-TV

INFORMATION on the American business system was offered teachers in the Seattle area when Business-Education Day was held in the city a fortnight ago with KJR and KOMO cooperating in the plan. List of teachers, businessmen and executives explained the workings of the broadcast industry. At termination of the KJR tour momento folders were distributed to those who visited the studio. Teachers who inspected KOMO facilities saw themselves on a closed circuit TV presentation.

WLW SPONSORS CONTEST

PROMOTION plans have been arranged between WLW Cincinnati and Peller’s magazine to select a 30-year-old homemaker from the Ohio Valley. Object of the search must be a mother, active in community affairs and reach the age of 30 in June. Winner will be featured in a 1952 issue of the magazine and receive a paid vacation in New York for herself and her family. Any listener in the WLW listening area may nominate a homemaker to be entered as a contestant.

DEALERS SEE TV

IN ORDER to acquaint dealers with TV and what they can expect when television comes to Montreal, Canadian Westhinghouse in conjunction with CBC-TV’s “Liberty” put on a demonstration for dealers. Two-hour production featured live and film programs explaining the facts of the TV industry. Via internal TV circuit, dealers saw the inside of Montreal CBC-TV production center. Demonstration reportedly resulted in thousands of dollars worth of orders for TV sets.

CROSS-COUNTRY RADIO TRIP

TWOSOME featured on daily Coffee with Lee and Lorraine on WSPR Springfield, Mass., are offering exciting chance to their listeners a cross-country trip this summer via tape recorded programs. Lee and Lorraine Ellis will make on their way across the country, but leave by car in June for a summer vacation. Along the way, they plan to record their experiences and send them to stations for broadcast as a unique travel series.

INDUSTRIAL SERIES

NEW series of half hour programs on WCAU Philadelphia, Strength of the Nation, highlights city’s industry. Designed to acquaint listeners with the part industry plays in bettering the American way of life, each presentation will portray an industry of the city that makes it tick and what it does for industry to serve. Shows will feature tape recorded interviews with plant personnel and a discussion of the product manufactured.

CONVENTION BROCHURE

FOUR-COLOR brochure with information concerning the Democratic and Republican national conventions will be distributed free to the public through Hallicrafters dealers starting this week. The convention program will include two sets of color cut-out maps and tally sheets for the recording of balloting. Booklet is a promotion piece of John S. Mahony, advertising manager of the Chicago TV-radio manufacturing firm.

SEAPower STORY on TV

KRM record activities of the U.S. Navy duty units in the Mediterranean is being edited by Joel Chaserman who recently returned from those areas as special correspondent for WAAM (TV) Baltimore. During cruise from Norfolk to Gibraltar, he filmed considerable 16mm film on the operations of the U.S.S. Palos for the telecast on WAAM. After the initial showing on that outlet, the film will be made available to other TV stations desiring to tell the seapower story.

NEWS OF SERVICEMEN

NEWS director Bill Robbins, WSAI Springfield, Ill., in charge of broadcasting information about local servicemen. He also provides a service to their parents by mailing copies of releases in which their sons are mentioned. Station reports that Mr. Robbins’ personal contact with families of boys in the service is bringing hundreds of letters to appreciative parents.

SUPERMARKET MUSIC

"THE greatest names in groceries and drugs use Storecast—and you should too!" is the cover inscription of a promotion piece put out by the company which provides music in supermarkets. Miniature red, white and blue labels of leading clients such as Philip Morris and Jell-O line the pamphlet cover like canned goods on a supermarket shelf, with the booklet’s message giving seven reasons why Storecast has become a “great force” in drug and grocery sales.

FUN AND CONTESTS

TWO promotions currently entertaining WLWC (TV) Columbus, Ohio, viewers are its "favorite postman or postmistress" contest on its Big Bear Dollar Derby show and its fun-provoking “buying and selling” of postholes on its rural-type Meetin’ Time at Moore’s program, the first show conducted by Spook Beckman and the latter by Billy Scott and Sally Flower.

STUDENTS TAKE OVER

BROADCAST operations at KRNT Des Moines were turned over fortnightly to students interested in radio. The aspiring air starters made frequent appearances with regular entertainers during “High School Day” and handled portions of programs and commercials. Budding engineers assisted in the control room.

STRAW HAT PROMOTION

AS part of summer audience promotion, KNX Hollywood joined Los Angeles Downtown Business Men’s Assn. in annual “Straw Hat Day” festivities by including 200 tickets and five invitations to appear on KNX programs in the 1,000 miniature hats passed out in the business section. Recipients of one of the five invitations will receive a GE portable radio plus a picnic kit.

PRESIDENTIAL POLL

LEAGUE of Women Voters in Los Angeles, KFWB Hollywood and the B-B Pen Co., that city, have combined forces to present “a radio Presidential straw vote” beginning June 2. Ballet boxes will be placed in 1,350 drug stores throughout the area. Over 700 of these stores will feature window displays of the event. Station disc jockeys and newsmasters will make guest appearances as well as broadcast results.

CHANCE TO STRIKE OIL

PROMOTION campaign with a new twist is sponsored by Dr. Pepper Co., Dallas, Tex., through Rauthrauff & Ryan, N. Y., during June and July. Promotion will be a jingle contest offering as first prize a copy of 44 Texas oil wells. Heavy schedule of spots will be carried predominately on Ted Husting’s Sports Roundup on CBS Radio.

Page 100 • May 26, 1952

BROADCASTING • Telecasting
Antenna Location—The Big Decision

(Continued from page 88)

cally proved how coverage can be

owned if stations jointly move to

The four stations which moved

1,472 foot high tower of the Empire State Building the “ghosts” substantially disappeared because the TV signals were transmitted high enough to go over the tops of the other build-

ings without bouncing or ricochet-

ing off them.

Central Location

Central location as well as great

height is extremely important for

an ideal TV broadcasting point,

particularly in a city with a large

business section of tall buildings.

New York and many other of the

larger cities in the country have

numbers of tall steel girders build-

ings in the central part of the city.

Television engineers who have

dealt with the problem are of the

opinion that a significant loss of

strength in the broadcasted TV

signal occurs if it has to pass over

the entire business area of a city to

reach a residential area beyond.

This effect has been loosely re-

ferred to by some as an “abso-

lution” of power. Whatever the

scientific reason, the result is ob-

servable. The best cure for this

appears to be to locate the broad-

casting antenna at the center of the

tall building area so that the tele-

vision signal will cross over this

area in the first few miles of its

trip. When the antenna is in the

center of the city the signal gets

out beyond the high building area

within the first few miles while it

is much stronger than it is farther

out.

It should be made clear that,

except for the purpose of pushing

the horizon of the TV station out

to a point 70 miles from the center

of a city, it is not necessary in

most other cases to locate the

broadcasting point a quarter of a

mile in the air as has been done in

New York City. The important

point is that the broadcasting lo-

cation should rear its head con-

siderably above the imaginary plate-

form formed by the tops of the dozen

or more tallest buildings in the city.

In other words, the broadcasting

point must be very high in relation

to the general top level of tall

buildings.

The fortunate combination of

great height and central location

made the Empire State Building

the ideal television broadcasting

point in New York City. It is the

tallest structure, by far, in New

York City, and is located at ap-

proximately the center of the tall

(Continued on page 102)
Building area of the city.

The Empire State Building actually had the strength built into it in 1930 to carry the weight of the new 222 foot steel television tower and its heavy antennas and transmission lines. This was definitely not done in anticipation of television. It was done to enable the top of the Empire State Building to serve as a mooring mast for dirigibles. In 1930 dirigibles were thought to be the coming mode of trans-Atlantic and other long-distance travel.

A particular advantage of erecting a moderately high tower on a tall building rather than erecting a tower 700 feet to 1,000 feet tall based on the ground for a TV broadcasting center is that the transmitters can be installed in the top floors of the building where there is enclosed space, heat and elevator service. Transmitters should be as close to the broadcasting antennas as possible because of the unavoidable and expensive loss of electric power in every foot the current has to travel between transmitter and antenna.

The economic effect of all these peculiar characteristics of television is an almost irresistible pressure on each station to obtain for itself the highest and most central location in the city. Since there can be only one "highest" and "most central" location in any city, all stations, except the one lucky enough to have it, will necessarily be frustrated if each one has to have a separate location.

Why Separate Locations?

But why does each station have to have a separate antenna location? They started that way because radio had always done so and because they feared the electrical cross-interference from several antennas broadcasting close together. Fortunately there were pioneers who dared to risk the cross-interference and to attempt a multiple antenna tower. The vision and courage of the management of the Empire State Building and of Dr. Frank G. Kear, the technical genius behind the whole project, the five broadcasting companies and RCA which designed, developed and tested the antenna system, brought forth the answer.

The engineers did their best. They planned and designed a system which theoretically should operate without interference. But what if their calculations were wrong, or what if subsequent events resulted in an interference not present at the beginning? Rules, procedures and fast acting remedies had to be set up before any broadcaster could take the plunge.

True, the general rules of the FCC governed the operations of these television stations, but these rules had not been particularized to the point of dealing with a joint facility such as the Empire State tower and did not contain all the detailed rules for "family living"

which each broadcaster felt essential before leaving its solitary splendor elsewhere to join the higher glory of the multiple broadcasting tower.

First, a precise definition was hammered out of the degree of interference, to either signal or equipment, which should be tolerated. This was designated "objectionable interference". Unless a claimed interference came within the scope of "objectionable interference" it was agreed by all the engineers concerned that it did not merit corrective action or penalties.

Remedies Differ

It was then found that objectionable interference could be of several types and that the remedies and penalties were necessarily different for each type. In the first place, the mere origination of a particular broadcasting activity by a particular station might result in objectionable interference to some activity already being carried on. Therefore, an elaborate screening and testing procedure was set up through which any station must pass before it could start a new activity, additionally changing its existing operation. The principle behind this was, of course, that each activity which had once been properly originated was entitled to protection from new or changed operations of others which would hurt it.

The second type of objectionable interference was the Empire State Tower that was almost certain to produce with the combination of such highly-fanciful possibilities in a project of this scope.

As a practical matter, it is difficult to conceive of a situation in which two joint activities could be successful for a period of time and suddenly become impossible. However, provision must be made for even such highly fanciful possibilities in a project of this scope.

The position of the building owner has to be carefully defined in such a situation. The building owner cannot assert or assume any power to change or even null the rules, regulations or decisions of the FCC. On the other hand the building owner is under duty to permit any station to broadcast from its building or to continue to do so longer than it pays its rent and acts in accord ance with rules imposed in advance by the building owner for the protection of himself and other tenants.

Harmonious Achievement

If the building owner merely licenses the use of space on it for broadcasting by several television stations without imposing rules or conditions, it is almost certain to result. It must be remembered that the television broadcasters are natural rivals in a highly competitive business. It is a high tribute to the calibre of the five television stations in New York City that they have worked so harmoniously together in the planning, building and operation of this multiple broadcasting tower. But it is doubt ful if even such men, subject as they are to competition among themselves, could have kept their actions within this pattern if they did not live within the framework of strict, carefully devised rules which provided prompt equitable methods of dealing with every foreseeable deviation from such behavior.

The significant economic element in this picture is that the pressure for joint use of the best possible location was so great that larg...
financial obstacles were quickly
knocn in stride. As soon as
the
building was made available
for
multiple broadcasting, four major
V
stations rushed to join the sole
V
station then broadcasting from
e Empire State Building. Each
these stations abandoned its
former antenna location and will-
gingly paid the cost of moving, pur-
chasing new equipment, designing
new antennas and undertook to pay
an antenna rental many times
gther than any of them had ever
paid before.

There is a very plain dollars-and-
teas-reason for this readiness to
end money which is applicable
soon will be—throughout the
ited States.
Not only is the income of the TV
ations increased, but their costs
operation are reduced by the
inte use of the best broadcasting
cation.

If each station installs its own
wer, it will have to pay the full
of buying or renting a loca-
, constructing a tall tower on
and installing lights, de-icing id other tower equipment. It will
so have the full maintenance
ion of painting and repairing the
tower. When a multiple
wer is used there is only one
wer in one location and all of
ese costs are shared.

The savings in structural steel one
are tremendous if one tower
made to do all. In these days
remal control of steel
 locality may be lucky to get
ost allocated to it to build
r good tower, especially now that
Empire State project has proved
at the technical characteristics of
ion do not require that broad-
sating antennas be kept separate.
The cost of bringing programs
transmitting point is reduced
hen all stations are in one loca-
on. Less cable or less micro-
ave equipment is used if all pro-
amns coming into the city are
ered at one central point.

One final incidental boon brought
t the multiple broadcasting tower
the simplification of the home re-
ving antenna which it makes
missible. Some portion of any re-
ving antenna must be aimed at
ch TV station broadcasting in the
rea. If there are several different
broadcasting locations, the receiv-
ing antennas must have enough el-
ments to permit some to be aimed
directly at each station. With
multiple tower for all TV stations
there is only one point of aim and
therefore a minimum of antenna
parts and installation problems.

What is the value of a superla-
tive tower location which will open
the door to the largest audience
which any TV station in the city
can reach? If the building owner
erects the tower at his own expense
and operates it as part of his build-
ing, it is, of course, greater than
if he merely rents the top of his
building to the TV stations and
permits them to erect a tower. In
either case, however, the precious
commodity of maximum television
audience is what the owner of
the best location has to sell.

Attention was turned to various
ambiguous theories. An early sug-
geestion was that the television
license rent should be based on
the height of the Empire State
Building and that so many dollars
per linear foot of height should
be charged. But when the discus-
sions turned to "how many" dollars
per linear foot, the figures had to
be pulled out of the air.

Then a so-called "audience-cover-
age" theory was developed. Under
this the license rent would be com-
punted at the rate of 25c or 50c per
tvolution set within the range of
the station each year. This idea
had a kernel of very good sense.

The value of the building for
vision purposes was, of course, a
direct reflection of the circulation
it could make available to the tele-
vision stations—the number of sets
that could be reached. However,
who was to say how many dollars
per set was fair?

Parallels were investigated in
subway advertising car rates, bill-
board rates, Times Square "spec-
tacular" animated billboard rates,
and advertising rates on radio
programs received in buses in
certain cities. All of these inves-
tigations proved over and over again
that the rate was directly affected
by "circulation" or audience cover-
age, by the number of persons
who read a certain magazine, passed
by a certain billboard location, rode
in a certain bus line or subway, passed
through Times Square on a certain
day. It was found that the rate
always went up with the circulation
or audience coverage, but that no
two advertising media placed the
same "head-price," the same dol-
ers and cents per person, on the
coverage.

The advertising impact of the
particular kind of media affected
the rate per person.

The effect, the impact of television
as an advertising medium, was
believed to be as great and prob-
ably greater than any other media
since both eye and ear were assailed
simultaneously. The theory also
exists, but it did not give any
logical basis for establishing the
rate.

The measuring stick finally
adopted would be applicable in any
city where some one location is
markedly superior to any other (or
can be made so by tower construc-
tion) for television broadcasting.
First a determination is made of
the amount of rent which could be
charged for any of the several loca-
tions in the city which could be
rented with passable success if the
one prime location did not exist. In
doing this, strong reliance is placed
on conventional real estate rental
formulas.

Having obtained this base rent,
it is necessary to determine the
premium rent to be added to it as
the prices for the superiority in
audience and picture which the one
best location alone can give. To
measure this the actual population
within range of both the best and
the ordinary locations is deter-
mined, and the degree of actual
and potential saturation with tele-
vision receivers worked out. By
applying all the principles discussed
earlier in this article which limit
the audience of a TV station broad-
casting from an ordinary or in-
fessor location, both close-in and
at a distance from the broadcast-
ing antenna and comparing this to
the potential performance from the
best location, the extent of the su-
periority can be measured. Percen-
tages of superiority can then be
derived which can be valued. For

(Continued on page 104)
instance, in New York City it was found from tests made as to all previously existing stations that some reached with a satisfactory picture as little as 60% of the potential audience in the New York City area while the Empire State tower approached the legendary 90% 44/100% coverage. When this percentage of superiority was applied to the base rent figure it gave a dollars-and-cents value to the superiority which, if anything, was an understatement of the true value. The reasonableness of this figure can best be tested by dividing the dollars involved by the actual number of home receivers which can be reached at any given time only by the best location.

By any normal advertising rate standards the cost of reaching each additional home is tiny. It does not begin to tap the additional revenues which the best location enables the station to earn from its advertisers. However, it does bring in very sizable sums to the building owner since each of the stations on the building receive the same advantage and properly pay the same rate. Best yet, it achieves the aim of the FCC to have stations compete with each other on the basis of the merits of their programs and not their respective ability to bring a clear picture to the particular home receiver.

'THIS WAS NOT A PROBLEM PECULIAR TO NEW YORK City nor was its solution of significance only in New York City. All of the basic premises exist in your city also—the limitations of television, the dollars-and-cents advertising demand for the largest possible TV audience, and the economy of a joint financing and joint use of the best possible site. The contribution of the Empire State television tower was in pointing the way, in proving that it could be done.

Key to a $6 Billion Market

The Philadelphia Inquirer Station
An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Page 104 * May 26, 1952

Hizzoner of WJXJ

WJXJ Jackson, Miss., has unofficial production and program
man in Mayor Allan C. Thompson. Mayor Thompson,
then, proposes to make monthly reports over WJXJ from the zoo, water
works and other places of community interest. Last
fortnight, the mayor was to "cover" the annual conference of United States mayors
in New York's Waldorf-Astoria. Press reports on the
opposite report from the Waldorf-Astoria with the mayor
doing the announcing, engi-
neering and production.

New FTC Order Increases Word Use Conflict

MOUNTING confusion over use of the word "free" in broadcast and
station circles as a result of another controversial ruling issued by
the Federal Trade Commission.

While broadcast continuities apparently are not directly involved
in an order issued against Book-of-the-Month Club Inc., the decision
pointed up anew that possible impracticability of an earlier FTC
administrative interpretation.

The commission ruled May 16
that the word "free" as used in Book-of-the-Month advertisements
is "false, misleading and decep-
tive." It also was revealed that three other similar complaints are pending before FTC.

Comr. Lowell B. Mason, dissenting in the 3-1 decision, sharply
challenged the cease-and-desist order and charged that the Com-
mission had set itself up as a lexicographer with power to punish
those who ignore our definitions." He claimed FTC had supplant-
used "usage with bureaucratic fat.

This was the second instance in which FTC implanted a lexi-
cographer interpretation with a firm order, though it indicated plainly that use of "free" depends upon in-
dividual cases as to whether it violates the deceptive practices statute. An appellate court affirmed the interpretation last November and the U. S. Supreme Court upheld the ruling by refusing last March to review the case [B*F, April 14].

Thus, in effect, use of the word must be sufficiently hedged with cautionary and reservations as to make it inadvisable to incorporate in ad claims, some authorities felt. But again, it de-
pends on the case.

In the Book-of-the-Month decision, FTC said that use of that
or similar words "should be ap-
proached by applying to the repre-
sentation made the yardstick that should be applied to all adver-
sation."—Is it true of

FTC challenged as "false and misleading" the club's claims that it offered books "free to new mem-
bers" without charge or obligation. If the member decides not to pur-
chase at least four books within a year, "payment for [two] books therefore the request for the other is thereafter demanded by the respon-
spondent," FTC said. It also cited use of the term "book dividends." Here is the tack FTC took on use of the word "free" in this instance.

In the present case the word "free" as used by the respondent in the sale and distribution of its books has the definite and absolute meaning of a gift or a gratuity given without price, cost or condition. So used the word is unambiguous and does not have a secondary meaning. Its meaning can-
not be altered or qualified by other words. It can only be contradicted and the total representation made regarding use of the word "free" is false...

Respondent contends that although the books may not be free the advertiser...

In [other cases]... qualifying words could be chosen which would...

In the advertisements in the advertisements do much more violence to the word "free" than merely qualify it. The word "free" as used by the respondent makes a single representation and, being un-
true, cannot be qualified; it can only be contradicted. A statement in an advertisement which is totally false cannot be qualified or modified.

FTC pointed out that before members are entitled to receive
"free" books, they must enroll in the Book-of-the-Month Club and buy four books within a year, with profit to the respondent. Hence they are "not gifts or gratuities but without cost to the recipient."

Mayor Thompson, harking back to 1948 and the commission's state-
ment of policy, held that "a simple order based on deception will not...
and that FTC agreed that the ads "were accurate in their en-
tirety."

He likened the order to one con-
demning selling of merchandise on Saturday and reflected:

"A rule limiting what may be done on Saturday is no more valuable than a rule limiting what may be done with the word 'free' unless there is factual support in a record before the commission to give... jurisdiction over the days of the week or over the definitions of such qualitative words as in the instant case."

As a result of FTC's January, 1948, statement, "which took 21
years to figure out what one word meant," nobody "has any more certainty as to how free is 'free,'" Comr. Mason said. Webster dictionary records 24 separate use of the word, he added, noting:

"From now on, Webster's is out and the Federal Trade Commis-
sion's unabridged is in."

WJOQ ELECTIONS

Kane succeeds Layman

HAROLD P. KANE was named president of Airwaves Inc., owner and operator of WJOQ Jamestown, N. Y., and general manager of WJOQ station, at a board of director meeting May 19. Mr. Kane formerly was corporate vice president and sales manager.

John C. Walters was elected board chairman. Others elected were Grant J. Gruel and James D. Monagle, vice presidents; Fred W. Davis, treasurer, and Dr. Clyde L. Wilson, secretary. Harr; E. Layman, former president-general manager, resigned because of ill health, WJOQ reported.

Employment Agency Employment Agency

ENGINEERS — First - Second Phone

Applications accepted for Immediate Placement in Thirty-Three States

NEWSCASTER—PROGRAM DIRECTOR—ANNOUNCERS MANY COMBINATION

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

E. C. Lobell, Licensee
A NOVEL forum program featuring all candidates for the third U. S. Congressional district was broadcast by KFRO Longview, Tex., May 17. Titled "How Do You Stand, Future Congressman?", the program was offered to other radio stations in that district and aired as a public service feature. The eight participants were candidates for the post vacated by Rep. Lindley Beckworth (D-Tex.), now campaigning for the U. S. Senate.

Listeners, newspapers and others were invited to send in written questions asking the candidates where they stand on important issues. County Democratic Chairman H. O. Gossett Sr. served as moderator on the unreported program.

MISSOURI LAW

Guards Radio-TV on Libel

LIBEL protection for Missouri radio and TV stations during uncensored political talks was provided last week when Gov. Forrest Smith signed legislation he originally had planned to veto.

Gov. Smith said he changed his mind about the veto after conferring with Missouri station spokesmen and studying FCC regulations barring station censorship of political speeches. The legislation was sponsored by Sen. Richard J. Charnier, Democratic majority leader, and was sought by radio and TV operators in the state.

An emergency clause made the act effective when signed. Gov. Smith said he had planned to veto the bill on the ground it would encourage "character assassinations". Passage was sought in part as the result of protests against radio and TV speeches in the 1950 campaign by candidates of the Christian National Party, described by the St. Louis Post Dispatch as a so-called "hate" group operating in Missouri.

COMMENDATION was received by WTIC Hartford from Rau-Looe American Legion Post 158 for "excellent public service" in presenting the Frederic W. Ziv Co. series, I Was a Communist for the FBI.

NEW JERSEY Broadcasters Assn. officials greet FCC Comr. Rosel H. Hyde at group's spring meeting in Atlantic City (B'T, May 12). L to r: Fred Weber, owner of WFPG Atlantic City, member of NJBA advisory committee; Thomas B. Tighe, general manager of WILK Asbury Park, NJBA secretary-treasurer; Commr. Hyde; Paul Alger, general manager of WSNJ Bridgeton, association president; Phil Gravatt, Atlantic City commissioner; Harry Goodwin, general manager of WJNJ Newark, member of NJBA advisory committee.

On All Accounts

(Continued from page 12)

I was an advertising man, he was converted to the concept of advertising over a period of years in discussions with family business associates and friends. After graduation from Brown U. in 1952 and two years at Northwestern U.'s schools of law and commerce, he quit to get his start in advertising and in radio.

Two years later, when he was sales manager, he sold his stock in WBOK and invested the money in the Presba & Fellers agency. His father, a black-and-white man, was therefore outnumbered by his son and Mr. Fellers, both dogmatic devotees of broadcasting.

Subsequently, Mr. Presba has balanced media within the agency so that about 50% of the billings go to radio and TV and 50% to other media. Broadcast accounts include Book House for Children, Olson Rug Co., Keeley Brewing, Flex-O-Glass Mfg. and Orleans and Hi-Life dog food. Although he works on all accounts, Mr. Presba is most interested in merchandising and marketing.

A native Chicagoan, he lives in North Shore Winnetka with his wife, the former Jean Countryman of Rockford, and their children, Paula, 11, and David, 6. He is a trustee of Brown U. and a director of the Brown Club of Chicago, a member of Psi Upsilon fraternity and a trustee of the N.U. chapter.

Fond of fishing, he prefers the fresh water variety, but on an office wall has a sailfish which came within two inches of setting the small sailfish record at Ft. Lauderdale. Mr. Presba and his family spend much of the summer time at Pelican Lake in northern Minnesota, but—to maintain a firm cleavage between pleasure and business—he takes clients fishing in northern Michigan to the North Woods Club.

John P. Keating

JOHN P. KEATING, 75, vice president and production manager of The Journal Co., Milwaukee, licensee of WTMJ-AM-TV, died Tuesday as a result of a cerebral hemorrhage. He had served as a vice president and director since 1939. Survivors include his wife and two sons.

NEBRASKA MEET

AP Group Names State

NEBRASKA Associated Press Radio Assn., meeting jointly with Nebraska Assn. of Radio News Directors, named Walt Kavanagh, news director of KOWH Omaha, as chairman; Jack Rogers, KBRL McCook, vice chairman, and E. E. Makiesky, correspondent supervising AP radio operation in Nebraska, as secretary.

Mr. Makiesky said each AP member station has contributed news to AP files and that contributions exceed those of the previous year. He said KBRL ranked among the nation's top ten AP news contributors.

KEAR Seeks 10 kw

APPLICATION for a power increase from 1 to 10 kw is to be filed with the FCC by KEAR San Mateo, Calif., the station reported last week. The San Francisco Bay area outlet, on 1550 kc, said the power boost would increase its daytime audience by nearly a million persons. The station specializes in "good music" programming.

How to talk to

$250,000,000

Use the Broadcasting Marketbook—the only fact book designed expressly for the buyer of time. Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the MARKETBOOK daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the MARKETBOOK—and it's only book built to help you sell time.
May 15 Applications

ACEPTED FOR FILING

WMFC Monroeville, Ala.—Requests license for CP; as mod, which authorized new AM station.

WFXJ Jacksonville, Fla.—Requests license for CP which authorized new AM station and to change studio location.

Extension of Completion Date

WINS Michigan City, Ind.—Requests mod. CP, which authorized power increase, change hours of operation and DA-N, for extension of completion date.

WAVY Roanoke, Va.—Requests mod. CP, which authorized power increase and change from DA-N to DA-N, for extension of completion date.

Following stations request renewal of license:


TENDERED FOR FILING

WILD Birmingham, Ala.—Requests mod. CP, change to trans. and studio locations from 3675 21st Ave. North to Pimpton Highway, near Birmingham, Ala., N. of radio station WYAL.

APPLICATION RETURNED

WEDC Pittsburg, Kan.—RETURNED application for renewal of license.

May 16 Applications

ACEPTED FOR FILING

WLS Lansing, Mich.—Requests mod. CP, modified power increase D power.

WPRR Paris, Ill.

USING MACROCODERS

For finer tape recording

May 19 Applications

ACEPTED FOR FILING

KXSM Ste. Genevieve, Mo.—Requests CP to increase D power from 500 w to 1 kw and change DA-N, and to change DA-N.

AM—960 kc

WAKR Rogers City, Ind.—Requests CP to increase power from 1 kw to 5 kw.

AM—1330 kc

KWPM West Plains, Mo.—Requests CP to increase frequency from 1450 kc to 1330 kc, and to change DA-N.

WQDM Detroit, Mich.—Requests CP to increase from 500 kw to 1 kw, and change DA-N, and Studio location.

WILD Birmingham, Ala.—Requests mod. CP, which authorize power increase, power increase, install DA-N and change trans. and studio locations, from 3675 21st Ave. North, to Pimpton Highway, near Birmingham, Ala., and to change DA-N, and Studio location.

License Renewals

Following stations request renewal of license:


Grants authorizing new stations and transfers, accompanied by a round up of new stations and transfer applications, begin on page 111.

May 20 Applications

ACEPTED FOR FILING

AM—960 kc

WHAK Rochester, N.Y.—Accepts CP increase from 1 kw to 5 kw and install new trans.

KWPM West Plains, Mo.—CP, change from frequency 1450 kc to 1330 kc, and to change DA-N, from 520 w to 500 w, N-D, install new trans. and DA-N.

License for CP

KTMS Santa Barbara, Calif.—License for CP was reinstated.

KUBC Monrovia, Col.—License to cover main trans. and auxiliary trans., to be operated on 1250 kc to 250 kc W.D.

Extension of Authority

First Baptist Church, Pontiac, Ill.—Extension of authority to transmit programs to CKLW Windsor beginning 9-19-53.

Modification of CP

WARN Fort Pierce, Fla.—Mod. CP renewal of approval of trans. and studio location.

To Change Antenna

WAYS Canton, N. C.—License to cover CP for changes in DA.

To Change Location

WELC Chicago, Ill.—CP install new trans. and move trans. and studio location.

Modification of CP

WGAH-FM Cleveland—Mod. CP to install new trans. to operate at 20.8 kc, and to change DA-N, to change DA-N, and to install new trans. and DA-N.

License Renewal

Following stations requests renewal of license: WMCR (FM) Palamoso.
UNIVERSAL \INTERNATIONAL \Commercial Radio Equip.

OFFICES \Executive Offices

"Licensed Professional Engineer"

Consulting Engineers

飞跃２０年在广播与电视工程领域的经验

MUNSEY BLDG.

WASHINGTON 4, D.C.

Member AFCCE*

JOHN L. FOSS, Inc.

Formerly Calton & Foss Inc.

927 15th St., N.W.

Republic 3883

WASHINGTON, D.C.

LYNNE C. SMEBY

BROADCASTING • Telecasting

JANSKY & BAILEY

Executive Offices

Broadcasting

National Press Building

Offices and Laboratories

1339 Wisconsin Ave., N.W.

Washington, D.C.

ADAMS 2414

Member AFCCE*

Commerical Radio Equip. Co.

Everett L. Dillard, Gen. Mgr.

INTERNATIONAL BLDG.

DI 1319

WASHINGTON, D.C.

P. O. BOX 7037

JACKSON 3302

KANSAS CITY, MO.

A. D. RING & CO.

Consulting Engineer

26 Years’ Experience in Radio Engineering

MUNSEY BLDG.

REPUBLIC 2247

WASHINGTON 4, D.C.

Member AFCCE*

There is no substitute for experience

GILLET & BERGOQUIST

982 NAIL PRESS BLDG.

NA. 3373

WASHINGTON, D.C.

Member AFCCE*

WELDON & CARR

CONSULTING RADIO ENGINEER

1052 Warner Bldg.

Washington, D.C.

National 7757

A. EARL CUMMUM, JR.

CONSULTING RADIO ENGINEERS

HIGHLAND PARK VILLAGE

DALLAS 5, TEXAS

JUSTIN 6108

ROBERT M. SILLMAN

Consulting Radio Engineer

1011 New Hampshire Ave., N.W.

Republic 6646

Washington 7, D. C.

WILLIAM E. BENNS, JR.

Consulting Radio Engineer

3738 Konawa St., N.W.

Washington, D.C.

Phone ORDway 8071

Box 2468 Birmingham, Ala.

Phone 8-7324

RAYMOND M. WILMOTTE

1449 Church Street, N.W.

Decatur 1231

Washington 5, D. C.

Member AFCCE*

WALTER J. STILES

Continuing Operational Engineering and Management since 1955

14230 Astre, San Fernando, California

REPAIR 1-9096

1003 Loyalty Building, Portland, Oregon

Mich.: KRLD-TV Dallas, Tex.; WDEL TV Wilmington, Del.; WGAL-TV Lancaster, Pa.

APPLICATIONS RETURNED

WBRO Sulphur Springs, Fla.—RETURNED application for voluntary assignment of license to Sulphur Springs Corp.

KBMY Billings, Mont.—RETURNED application for mod. CP for change in frequency etc., to change trans and new trans.

BROADCASTING • Telecasting

—Established 1926—

PAUL GODLEY CO.

Upper Montclair, N. J. MO. 3-3000

Laboratories Great Notch, N. J.

Member AFCCE*

GRANT R. WRATHALL

Aptos, California

Appointments arranged for

San Francisco Seattle Salt Lake City

Los Angeles Portland Phoenix

Box 260

APTS—2352

Member AFCCE*

VANDIVERE, COHEN & WEARN

Consulting Electronic Engineers

612 Evans Bldg.

N. A. 2698

1420 New York Ave., N.W.

Washington 5, D.C.

studio location, install DA-N and new trans.

May 21 Applications... ACCEPTED FOR FILING License Renewals

Following Stations request renewal of license:

KROX Sacramento, Calif.: KWEI Weiser, Ida.; WSBC Chicago; WSAL Loganport, Ind.; WJRU Bowling Green, Ky.; WINN Louisville; WSFC Somer-


(Continued on page 111)
Wanted: KDKD, Announcer-engineer, accent announcing.
Permanent station. Salary adequate. Send references by first class mail. Box 256P, BROADCASTING TELECASTING.

Situations Wanted
Unusual—Original Mr. Mrs. team plans trip around U. S. Will return with adventures on their doorstep, send loan of photos. Washington. First class mail.

Manager
Successful, local sales minded, manages change to bigger market or kilowatt station. If you are ready to grow or breaking even, contact this 32 year old sales manager, and start making money. Reply Box 180P, BROADCASTING TELECASTING.

Manager same station 13 years, desires change to bigger market or kilowatt position. Excellent experience, capable of handling any position. First class mail. Box 195P, BROADCASTING TELECASTING.

Former station owner wants to get back to work. Manage, sell, program, write and operate. Has top record. Have made money for others (and self) in 13 straight years on TV preferred. Make an offer and TV will see you. Box 164P, BROADCASTING TELECASTING.

Manager available on 30 day notice Six years experience, 31, married family man, sober, reliable, good references. Came up through the ranks from salesmen to station manager. Excellent experience. First class mail. Box 250P, BROADCASTING TELECASTING.

Manager-commercial manager, 18 years experience. As business consultant to stations, new stations have proven profitable. 35 years of age. Excellent experience. First class mail. Box 282P, BROADCASTING TELECASTING.

Station or commercial manager AM or FM of TV southeast. Take complete charge all departments, 20 years experience. $1,500 per month. Five year merchandising background with ABC and others. No living permanent position in New England. Box 281P, BROADCASTING TELECASTING.

Salesmen
-Salesman-TV radio—3 years in sales, 8 years with networks—$5000. Good opportunity. Box 258P, BROADCASTING TELECASTING.

-Salesman-Announcer-TV radio—2 years experience, 31, married family man, sober, reliable, good references. First class mail. Box 250P, BROADCASTING TELECASTING.

-Announcer-Salesman—TV radio—3 years in sales, 8 years with networks—$5000. Good opportunity. Box 258P, BROADCASTING TELECASTING.

-Announcer-Salesman—TV radio—3 years in sales, 8 years with networks—$5000. Good opportunity. Box 258P, BROADCASTING TELECASTING.

-Announcer, copywriter-AM-FM —2 years on-the-air experience. Good voice, high production. Seeking opportunity. First class mail. Box 259P, BROADCASTING TELECASTING.

-Announcer, copywriter-AM-FM—2 years on-the-air experience. Good voice, high production. Seeking opportunity. First class mail. Box 259P, BROADCASTING TELECASTING.

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-Announcer, copywriter-AM-FM—2 years on-the-air experience. Good voice, high production. Seeking opportunity. First class mail. Box 259P, BROADCASTING TELECASTING.

-Announcer, copywriter-AM-FM—2 years on-the-air experience. Good voice, high production. Seeking opportunity. First class mail. Box 259P, BROADCASTING TELECASTING.

-Announcer, copywriter-AM-FM—2 years on-the-air experience. Good voice, high production. Seeking opportunity. First class mail. Box 259P, BROADCASTING TELECASTING.

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Situations Wanted (Cont'd)

op sportscaster, six years experience, lay-by-play baseball specialty. Wants A baseball, or college allowance. Will leave N.Y. for TV. Looking for large progressive station. Have written and managed all phases of special events. Excellent reference list. Address: Box 224P, BROADCASTING TELECASTING.

teen man with proven record of increased sales appeal plus the Cooper to back same. Used in all phases of special events broadcasting, manages successful group. Address: Box 224P, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

ng for large progressive station. Have written and managed all phases of special events. Excellent reference list. Address: Box 224P, BROADCASTING TELECASTING.

Announcers

Double threat man for TV. Qualified makeup artist with three years' experience. Desires western location but no specific requirements!


Production-Programming, others

Complete 1 cw Collins package. Brand new SVO transmitter and all associated equipment.写入east. Two-foot towers. All equipment in original carton purchased during the past ten months. Write for complete listing. Box 216P, BROADCASTING TELECASTING.

Equipment, etc.

Complete 1 cw Collins package. Brand new SVO transmitter and all associated equipment. Write for complete listing. Box 216P, BROADCASTING TELECASTING.

Insects for years

STOP SEARCHING! START EARNING!

Permanent income, security and independence can be had by the man who want his "gnats, and other insect pests. BAKERS, BAKERS, BAKERS, and countless other industrial concerns for periods of 2 or 3 years from one application.

KILL-KOTE, the odorous, leaf, flower, white, and clear red, and all the other insects in and around your property. BROADCASTING TELECASTING.

* * * NEW SALESMEN HAVE AVERAGED $3.50 PER DAY FIRST WEEK OUT *

Insects for years

KILL-KOTE groves for over five years. KILLS FLIES, MOSQUITOES, FLEAS, ANTS, ROACHES, MOTHES, BEETLE, LICE, SPIDERS, TREE, WANTS, etc., and other INSECT PESTS IN HOMES, BARNS, HOTELS, MOTELS, AND RESTAURANTS. BROADCASTING TELECASTING.

KILL-KOTE, the odorous, leaf, flower, white, and clear red, and all the other insects in and around your property. BROADCASTING TELECASTING.

Equipment, etc.

Complete 1 cw Collins package. Brand new SVO transmitter and all associated equipment. Write for complete listing. Box 216P, BROADCASTING TELECASTING.

For sale


Wanted

For sale: Established successful Ohio station with excellent advertising potential. Box 195P, BROADCASTING TELECASTING.

Equipment, etc.

For sale: New-created with instruction books (4) Raytheon BRT-14 monitor amplifiers formerly used by Mutual. Each. Box 212P, BROADCASTING TELECASTING.

For sale: several used 250 watt AM transmitters. Excellent condition and complete. Box 217P, BROADCASTING TELECASTING.

For sale: several used 250 watt AM transmitters. Excellent condition and complete. Box 217P, BROADCASTING TELECASTING.

Continuity writer, draft excellent. Experienced, references. Progressive, anywhere. Box 227P, BROADCASTING TELECASTING.


Continuity writer, draft excellent. Experienced, references. Progressive, anywhere. Box 227P, BROADCASTING TELECASTING.

** Equipment, etc.

KILL-KOTE definitely offers a ground floor opportunity for men with sales and organization ability, good character, and references who can invest money. There is an unlimited potential for expansion and profit. KILL-KOTE is not for the faint hearted. Call or telephone 3-5511 for complete details and personal interview in confidence if desired.

Insecticide Paint Co.

225 Main St., Peoria, Ill.

EDGAR L. BILL

MERLE V. WATSON

National Representatives
For Sale (Cont’d)

One Western Electric 352-X-1, one kw AM transmitter now in operation. Also, two Western Electric 491-A-350 watt transmitters. Available immediately. Write or wire United Broadcasting Co., 5th & 1st Sts. N.W., Washington D. C., att: Mr. Snowberger, Chief Engineer.

Wanted to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 1712, BROADCASTING—TELECASTING.

Equipment wanted: Complete for 1 kw station including 189' guyed tower. Box 1891, BROADCASTING—TELECASTING.

One FMH transmitter not over two years old. Send full details and lowest cash price. Box 1630, BROADCASTING—TELECASTING.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Billey, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Edison Electronic Co., Temple, Texas, phone 3-3901.


Help Wanted

We have:

1. Money
2. Local Ownership
3. Outstanding principals, tops in this community
4. Knowhow
5. Good chance of getting grant

We don't have:

1. Broadcast experience
2. Ownership-management integration

We want:

One or two associates, persons of unquestioned character and qualifications, with important broadcast experience—preferably in TV—to participate in ownership and management. Initial investment required (about $1/20th of costs attendant to an operating application, hearings). Additional $25,000 investment if CP granted. Prefer persons who can devote substantial time and take residence in area.

BOX 232P, BROADCASTING—TELECASTING

Television

Managerial

TV STATION MANAGER WANTED

A group of prominent local citizens, not associated with any existing TV or radio stations, are applying for a VHF TV station in one of the large southern metropolitan markets. We need a part-time man with all-around TV experience who can coordinate matters for us. Help in our programming proposals and give us general advice—over and above that which we are now receiving from our Washington lawyers and consulting engineers.

The right man would receive not only compensation but also interest as well. Upon the grant of the application he would become the Station Manager. In replying, give all pertinent information and particularly your TV experience. Replies held in confidence.

BOX 264P, BROADCASTING—TELECASTING

Situations Wanted

ANNOUNCERS

DISC JOCKEY

(with first class license)

Experience—not, indie AM and TV. Available immediately for personal interview at DJ personnel.

BROADCASTING—TELECASTING

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, executive managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

Howard S. Faust

TV & Radio Management Consultants

738 Bond Bldg., Washington, D.C.

Miscellaneous

wanted

A LINE OF OPEN-END AND PACKAGE TRANSCRIPTIONS AND TV FILM TO SELL.

BOX 168P, BROADCASTING—TELECASTING

Can You Use $150,000.00–$200,000.00 to Solve Your TV Problem?

The Blackburn-Hamilton Company has an investor who will put between $150,000.00-$200,000.00 into a corporation to apply for TV in a medium to major sized market and will take a minority position of 40% to 45% when the grant is made. This investor has asked that he be connected with a company for him to develop a complete proposal. He will not take an active part in management but wants to make a good investment. May we have your proposal on financing and see if we can devise a plan which is feasible. All inquiries and discussions are, of course, in strict confidence.

Appraisals • Negotiations • Financing

BLACKBURN-HAMilton COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. CHICAGO SAN FRANCISCO

Blackburn Washington Bldg. Tribune Tower 235 Montgomery St.

Sterling 541-2 Delaware 7-2730 Ex-bux 2-5672

CREDIT EASING

Set Sales Stimulate

Termed Varied

CREDIT requirements for installment purchases of radio-TV sets, household appliances and new automobiles to crystallize last week the wake of demands for abolition of all price controls.

On the basis of reports from manufacturers and dealers, receiver a appliance sales had perked up slightly in many markets, while the new car business is gener- ally sizable upswing—with ad- vertising playing a major role at the dealer level.

Opinion remained divided, how- ever, on the degree to which the nation’s manufacturers and dealers had taken advantage of the government’s suspension of Regu- lations on broadcasting and tele- vision playing prices [B55, May 12].

Dealers varied in their price policy from no down payments, 10% down, usually with a maximum of 24 months to pay, on receivers, washing machines, refrigerators and other consumer goods. Prices in terms than a federal Reserve Board called for 15% down and 18 months maturity.

Controversy over the board’s action and demands by some groups for suspension of all price controls characterized last week’s developments. Former Sen. Francis J. Myers (D-Pa.) charged that this would serve only to extend 24 hours in advance, permitting some business firms to “jump” their competitors in advertising sales. He urged Congress to strip the board of standby authority to re-impose curbs.

While dealers and distributors found themselves caught in the controversy between “easy credit” and a retention of the “status quo” on terms for appliances, the Senate Banking and Currency Committee preserved the Federal Reserve Board’s authority to reinstate restrictions, with cutoff date of March 1.

At the same time, the Office of Price Stabilization noted FRB’s action and proceeded with preparation of tailored regulations for price ceilings in the radio-TV set industry.

At least one set manufacturer went on record for abolition of controls by OPS. In an earlier statement, Ross D. Sira, president and board chairman of Ad- miral Corp., commented:

“The lifting of Regulation W should be a major step in the medicine to improve the general health of the appliance business. The elimination of credit controls at this time should prevent a lag in that of television and radio over- rakers and other electrical products from piling up in retail outlets around the country.

“While this is a move in the right direction, I believe the next logical step should be the removal of OPS price controls in fields which obviously no longer need them. For example, in the highly competitive, mass production tele- vision industry, retail prices have been anywhere from $50 to $100 below OPS ceiling prices for about a year.”

HELP WANTED

Experienced girl or man copy- writer for continuity department. Air mail full details of experience and references on resume with photo to Radio Station W O N E, Dayton, Ohio.
FCC Actions

(Continued from page 107)

License Renewals

KWBT Bristol, Va.—Granting extension of special temporary authority to operate station KWBT-FM broadcast station to be called WVVC and change trans. location from 195.4 to 195.3 to accommodate realignment of transmitting site.

KBAG Brainerd, Minn.—Granting extension of special temporary authority to operate station KBAG-FM at current location.

L C Rhea, Charlotte, N.C.—Granting extension of special temporary authority to operate station WCMX at current location.

License Approvals

WAFG-AM-FM, Atlanta, Ga.—Approval of sale of stations to Frank C. White.

WFMS-AM-FM, Indianapolis, Ind.—Approval of sale of stations to the Media Consortium.

FCC roundup

New Grants, Transfers, Changes, Applications

SUMMARY THROUGH MAY 22

AM Stations

On Air Licensed Cps Pending

2,350 328 171

TV Stations

633 581 10 8

61 1 1 19

(Also see Actions of the FCC, page 108)

Dockets

Anadarko, Okla.—Caddo Becks, Inc. FCC announced initial decision looking toward grant of applications to operate radio station KBCB at Anadarko. Decision is to be made simultaneously.

Simultaneously, FCC denied application for license to operate radio station KJBL at Anadarko. Chairman's decision will be made in final disposition of case. Mr. Becks is owner of KOKA, real estate and insurance agent.

Simultaneously, constructed monthly operating cost $4,185.00, monthly revenue estimated at $4,201.00.

Thibodaux, La.—Delta Becks, Inc. FCC Hearing Examiner James D. Cum- lagham issued initial decision looking toward granting of applications to operate radio station KBRH at Thibodaux. Chairman's decision will be made in final disposition of case. Mr. Becks is owner of KOKA, real estate and insurance agent.

Estimated constructed cost $21,890.00, estimated monthly operating cost $21,890.00, monthly revenue estimated at $21,890.00.

Non-Docket Actions

TRANSFER GRANTS

WEAF (FM) New Haven, Conn.—Approval of assignment of license from Howard D. Stere to David Habe for $40,000.00 (already in escrow).

Mr. Habe owns 60% interest in WEAF, Inc., operating Cathedal Fleet Inc., Alpine Cab Co., Crescent Cab Corp. and Phil-Matt Corp., in sales of taxi service. There is interest in various other automotive enterprises.

WCNY-AM-FM Centralia, Ill.—Grant- ing of license to operate from WVNY-AM-FM Station to Southern Illinois Becks Corp. Chairman's decision will be made in final disposition of case. Mr. Becks is 50% owner of Class B stations in last 2 locations.

AM FFlicences to be operated in association with Class A stations KGRB-AM, KGRB-FM, St. Louis, Mo.; WAVE-AM, WAVE-FM, Fort Wayne, Ind.; WYSS-AM, WYSS-FM, Kansas City, Mo.; WKRC-AM, WKRC-FM, Cincinnati, Ohio. Chairman's decision will be made in final disposition of case. Mr. Becks is 50% owner of Class B stations in last 2 locations.

New Applications

AM APPLICATION

Punxsutawney, Pa.—2500-Watt i-station to be operated by the Punxsutawney Becks, Inc., at Punxsutawney. Chairman's decision will be made in final disposition of case. Mr. Becks is owner of KOKA, real estate and insurance agent. Estimated constructed cost $9,300.00, estimated monthly operating cost $9,300.00, monthly revenue estimated at $9,300.00.

FM APPLICATIONS

McComb, Miss.—Southwestern Becks, Co. of Mississippi, 102.3 mc (Ch. 23), 250 watt, intended to operate from McComb, Miss., with estimated construction cost $32,000.00, estimated annual operating cost $23,040.00, estimated annual revenue $23,040.00. Applicant is licensee of WAPF-FM, McComb. Chairman's decision will be made in final disposition of case.

TRANSFER REQUESTS

Listed by States

KDFD Bragg, Calif.—Application for license to operate from Charles R. Weissle, receiver pendente lite of Mendocino Coast Becks, Co., to Edward Merte, for whom Court judgment has been rendered.

KBBC Cordova, Calif.—Granting CP to increase power from 500 w. un to 1,370 kw. at 171 kHz. Chairman's decision will be made in final disposition of case. Mr. Becks is owner of KOKA, real estate and insurance agent. Chairman's decision will be made in final disposition of case. Mr. Becks is owner of KOKA, real estate and insurance agent. Estimated constructed cost $12,000.00, estimated annual operating cost $5,000.00, monthly revenue estimated at $5,000.00.

KICA Clovis, N. M.—Granting CP to transfer license to new applicant.

Denied WELS Petition

WELG-AM, Stevens Point, Wis.—By order, denied petition of WELS for reconsideration of Commission's action of June 27, 1951, in designating for hearing its application for transfer of control; further ordered that WELS application for renewal of license be designated for hearing at special docket proceeding with application for transfer of control; ordered issuance of No. 138 by detaching issues Nos. 3 and 8 and substituting therefor new issues Nos. 9 and 6 and adding issues Nos. 7 and 8.

Remote Control FM

WVBT Bristol, N.Y.—Granting extension of special temporary authority to operate station WVBT-FM broadcast station to be called WVTC and change trans. location from 195.7 to 195.6 to accommodate realignment of transmitting site.

Extended STA

WFMM and KEKXCC (Edwin H. Armstrong) Alpine, N. J.—Granting extension of special temporary authority for period ending Aug. 1, 1951, to operate regular program service of WFMM and to operate experimental station KEKXCC using its regularly licensed equipment, power and emission and to adjust directional frequency of 93.1 mc for providing FM program service and to re-broadcast over station KEKXCC transmissions of FM stations WJKL-FM Asbury Park, N. J., WGPQ-FM Belmar, N. J., and WTVT-FM New York, N. Y.

Commission proposed to amend Revised Tentative Allocation Plan for operation of demonstration station KEL in Berlin, N. H. and transferring Ch. 373 from KEL to KEBT. Interested parties may file comments on or before May 23, 1952.

WATV (TV) Transmitter Location

WATV (TV) Newark, N. J.—Granting of license to current owner of transmitter facility on property located in Newark to operate FM station to be called WFRO.§ This facility is being developed from Newark to Empire State Blvd., New York City, increase ant. height to 119 ft., and trans. power to 3,4 kw. antenna, on Ch. 13; studio to remain in New Jersey location; antenna to be on final determination in TV processing.
<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Population</th>
<th>Distance to nearest TV station</th>
</tr>
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<tr>
<td>Alabama</td>
<td>Montgomery</td>
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Looking for Radio & Television Technicians
RCA Institute, Inc., graduates students of technical and non-technical education in the field of broadcast communications operators and laboratory aids. Our radio and television apprentices are placed in full time positions with leading manufacturers and broadcast stations.

Write to: PLACEMENT MANAGER
RCA INSTITUTES, Inc.
A Service of Radio Corporation of America
38 West 46th Street, New York 18, N. Y.

BROADCASTING  Telecasting

CHICAGO SHOWS

Ad Club Selects Best

DERBY Foods' Sky King and the City National Bank and Trust Co.'s Impact on WENR-TV Chicago were chosen by the Chicago Federated Advertising Club as the best television shows created there during the year.

Awards were presented at the annual banquet Thursday night to local and network winners in each of four radio and three television categories. The best radio shows developed during the year were Arbogast on WMAQ (NBC) and Danny, You Go, a Mutual network feature from WGN. Agency for Derby Foods is Needham, Louis & Brboroy, Chicago. Writers on Arbogast are Robert Arbogast and Pete Robinson, with Homer Heck as producer. Louis Cowan packages Down You Go.

In the juvenile class, Super Circus on ABC-TV, sponsored by Canada Dry gingerale and Mars candy, was cited as the best network TV feature, while Suckers, Fran & Olitte's Mutual TV program, created and sponsored by R. C. Dickson, was chosen by RCA Victor, the citation in the general class. Breakfast Club, sponsored by Swift & Co. through McKann-Erickson, both Chicago, was the leading radio network feature.

Other award winners and their classes:

Radin, local programs—The Patrick O'Riley Show, Old Gold cigarettes. WBBM, produced by Perry Lee and written by Arthur Thorsen. Honorable mention went to The Jay Jorgenson Show, checked, sponsored on WGN by Pacific Garden Market and written, produced and directed by Eugenia Price and the National Barn Dance, sponsored by Phillips Petroleum. The Unsuckable showed a 15城市的, sponsored by WBBM, the winning citation in local special features, and was written by Perry B. Wolf and directed by Thomas A. Bland. Honorable mention went to The Junior Jamboree, sponsored on WHB by Thomas A. Bland, and written by Madeleine B. Reale, and directed by John Keown.

Two commercial TV programs which announced went to General Mills for its Kelso-Nowe sponsored by Tatham-Laird agency and written by Howard W. Rapport. Honorable mentions included the Rexall Puritan Co., for Reaptrin, through Schwimmer & Scott; and the Coors Brewery, for its Coors program created by John Cole. Standard Oil of Ind., through the Reynolds-McKinney Agency, was sponsored by Jim Sheyl, Bill Hagerman and Dick Topple, with D. C. Spencer, Chicago, handling TV division for the station.

Leading local TV shows were King Carlo, in the juvenile class, on WENR- TV; Impact, for news, sponsored by the City National Bank & Trust Co. on WENR-TV through George H. Hartman & Co., and WGN-TV Spain.

Honorable mention in network program group was the KFO parade, sponsored on WBBN by the Lasker Oak Co., and written by Don Meier.

THE ShowCIRCUS

TV STUDIOS

THIRD BUSINESS SHOW

WOR New York last week scheduled its third sponsored show with a business format, Today's Business, 7:15-7:20 p.m. Mon-Fri, starting today (Monday), to be sponsored three days a week by Bache & Co., Inc., investment brokers. A general roundup of business and financial news and important market quotations will be given by financial commentator Henry Gladstone. A Winchell-like appearance, with a 30-minute investment Dollar: noon to 12:15 p.m. Sunday, sponsored by United Business Service.

WOR's third program, Your Money at Work, 10:15-10:30 p.m. Sunday, is sponsored by Kidder, Peabody & Co., for its mutual funds.

TRACING INTERFERENCE

STORY in layman's language of how FCC controls broadcast stations and other sources of spectrum interference is told by George S. Turner, chief of the Commission's Field Engineering and Monitoring Bureau, on current Crusade Against Crime program, taped series aired over 12 stations in the east and midwest [BTV, May 12].

Major sources of electrical interference are electrical devices and appliances in the home, Mr. Turner reported. Dish or home radio can receive a second, he said. Complaints should be sent to FCC only after all local means to check and eliminate interference have been exhausted, the Commission official suggested.

FRIENDS

"To make a friend, you must be one."

Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

GOLDFINCH TO CBS-TV

JACK GOLDSTEIN has been named manager of special projects in the CBS-TV Public Relations Department where he will handle star buildups, special program projects, premières and other special functions, David J. Jacobson, department director, announced Wednesday.

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38 West 46th Street, New York 18, N. Y.
WEBSTER SEES SLOW ACTION ON TV

TV APPLICATION processing and final action will be slow, FCC Comr. E. M. Webster was to tell Indiana Broadcasters Assn. Saturday morning, according to talk released Fri- day. Reasoned (1) Expect 1,000 applications by July 1, (2) limited staff, (3) no money to hire more help and (4) demands of many other vital services precludes use of non- broadcast staff. IBA sessions were held May 23-24 at WIRE Indianapolis studios.

Remarking that FCC non-TV workload also has been mushrooming during rush to complete Sixth Report lifting freeze, Comr. Webster noted there are only 61 professional staff people at FCC to handle all broadcast processing, of which TV has only 13 (six engineers, two each lawyers and accountants, three secretaries). It will take four times total employees in TV while whole year to process 1,000 applications estimated by July 1. Even all seven hearing examiners can't work on TV, he said, even though 500 bids are seen falling into 200 hearings. There are no more than 60 to 70 TV hearings during next fiscal year.

James O. Luce, of J. Walter Thompson Co., New York, said broadcasters should develop a standard method of measuring station audience. He urged stations interested in getting national spot business to tell their market story, provide concise and complete data and show characteristics of their markets.

Joseph M. Kittner, assistant chief of FCC Broadcast Bureau, and Wray Fleming, Indiana- napolis attorney, alerted IBA counsel, debated political broadcasting questions. Panel on local sales was moderated by Robert D. Enoch, WXLW Indianapolis. Taking part were Gene Vaughan, WFBM Indianapolis; Ray Reiter, WSAL Logansport; Glenn VanHorn, WTTTS Bloomington, and Josiah Autenrieth, WKWM Warsaw.

IBA President O. E. Richardson, WASK Lafayette opened meeting Friday. Two-day session was to wind up Saturday afternoon with visit to Indianapolis Speedway.

CENSORSHIP DANGER SEEN IN HOUSE RADIO-TV PROBE

CENSORSHIP overtones will make House probe of radio-TV programs difficult, according to Chairman Orren Harris (D-Ark.), of new Crosser subcommittee to probe sound and sight media (see story, page 29). Ref. Joseph F. O'Hara (R-Minn.), also subcommittee member, said "quite a few" Congressmen feel some national advertisers are sponsoring programs which weaken moral fiber of nation.

Chairman Harris said thorough hearings will be held on both good and bad side of programming, noting complaints about early-hour scheduling of crime shows. Investigation is important because nearly every home has radio and TV homes are increasing, he said, adding subcommittee would have to carry out House order to study programs for "immoral or of- fensive" material.

Speaking on Thursday night ABC News of Tomorrow, he asserted that if Congress had not decided to investigate, FCC would have been forced to do it. He continued, "Many advertisers find it profitable to sponsor shows which the whole family can watch or listen to."

CENSORS TV PRICES STEADY

NO PRICE increases for any CBS-TV production facilities or services, despite increased costs "on just about everything involved," was word of Fred M. Thrower, vice president in charge of network sales, to Television Digest Friday. In same reason CBS Television is able to continue holding the price line on its production facilities and services, Mr. Thrower said, "is that the network has kept hammering away at finding short cuts and streamlining operations with just one thing in view—to give advertisers the topmost quality at the lowest produc- tion cost."

Business Briefly

(Continued from page 5)

tisers to switch from defunct Liberty Broadcast- ing System to another network is Pequot Mills which is placing its Paula Stone Show on Mutual effective around July 1. Agency, Jackson & Co., N. Y.

GENERAL MILLS HILLBILLY ● General Mills through Dance-Fitzgerald-Sample, N. Y., understood to be interested in buying 45 minutes of new hillbilly program on ABC radio. Network would include non-TV markets only.


WTCN SALE FILED

FORMAL bid filed at FCC Friday for approval of $326,000-sale of WTCN Minneapolis-St. Paul by Mid-Continent Radio-Television Inc. to Joseph U. St. Ambros and E. B. VanHorn, senior account executive with McCann-Erickson, Minneapolis.

LOW COST TV FORMULA

LOW-COST local programming at WDTV (TV) Pittsburgh is outlined Friday afternoon at BMI TV clinic Chicago, by Harold C. Lund, general manager, and A. Donovan Faust, assistant general man- ager. Their recommendations for keep- ing expenses down: Use strip program- ming; backdrops are cheaper than flats, and latter when used can be painted with washable paint for re-use; schedule all live programming in eight hour period to second camera crew unnecessary; pay good salary to well-trained film director, who can save thousands of dollars; use permanent sets for standard shows; hire talent which is versatile and can do sev- eral things; hire TV performers who can sell as well as be likable and believable; pay one higher salary to do work of more than two lower-priced people.
Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot.
He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America.
The best way to reach them is by Radio... and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.
weed and company

RADIO AND TELEVISION STATION REPRESENTATIVES

NEW YORK
BOSTON

CHICAGO
DETROIT

SAN FRANCISCO
ATLANTA
HOLLYWOOD