"TONIGHT'S NEWSREEL" on WOR-tv, channel 9 delivers an average of 442,900 commercial impressions per week... for only 85¢ for 1,000 viewers per minute of commercial.*

Channel 9 — New York's lowest cost tv station — offers advertisers a unique buy, "Tonight's Newsreel.

The only continuous newsreel on New York television, this show delivers...

New York's late-evening news audience
Newsreel goes on at approximately 11:00 P.M. following Main Event on Sports.

Audience turnover
It runs over and over, exactly like a newsreel theatre... delivering a new audience with each run.

Commercial impact
"Tonight's Newsreel" delivers 442,900 commercial impressions per week.

Low cost
Single sponsorship costs only 85¢ per 1,000 viewers per minute of commercial... or 12 viewers per penny!
For more than 20 years, the Bulova Time Signal (on radio and now TV too) has helped regulate America's daily activity. Behind this vital service is the genius of a man who coupled American skill and technology to build, in a handful of years, the world's foremost watch firm. Bulova knows his business well.

Havens & Martin, Inc. Stations (serving the rich Virginia markets centering around Richmond) know broadcast advertising. Together they comprise Richmond's one and only complete broadcast institution. Advertisers know the value of telling their story via the First Stations of Virginia.

WMBG AM  WCOD FM  WTVR TV

Havens & Martin, Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. Represented nationally by John Blair & Company.
Salesmaker for the Nation's Smokers

For twelve years Prince Albert's Grand Ole Opry via NBC has played a dominant role in keeping the tidy red pocket tin out in front as the favorite tobacco for smokers of pipes and "makin's" cigarettes.

Prince Albert's Grand Ole Opry originates at WSM, employs WSM talent exclusively, is an integral part of that 26 year old, four hour long Grand Ole Opry which has, virtually single handedly shifted the musical center of gravity to Nashville...Music City, USA!

WSM Nashville 650
CLEAR CHANNEL - 50,000 WATTS
IRVING WAUGH, Commercial Manager
EDWARD PETRY, National Representative
On the evening of May 7, more than 1250 youngsters—some of whom are pictured above—were in the stands at Lancaster’s Stumpf Field for the first "Knot Hole Gang" night. As guests of WGAL and WGAL-TV, they were watching the Lancaster Red Roses, of the Inter-State League, play ball. These youthful baseball fans are entitled to attend fifteen admission-free games during the 1952 season.

The "Knot Hole Club" had its inception on WGAL and WGAL-TV a few weeks ago. Youngsters under fourteen were invited to join the club. After only two programs, over 1,000 had enrolled—and the membership list is now in excess of 10,000.

The "Knot Hole Club" meets at WGAL and WGAL-TV every Saturday morning. Members of the club participate in all programs. The stations' Sports Editors preside, and guests from the Inter-State League and elsewhere are on hand to answer the boys' baseball questions.
PETITIIONS for reconsideration of FCC's explosive rule on rebroadcasts which would force stations denying rebroadcast rights to so notifying FCC within 10 days with their licenses on line, will be filed forthwith, it's learned. Among those to petition understood to be NARTB and two or possibly more networks. Expected result: rescinding or sharp modification of miscellaneous order [B•T, May 19].

IN WORKS is deal which may see NBC's 27-year-old KOA Denver go to Bob Hope and Denver Mayor Quigg Newton for approximately $2.25 million, with Hope-Newton also hopeful of early entry into TV. (TVless headline that which has obtained stations.) NBC officials say only that they've had many offers to buy KOA, including Hope-Newton's in past, have never considered it for sale, still haven't made up minds to dispose of it. If mind-change now ensues, network's long-standing desire for KMPC Los Angeles may be factor.

NOW THAT Supreme Court has ruled transit radio is constitutional, way is clear for FCC action on issues stemming from specialized uses of FM, such as Functional Music, Muzak, Scopes Identi-Fon rules as accepted with and whether special rules would have to be written to accommodate such services.

AS MEANS of stabilizing radio network industry, top executives of at least one network believe new rate structures should not only bring in rates adequate to their costs but also include discount patterns so attractive as almost to compel sponsors to stay on air 52 weeks a year. Summer hiatus tradition which now creates operational problems for networks and adds to overhead would thus be avoided.

WILL HIGH television costs prevent development of television networking on pattern similar to radio networking? At least one important TV network thinks so and is making serious plans for network operation wholly different from that which has obtained in radio. What may evolve is structure not unlike that of magazines, with network providing full programming service and selling sponsorship on a sales basis throughout. Most sponsors would not buy fall full programs but only commercial announcements to be fitted into program schedule, as magazine advertisers buy run-of-the-book pages or smaller space.

RUTH JONES, print supervisor at Benton & Bowles, N. Y., and Jean Lawlor, timebuyer, have resigned. Fred Apt will take over Miss Jones' duties while Don Quinn is resigning.

(Continued on page 4)

BROADCASTING * Telecasting

ADVERTISING COUNCIL APPOINTMENTS MADE

NILES TRAMMELL, NBC board chairman, named chairman of Radio and Television Committee of Advertising Council for 1962-63. Howard J. Moore, Procter & Gamble advertising vice president and council chairman, is announcing today (Monday). Wesley I. Nunn, advertising manager of Standard Oil Co. (Indiana), appointed vice chairman of committee. Other appointments: Philip L. Graham, publisher,Washington Post (WTOP - AM-TV Washington), and Lee H. Bristol, president Bristol-McCoy Co., to be chairman and vice chairman, respectively, of council's executive committee; Fairfax M. Cone, president, Foote, Cone & Belding, and Samuel C. Gale, vice president and director of advertising and public services of General Mills, to be chairman and vice chairman of planning committee; Edgar Kobak, owner of WTWA Thomson, Ga., and Harold B. Thomas, to be chairman and vice chairman of promotion committee. William B. Baker Jr., president, Benton & Bowles, and Howard M. Chapin, marketing manager Birds Eye Div. of General Foods, chairman and vice chairman of campaigns review committee; Charles G. Mortimer Jr., General Foods Executive vice president, and Henry G. Little, Campbell-Ewald Co. executive vice president and chairman of nominating committee; Leo Burnett, president, Leo Burnett Co., and Theodore L. Bates, partner in Ted Bates & Co., chairman and vice chairman of sponsorship committee; James W. Young, senior consultant, J. Walter Thompson Co. and radio-TV consultant to Ford Foundation, and Chester J. LaRoche, president C. J. LaRoche & Co., chairman and vice chairman of round-table committee; Stuart Peabody, assistant vice president, Borden Co., and Albert E. Winger, board chairman, Crowell-Collier Pub. Co., chairman and vice chairman of government relations committee.

ZINK, SOLOMON PROMOTED

ALBERT G. ZINK and Henry M. Solomon have been appointed to new managerial positions in General Electric broadcasting stations Dept. R. W. Welpott, manager of stations operations, announced Thursday. Mr. Zink, supervisor of programs for WRGB (TV) Schenectady since 1947, has been named manager of programs for all stations: WGY and WGFN (FM) Schenectady, as well as WRGB. Mr. Solomon, administrative assistant to WGY-WRGB stations manager since 1947, has been promoted to manager of finance.

RADIO Pulls BEST

WROL KNOXVILLE, Tenn., claimed Thursday to have proved radio's pulling power all over again. Newspaper ads, classified inserts in grocery bags, movie trailers and WROL announcements were used by refrigerator manufacturer and a grocery chain to publicize their three-day cooking school. Results: well that 6,000 women attended overflow classes, with 69.2% reporting they had heard about school by radio—WROL.

BUSINESS BRIEFLY


BIDS FOR KUKLA Four or five advertisers are understood to be bidding for sponsorship of Kukla, Fran & Ollie in its new time slot next fall, half-hour weekly (Sunday, 6:30-7 p.m.) on NBC-TV. Network also about to sign as sponsor for its Dragnet (Thursday, 9-9:30 p.m.).

SUMMER REPLACEMENT • Block Drug Co. (Am'n-d-ent) will sponsor Blind Date as summer replacement for first half-hour of Your Show of Shows, effective June 7 (NBC-TV, Sat., 9-9:30 p.m.). Agency, Cecil & Presbrey.

AMANA ON MUTUAL • Amana Refrigeration Co. (food freezers and refrigerators), Amana, Iowa, through Maury, Lee & Marshall, N. Y., to sponsor Mon.-Wed.-Fri. Paula Stone Show on Mutual network, effective June 9. Program to be heard 2:30-2:45 p.m. EDT in eastern areas, other times in other zones.

FURNACE FIRM ON RADIO • Holland Furnace Co., Holland, Mich., enters network radio July 13 with King Arthur's Roundtable with Arthur Godfrey on 148 CBS stations for (Continued on page 4).

McLENDON GIVES NAME TO NEW NETWORK

GORDON McLENDON, president of suspended LBS, late Thursday announced formation of McLeod Broadcasting System. New network, composed of 26 stations, will begin operation June 7, Mr. McLeod said. Although none of stations have signed contract, Mr. McLeod said he had verbal agreements with all. Los Angeles feeder station expected to be announced early this week. Network incorporated in Los Angeles.

At first, programming will be limited to three hours of re-created baseball and half-hour of news and commentary, reported Mr. McLeod, adding that he planned to expand programming to 12 hours by Oct. 1.

Mr. McLeod is president of new network; Ben Paschall, former LBS West Coast vice president, is vice president of new firm.

Plans are afoot, Mr. McLeod revealed, to join with another new network now forming in Southwest. LBS suspended operations May 16 [B•T, May 19]. Formation of several regional networks was being considered [B•T, May 26].

RUSSELL NAMES JOHNSON

SEN. EDWIN C. JOHNSON (D-Col.), chairman of Interstate & Foreign Commerce Committee, named by Sen. Richard B. Russell (D-Ga.) to manage his campaign for Democratic Presidential nomination.
EVANSVILLE COULD HAVE MORE TV, SAYS JONES

EVANSVILLE (Ind.) could have three VHF TV channels instead of one as allocated by FCC if channels were spaced 155 miles apart rather than 250, FCC Comr. Robert F. Jones said last week. Comr. Jones spoke at Evansville Sales Executive Club dinner meeting.

Referring to his long dissent from allocations plan [B*+T, May 26], Comr. Jones argued again for closer spacing. He charged FCC "has approached television with its experience in radio and is, therefore, driving with a rear-view mirror."

TRIBUNE STAFFERS HELP

ABC COVER CONVENTIONS

NEWS EXPERTS from New York Herald Tribune to participate in ABC Radio-TV reportorial and analytical coverage of both national political conventions, "Letting the Votsa talk," ABC Vice-President announced Thursday. Leading editorial personnel of New York publication assigned to ABC radio and television work—to be sponsored by Admiral Corp. in Chicago, Kellogg, national editor; Bert Andrews, head of Washington bureau and his assistant Jack Steele; David McConnell and Don Irwin, both of the paper's Washington office; John O'Reilly, humorist and feature writer; Robert J. Donovan, White House correspondent; Judith Crist, feature writer; Murray Snyder, legislative correspondent, and Richard L. Tobin, radio and television director. ABC assignment takes its own top news men and commentators, to be headed by John Daly.

EFFECT OF COURT RULING IN AGENCY CASE EXPLAINED

NEIL P. CULLOM, counsel for defendants in case of Duane Jones Co. against nine of its former officers and Frank J. Burke and Manheim Soap Co. (early story, page 24), said Thursday: "The appellate division yesterday sustained the sufficiency of the complaint in the above cases but held that no evidence to opinion. The effect of this decision is simply as a matter of form the complaint's sufficiency has been upheld. The court expressed no opinions as to any principle of law or issues of fact, as asserted by the attorney for Mr. Jones, and there is a vast difference between what a plaintiff may allege in a pleading and proof in a trial."

RCA VICTOR ON WIND

RCA Victor Distributing Corp., Chicago, one of 50 distributors to use factory co-op funds for local radio this summer, has purchased half-hour Sunday night show on WIND Chicago for 13 weeks from June 8. Spots will be used also in campaign to plug leading popular records. Al Paul Lefton Co., Inc., New York is agency.

TV TUBE SALES DROP

SALES OF TV picture tubes to set makers in April totaled 270,781 tubes valued at $6,074,540 compared to 370,206 units valued at $8,582,558 in March and 278,955 units valued at $6,869,181 in April year ago, according to Radio-Television Mfrs. Assn. Sales of receiving tubes in April totaled 26,247,258 units compared to 36,383,627 tubes in same 1951 month.

In this Issue—

CBS Radio affiliates will meet with top CBS executive July 1-2 in New York to figure out what is to be done about network radio. The meeting is called by nine prominent affiliates, but CBS management agrees to attend. The nine sponsors of the conference urge all affiliates to be there, for the situation in radio network business "offers cause for great concern." Page 25.

Broadcast Advertising Bureau's executive committee approves $600,000 budget for the bureau for the next 10 months. Included is a $15,000 appropriation to help pay for the Advertising Research Foundation's important study into radio measurement services. Page 25.

Transit Radio Inc., whose operations are declared constitutional by the U. S. Supreme Court, plans ambitious expansion. Officers and directors will meet tomorrow to figure out how to expand nationally. Page 25.

House investigators will begin to look into radio-television morals tomorrow. Chairman Harris of the investigating committee wants to keep the probe "within bounds," though he doesn't make clear what those bounds are. Lead-off witness will be Rep. Guthings who will introduce resolution calling for the investigation. Page 25.

Soap companies are in a lather buying broadcasting time. Here's a round-up of new radio and television purchases by such big spenders as Procter & Gamble, Lever Bros. and Colgate-Palmolive-Peet. Page 25.

Senate Appropriations Committee okay's bigger budget for FCC to finance processing of TV applications and hasting development of television. If the appropriation goes through, the Commission can gain 15 examiner teams. Page 25.

New tax bill introduced in the House promises radio broadcasters who also operate other businesses a chance for some relief in excess profits taxes. Page 25.

FCC's Sixth Report (the TV thaw) is challenged by KVOL-AM-FM Lafayette, La., which petitions FCC for rehearing or reconsideration of final assigments to Lafayette. Page 58.

Radio and television paid $23 million to American Federation of Musicians members in 1950, according to a new AFM report. Page 50.

Upcoming

June 3-5: Public hearing, House Commerce subcommittee, investigation of "immoral" radio and TV programs. 10 a.m., Room 2334, New House Office Bldg., Washington.
June 5-6: Kentucky Broadcasters Assn., Sandback Hotel, Louisville.

(Close of Upcoming page 38)

Closed Circuit

(Continued from page 5)

from Pedlar & Ryan to join Benton & Bowles' timebuying staff.

EFFECT of decision of U. S. District Judge Herbert Christenberry last week in New Orleans against time-picayune Publishing Co. was in violation of anti-trust act by requiring advertisers to buy space in combination in morning and afternoon papers, expected to bring mild business windfall to radio. Competition rates are raised by more than 170 morning and afternoon newspapers under joint ownership. If decision is sustained, this would release money heretofore spent in forced tie-in advertising to other media, and with radio and TV in position to reap most of harvest, both national and local.

CBS BOARD Chairman William S. Paley will wind up his government assignment as chairman of President's Materials Policy Commission on or about June 28 and will return full time to his CBS duties. He's now in final draft of report to President Truman and is devoting about one day per week to his Washington task which began January, 1951. He's already booked to participate in radio network problem at AS affiliates conference called for July 1-2 (see story page 23).

PETRO Assoc. of Wyoming considering five-minute radio news program in numerous markets for one-week test, to promote investments in 48-acre oil leases in Wyoming. If successful, radio will be used indefinitely. Listeners will be asked to invest money in lease; if invested land strikes oil, investor profits. H. A. Lifton Assoc., N. Y., is agency.

FRANK K. WHITE, former MBS president who joins NBC June 10 in executive capacity, slated for election to NBC vice presidency at next upcoming meeting of NBC board. His assignment not indicated but could be overall trouble-shooting, with first mission, as an announced, coordination of TV film syndication operations.

CHEERFUL hopes expressed by some twosome mid-Atlantic stations interested in new Washington-keyed program wire proposed by Peoples Broadcasting Co. stations (WOL Washington, WRFD Worthington, Ohio), Stations meet in Washington Thursday-Friday to discuss regional project growing out of Liberty's suspension.

R. MORRIS PIERCE, on leave as president of WDKO Cleveland, is completing round-the-world trip of all Voice of America construction projects embodied in so-called "Ring-Plan." He returns within fortnight to prepare his final report and after which he will resume association with WDKO.

TIME REQUESTS

OFFICIALS of three radio-TV networks were meeting independently Thursday afternoon to consider requests from Presidential campaigners Estes Kefauver and Robert Taft for network time to broadcast scheduled for Gen. Dwight D. Eisenhower's Abilene, Kan., speech Wednesday. Answers were not expected until this week, but it was generally assumed negative replies would be given, probably on basis that President is of national interest and his speech of military importance. Only network unruffled was DuMont which, late Thursday, had not scheduled Abilene event.

for more AT DEADLINE see page 94
All It Took was a Snowball...

... Thrown by a colonial urchin, to spark a chain reaction that terminated with the "shot heard 'round the world" on Boston Commons.

History records, too, another eventful snowballing — the growth of radio KOWH to a position of dominance in the Omaha, Council Bluffs area. Hooper tells the story... evident in the chart below of the KOWH share-of-audience averaged 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., 1951, thru March, 1952.)

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

"America's Most Listened-To Independent Station"
"Go North, young man, go North!"

Wise men are heading North today—to the land of the aurora borealis, to prosperity, to Canada. For Canada is the United States' best customer abroad.

Yes, Canada buys 20% of everything made in the United States that's sold abroad—and pays CASH, too! As a new market for you, Canada is unsurpassed.

Geographically, Canada is your next door neighbour.

Industrially, she leads the world in numerous things. For instance, Canada is the world's largest producer of—

- Nickel
- Radium
- Platinum
- Asbestos
- and Newsprint

56.5% of the world's newsprint was produced by Canada in 1949.

It's these natural resources that have helped to make the Canadian dollar worth 1% more than the U. S. dollar—a hard fact in support of the statement that Canada is a profitable market for you.

But—how to reach it?

Radio is the answer. It's easy enough to reach the densely populated centers. But that leaves 41.3% of Canada's total retail sales market untouched—an area that accounted for $3,622,455,000 in retail sales in 1949. In this rural market Radio can give you a better sales performance than any other medium—plus high performance in the "High Density" areas.

For 94% of ALL Canadian homes have a radio! And

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

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

CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St. Ottawa

37 Bloor St. West. Toronto
To the PRESS and RADIO:

Subject: ONE WAY TO HAVE BETTER ROADS

Everybody wants good roads -- and having them means protecting the roads we have, as well as improving them.

That's why everybody has an interest in the results of a series of road tests conducted for eleven state highway departments on a paved highway in Maryland which is typical of many thousands of miles in the United States.

These tests demonstrated scientifically that there is a basic and inescapable relationship between the strength of a roadway and the weight of the vehicles which it can carry without costly damage and deterioration.

In fact, as the weight of the heavier vehicles increases, the amount of damage done increases in far greater than direct proportion. In the Maryland tests, an increase in single axle weights from 18,000 pounds to 22,400 pounds caused more than six times as much cracking in pavement laid, in both cases, on subsoil of the same character. And raising tandem axle weights from 32,000 pounds to 44,800 pounds on the two axles caused more than twelve times as much cracking in pavement laid on soil of the same kind in both cases.

This is one reason why highway engineers are so concerned that highways and bridges be protected from abuse and overloading, which means heavy damage and added costs. These costs must be borne by general taxpayers and by all motorists who use the highways.

Fortunately, the steel highways of the railroads are built to take the heavy loads of the nation's commerce, and their maintenance and repair do not cost the taxpayer a single penny.

Sincerely yours,

William T. Faricy
“Unique” is merely a statement of fact in any description of KFYR Bismarck. It has a greater coverage area than any other station in the country, regardless of power—encompassing 1,000,000 people in North and South Dakota and sections of Montana, Wyoming and Nebraska, and 850,000 in Canada. It serves many cities exclusively and completely dominates a large group of others. In fact, there is no other outlet of such power and advantageous wave length within its entire coverage area.

KFYR is the favorite station among the majority of listeners in this huge segment of the Northwest—a top rank borne out by every independent survey. KFYR features splendid network, spot and local programming, but it is actually far more than just a medium of entertainment. Since there are relatively few daily newspapers in the area, KFYR is in a unique service position as the immediate source of news, weather reports, farm news and other vital information.

As a radio buy, KFYR becomes still more important in light of the purchasing power of its audience. Since the war, North Dakota has reached an all-time high in agricultural production, with industry and mining keeping pace. Just one example of this market’s prosperity is the $53,000,000 spent each year on groceries alone.

John Blair & Company, exclusive representatives of KFYR for 13 years, has filed one example after another of how KFYR has translated the loyalty and spending power of its listeners into success stories for advertisers. For actual case histories on products in your field—all produced at low cost over KFYR—call your John Blair man today!
WEST THE JOHN BLAIR WAY
HOME RADIO STATION OF TWO STATES

KFYR transmitting plant 15 miles east of Bismarck. Higher tower is the highest narrow-base, self-supporting tower in the world. North Dakota's skyscraper capitol building at Bismarck, photographed to the same scale, shows the tremendous size of the main tower.

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

F. E. FITZSIMONDS, Station Manager of KFYR.
“THERE are no generalizations in the advertising business,” says Maurice Belmont Ver Standig, president of Washington's M. Belmont Ver Standig agency. “Any advertising man who tries to pass along broad statements as to how to handle a new client is just talking,” Mr. Ver Standig declared.

“You just don’t know how best to handle a new client’s advertising until after you’ve made a lot of tests. We assume nothing,” he stated. “A rule we adhere to, something we try to insist on, is that 5% of the total advertising budget of a client be spent on research — continuing research,” Mr. Ver Standig added. “I can say that all of the 30 accounts that we have now abide by that rule.”

Mr. Ver Standig said that annual advertising budgets of his agency’s clients total $11,140,000 of which an estimated $520,000 is spent in broadcast media. Several direct mail accounts are numbered among his clients.

“What I mean when I say that we do not assume anything,” explained Mr. Ver Standig, “is that we simply don’t know which medium would be best for our client’s product until we do a lot of testing. Even when a particular campaign worked well for a similar product, we still don’t assume that it will sell best for our client’s product. Starting from scratch, we try to find out what would be best for our client before deciding on any approach — and that’s why we have that 5% rule.”

While Mr. Ver Standig does not feel that the past is necessarily the prologue of the future, he does not ignore methods which have proved successful. Far from it.

Within arm’s reach of his desk he has a 10,000-card file containing “abstracts” of success stories. These are studied as guideposts. But, he emphasized, successful campaigns of the past are only guideposts, and “we still don’t know until we’ve tested the market what the best approach would be.”

Mr. Van Standig said also that his agency follows through with marketing and salesmanship clinics. We want to make sure that a customer is treated right once he is attracted by our advertising, he explained. His agency is now com-

(Continued on page 36)
ROBERT E. MATTHES, radio-TV director, Bozell & Jacobs, Minneapolis, to Wright & Assoc., Chicago, as radio-TV writer and producer.

ROBERT LONG, TV-film staff, Schwimmer & Scott, Chicago, to Buchen Co., that city, as radio-TV director.

MARY BREWSTER BRADY, Dancer-Fitzgerald-Sample, N. Y., to copy staff, Doherty, Clifford & Shenfield, same city.

HAROLD BREITNER, copy writer, Hicks & Greist Inc., N. Y., promoted to account executive.


BERGILLETTE BOE, formerly manager of radio department, Roy S. Durstine Inc. and assistant radio director, MacFarland, Aveyard & Co., Chicago, to radio department of Needham, Louis & Brobery, that city.

ROBERT L. GARRISON, DONALD P. DAVIS, VIC CANEVER and JACK P. WORTH, to creative and copy staff, D. P. Brother & Co., Detroit.

JAMES S. LITTLE, former office manager, Charles Dallas Reach Co., N. Y., to Al Paul Lefton, Phila., in executive capacity.


KENNETH C. RING named executive vice president at William Hart Adler Inc., Chicago.


DAVID W. ARCHIBALD, research and sales analysis staff, Gray & Rogers, Phila., promoted to assistant research director. VINCENT BENEDICT promoted from associate art director to head of art department.


SCHRAM Co., Chicago, has moved to larger offices in State-Madison Bldg., 22 W. Madison St.

IRVING GOULD rejoins Lavenson Bureau, Phila., as art director.

PAUL MATHISON, H. M. Gross Adv., Chicago, to Phil Gordon agency, that city, as art director.

CHARLES L. DUHISSON, Congoleum-Nairn, to Hicks & Greist, N. Y., as account executive.

DAVID S. NORTH to press department, Ted Bates & Co., N. Y.

JOHN FALKNER ARNDT & Co., Phila., moves to own building at 160 N. 15th St., that city.


DONALD F. SIMCOX, director of Contemporary Art Assn., to J. Robert Mendie Inc., Phila., as creative head of art department.

H. I. ORWIG, vice president, Buchen Co., Chicago, will discuss export advertising at National Industrial Adv. Assn. meeting in Chicago, June 30-July 2.


ROBERT B. BROADCASTING and CORNWELL JACKSON, Mendte Inc., Phila., have merged under name Maercklein-Robert N. THAYER, executive director.
Some girls have all the charms
You've got to hand it to Joan Edwards. She's been a charmer ever since she first trod the boards as a young protégée of her famous Uncle Gus. Nowadays, she's getting new bouquets for showmanship—and salesmanship—on her new song-and-story show on WCBS, Monday through Friday mornings at 9:30.

*She charms critics.* Billboard says, "It's as tho' the chanter, having fed her family, sent her hubby off to work and the kids to school, has called in the gals to chat and play records. And she does it all very pleasantly and capably."

*She charms listeners.* According to her first Pulse,* Joan's bright-as-sunlight personality and friendly program attracted more listeners than any other New York network station participation program. In fact, every morning housewives in more than 150,000 homes accept her warm invitation to "Come on over to my house."

*She charms advertisers.* Variety says, "She delivers her plugs with a cozy touch." But just hear those "plugs" and you'll realize they're socked across with all the skill of a star born and bred in big-time show business. (Participations were 50% sold out before her first program!)

Want to charm customers? Call us and sign up now for a low-cost participation on WCBS' Joan Edwards Show.

*CBS Owned - New York\ WSBS*  
Represented by CBS Radio Spot Sales

*March 1952
Top Hooper, top coverage, top merchandising support means WRBL leads ALL media in delivering the booming Columbus market. In 1951 Columbus showed a 10% POPULATION INCREASE; 10.5% RETAIL SALES INCREASE; 16.5% INCREASE in Effective Buying Income. WRBL delivers 18.7% MORE COVERAGE than all other media in the Columbus 26 county trading area. For complete coverage at the lowest cost per thousand contact WRBL or Hollingbery.

Spot . . .

GENERAL FOODS, N. Y. (Instant Maxwell House coffee), placing saturation spot radio campaign in limited number of markets using as many as 50 spots weekly June 16-27. Agency: Benton & Bowles, N. Y.

GILLETTE Co., N. Y., to sponsor radio-TV coverage of Belmont stakes races next Saturday over NBC networks, 4:30-5 p.m. EDT. Agency: Maxon Inc., N. Y.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre, Pa., renews Lucky U Ranch on 22 ABC Pacific radio stations, 12:30-1 p.m. PDT Mon. through Fri. from May 19 for 13 weeks. Agency: Raymond R. Morgan Co., Hollywood.

SIGNAL OIL Co., L. A., (petroleum products), renewed The Whistler on 21 CBS Pacific and Mountain radio stations, for 10th year, Sun., 7:30-8 p.m. PDT for 52 weeks from June 1. Agency: Barton A. Stebbins Adv., that city.


Network . . .

ALUMINUM Co. of America, Pittsburgh, to sponsor It's News to Me with John Daly on CBS-TV for nine weeks effective July 6 as summer replacement for Edward R. Murrow's See It Now. Agency: Fuller & Smith & Ross, Cleveland.

UNION OIL Co., L. A., (Royal Triton motor oil), began Royal Triton Baseball Roundup on May 29 on 319 ABC radio stations including outlets in Alaska and Hawaii. Program is aired 5:55-6 p.m. EDT Mon. through Fri. for 18 weeks. Agency: Foote, Cone & Belding, L. A.

REXALL DRUG Co., L. A., started sponsorship of Doris Day Show, 7:30-8 p.m. EDT Sun., CBS Radio, effective yesterday (Sunday) as summer replacement for Amos 'n' Andy. Agency: BBDO, L. A.

GENERAL MILLS Inc., Minneapolis (Wheaties, Gold Medal flour), renews Trouble With Father on ABC-TV, Fri., 7:30-8 p.m. EDT for 52 weeks from June 6. Agency: Dancer-Fitzgerald-Sample, Hollywood.


Agency Appointments . . .


LURR PRODUCTS Corp. (Lurr insecticide), names Rand Adv., N. Y. Radio and television will be used.


FREEZERATOR Inc. appoints Fien & Schwerin, Phila., for radio, TV and newspaper campaign in that city and Washington, D. C.

Adspeople . . .

HOWARD GORMAN, associate advertising manager, Gaines (dog food) Div., General Foods Corp., N. Y., promoted to sales and advertising manager succeeding DONALD S. HARRIS now on special assignment. C. D. EWART, Gaines advertising assistant, named assistant to Mr. Gorman with V. B. WARD Jr. replacing Mr. Ewart.

REX BUDD, advertising manager, Campbell Soup Co., to receive Dr. Herbert W. Hess-Dr. J. Russell Doublam award of Merchandising Assn. at annual dinner at Houston Hall, Phila.

JAMES J. NICHOLS, currently with U. S. Navy, returns to Certified Grocers of Calif., L. A., as advertising manager, after discharge.

Page 16 - June 2, 1952
THE JOURNAL COMPANY announces the appointment of
THE HENRY I. CHRISTAL CO., New York, Chicago,
as national sales representative
for radio station
WTMJ
THE MILWAUKEE JOURNAL STATION

Effective June 1, 1952
open mike

"There's hardly an independent in the country that wouldn't go major network if it could." Gentlemen, here is one independent where all of us would just as soon take strychnine as go major network.

First, our listeners would desert us by the thousands if we swapped our friendly, informal, living local programs for the highly emotional soap operas, whodunits and other trash that makes up such a large percentage of network fare...

Economically it would be sheer lunacy to swap time for which we are being paid 100 cents on the dollar to a network which would pay us at most about 30 cents.... And should I mention rates? Ours have been raised three times in three years and there is not a single under-the-table deal in the house...

L. O. Fitzgibbon
Owner-Manager
WBEL Beloit, Wis.

Standard Equipment

EDITOR:
I have been in Europe for approximately eight months now and did not realize in six years of station management just how important your publication is to the industry. It is as standard a piece of equipment in a station as a remote amplifier, a master program schedule, or continuity paper. Twice a month now for eight months I begin to think, "I must look at Broadcasting and see what's happening in the industry," but alas! No. But your prompt attention to this order will be greatly appreciated from the former manager of WTAW, KTLW, KHT, KIOW, and former staff man of WOAI-WOAI-TV.

W. R. Pierre
Hdg. Trust
APO 209
c/o PM, New York

Salik's Rebuttal

EDITOR:
In the always stimulating Open Mike section of your issue for May 12, I read with particular interest the letter from Howard W. Davis, General Manager of KMAC-KISS (FM) in San Antonio, Tex. My friend, Howard, took exception to our do-si-do-spread in the April 21 Broadcasting • Telecasting in which we claimed KCBQ is "first in audience in the nation's fastest-growing major market." Specifically Howard stated that the San Antonio "metropolitan area" had grown faster in the past ten years than the San Diego "metropolitan area."

I hate to do this—particularly to my former home-town of San Antonio—but facts are facts even in Texas.

The preliminary U. S. Census for 1960 lists the following figures for the Standard Metropolitan Areas (as defined by the Bureau of the Budget) for our two cities:

1940 1950 Increase
San Antonio 336,176 496,090 159.9
San Diego 263,348 545,967 106.1

The J. Walter Thompson Advertising agency used identical figures in their excellent booklet, The Cream of Your Market, again deriving their information from the U. S. Census of 1960. They divide the nation's top 162 markets as follows:

A—5 markets over 2,000,000
B—33 markets from 450,000 to 2,000,000
C—72 markets from 150,000 to 450,000
D—70 markets from 150,000

Again, in their booklet, the percentage of increase is 86.2% for San Diego as compared to 46.7% for San Antonio. Incidentally, their breakdown also shows that San Diego has grown faster in the past ten years than has any market in the A group, any market in the B group (which includes both San Diego and San Antonio), any market in the C group, and amazingly any market in the D group except one.

I think the figures Howard used were correct for "City Markets" rather than for the Standard Metropolitan as defined by the Bureau of the Budget. (San Diego County in our case, Bexar County for San Antonio). I'm sure that Howard would agree with me that one of radio's many advantages is that our medium, unlike others, does not

(Continued on page 58)
AMARILLO has a short past. It was born with a cocklebur under its civic tail back in 1887, during the days when a branding iron was a sacred instrument and the first railroad was coming through. The way one story goes, a man name of Sanborn offered the cowboys of the LX Ranch a town lot apiece if they'd vote for his town (then known as Oneida) in a contest which developed over the location of the county seat. Since the LX hands constituted a legal, or shooting, majority, justice triumphed. "Amarillo" derived from the yellow flowers that, along with cattle, decorated the surrounding prairie.

Highly productive Texas soil caused agriculture to flourish. Early farmers raised giant-size vegetables. Wheat liked the Panhandle. Cotton was planted after the accidental discovery that cottonseeds, in which an early shipment of eggs was packed, would grow. Highways and railroads crossed at Amarillo. Oil, natural gas and helium were discovered. Airlines came zooming in. Wholesale and shopping center for an 83-county, 2-million-person area, Amarillo is close to the stuff an advertiser looks for when he wants business. KGNC, which completed its 50th year of broadcasting last month, is almost half as old as Amarillo. The only NBC station in a diamond pointed by Denver, Albuquerque, Dallas, and Oklahoma City, KGNC offers its listeners regional and national programming on its 10,000 watt signal . . . and its advertisers the chance to meet Panhandle hospitality and loyalty.
"Operation Heat Wave"

The hottest thing in town these days, outside of Washington’s famous summer weather, is WRC’s “OPERATION HEAT WAVE.” For the first time, WRC is affording its advertisers a chance to make the heat pay off.

If you’re selling a seasonal product that moves best when the sun is hottest, here’s your chance to buy radio spots in Washington on those “fair and warmer” days only—and save and save in the bargain.

WHEN: From May 25 through September 25.

WHAT: 20-second station breaks.

WHO: Seasonal hot weather products only, such as fans, bathing suits and suntan lotion. (Products subject to WRC acceptance).

COST: It’s lower than you think!

For complete details on how to stretch your radio dollars in the Washington market during the summer months, contact the New York office of NBC Spot Sales or the WRC Sales Department.

IN THE NATION’S CAPITAL

YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 20 • June 2, 1952

Feature of the Week

L to r: Mr. Dixon; W. L. Snyder, Drug Products Div., Procter & Gamble, and L. S. Lavezzi, Mgr., Kress store.

In an unusual feat, Prell Shampoo last week filmed a television commercial featuring the Prell comparison test as it was conducted in a busy store—Kress on Fifth Avenue in New York—before the public.

The commercial is the first in a series of TV films to be staged at well-known locations throughout the country.

Announcer Bob Dixon, with the aid of four models, conducted the questioning by stopping customers at random and asking: “Which side of this girl’s hair looks more radiant?”

Each girl’s hair was parted down the middle—one half shampooed with the new Prell and the other half with another leading brand. A camera was focused on the group to catch shoppers’ answers. The film is that actually used in the TV commercial. Of the 12 women solicited, recorded and filmed, 11 liked the Prell side and the 12th was indifferent.

Don Weill, account executive of Benton & Bowles, agency for Prell, was the guiding idea-man behind the TV venture.

strictly business

Lifting of the TV freeze will mean greatly increased use of film programs, according to Aaron Beckwith, sales director of United Television Programs, distributor of TV films, who has already watched his sales volume quadruple itself in the past year.

Some of his reasons: More stations will mean greater competition and local managers will seek improved programming; stations unable to receive network service will turn from costly local five shows to less expensive film; national advertisers are even now turning from network to national spot advertising on film to stretch their already taut TV budgets.

An amiable man with a friendly voice, Mr. Beckwith contends that his best salesman, responsible for 75% of each sale, is the product itself. His company handles such programs as Big Town, now produced on film for simultaneous distribution by Lever Bros. and non-

Mr. Beckwith competing advertisers in other cities; all Bing Crosby Enterprises’ TV output; Durocher and Day

(Continued on page 55)
“High Man On the ARB Poll”

THE AL ROSS SHOW
6:00 to 9:30 A.M. Monday Thru Saturday

The chart at the left tells the story. Survey after survey shows Al Ross way out front in all morning programs. American Research Bureau proves the Al Ross show gives you at least 35% more Families.

And there’s a good reason why Al is so popular. He has a way with him . . . a different style of announcing songs . . . a different way of giving with the commercials.

And here’s another reason why the “big pay off” is on WBAL BALTIMORE . . . the station with the big 50,000 watt power—WBAL, the NBC affiliate.

Let Us Tell You Why The "AL ROSS SHOW" Has the Lowest-Cost-Per-Thousand in Baltimore in the Morning!

WBAL
50,000 WATTS • NBC IN MARYLAND

Nationally Represented by EDWARD PETRY & CO.
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

North Carolina's Number ONE SALESMAN

WPTF
also WPTF FM
50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM AND EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE
R. H. MASON, GENERAL MANAGER
GUS YOUNGSTEADT, SALES MANAGER
CBS RADIO RATE TALKS

Learned last week that CBS management had made up its mind it could not go into the fall season without a rate cut deep enough to set prices below the depressed levels at which network business lately had been conducted in under-the-table deals.

Only by falling back to a fixed price level of this order can radio network business be stabilized, these CBS executives believe. And there was no question held by the management of NBC, it is known.

Havinc twice been thwarted by affiliate opposition when it tried to take the broad in big in the rate adjustments, NBC has adopted the strategy of awaiting a CBS Radio cut before, as it cannot fail to do, following with its own.

It was in recognition of this anticipated sequence that the idea for a meeting of CBS Radio affiliates first arose. Although wholly independent of the All-Radio Affiliates Committee, the action last week of the CBS affiliates group was a logical outgrowth of an Affiliates Committee meeting a fortnight ago (1952, May 26).

At that meeting, the Affiliates Committee expressed "grave concern" over the general radio network situation, but refrained from any joint action. There is little activity the Affiliates Committee can undertake as a group because of the danger of running afoul of anti-trust laws.

Decided To Confer

The Affiliates Committee did say, however, that its members had decided individually to confer with their respective networks on the difficult questions facing radio network business.

Of the signatories to last week's telegram to CBS Radio affiliates, three are members of the All-Radio Affiliates Committee, Messrs. Brown, Storer and Patt. One other, Mr. Sholits, was present as a guest at the Affiliates Committee meeting a fortnight ago, however.

Although it was not called at their suggestion, CBS executives were said to be favorably disposed toward the July 1-2 meeting.

It is known some high CBS officials feel the time has come to present CBS Radio affiliates with a comprehensive situation report detailing the radio network's difficult position in the face of what amounts to a buyers' strike against network radio at present prices.

This position may not be easy to explain, since many if not most CBS Radio affiliates—including those in television markets—are said to be doing well in both local and national spot sales.

These affiliates find it hard to believe some producers are advertisers are willing to buy spot but not network radio. They find it especially hard to understand when the advertisers are buying heavily in radio spot in television markets and, on some stations, at spot rates which prevailed before the network radio rate cuts of a year ago and which have not dipped a cent since.

In the opinion of some CBS Radio (Continued on page 8)

RADIO TAX RELIEF

A SIMPLE dollar-and-cents objective to benefit a number of radio station operators, weary-eyed from puzzling over high rates in the Excess Profits Tax Act, underlies a rather complex bill introduced in the House last week.

The bill was authored by Rep. William E. Miller (R-N.Y.) and was referred to the tax-writing House Ways and Means Committee.

Its significance is clear-cut for it would:

Give the radio licensee, who also operated some other type of business or businesses in the years 1947-1949, an opportunity to separate his radio earnings from his other business ventures for a breakdown for tax purposes.

Where this could be profitable for the broadcaster in the rate he described can be readily seen. For if the broadcaster lost money in getting his radio property on an even keel, revenue-wise, his so-called base period—1947-1949—would be adjusted accordingly.

Thus, the broadcaster could apply his losses at a rate to be determined by an (radio) industry

Offered in Miller Bill

The legislation was spurred by "some seven newspapers who own radio properties."

This source disclosed that the newspaper owners were ones who had purchased their way into radio early in the post-war era by acquiring FM stations only. It was claimed that these owners lost money in operating these stations until they later "acquired AM properties."

However, it must be noted that the relief would be afforded to not only the newspaper owner of a radio property but also any other licensee who has other business interests.

A tricky law for the layman, the Excess Profits Tax Act already contains a relief section for TV broadcasters, who were in business early, but who lost money.

The TV formula generally permits radio owners who operated television to apply their earnings to an individual rate of return or an industry rate, whichever is the more favorable.

It was learned that Rep. Miller introduced his bill upon request. According to sources in the House
ZUZULO NAMED
As MBS Press Chief
FRANCIS X. ZUZULO, press information manager for Mutual, last week was promoted to director of press information, with responsibilities including supervision of the network’s publicity offices in Chicago, Washington and Hollywood as well as New York, and operation of the department’s regular services to affiliates and editors throughout the nation.

The appointment was announced Tuesday by Vice President Robert A. Schmid. It followed the resignation of Dick Dorrance, who is establishing the promotion firm of Dorrance & Co., New York [B&T, May 26].

Mr. Zuzulo has served the Mutual press department in a number of capacities since joining the network in August 1944. He was business news editor before being named manager of the press division.

Before joining Mutual, he served with the United Press in Kansas City and New York, and with MacFadden Publications. During the war he served overseas as an army captain for three years prior to medical discharge for wounds in June 1944. He is a graduate of the U. of Missouri School of Journalism.

MBS Signs Motorola
MOTOROLA Inc., Chicago (radio and TV sets), will sponsor True Detective Mysteries on alternate Sundays over MBS, beginning June 17. The company will alternate sponsorships with Williamson Candy Co. (Oh Henry candy), which has signed a recent renewal contract. Agency for both sponsors: Aubrey, Finlay, Markey & Hodgson Inc., Chicago.

Johnny-on-the-Spots
GENERAL Manager Lawrence A. Reilly of WTXL West Springfield, Mass., is guffawing over an item which appeared in the Springfield Sunday Republican about the Memorial Super Market’s two-hour special sale which moved nearly 20,000 items of canned goods and packages at a flat 10% reduction in price, and which the newspaper reported “had no advance advertising.” Joker is, according to Mr. Reilly, that the grocery market bought spot announcements starting in mid-afternoon following the sale, with the result that more than 500 housewives flocked to the sale, pulled by radio alone.

ABC ADDS SEVEN
Affiliates Total 330
SIGNING of seven new affiliates by ABC bringing the total to 330, was announced last week by William Wylie, ABC radio stations director.

The group includes three California stations owned by the Broadcasting Corp. of America: KYOR Blythe (1450 kc, 250 w), managed by Lyle Schuman; KROP Brawley (1500 kc, 1 kw day and 500 w night), managed by John Chandler, and KREO Indio (1400 kc, 250 w), managed by James Tracewell.

KOWB Laramie, Wyo. (1340 kc, 250 w), owned by Snowy Range Broadcasting Co. and under the managership of Lynn Smith, also joins the ABC network, while the following commenced affiliation yesterday (Sunday):

KANE New Iberia, La. (1240 kc, 250 w), owned by New Iberia Broadcasting Co. and managed by Dierrell Hamm; WGVV Greenville, Ala. (1400 kc, 250 w), owned by Greenville Broadcasting Corp. with W. J. Miller Jr., manager; and WKSR Pulaski, Tenn. (780 kc, 150 w day), owned by Richland Broadcasting Co. and managed by Virgil Trimm.

JONES SUIT
Appellate Affirms Sufficiency
THE APPELLATE division of the New York State Supreme Court has unanimously affirmed the decision of the Supreme Court upholding the sufficiency of the complaint filed by Duane Jones Co., against nine of its former officers and directors, and Frank J. Burke and Manhattan News.

The complaint alleged a conspiracy on the part of the defendants to force Duane Jones, chairman of the company, to sacrifice his stock in the company, under threat that the nine officers and directors would take the clients and personnel, turn the key in the door and shut up the business. When Mr. Jones refused to sell his stock, the defendants, it is alleged, proceeded to carry out their threats.

The Duane Jones complaint, whose sufficiency was sustained twice by the Supreme Court before being taken to the appellate division, seeks recovery of $3,500,000, or a judgment against the defendants; an accounting of profits and the impression of a trust in favor of Duane Jones Co., upon the stock of Scheideler, Blythe & White Inc., which was formed by some of the defendants to take over the Duane Jones business.

The defendants have been given ten days to answer and the trial is expected to be held early in fall.

O’NEIL ELECTED
To Ad Council Board
ELECTION of Thomas F. O’Neil, president and board chairman of Mutual, to succeed former MBS president Frank White on the board of directors of the Advertising Council was announced Friday by chairman Howard J. Morgenstern. Mr. O’Neil, whose MBS presidency became effective June 1, is a vice president and director of General Tire & Rubber Co.

He entered the radio industry in December 1947 as executive vice president of the Yankee Network. In February, he became a member of the Mutual network’s board of directors, to be elected chairman three years later.

He is also president of Thomas S. Lee Enterprises, owned 96% by General Tire and 10% by Macy’s and consisting of the Don Lee Network, the Yankee Network and WOR-AM-FM-TV New York. Lee Enterprises also owns 59% of Mutual.

FINESHRIBER NAMED
APPOINTMENT of William H. Fineshriber Jr. as MBS member of the NARTB Radio Board was announced last week by NARTB President Harold F. Fellows. Mr. Fineshriber is executive vice president and a director of MBS. He replaces Frank White as MBS member of the association board, Mr. White having resigned as MBS president to join NBC.

KLAUS MOVED UP
To Were Cleveland Head
CLEVELAND Broadcasting Inc. board of directors last Tuesday announced the appointment of Richard M. Klaus as general manager of WERE Cleveland.

Mr. Klaus joined the WERE sales staff in February 1950 as assistant sales manager. He also was with WHBC Canton, Ohio, and WJW Cleveland, before coming to WERE. He graduated from the U. of Michigan, where he served five years in Navy Communications during World War II and was discharged as lieutenant commander.

Mr. Klaus recently became the father of a son, Robert Alan.
TR PLANS EXPANSION

TRANSLIT RADIO Inc., FM-sized and newest of the national media, is working plans to spring out of its litigation limbo into full stature with other major advertising industries.

Announced with a 7-1 U. S. Supreme Court decision, officers and directors of Transit Radio have scheduled a Tuesday morning meeting in Cincinnati to lay plans for the delayed expansion into a nationwide operation, according to Hulbert Taft Jr., board chairman. Mr. Taft is president of WKRC Cincinnati.

Key figures with Mr. Taft are R. C. Cridler, TR president; Ben Strouse, of WWDC Washington, vice president; Tom O’Neill of General Tire radio properties, and W. M. O’Neill, WJW Cleveland; Chet Thomas, KXOK St. Louis. E. K. Hartenbouwer, KCMO Kansas City, was expected to attend along with several others interested in transit.

Plans In The Offing

While nothing will be decided prior to the meeting, Transit Radio’s backers envision sales offices in New York and Chicago. Present headquarters are in Union Trust Bldg., Cincinnati. At one time Transit Radio was represented nationally by H-R Representatives Inc.

Once enjoying a take of $20,000 a month from national advertisers using the service supplied bus companies via FM stations, Transit has operated for well over a year with a total of about 3,600 radio-equipped vehicles compared to a peak of 4,600. At present about 18 national advertisers are buying transit, the litigation having caused many others to drop out.

Shortly after the Supreme Court’s decision was announced last Monday, expectations were started coming from national sponsors showing renewed interest.

One of the main jobs facing Transit Radio Tuesday will be the formation of a sales organization. Up to a few months ago H-R Representatives Inc. had serviced Transit Radio.

Then there will such problems as new capital and new station-transit tieups to expand the medium from a dozen cities to a nationwide operation.

Threats of continued organized effort to block transit programming were heard last week. Among those speaking against this action, Mr. Segal, attorney, of Segal, Smith & Hennessey, who argued the anti-transit radio case in the Supreme Court, and the National Citizens Committee Against Forced Listening.

Mr. Segal said, “Murder, arson and the torture of little white mice are all wrong. But none of them violates the Constitution of the United States. The Supreme Court has now held that regardless of whether transit radio is good or bad, it just doesn’t happen to be unconstitutional. This does not mean that transit radio will be permitted to go forward. The constitutionality attack was just one attempt.”

The case was argued in Supreme Court last March 3 [B&T, March 10]. Appearing on behalf of Washington Transit Radio Inc., Public Utilities Commission (District of Columbia) and Capital Transit Co. was Attorney W. Theodore Pierson, of Pierson & Ball.

Originally the U. S. Court of Appeals for the District of Columbia had held that transit broadcast radio and television was a nuisance and an annoyance permitted their liberty without due process of law [B&T, June 18, 11, 1951]. The highest court did not accept this ruling, holding that the D. C. Public Utilities Commission was without its rights in permitting radio programming for buses operated in the nation’s capital.

If TR goes ahead with a rapid expansion program it will encounter some delay in providing equipment for buses and trolleys. TR has a supply of antennas in stock but no receivers. It is believed receivers could be obtained without difficulty, once an actual demand appears.

The status of transit radio at the FCC, along with other types of special FM services, is somewhat clouded. The Commission had raised the question of the legality of the “beep” signal used for switching talk programming. Four functional music outlets were cited [B&T, May 31, 1951]. They have asked FCC to hold a general rule-making hearing so the issues might be clarified on an industrywide basis. Fate of storecasting also (Continued on page 98)

SCOTUS Victory Paves Way

MOST interesting thing they’ve read in years, Ben Strouse (c), WWDC Washington, and W. Theodore Pierson, radio attorney, agree as they peruse the transit radio decision.

SOAP ACCOUNTS

By FLORENCE SMALL

THE SOAP companies, whose ranks include the largest single advertiser in radio and television, will be more active this fall in television and radio than ever before in their history. That was the finding of a BROADCASTING * TELECASTING spot check made last week.

As prime mover in this expansion, Procter & Gamble, Cincinnati, which last year spent nearly $25.75 million for network radio-TV time alone, has added a television version of Welcome Travelers daytime strip on NBC-TV, augmenting its recent early morning radio purchase (9:30-10 a.m. on NBC), plus a new half-hour on NBC-TV (Sunday, 7-7:30 p.m.), into which the Red Skelton Show will be moved from its present 10-10:30 p.m. Sunday time [B&T, May 26].

Latter time period will be retained by P&G and a new film show called The Doctor will be starting in August for the firm’s Camay soap. In addition, P&G will place a TV version of its Guiding Light (CBS Radio daytime strip) in its 2:30-4:30 p.m. period on CBS-TV succeeding First One Hundred Years. The firm’s 16 other radio programs as well as its TV shows, such as Those Two (NBC-TV strip) and Budsah (ABC-TV, weekly hour-hour), are slated to continue for next fall.

Colgate-Palmolive-Peet, which will be spending about $26 million this fall in time and talent in radio and television, will definitely continue with its The Big Payoff (NBC-TV), Strike It Rich (five times weekly strip on CBS-TV), plus a nighttime half-hour (also CBS-TV).

In radio, Colgate-Palmolive-Peet last week renewed the five-minute Louella Parsons strip for another quarter on CBS Radio. In addition, the firm will continue with its radio schedule of Mr. and Mrs. North on CBS Radio, Our Miss Brooks on CBS Radio, Bob and Ray on NBC and Strike It Rich on NBC.

Leaver Brothers, New York, whose overall radio-TV budget is estimated slightly higher than that of C-F-P, has added 7:45-8 p.m. Tuesdays and Thursdays (on CBS-TV) for its Chlorodent toothpaste but will drop the radio version of Big Town on CBS Radio (Wednesday at 7:30), although the TV budget for Big Town expanded by switching from live to film.

The newest buy for Chlorodent will start with a program produced by J. Walter Thompson Co., New York, featuring a top talent each week, with the most effective personality to be picked out of the summer group for a permanent fall show.

Leaver Brothers, instead of taking a 13-week hiatus for its Lux Radio Theatre, will remain off for only eight weeks, meanwhile subbing in the fall. The Lux radio lineup will include, aside from Lux Radio Theatre (CBS Radio), Aunt Jenny (CBS Radio), House Party (CBS Radio) and a simulcast of part of the Arthur Godfrey morning show (CBS Radio and TV). In television, Lever will continue to sponsor Lux Video Theatre (CBS-TV), Big Town (CBS-TV) and Hawkins Falls (strip on NBC-TV).

SOAP ACCOUNTS Expand Fall Radio-TV Shows

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MOFFET QUITS FOSS
JOHN A. MOFFET, 37, has left the post of vice president with William L. Foss Inc., Washington, to become an associate in the firm, Russell F. May, Radio Consulting Engineers, Washington.

Mr. Moffet had been with the Foss firm since November 1946 when he was discharged from active duty with the Air Force. During War II, he served first with the Army Signal Corps, finally as an OPI di-rector.

Mr. Moffet was a son, Chuck; a daughter, Mr. Barbara Jean Bixbee, and a grandchild, son of Mrs. Bixbee. His two children are by his first marriage to the former Jean Bursil, who survives.

CHARLES H. CRUTCHFIELD (1), vice president and general manager of WFBC-AM-FM and of WBTV (TV) Charlotte, joined B. H. Pease Jr., president, WFBC-AM-FM Greenville, S. C., in sampling WFBC's 19th anniversary program, Chi Psi, and Tau Beta Pi program director when the station first went on the air.

SARNOFF LAUDED
As 'Father of Year'

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, has been named the "Father of the Year" by the National Fathers Day Committee, composed of prominent citizens of every state, it was announced today.

Also included in the 1952 listing of prominent parents were H. V. Kilborn, selected as radio father and Arthur Levenson, named television father for 1952. Laraine Day and Leo Durocher were chosen as husband-and-wife team of the year.

Father of three sons, Gen. Sarnoff was commended for having 'boldly, unselfishly, and patriotically toiled as champion of freedom to listen and freedom to look in radio and television as a human right everywhere in the world.'

The Father's Day Committee was organized in 1928 with headquarters in New York to encourage observance of the day throughout the United States, according to A. V. Helfman, director, who said the group is formed only by contributions.
was any rate-move significance in the selection of Mr. Hausman of CBS Radio, which has run foremost in speculation about future rate reduction for its title audiences advertising committee. Mr. Hausman, he pointed out, has been an active member of the BAB promotion committee for more than a year.

No agency has been selected to handle BAB's advertising. Nor is it a certainty that one will be. But Mr. Caley felt it likely that one would be designated.

On the subject of rates, and efforts to prevent cuts, Mr. Caley said he felt BAB is taking "positive action" through its plans to advance acceptance of radio's stature as a sales medium.

Radio's Value

He said it was not now contemplated that radio's cost-per-thousand advantage over other media would be exploited, in the forthcoming advertising campaign, over other advantages of using radio as a sales tool. Indeed, he said, it is BAB's hope that radio's values—and ultimately its cost per thousand—may eventually be raised.

Mr. Caley pointed out that when it commenced operation in the spring of 1951, BAB was a bond of $157,000. After steady increases last year and this—with stations still being added at the rate of one a day—he said the membership fund as of June 1, was $250,000, with 622 member stations, four networks, and several representation organizations and associate members.

By next Jan. 1, he said, it is expected that BAB will have 750 member stations and at least a $700,000 budget "to sell radio as the greatest mass medium in America."

Mr. Caley paid tribute to Mr. Kobak, first board chairman, for "helping us get off the ground" as an effective operating bureau.

Details of Expansion

He also pointed out that the BAB staff will be expanded from 21 persons to approximately 30 by July 1, with opening of a Chicago office and increases in the New York sales staff. Appointment of a head of the Chicago office is expected by around June 15, he reported.

Committeemen and other participants in the Monday sessions included Messrs. Caley and Kobak; BAB President William B. Ryan, Vice President Kenney; Sweeney, Local Broadcasting Research Director Jack Hardesty; William Quarton, WMT Cedar Rapids; F. Pres- ton, NBC; John W. Peters; Adrian Murphy and Vice President Hausman, CBS Radio; William H. Fine- shriver Jr., executive vice president of Mutual; Joseph E. Baudino, Westing- house Audio Stations (participating as an alternate for the late WRS President Walter Bivona); Allen M. Woodall, WDBA Columbus, Ga.; Kennedy Brown, KWFT Wichita Falls; Gordon Gray, Goodwill Stations (alternate for Presi- dent John F. Patt, chairman of the BAB finance committee).

U. S. Steel Renews

UNITED STATES Steel Corp., Pittsburgh, through BBDO, has renewed sponsorship of Theatre Guild on the Air on NBC Radio Network for 59 weeks starting in September.

‘MORE THAN MEETS THE EYE’

CBS Radio to Unveil Promotion Film

A NEW film, designed to convey "the spirit" of the series "More Than Meets the Eye," by presenting its message primarily via the sound track rather than by picture-matter, has been produced for the Radio as a part of the network's promotion of AM broadcasting.

Scheduled to be shown to an invited audience in Hollywood today (Monday) and in New York next week, the two 15-minute films—term program to present radio's values graphically in a changing world of entertainment—to give listeners a fresh appreciation of its power and effectiveness, according to Adrian Murphy, CBS Radio president, who was to announce the film program today.

The business documentary, a 15- minute color film, uses animated semi-abstract art of the screen, with its meaning conveyed through a musical score composed by Wladimir Selinssky, and the narration of Robert Trout, CBS Radio news commentator. Purpose of the film is to demonstrate the meaning in New York before the animation's translation into network broadcast-

Mr. Murphy was scheduled to unveil the production at a special West Coast showing in Hollywood's Ciro's restaurant today for some 400 radio and movie artists, adver- tisers, agency executives, and news- paper representatives. The advertising industry are to see the film at the Museum of Modern Art in New York, June 9-11, and other special showings will be arranged in major markets throughout the country.

The film was produced for CBS Radio Network by United Productions of America, producers of the $25,000 Award winning "Gerald McBoing Boing" short subject, in Burbank, Calif. Gordon Auchen- closs directed the sound track, which was prepared by CBS Radio staff, and the animation was done locally.
HOUSE PROGRAM PROBE

By DAVE BERLYN

THE WIDELY publicized House investigation of so-called "immoral or offensive" radio and television programs got a quick start last week with hope expressed by its chairman that the reins will be kept tight.

Otherwise, House Interstate and Foreign Commerce Subcommittee Chairman Oren Harris (D-Ark.) warned that the probe could easily get out of bounds.

Chairman Harris expressed this view in a Broadcasting * Telecasting interview following a formal announcement of hearing plans of the subcommittee last Wednesday.

Public hearings begin tomorrow (Tuesday) at 10 a.m. in Room 1934 in the New House Office Bldg. in Washington.

Lead-off witness will be Rep. Homer Thornberry (D-Tex.), author of House Resolution 278 that set up the organization and objectives of the subcommittee probe. "Other Congressmen may want to publish "their views" will be heard next.

Order of appearance of additional parties who have interest in the investigation are "representatives of civic groups and organizations," FCC and other federal agencies who may wish to testify, and "at the proper time, individual broadcasters and representatives of the broadcasting industry." According to the formal announcement, "the subcommittee will undertake to study programming techniques, including the question of responsibility for the control over the content of the radio and television programs on the part of broadcasting licensees."

The announcement came after a closed door meeting of the seven-man committee. (For names and sketches of the full subcommittee see articles below.)

Rep. Harris outlined his views in even more concrete terms when questioned on the subcommittee's blueprint.

He said the subcommittee had decided to arrive at "a certain standard" in its investigation and that it was determined to "stay within bounds." The group, he said, wanted "to hear instances and complaints" on programming.

The resolution, itself, is quite general. In its formal announcement, the subcommittee said the probe would be conducted within the terms of the resolution and cited that part which states the subcommittee shall:

"Determine the extent to which the radio and television programs currently available to the people of the U. S. contain immoral or otherwise offensive matter, or place improper emphasis upon crime, violence and corruption."

FCC will be asked to make available to the group any complaints which the Commission may have in its possession in regard to radio and television programs, the subcommittee said.

A call for "witnesses who desire to appear" was issued, urging such persons to "arrange to make a statement known promptly to the clerk of the House Interstate and Foreign Commerce Committee, Elton J. Layton..."

Rep. Harris, asked whether the subcommittee will consider beer and/or wine advertising on radio or television in its study, answered that it would "if the case should arise," and if "the subcommittee was convinced that beer and/or wine advertising were being used as a commercial for liquor." He also said he felt the law was "clearly written." He said he did not want a "silly statute" to be interpreted "as a" law.

Rep. Harris said the subcommittee planned later to go into "canned programs" or "filmed programs." The group, he said, would question those "responsible" for the production of films.

Rep. Harris disclosed that radio-TV industry representatives would be asked in what manner "programs are established," what is the "conduct of the broadcasting media's programming and what code of ethics or standards" the industry follows.

The subcommittee at the present time does not plan to hold hearings in cities other than Washington.

D. C., Rep. Harris said. No consideration has been given to Hollywood, New York or Chicago, as it had been reported in some publications.

Rep. Harris' views coincided with those he gave in an informal interview two weeks ago on ABC's "Round the Back Yard of Tomorrow" where he asserted that if Congress had not decided to investigate, FCC would have been forced to do it [B * T, May 28]. As he did again last Wednesday, Rep. Harris had expressed concern that the probe stay within the confines of the Gathings Resolution. He had pointed to the danger of government censorship.

As the House swung into its plans to apply the investigator's magnifying glass to the radio-TV industry, rumors of its investigation flew in New York where Max Gilford, special counsel, National Society of TV Producers, urged that East Coast TV film producers adopt and enforce their own production codes. He also pleaded for the producers to make their case known in Washington (see story, page 66).
WCAU CENTER

GRAND OPENING of WCAU-AM-FM-TV Philadelphia’s new radio and television center, built at an estimated cost of $3,000,000, took place last Tuesday with 300 leaders of the broadcasting industry and civic and allied fields attending ceremonies highlighted by addresses from major figures of the radio-TV trade.

Present for the opening of the ultra-modern WCAU center were outstanding members of the trade press, advertising agency executives, sponsors and civic, business, educational and religious leaders. Featured speakers were Vice Chairman Rosel H. Hyde of the FCC; Maj. Robert McLean, president of man of WCAU and president of the Associated Press; Justin Miller, chairman of NARTB; William S. Paley, chairman of the board of CBS, and Donald W. Thornburgh, president and general manager of the WCAU stations.

WCAU, licensed in 1921, is a subsidiary of the Philadelphia Bulletin, and operates with 50 kw on 1210 kc. Its FM outlet was licensed in 1941 and its TV outlet in 1948. It is an original CBS affiliate.

Miller Address

Judge Miller told the dedication audience the WCAU center was significant in "many ways."

“It is significant not only as showing the history of broadcasting through the history of this station... from the time WCAU was a 250-watt back in 1922, a 50,000-watter in 1952, a television station in 1948, and now dedicating this last word in television facilities. But it is also significant in showing the potential of television, and the happy relationship of television, newspapers and radio.

"I hope," said Judge Miller, "that the representatives of the Federal Communications Commission who are here will feel happy in the decision that Commission made several years ago in permitting the joint cooperation of newspapers and broadcasting. He described as "well expressed," WCAU’s new motto, “Speaking for Freedom.”

CBS Chairman Paley, himself a native of Philadelphia, told listeners that "Philadelphia has cause to be very proud of this structure. And so has everyone in broadcasting, for—more than anything it represents past accomplishments which deserve the highest praise and a faith in the future which gives encouragement and incentive to us all."

Mr. Paley called the WCAU center "the finest thing of its kind in the country."

"CBS are very proud of the happy association we have had with WCAU for the past 25 years," he said. He praised past and present figures dominating in WCAU’s history, including Leon Levy and his brother, I. D. Levy, "who managed WCAU’s destinies for many years"; Robert and William McLean of the Evening Bulletin, and Richard Stocum, Bulletin general manager, together with WCAU President Thornburgh.

Mr. Thornburgh, in his speech of welcome, summed up the popularity of WCAU radio and TV programs and enumerated seven awards received by WCAU for 1951, adding, "We are proud of the fact that no other station in the United States has ever succeeded in winning all of these important awards in any one year."

He said 1950 and 1951 represented WCAU’s two best years in radio sales volume, and that WCAU-TV led all other TV stations in the "last four Rorbaugh quarterly reports" in total advertising accounts. He praised Charles Vanda, vice president in charge of TV, for programs "well accepted locally" and for the station’s origin of as many as six programs a week on CBS-TV. "Only Hollywood and New York originate more," he said.

The 1951 awards to WCAU radio and television programs for 1951 were:

George Foster Peabody award for "What in the World: TV programs broadcast in conjunction with the U. of Pennsylvania."
The Alfred I. Dunlop award and congratulations go to WCAU President Thornburgh (l) from (l to r) CBS Board Chairman Paley, President Robert McLean and General Manager Stocum of the Philadelphia Bulletin.

$1,000 for best large station public service programs—in radio and television.


National Federation of Women’s Clubs for best children’s entertainment in TV, Big Top.

Mr. Thornburgh also had praise for John C. Leitch, vice president and director of engineering, for engineering "herculean" engineering tasks.

"The culmination of our efforts came in the transfer to the new center last week when television "Rally in the Big Top" was covered on Sunday night between midnight and 8 a.m., and radio the following Friday night simultaneously, both without loss of a program and without a facility failure of any sort.

"Our new motto, "Speaking for Freedom," expresses our hope that we can disseminate this service from the birthplace of freedom in the truly American way," he said.

FCC Comr. George Sterling and Benedict C. Cottone, FCC general counsel, were among those present at the WCAU dedication.

KING HEADS KWBB

New Building Planned

NEW general manager of KWBB Hutchinson, Kan., is Harold W. King, Mrs. Bess Wyse, president, announced last week. Mr. King will have complete control of station personnel and policies, she said.

Formerly manager of WTTH Fort Huron, Mich., Mr. King has managed stations over several years in Kentucky, Oklahoma and Michigan. Beginning in radio in his home state, Florida, he received early experience at such stations as WMFR Jacksonville and WORZ Orlando, Florida, the Kansas State University station. Mr. King plans to erect a new large radio center building in Hutchinson.

What Radio Needs..."

CBS BOARD Chairman William S. Paley told the audience at dedication of WCAU’s new radio and TV center last Tuesday that before entering radio he was in the cigar business in Philadelphia in 1927 when a WCAU salesman sold him a "bill of goods," including "a 24-piece orchestra, a choral group, a male singer, girl singer, emcee, guest artist, plus the time period—three hours a week—all for $50," for sponsorship. Mr. Paley said he knew so little about radio it took him a long time to understand why Los Alamos cigar distributors in such places as Denver, Salt Lake City and Seattle weren’t able to hear the program from WCAU. "About a year and a half later the world lost a pretty good cigar maker and gained a very frightened broadcasting man," he said.

RWG STRIKE

Network Move Planned

RADIO Writers Guild National Executive Committee was to meet over the weekend in Los Angeles to coordinate plans for a strike against the NBC, CBS and ABC radio networks and to consider reorganization, scheduled for discussion by the Authors League of America in New York, June 13-15.

Strike discussions will center on coordinating the New York, Chicago and Hollywood locals, according to Eastern Regional Vice President Ira Marion who left Thursday to confer with Milton Merlin, RGW president; Larry Marks, West Coast vice president, and Tom Koch, midwest vice president. Reorganization of RGW pivots on television jurisdiction, subject of dispute between the union and its parent ALA last December, at which time the ALA announced that it would convene other radio and screen writers units and other interested parties to iron the problem out.

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**MUSICIANS**

**AFM Lists ’50 AM-TV Employment**

**EMPLOYMENT** survey of radio and television, made by the American Federation of Musicians, indicated that $23,058,317 was paid to AM-TV musicians during 1950, of which less than $8 million was spent by television.

The survey is part of the report from James C. Petrillo, AFM president, to be presented union members which the union plans to broadcast at its convention in Santa Barbara, Calif, starting June 9. It indicates that many stations used their staff musicians for both AM and TV, in programs not specifically reserved for local musicians; the major portion of the work was focused in three markets. New York musicians were paid $2,150,993; Los Angeles, $462,119; Chicago, $200,270, and all 57 others, $393,653, to make the total $2,777,169. An additional $94,989 was reported as paid to musicians making films exclusively for TV.

The total of $20,186,168 reported for radio employment covered both staff and freelance work in the United States, Canada, and Puerto Rico, with staff employment in the United States accounting for almost $13 million.

Breakdown Listed

Breakdown of staff employment in the United States was as follows: 1,555 men worked for 50-52 weeks on 305 stations to gross $10,072,732; 31 men worked from 40-49 weeks on six stations to gross $79,829; 36 men worked for 30-39 weeks on nine stations to gross $54,799; 216 men worked less than 30 weeks on 60 stations to receive $2,572,916; miscellaneous employment—such as extra was impossible to determine just how much of this money was allocated to television.

Television employment, based on the figures of 60 AMF locals which had jurisdiction over the 107 TV stations in operation during 1950, indicated that many TV stations had little or no programs for local musicians; the major portion of the work was focused in three markets. New York, where the market was dominated by commercial stations, paid $2,150,993; Los Angeles, $462,119; Chicago, $200,270, and others, $393,653, to make the total $2,777,169. An additional $94,989 was reported as paid to musicians making films exclusively for TV.

The total of $20,186,168 reported for radio employment covered both staff and freelance work in the United States, Canada, and Puerto Rico, with staff employment in the United States accounting for almost $13 million.

**HILL COVERAGE**

A SEMI-AUTHORITATIVE indicator as to the extent of radio and TV coverage of congressional committee proceedings is available on Capitol Hill.

Media coverage has been assuming increasing importance, following a ban clamped on House committee sessions last February by Speaker Sam Rayburn (D-Tex). A fort- ployed measure, Sen. Margaret Chase Smith (R-Maine) proposed that the Senate do likewise [B-T, May 26]. Rep. Rayburn's decision barred newswires as well as broadcast media. Sen. McCarran’s resolution would prohibit still photographs in addition to these media.

Now, the Senate committees themselves determine whether their proceedings will be open to the general radio and TV. Resolutions pend in the House to amend the rules and thus set up similar procedure required in the Senate. An author of one of these measures is George Meader (R-Mich.).

When the Congressman made his proposal in the wake of Mr. Rayburn’s ban, Rep. Meader promised to have prepared a report on congressional committee coverage.

That report has been received by the Congressman from the Library of Congress. Compilation was headed by W. C. Gilbert,acting director of the Legislative Reference Service.

Summary of those findings follows:

**House Armed Services Committee**—TV and newswires permitted on 12 days of hearings on the probe of the B-36 bomber program (81st Congress).

**House Banking and Currency Committee**—Use of television and newswires restricted.

**House Foreign Affairs Committee**—Policy not to permit radio, newswire or television coverage during hearings. There may have been some exceptions to this rule.

**House Interstate and Foreign Commerce Committee**—Television hearings of investigation of air crashes at Newark Airport during February 1962.

**House Judiciary Committee**—Use of TV restricted.

**House Un-American Activities Committee**—Hiss-Chambers hearings were telecast on 21 hearing days (1948). Motion-picture industry investigations in Los Angeles telecast five hearing days in 1961. “Restrictions have been placed on the use of television and newswire cameras. The present policy is that television and newswire cameras are restricted during committee hearings. This decision was made in order to insure proper decorum.”

**STUDY GI BILL**

**House Select Committee, studying GI bill for members of the Select Committee on Foreign Intelligence (December 1959) in Dallas, three in Harrisburg, Pa., (1951), two in Philadelphia (1951), one in Memphis (1951) and one in Nashville (1951), covered by newswires. A Murfreesboro, Tenn., hearing August 1961 broadcast. Two hearings held in December 1951 covered by newswires and recorded. Some newswire films shown on TV.

**House Select Committee, probing Katyn Forest Massacre—Plans to teleteach hearings, and in 13 and 14, 1952, rescinded after Mr. Rayburn’s announcement. Four hearing days, the month before, covered by newswires.

**Senate Appropriations Committee**—Respective subcommittees have discretion on use of TV and newswire cameras. Some filming and photojournalism allowed during July session. A Senate Appropriations Committee resolution in 1962, restricting use of TV and newswires was in the future.

**Senate Armed Services Committee**—Universal military training hearings March 30 to April 2, 1952 telecast. Twelve hearing days on sending ground forces to Europe telecast in early 1951.

**Senate Banking and Currency Committee**—Two hearing days in summer of 1960 devoted to Defense Production Act as telecast were two hearing days on same act in March 1952. Though no record of our hearing had ever been the instance of television and newswire cameras used.

**Senate District of Columbia Committee**—Crime investigations on TV telecast on 11 hearing days in 1952. There were broadcasts and recordings. Witness could request TV restriction.

**Senate Investigators Committee’s Subcommittee on Investigations**—On loyalty program in government, newswire cameras covered at least seven hearing days in 1951. Must authorize radio, TV, and newswires of witness testifying.

**Senate Foreign Relations Committee**—Thirty-one hearing days of State Dept. employe loyalty probe telecast and covered by newswire cameras in 1950. Twelve hearing days telecast and filmed in 1961 on sending troops to Europe. On Mutual Security Act, 11 days of hearings on TV and filmed in 1961. Same coverage on three days of hearings on St. Lawrence seaway. No restrictions on TV in this committee.

**Senate Interstate and Foreign Commerce Committee**—Portions of hearings on gambling information was filmed (April 17 through May 4, 1950).

**Senate Judiciary Committee**—On control of subversive activities four hearing days of May 1948 were on the general problem, two on TV or newswires during 1952, probe of Institute of Pacific Relations (Continued on page 68)
Yankee Ingenuity and Radio...

Combine for McWhirr's Broadcast Success:

Radio has produced "real results" for R. A. McWhirr Co., Fall River, Mass., department store, says Richard M. Thompson, president and treasurer. Mr. Thompson's statement is backed by a record of radio use that probably is unprecedented in broadcasting annals.

For McWhirr has used the same program on the same station, WSAR Fall River, for 25 years. The same m.c. has presided over the program for 21 of those years.

The department store, one of the largest and most successful in its area, this year celebrated its 75th anniversary.

Twenty-five years ago, the store decided to try radio advertising for two reasons: First, the management felt that as a progressive city Fall River should have a radio station and it wanted to lend support. Second, the store knew advertising on radio would supplement its printed ads and lend a progressive touch to the entire advertising program.

It decided to use 12:30 to 1 p.m., Monday through Saturday, on WSAR, with format including popular music on records and informal comment. The commercials were included, just as informally, in the comment. Title was, and still is, Musical Parade and Shopping News.

At first, WSAR personnel handled the program but the store used its department heads to tell about merchandise in their departments that they felt would interest listeners.

In this capacity, Eddie Burke first appeared. As manager of the store's automotive department he was asked by the management to deliver a one-minute commercial. He was, he says now, "scared to death." He approached the microphone with fear and trembling and blurted out something about a hand-jack.

But that first announcement proved effective and Mr. Burke was called on several times in the next few months. Mike fright soon vanished and he began enjoying the chore. Four months after his first appearance Eddie Burke took over the program.

In 1951, WSAR was a single room. Mr. Burke had no helper and the choice of records for the daily show was limited. To complete the popular music show and avoid daily repetition he dipped into semi-classics and ballads. But variety was the format then, just as it is today.

McWhirr always has made good use of the program and certain items are featured on it exclusively from time to time. Success stories are numerous. Station management recalls one was a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p.m., and the last train was sold less than an hour later. Through its half-hour program, "Musical Parade and Shopping News," the store uses radio to popularize its personal shopping service—now one of its most successful departments.

Radio has helped make the 75-year-old R. A. McWhirr Co. a Fall River, Mass., institution. Not only is this department store one of the most successful in New England, it has set somewhat of a record for longevity. It has used the same program on the same station, WSAR Fall River, for 25 years and the same m.c. for 21 years. Success stories are numerous.

For example, station management recalls a Christmas shipment of electric trains. Announcement went on the show which closed at 1 p.m., and the last train was sold less than an hour later. Through its half-hour program, "Musical Parade and Shopping News," the store uses radio to popularize its personal shopping service—now one of its most successful departments.

... For a while in the beginning the results of radio advertising were not positive but we were satisfied that it had done its intended value.

However, as time went on it soon became apparent that the daily repetition of our program was producing real results and today we believe there is no doubt but that our noon hour program is the most successful in the field today. It is a "fall river institution."

For most of the 25 years we have had a member of our own organization prepare the program and do the broadcasting, not that WSAR could not have done it expertly and well, but to give it a personal touch.

We are thoroughly convinced that radio broadcasting is the most effective and should be more continuous and that the station doing the broadcasting must pursue a policy that creates the confidence in its listeners that the managers of the station are responsible and accurate.

At the eventful moment in the history of our company we wish to thank WSAR for its cooperation and the fine service it has given to one of its oldest patrons.

Mr. Burke, as Mr. Thompson points out in his letter, is still an employe of the McWhirr Co. He long since has been relieved of his responsibilities as head of the automotive department and his principal duties are the preparation and management of the program. At other times, he serves as a floorman at the department store, where he keeps a close personal contact with friends made for the store and himself during 21 years on the air.

Availabilities Sought

Radio and television were so successful in a one-month media test for Rayco Mfg. Co., manufacturers of auto seats, in New York and five other markets, that the firm is currently seeking time availabilities for a radio and TV campaign in the top major markets. Company has used Front Page Detective on the DuMont TV Network (Fri., 9:30-10 p.m.) and a radio spot schedule on WEEH Boston, Emil Mogul Co., New York, is the agency.

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DOUBLE congratulations go to Earl C. Reincke (r), founder-president and general manager of WDAY Fargo, N. D., from Niles Tottom, NBC board chairman, for WDAY's 30th year on the air and for its record of top hooponings on NBC for 1950, 1951 and 1952.

MEDIA FREEDOM

Admen Must Fight—Fellows

ADVERTISERS must join with the nation's free media to block attempts to set up government controls over freedom of speech. Harold E. Fellows, NARTB president, told the Massena, N. Y., Chamber of Commerce last Monday.

"Are you, as advertisers, to be told what programs you can or cannot buy to promote the sale of your goods and services?" he asked.

"Or are you to be told what you can or cannot say? Opposition to such proposals is not a selfish fight for the interest of our industry alone. It goes to the very basic freedoms of every citizen in America."

Mr. Fellows told the business men they "belong with us in this fight," through associations and through influence brought to bear personally on their Congressmen and Senators. He told advertisers they would be "investing not only in your own economic improvement, but in your freedom to seek such improvement."

In an address Tuesday to the Watertown, N. Y., Kiwanis Club, Mr. Fellows said "judgment, program tastes, preferences and economic decisions affecting broadcasting, under our American system, belong to the people—all of the people, and not to the government."

He issued a warning against those who would "place governmental halters on the inestimable price of liberty."

Mr. Fellows said there are convincing arguments in favor of "boards of experts to decide for Mr. and Mrs. John Q. Public what they should and should not see and hear. In stating this, let me quickly add that I do not accept the counter theory that there should be a haven of security from justifiable criticism toward those of us who have programming responsibilities that reach into the very heartbeats of the country."

"Quite the contrary, it is my firm

WDAY CEREMONIES

Mark Start of 31st Year

WDAY Fargo, N. D., entered its 31st year last week following a weekend 30th anniversary celebration climaxd by a WDAY managed and sponsored band festival in which 45 high school bands from three states participated.

An estimated 20,000 persons watched a two-mile-two-hour parade, ending with the 45-band concert under floodlights at the football stadium. Lt. Col. William F. Santelman, director of the Marine Corps Band, directed the 45-band concert, which is to become an annual event.

Walter O'Keefe, comedy quizmaster of NBC's Double or Nothing, played to a packed house during the anniversary. The comedian directed the grand finale of the Phillips 66 Talent Parade broadcast.

Founder, president and general manager of WDAY is Earl C. Reincke. Other officers include Jack Dunn, station manager; Tom Barnes, sales manager; Ken Kennedy, program director, free C. Pederson, sales promotion manager.

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CONVENTIONS

THIRTY-SIX hours of special pre-convention programming are planned by the NBC networks, William R. McAndrew, director of NBC convention coverage, announced last week.

The public service programs, intended as a climax to NBC reports on primary elections and as a prelude to the actual conventions, will reflect the preponderance of leading candidates, explanations of convention mechanics, and reviews of the party meetings in Philadelphia four years ago. The network plans a total of 60 hours of radio and television broadcasts during the conventions themselves, to be sponsored by the Phileo Corp.

NBC installation of $1.5 million worth of equipment in the Interna- tional Amphitheatre, site of both Republican and Democratic conclaves, is to be completed by July 3. Four days before Republican delegates begin their meetings, Mr. McAndrew said. Democrats will convene July 21.

The network has obtained Pola- roid cameras which can deliver developed pictures within one minute, as a supplement to live and film TV coverage and has hired a complete photo laboratory to process the thousands of feet of motion picture films expected to be shot daily. A teletype communica- tions system will link all NBC stations directly with the network's convention headquarters, where the director's office is also being

Seven Who Make Up Program Study Group

(Continued from page 28)

ice in the armed forces in World War II. He returned to law prac- tice in Austin, where he served on the City Council from 1946 to 1948 and served as mayor pro tem in 1947-48.

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Rep. Joseph F. O'Hara

(R-MINN.)

TOP GOP member on the subcommit- tee, Rep. O'Hara is a veteran Congressman having served in the House more than 10 years. Of late, he has been in the news for his spon- sorship of an amendment to give the broadcasters the right to censor political candidates' talks on the airwaves.

He also has expressed interest in the McFarland bill (H.R. 6888) which would provide additional protection to broadcasters. The measure was given consideration in committee.

Rep. O'Hara is a member of the House Ways and Means Committee and is chairman of the joint subcommittee on internal revenue taxation. He is the sponsor of bills to repeal the income tax.

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Rep. HARMAR D. DENNY JR.

(R-PA)

BORN in Allegheny, Pa., on July 2, 1886, the great-grandson of a member of the House, Rep. Denny, after obtaining his law degree from the University of Pittsburgh Law School, and serving in both World War I and II, is a so-called "freshman" member of the House. He is serving his first term.

A bomber pilot in the First World War, Rep. Denny was in the Air Corps in the Second World War, and is a commissioned lieutenant colonel in the Air Force (retired). He is a member of Session, First Presbyterian Church of Pittsburgh. Early in his career, he was an attorney-at-law and investment counsellor. He was chairman of the Advisory Committee of Denny Properties.

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Rep. Denny was equipped with radio and TV monitors to allow checks on what other networks are broadcasting at a given moment: public service programming.

CBS-TV network meanwhile announced that a total of five directors have been assigned, probably for the first time ever, to a single television convention coverage, to be sponsored on CBS-TV by Westinghouse Electric Corp.

"I'll take teamwork unprece- dented in the history of television, smoother coordination than any show ever put on the air," Sig Mickelson, director of news and public affairs, said.

Instead of the usual four or five cameras assigned to a major TV program, the CBS-TV convention crew will work with a total of 17—often operating simultaneously.

Four of the five directors will supervise groups of cameras, selecting the best scenes for transmission to the master control room where final selection of the one scene to be transmitted to the audience will be made by Don Hewitt, CBS-TV news veteran. Mr. Hewitt's current assignments include See It Now, Douglas Edwards and the News and President's Timber.

Franklin Schaffner, currently al- ternating director of Studio One, will be assigned to cover eight of the cameras, those which will be operated as a pool by the various networks alternately. News directors Ted Marvel and Vincent Mullen, who had been designated as directors for six other cameras to be located in special CBS-TV studios, three each in the amphitheater building and the CBS-TV headquarters in the Conrad Hilton Hotel, Byron Paul will direct the remaining three cameras.

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in the armed forces in World War II. He returned to law prac- tice in Austin, where he served on the City Council from 1946 to 1948 and served as mayor pro tem in 1947-48. 
Like bees take to honey

Baltimore merchants go for WITH the way bees go for honey. They love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience—more buying listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that’s why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT
REPRESENTED BY FORJOE AND COMPANY
40 regionally-on DON LEE...

Says Mr. Boggs...

"We find AP News is a solid source for network sales and satisfied clients. For example, one of our current news sponsors has renewed his network contract for sixteen consecutive years...another for eleven years...a third for nine years! Sponsors know that AP newscasts on the Don Lee Network reach large and

Hundreds of the country's finest stations announce with pride..."THIS STATION IS A MEMBER..."
sponsored AP Newscasts per week
the Nation’s Greatest Regional Network!

loyal audiences throughout the vast
Pacific Coast market. The Don Lee
Network audience — both daytime
and evening — is vastly larger today
than it was a few years ago and we
credit today’s vital interest in news
as contributing in no small measure
to this increase. On the Pacific Coast
we go all out for AP News’ selling
influence.”

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

For audience penetration with dynamic
sales impact . . . networks and sponsors alike
choose AP news. AP news returns the
advertising dollar-investment many times over
by building peak listenership on a solid basis
of accuracy, speed and thoroughness. Today’s
vital interest in news plus listeners’ confidence
in AP form an unbeatable sales combination.

For full information on how you can increase
your sales with AP news . . . WRITE

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.
TO EXTEND the effectiveness of the Conelrad air raid alert plan for radio, the U. S. is working with representatives of Canada and Cuba and also expects to come to an agreement with Mexico in the near future, FCC Comr. George E. Sterling told New York area broadcasters Wednesday. At the same meeting, one of a series of informal sessions being held to discuss the Conelrad plan with broadcasters, Audio-Visual Director Jesse Butcher of the Federal Communications Defense Administration reported that meetings will be set up within a few weeks with all segments of the industry to discuss the handling of programming during Conelrad operations in an air emergency.

"There is devolved on FCCDA the responsibility of programming during Conelrad operations," Mr. Butcher declared. "Now that most of the technical problems have been determined by the various government agencies involved, very shortly we shall consult with the broadcasting industry, NARTB, networks, local stations, and others identified with the medium" in order to get "their counsel and suggestions along with our own just what this programming should be."

Comr. Sterling reported that the more than 1,200 radio stations currently enlisted in the plan have spent approximately $1.5 million on it. Both he and Mr. Butcher lauded the cooperation of broadcasters, Conm. Stirling added, that without it "the plan would have been a dismal failure." Mr. Butcher re-emphasized that in case of air attack upon the U. S., "radio will be the main medium of communication in instantaneously and continually bringing information and instruction to the people of the nation."

Prevents 'Homing'

The Conelrad plan (technically, the control of electro-magnetic radiations) is designed to provide a means of emergency communication while at the same time keeping enemy planes from "homing" to targets on stations' signals. It provides that, upon signal from the air division commander, stations will switch frequency to either 640 or 1240 kc. They will operate in local "clusters," with the stations within each cluster alternating operations systematically, so that only one is broadcasting at a given time.

Comr. Sterling described the last nation-wide Conelrad test, conducted April 26, as "successful," pointing to 13 areas of operation and ground coverage but still leaving room for improvement [B+T, April 28].

Referring to negotiations with adjacent nations, he pointed out that "no plan of operation could be successful [in time of attack] without the participation of our neighboring countries." He added: "An exchange of notes has been made with Canada and Cuba and our staff is working in collaboration with their government representative on a permanent basis to work out an agreement with Mexico shortly."

To those concerned about enemy use of non-broadcast sources of electro-magnetic radiations for target-finding, Comr. Sterling gave assurances that "counter-measures are being provided against all methods of electronic navigation."

He also said it was expected that the Conelrad plan—developed under FCC guidance at Air Force request—will be given final ap-

proval of the Secretary of Defense and the National Security Re-
sources Board "within a few days." It already has been approved by the Comr., the Department of the Air Force.

The New York meeting, attended by some 75 radio and civil defense representatives, was preceded by a similar session in Philadelphia last Friday, following by a session in Boston Friday. A meeting for Maine broadcasters is slated today (Mon-
day) at Portland. Comr. Sterling, a native of Maine, noted that broadcasters of that state have not yet enlisted in Conelrad and expressed hope that as many as possible would come on hand to discuss the importance of the plan and its mechanics.

FCC personnel accompanying him at the meetings included Robert Conelrad, serving as national supervisor for Conelrad's development, and Prose Walker, zone super-
vior.

Comr. Sterling reported that FCC has a Conelrad coordination engineer in each air division—a total of 11—and a zone supervisor in each of the three air defense force areas.

CBS Radio Talks

(Continued from page 8)

affiliates, including some of those who signed last week's telegram, another radio network rate cut cannot be expected to solve any-
thing and may succeed only in helping virtually to get another cut, as would seem to have been the case with the reductions of last year.

"Where do you stop?" one prominent affiliate asked last week, "I don't think anybody has the an-
swer."

This broadcaster also said the under-the-table business practice was present on the station level. He said he had refused to make concessions or deals below card rates, although competing stations in his community had done so.

He admitted that by sticking to his card he had "undoubtedly lost some business" but that overall he had kept far more than he lost. He said he had been advised that this practice could not be followed on a network basis.

Text of the telegram sent to all CBS stations by the nine broadcasters follows:

The undersigned feel that the cur-
rent network radio situation offers cause for grave concern. As affiliates of the leading radio network we believe that a meeting to acquaint all CBS affiliates with the current situation is desirable. Accordingly we have scheduled a meeting at the Ambas-
sador Hotel, July 1, 1951, to devote at least two days of our time to this problem. We have invited CBS office-
ners to attend the meeting during the second day of the meeting and have been informed by Herbert Akerberg [vice president of all CBS stations, CBS] that a representa-
tive group, including Chairman of the CBS, William S. Paley, Frank Stanton and others, will attend.

In order to secure room reserva-
tions for you at the Ambassador or elsewhere if desired, must have your acceptance immediately. We urge your attendance in your own best interests and in the interest of the country. In care of George B. Storer, Storer Broadcasting Co., 485 Madison Ave., New York City.

Page 36 • June 2, 1952

BLACKLISTING

KOWL Files Reply To ACLU

KOWL Santa Monica, Calif., told FCC last week it stood on solid ground in canceling the program contract of Rev. Clayton Russell in October 1950 because of his alleged associations with Communists. The station made its contention in a reply to the "blacklisting" complaint of the American Civil Liberties Union.

KOWL contracts, the reply noted.

The reply explained that in a newspaper story concerning the termination of the contract, a sta-
tion employee was quoted to the effect that Rev. Russell's program was stopped because his name was found "in several lists of persons labeled as Communists or 'anti-communism' but "we have watched his speeches closely and he has never uttered a word that could be ob-
jected to and we do not think he is a Communist."

KOWL explained that because of this quotation, it was sued for libel by Rev. Russell in May 1951 but the case was dismissed and never re-
filed. The suit for $100,000 damages KOWL said, was "predicted upon the erroneous supposition that KOWL is a common carrier."

In his conclusion, however, Mr. Crogkan added:

If we had had any knowledge of Rev. Russell's Communist associations and were aware of his activities for Communism, we would certainly have re-
nounced the contracts. Not until this summer of 1950 did we become suspi-
cious of Rev. Russell's activities in his broadcast programs when he was in the control room; that Rev. Russell made no attempt to pre-
scribe but endeavored primarily to con-
vince people by means of his broadcast programs that he was in the control room; that Rev. Russell was not a part of any Communist activities, Rev. Russell de-
veloped his programs to extol Americanism.

ACLU's case is based upon the erroneous supposition that KOWL is a common carrier.

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veloped his programs to extol Americanism.
maybe you can't *BUY* but you can *HIRE* experience

There is an old copy-book proverb that you can't buy experience. But with H-R Representatives, you can HIRE it.

H-R Representatives was founded by mature men who collectively have one of the most exceptional combinations of years of sales and advertising experiences to be found in the radio and television industry. And of utmost importance, these sales-seasoned veterans are not desk-bound because they spend their normal working hours pounding pavements, carrying the sales stories of the stations they represent to advertising agencies and advertisers.

Because H-R has a policy on sending a MAN to do a MAN'S work, whether it be owner or employee, the AM and TV stations on the H-R list receive the finest — yes, the very finest representation available.

Even though you can't BUY experience, you can HIRE it and it pays dividends.
Radio Tax Relief

Radio Tax Relief


C. E. GIBSON, President; W. F. WATSON, Vice President; H. L. HOWARD, Treasurer; R. L. HEDGES, Secretary.

June 2: B.A.B. Sales Clinic, Portland, Me. June 3-4: Public hearings on House Commerce subcommittee investiga-


WIVI Starts

WIVI, Christiansted, St. Croix, Virgin Islands, began operations at 6:30 a.m., May 15. WIVI has appointed Pan American Broadcasting Co. as its exclusive international representative. Operating with 150 kilowatts, WIVI is under the supervision of General Manager Edward M. Vickers, who also serves as technical supervisor.

Upcoming

NEWLY-ELECTED officers of the Indiana Radio News men at their meeting, May 23, 1950. WIVI has appointed Pan American Broadcasting Co. as its exclusive international representative. Operating with 150 kilowatts, WIVI is under the supervision of General Manager Edward M. Vickers, who also serves as technical supervisor.
NOW... Filament-to-Grid Shorts Eliminated!

Federal's F-892 FIRST with the new, proved design Double Helical Filament

- Does away with BOWING!
- Greatly increases tube LIFE!

Another important Federal "First" is the new Double Helical Filament—for Federal's re-designed F-892!

The design has been completely checked and subjected to numerous filament cycling tests equivalent to two years' operation in normal broadcast equipment.

One tube filament was cycled 1500 times—1000 times with the starting current twice rated, and 500 times with the starting current four times rated—without movement or distortion!

Wound through 360° for mechanical stability and carrying opposing electrical fields which provide improved electrical stability, the F-892's Double Helical Filament definitely eliminates bowing—one of the primary causes of filament-to-grid shorts. For proof, all F-892's now in the field are still in service!

For full information on Federal's sturdier, longer-life, more dependable F-892, write to Vacuum Tube Division, Dept. K-568.

"Federal always has made better tubes"

Federal Telephone and Radio Corporation

FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J., a unit of IT&T's world-wide research and engineering organization.

June 2, 1952 • Page 39
SEIZURE POWER
McCarran Moves to Test Truman Claim

A CONGRESSIONAL move to test President Truman's contention that he has "inherent power" to seize private property—both disclaimed and reiterated since mid-April by the Chief Executive—was gathering steam on Capitol Hill last week.

It was plain that, while the Supreme Court had not yet announced its decision in the steel seizure case, some members of both the Senate and House were disturbed over the far-reaching implications of Mr. Truman's statements.

The basic underlying issue since the seizure threat was first raised by Mr. Truman at his April 17 news conference is whether the President may, under certain circumstances, seize radio-TV, press and other private property under the Constitution.

To crystallize the controversy, Sen. Pat McCarran (D-Nev.), chairman of the powerful Senate Judiciary Committee, last Monday introduced a resolution (S J Res 158) which would specifically prohibit such seizure by Constitutional amendment.

Extent of Proposal
The McCarran proposal, which was referred to his own committee, would amend the Constitution to provide that the "executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law."

Committee authorities acknowledged that this would embrace all "private property" including radio, television and press industries of communications not falling within the realm of public utilities.

Sen. McCarran, in stating his proposal, explained:

The purpose is to eliminate not only all doubt, if doubt there be, but all argument over the question of whether the President has any right, inherent or otherwise, to seize an industry or any other private property when he has not been authorized to do so by a law passed by the Congress.

Sen. McCarran said no question could arise as to inherent powers if his amendment were adopted by two-thirds of the Senate and House and ratified by the legislatures of three-fourths of the states. He said it is hopeful for committee action in "the near future" and that he would strive for Senate consideration "at the earliest possible date."

The Nevada Democrat explained there is need beyond the present steel case for a "desirable safeguard at any time, for it can never be foretold whether some future President might not be or become despotically inclined, power mad, careless of individual liberties, contemptuous of the Constitution, excessively military minded or otherwise inclined to the usurpation of power."

In the immediate instance, it would be "clearly necessary" if the Supreme Court rules in favor of the steel industry seizure, he added. Government could seize industries

in labor disputes only if Congress gave power by law.

Sen. McCarran felt his resolution would not bind the President's exercise of powers in a given emergency but would prohibit him from seizing industry per se "at any time"—without statutory authority.

The question of seizure is perhaps less academic for newspapers and publishers as quasi-public institutions than for radio-TV station owners licensed within the structure of the Communications Act. But again, fear has been raised that the President could seize stations short of a "war-type emergency" viz., in a labor dispute or under other conditions.

The question with respect to radio-press seizure initially was raised last April by Col. J. Halle Steinman, co-publisher of the Steinman newspapers (which own radio-TV properties). Mr. Truman said that under certain circumstances the President must act in the best interest of the country. On April 24, he denounced as so much hooey any idea as to whether he could seize stations and newspapers. But again, at his May 22 news conference, he said he felt he had inherent power of seizure over industry.

Provisions for Seizure Cited
Radio and TV stations under Sec. 600 (c) of the Act are subject to seizure upon Presidential proclamation "that there exists war or threat of war, or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States."

The Communications Act was revised last October and implemented with an Executive Order in December. Seizure is spelled in the provision to authorize "use or control" of any station by a government agency.

What is not generally known is that a disclaimer of inherent powers was attached to the Emergency War Powers Act as first extended last April to June 1 and again last week to June 15. Sense of the original rider is that nothing in the act shall be construed as providing authorization for seizure of private property—so far as the Constitutional question.

Both the Senate and House Judiciary Committee have rejected more definitive initial proposals along that line and sent the legislation (S J Res 156) to the White House to meet the June 1 expiration deadline. Intent to consider this provision in a Constitutional light is promised before the Act is extended again beyond June 15.
Here are the NEW SHURE Hi-Fidelity Slender "300" Series Bi-Directional Gradient Microphones!

Here are the finest of all the "slender" microphones yet produced. They combine the best features of conventional velocity microphones with an advanced acoustic design. Here, indeed, are high-fidelity microphones which deserve superlative descriptions because of their outstanding performance and remarkable ruggedness.

The "300" Series are multi-impedance velocity microphones of such a high order that they belong in a class by themselves. They provide a Bi-Directional pickup pattern—which permits greater performer freedom (performers can stand at a 73% greater distance from the microphone!). The "300" and "315" will pick up voice and music from front and back—yet discriminate against unwanted noises from the sides. They reduce reverberation and pick-up of distracting random noises by 66%.

The Model "300" is a miniature high-fidelity Gradient Microphone with exceptionally smooth peak-free response—40 to 15,000 c.p.s.—specially designed to meet the exacting requirements of TV and radio broadcasting. Its Bi-Directional Polar pattern is effective over a broad frequency range.

Model "315" General Purpose is similar in size, design and technical features to the Model "300," and is finished in a rich, soft chrome. It is ideal for those numerous public address applications where its streamlined design and striking beauty lend dignity and prestige to any setting in which it is used. Its Bi-Directional pickup pattern is extensive over a broad frequency range (50 to 12,000 c.p.s.). It permits the sound system to be operated at a level almost 6 db higher than is possible with nondirectional (omni-directional) microphones!

**IMPEDEANCE TABLE**

<table>
<thead>
<tr>
<th>IMPEDANCE</th>
<th>OUTPUT LEVEL</th>
<th>MODEL</th>
<th>CABLE</th>
<th>CODE</th>
<th>LIST PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>L—35-50 ohms</td>
<td>58.7 db below 1 Milliwatt per 10 microbar signal</td>
<td>&quot;300&quot;</td>
<td>20 ft.</td>
<td>RUDOW</td>
<td>$125.00</td>
</tr>
<tr>
<td>M—150-250 ohms</td>
<td>59.5 db below 1 Milliwatt per 10 microbar signal</td>
<td>&quot;315&quot;</td>
<td>20 ft.</td>
<td>RUDOX</td>
<td>$75.00</td>
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<tr>
<td>H—High</td>
<td>57.0 db below 1 volt per microbar</td>
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SHURE BROTHERS, Inc.  
225 West Huron Street, Chicago 10, Illinois  
* Manufacturers of Microphones and Acoustic Devices  
Cable Address: SHUREMICRO
And now the HPL is in

June 2: CBS Radio's big 50,000-watt affiliate in Charlotte, WBT, becomes the twelfth station to broadcast locally the most sales-effective participating program in all broadcasting—The Housewives' Protective League.

Starting today, WBT (which has a greater audience in Charlotte than all other stations combined and virtually no competition from other Charlotte stations throughout the rest of its 62-county-unit area) carries the daily HPL programs throughout a sales territory where 562,860 well-to-do radio families live and listen...and where last year retail sales added up to a wallop $1,712,165,000!

Now, with the addition of WBT, you can buy The Housewives' Protective League on twelve big stations (each of which has the largest average audience in its area), or on any one or any combination of these stations. All together, they cover 16,351,650 radio homes (38.8% of the nation's total), and $60,480,583,000 worth of retail sales (40% of the nation's total).

Ironclad proof of the HPL's ability to sell your product lies in the partial list of advertisers (right) who have used the HPL in recent months. Their success is the reason the HPL is known far and wide as "the program that sponsors the product—the most sales-effective participating program in all broadcasting."

For information about the HPL, call the stations, their national representatives or...

THE HOUSEWIVES' PROTECTIVE LEAGUE


Sources: Sales Management, May 1952; BMB, 50-100% daytime audience area; Pulse of Charlotte
Among the advertisers who have used the HPL in recent months:

<table>
<thead>
<tr>
<th>BOSTON (5,000-watt WEEI)</th>
<th>PHILADELPHIA (50,000-watt WCAU)</th>
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<tr>
<td>CHARLOTTE (50,000-watt WBT)</td>
<td>RICHMOND (50,000-watt WAVA)</td>
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<tr>
<td>CHICAGO (50,000-watt WBBM)</td>
<td>ST. LOUIS (50,000-watt KMOX)</td>
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<tr>
<td>LOS ANGELES (50,000-watt KNX)</td>
<td>SAN FRANCISCO (50,000-watt KCBS)</td>
</tr>
<tr>
<td>MINNEAPOLIS (50,000-watt WCCO)</td>
<td>SEATTLE (50,000-watt KIRO)</td>
</tr>
<tr>
<td>NEW YORK (50,000-watt WCBS)</td>
<td>WASHINGTON (50,000-watt WTOP)</td>
</tr>
</tbody>
</table>

All stations are represented by CBS Radio Spot Sales except KIRO, which is represented by Free & Peters Inc. • The Paul Gibson Show

The HPL Markets:

- Admiracion Shampoo
- Allstate Insurance Co.
- Allied Molasses Co., Inc.
- All Sweet Margarine
- American Chicie Co.
- American Safety Razor Corp.
- American Security & Trust Co.
- Asbestos Ironing Board Covers
- Avco Manufacturing Corp.
- B & B Mushrooms
- B & M Baked Beans
- Bamoony Bread
- Birds Eye
- Blue Coat
- Bon Ami
- Bondgards Creamery
- The Boston Company
- Briggs
- Bryanna’s Social Club Mince Meat
- Briggs & Co. Frankfurters
- Brisk
- Capitol Frito Co. Corn Chips
- Century Flour
- Cheer
- College Inn Food Products Co.
- Country Squire Turkeys
- Dennison’s Chili and Catsup
- Diet Delight
- Dining Car Coffee
- Dodge Division, Chrysler Corp.
- Doehler Greeting Cards, Inc.
- Doeskin Tissues
- Downyflakes Waffles
- Drano
- Drimmonyards Mixes
- Early California Olives
- Economy Cup Coffee
- Embassy Dairy
- Empire Crafts Silver Plan
- Fels & Company
- First Federal Savings & Loan
- Forno’s Yeast
- Florida Citrus
- Ford Motor Co.
- Frantilla Ice Cream
- G. Washington Coffee
- Galbraith’s Lumber
- Gaymont Lab., Yogurt
- General Electric Co., Lamps
- Gibson & Company
- Gill’s Hotel Special Coffee
- I. J. Grass Noodle Co., Inc.
- Griffin Shoe Polish
- H-O Oats
- Habitant Spoon Co.
- Handi Food Products Co.
- Heilman’s Mayonnaise
- Hennecks Poultry Farm
- Hillman Mix
- Hills Bros. Coffee
- Hires Root Beer
- Holiday Brands Soluble Coffee
- Holiday Magazine
- Home-Style Frozen Waffles
- Hood Rubber Company
- Hood’s Milk Co.
- Hot Shoppes
- Hoyt Brothers Pie Mixes
- International Harvester Co.
- Iodent Tooth Paste
- Interwoven Stocking Co.
- Jelke’s Good Luck Margarine
- Jerman Brothers, Inc.
- Herb Jones Scouring Cloth
- Joy Hosley Mills
- Juice Industries
- Ken-L Products Dog Food
- Keno
- Kiplinger Letter
- Krey Packing Co.
- La Choy
- La France
- Ladies’ Home Journal
- Lava Soap
- Libby, McNeil & Libby
- Lion Brand Paints
- Life Soap
- Look Magazine
- Lyon Van & Storage Co.
- Marcel Paper Mills, Inc.
- Frank Mann Potato Chips
- McCrory’s Stores, Inc.
- Metropolitan Federal Savings
- Metropolitan Poultry Co.
- Milani Foods Salad Dressing
- Milnot
- National Biscuit Co.
- Nestea
- Nucra
- O-Cal-i Sponges
- Olson Rug Co.
- Ottenberg’s Bakers
- Palm Orangeade
- Pepsi-Cola
- Perdue Mills
- Peter Paul, Inc.
- Pevely Dairy Products
- Philadelphia Dairy Products
- Pioneer Laundry
- Plymouth Rock Gelatine
- Rayex
- Real lemon
- Red Devil Soot Remover
- Reddi-Wip
- Rockingham Poultry Co.
- Sandwich’s Candies
- Sanitary Rug Co.
- Scribians-Kemp Biscuits
- Sears Roebuck & Co.
- Seaside Lima Beans
- Seven-Up
- F. N. Snow Canning Co., Inc.
- So Good Potato Chip Co.
- Sotexin Creme
- Spandy
- Stokely-Van Camp, Inc.
- Sunskit Lemons
- Sure-Jel
- Sweats Down Flour
- Sweetheart Soap
- Swift & Company
- Teddy’s Sea Food
- Tide
- Tip-Top Bread
- Tip Top Orange Juice
- Toucans Juices
- Trend Detergent
- U. S. School of Music
- Universal Trading
- Children’s Records
- Vess Beverages
- Washington Flour
- Washington State Apple Advertising Commission
- Washington State Fruit Commission
- Western Beef
- Sugar Producers
- Whirlpool Washers
- White Star Tuna
- Whitting’s Milk
- Wilbur’s Wax
- Winkel’s Coffee
- Wilson’s Evaporated Milk
- Windex
- Woodward & Lothrop
- Youngstown Kitchens
- Yankee Coffee
- Zenith Hearing Aids
WCCO Minneapolis-St. Paul aired its 100th remote broadcast from Lewisville, Minn., 115 miles from its studios. Show, Our Own Bob, originated in Our Own Hardware store. Happy to have overcome engineering headaches of the long remote are (l to r) Steve P. Duffy, president-general manager, Our Own Hardware Co.; Phil Lewis, WCCO assistant sales manager; Bob DeHaven, star of show, and Art Lund, radio-TV vice president, Campbell-Mithun Adv.

FTC RULES TALK
Appliance Groups to Meet

REPRESENTATIVES of major radio-TV appliance trade groups are expected to attend a three-day conference June 18-20 tentatively set by the Federal Trade Commission for discussion of trade practice rules proposed by the special All-Industry Committee (B+T, May 12).

Among organizations expected to send representatives are the National Electronics Distributors Assn., National Television Dealers Assn., National Assn. of Cathode Ray Tube Mfrs., and National Appliance & Radio Dealers Assn. Officials of Radio-Television Mfrs. Assn. and individual firms also will attend.

The commission has set aside three days, rather than one, with the hope industry segments can agree on radio-TV trade practice rules drafted by the committee. Paul Butz, FTC Trade Practice Bureau chairman, will preside.

FTC then will prepare a final draft and set a hearing at which any group may appeal the rules. FTC authorities held out the possibility rules may be adopted by this fall or early 1953. The rules would extend radio practices to television, with certain modifications.

Brightman Named

SAMUEL C. BRIGHTMAN, former newspaper correspondent and radio newsmen, has been named publicity director for the Democratic National Committee. Appointment of Mr. Brightman, who has been serving as acting publicity director since the resignation of Charles Van Devanter last month, was announced last Tuesday by National Chairman Frank E. McKinney. Mr. Brightman formerly was Washington correspondent for the Indianapolis Journal-Times and also was on the news staff of KSDK St. Louis, the St. Louis Star-Times and the Cincinnati Post.

Inaugural Plans Begin
FIRST marks of organization for arrangements committee on Capitol Hill for inauguration of the U. S. President-elect next January are under way. House Speaker Rayburn (D- Tex.) has appointed himself, Majority Leader John McCormack (D-Mass.) and Joseph Martin (R-Mass.), the minority leader, as the House members to serve jointly with three Senators already appointed by Vice President Alben Barkley. The Senators are Carl Hayden (D-Ariz.), probable chairman, Majority Leader Ernest W. McFarland (D-Arizona) and Styles Bridges (R-N. H.), the minority leader. Work on stands and temporary seating arrangements should be under way by fall.

CONGRATULATIONS have gone to WSNY Schenectady, N. Y., from the city's mayor, city manager and President Bob Hanna of the Schenectady Chamber of Commerce, upon the station's receipt of a public interest award from the National Safety Council for "exceptional service to safety" (B+T, April 28).

According to Winslow Leighton, WSNY president and general manager, its Van de Car & the News program was primarily responsible for the award. The station ran an appreciation ad in the local city newspaper May 5, noting also its awards in Billboard magazine's competition. Mr. Hanna is broadcasting manager for GE's WGY WGFM (FM) and WRGB (TV) Schenectady.
Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstand high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

### Injection Molded Grades

**MYCALEX 410**
- Mycalex 410 is approved fully as Grade L-4B under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."
- Properties:
  - Power Factor, 1 megacycle: 0.0015
  - Dielectric Constant, 1 megacycle: 9.2
  - Loss Factor, 1 megacycle: 0.014
  - Dielectric Strength, volts/mil: 400
  - Volume Resistivity, ohm-cm: 1x10^12
  - Max. Safe Operating Temp., °C: 350
  - Water Absorption, % in 24 hours: nil
  - Tensile Strength, psi: 6000

**MYCALEX 410X**
- Mycalex 410X can be injection molded, with or without metal inserts, to extremely close tolerances.
- Properties:
  - Power Factor, 1 megacycle: 0.012
  - Dielectric Constant, 1 megacycle: 6.9
  - Loss Factor, 1 megacycle: 0.084
  - Dielectric Strength, volts/mil: 400
  - Volume Resistivity, ohm-cm: 5x10^14
  - Max. Safe Operating Temp., °C: 350
  - Water Absorption, % in 24 hours: nil
  - Tensile Strength, psi: 6000

### Machineable Grades

**MYCALEX 400**
- Mycalex 400 is approved fully as Grade L-4A under National Military Establishment Specification JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."
- Properties:
  - Power Factor, 1 megacycle: 0.0018
  - Dielectric Constant, 1 megacycle: 7.4
  - Loss Factor, 1 megacycle: 0.013
  - Dielectric Strength, volts/mil: 500
  - Volume Resistivity, ohm-cm: 2x10^12
  - Arc Resistance, seconds: 300
  - Max. Safe Operating Temp., °C: 370
  - Water Absorption, % in 24 hours: nil
  - Tensile Strength, psi: 6000

**MYCALEX K-10**
- Mycalex K-10 conforms fully to Grade HIC994 under National Military Establishment Specification JAN-1-12
- Properties:
  - Dielectric Constant, 1 megacycle: 10.6
  - Q Factor, 1 megacycle: 300
  - Loss Factor, 1 megacycle: 0.034
  - Dielectric Strength, volts/mil: (0.10 in. thickness) 270
  - Fractional Decrease of Capacitance with Temperature Change: 0.0056
  - Fractional Increase of Capacitance with Temperature Change: 0.0076

### Low-Loss Miniature Tube Sockets

**Economical** — Comparative in cost to ordinary phenolic sockets, yet superior electrically. Dimensional accuracy unexcelled.

Available in Two Grades — Mycalex 410 fully approved as Grade L-4B under M.M.E.S. JAN-1-10 "Insulating Materials, Ceramics, Radio, Class L."

Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

**Mycalex Corporation of America**

Owners of "MYCALEX" Patents and Trade-Marks

Executive Offices: 30 Rockefeller Plaza, New York 20 — Plant & General Offices: Clifton, N. J.
ADVERTISING, merchandising and servicing of television sets continued to be the largest problem for the Better Business Bureaus during 1951, an annual report has indicated.

Of 80,548 communications to the bureaus about television, 53% were complaints, with the greatest number occurring early in the year. President Victor H. Nyborg reported. Nearly half the inquiries and complaints received by the local bureaus during the year pertain to merchandising, he said, and 12% of these referred to TV sets, a percentage matched only by construction inquiries. Radio and music were the subject of 2% of the merchandise communications.

In terms of services rendered by the bureaus, television rose from seventh place in 1950 to third place in 1951 with some 80,548 and 80,000 consumers contacting the bureaus with questions. In this category, television was superseded—by numbers of calls but not necessarily number of complaints—by home construction and solicitations.

Most common TV complaint was that long delays were suffered by consumers in waiting for their sets to be serviced, which was attributed to unavailability of replacement parts and tubes. The Better Business Bureaus appointed a service ombudsman, which, meeting with a counterpart from the Radio-Television Mfrs. Assn., evolved procedures for handling consumer complaints on a national level. Both groups also agreed to sponsor an educational booklet, explaining factors in purchasing and servicing a TV set, which will be distributed by RTMA and the Better Business Bureaus upon publication this year.

Progress was also reported for the bureau's "Truth in Advertising" campaign which almost 6,000 advertisements of the millions scanned required corrective action. Of those, 207 were referred to law enforcement bodies for further action, with the ultimate result that questionable ads decreased by about 8%. Mr. Nyborg said that legitimate advertisers did a better job of maintaining accuracy throughout the year, that consumers became more critical, and that media continued to cooperate in building higher advertising standards.

Publicity and education campaigns of the bureaus used a total of 2,492 radio spot announcements, 575 radio programs and 111 television shows last year, it was noted.

FOUR JOIN AYER

Three in N. Y.; One Phila.

FOUR personnel changes in three departments of N. W. Ayer & Son, New York and Philadelphia, were announced by the agency last week.

J. J. Clarke, sales manager, Home Laundry Equipment Div. of General Electric Co., joins the plans-merchandising department in Philadelphia today (Monday); William F. Roseboom, former vice president of public relations firm of Davies, Emery & Roseboom, joins the public relations department in New York; Monica Gran, promotion editor of Glamour magazine, also moves into the New York public relations department today (Monday), and Robert Pavlov, director of Temple U. alumni fund and editor of Alumni Review, joins the copy department in Philadelphia, also Monday.

New WICH Building

WICH Norwich, Conn., is now operating from a new two-story concrete block structure near its transmitter on the outskirts of the city. John Deane, WICH general manager, announced the new sign-on time of 5:30 a.m. and that William E. Kelly, city's newly-appointed superintendent of recreation, has been signed to handle the 6:7-4:5 a.m. duties.

NEWSCASTER Henry Blanc (l) of Today's News on KPOJ Portland, Ore., greets Gerrit Vender Ende, president of Pacific First Federal Savings & Loan Assn., to the Portland market as the largest such association in the country, which has purchased Mr. Blanc's noontime program for a special network in cities where the association has branches, including KPOJ.

ADV. WRITEOFFS

HST Hits Media Campaigns

PRESIDENT Truman last Tuesday opened a new breach in the controversy over alleged practices whereby private companies use institutional advertising and write it off as deductible business expenses.

While the Chief Executive leveled his guns at electric power concerns, the attack recalls the move by Sen. Hubert H. Humphrey (D-Minn.), avowed administration supporter, to curb through government so-called "political" advertising as a directive. The purpose also would be accomplished by raising newspaper ad rates to discourage "extravagant" advertising [B&T, April 21, 14, 7].

Mr. Truman, addressing the Electric Consumers Conference in Washington, D. C. last Tuesday, charged that private concerns were embarked on a "vicious campaign" to discredit public power projects as socialism—through radio and printed media. He said he might seek a probe to see whether the campaign violates the Federal Corrupt Practices Act.

They "are spending millions and millions of dollars on this campaign. They are sponsoring nationwide radio programs which cost many thousands of dollars every week. They are running full-page big magazine, month after month," the President said.

Target of Mr. Truman's fire was the Kansas City Power & Light Co. Mr. Truman also noted that a large advertising agency actually boasted that its technique was so successful that its "propaganda" was posted by church ministers.

KOMO Binaural

HAILED as "sensationaily successful" was KOMO-AM-FM Seattle's May 18 broadcast to the public of limitations over its AM and FM facilities on Voices of the Northwest, sponsored by the Seattle First National Bank and featuring the 41-man Adelphian concert choir of the College of Puget Sound, Tacoma. The airing was under direction of Stanton Bennett, chief development engineer for KOMO. Binaural broadcast also took place over WGN and WGNB (FM) Chicago May 22 at the annual Chicago Show and the Audio Fair [B&T, May 26], along with other public figures.

KATL Houston marked its fifth birthday on May 21. King H. Robinson, vice-president-general manager, in an interview in the Houston Journal, traced the station's increase from 1 kw to 5 kw and expansion of staff personnel from 19 to 31.

WBEN-TV Buffalo was four years in the big market. No special observance was planned. During its first few weeks of operation the station was on the air 14 hours weekly and now is on more than 14 hours daily.
more help
for busy media buyers

Publishers and station operators show increasing awareness of media buyers' problems

You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the standard listings of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the standardized data with additional media information—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication different from its contemporaries—information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,050 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important differences about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep wanted information instantly available—on the spot—to help the busy media buyer buy.

NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in Advertising Agency and Printers' Ink.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the last word about your station and your market... the last word seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the last word in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, "Copy Organizer for Service-Ads in Radio Rates & Data." Available at cost, $1.00.
ROBERT WASS News Director...Special Events...fifteen years experience makes his news job the most-listened-to in Cleveland...15 years (radio news)

WAYNE JOHNSON Newscaster..."voice of the news" in Cleveland...6 years (radio news)

17 Newscasts every day Press & International-Mobile Unit - Telephone

National Convention Coverage for Northeas

THE O. L. TAYLOR COMPANY - National

THE MUSIC - NEWS - SPORTS STATION FOR GREATER CLEVELAND
SERVICE IS VITAL NORTHEASTERN OHIO

JERRY BOWMAN
Newscaster... re-write man 15 years (radio news)

BOB WEST
Reporter... Feature Writer charge of night news

- All news re-written & processed - Associated
- Ws Service - Police-Fire Dept. Radio Beeper' system for on-the-air interviews.

ern Ohio Localized by the WERE News Staff.

 Representatives

WERE
VITAL TO NORTHEASTERN OHIO

RD...5000 WATTS - 1300 KC
Dollars When They Count

WHEN a Senate committee petitions another Senate committee for funds for a government agency in an election year when the accent is on exacerbating economy in government—that's news.

It happened a fortnight ago. Sen. Edwin C. Johnson's Interstate & Foreign Commerce Committee unanimously petitioned Sen. Burnet R. Maybank's subcommittee on Independent Offices Appropriations to give the FCC another $800,000 to hire people to expedite the licensing of new television stations. Last Wednesday, the Senate Appropriations Committee approved $600,000 more, specifically for TV. This is probably without precedent. It underscores again the high interest in Congress to get a nationwide television show on the road.

Even with 18 or 20 additional examiner teams, the outlook isn't too bright for prompt authorization of any substantial number of TV stations in desirable markets. That's because contests are indicated, notably for the VHF assignments, in virtually all major cities. Contests take months, sometime years.

There are those who feel the additional funds won't really expedite FCC action. They point to the past when the FCC has been surfeited with appropriations. And that record discloses that the FCC procedures have slowed down inexorably, year after year. More staff liberalization in some years, less in others, and, of course, more paper-work and more delays.

That does not have to be. The revised McFarland Bill now pending in the House has, as its primary purpose, tightening up of FCC procedures. The Commission would be required to rule on townsite applications within 12 weeks. That is not in hearing but pending after three months, and cases in hearing pending after six months. This measure already has passed the Senate. In revised form, it has been reported favorably by the House Interstate Commerce Committee and House passage is likely, despite continued sabotaging efforts by members of the FCC staff.

There's more involved in the resumption of TV licensing than service to communities which demand it, although that's reason enough. There's talk of an impending downward spiral in business. Some lines, notably consumer goods, are soft. Farm commodities are in a gradual decline. There are portents of a recession. Television's emergence could provide an anchor to windward against an impending economic storm. Sen. Johnson talks in terms of $3 billion as an "ultra-conservative" estimate of the business that would be stimulated in two years, if the FCC has the manpower to proceed full-tilt. Applicants, he states, will invest $250 million. Ten million people will invest more than $2 billion in sets. Thousands will be employed by manufacturers, wholesalers and retailers, totally aside from the vast expenditures for advertising.

Here another agency of government could pitch in. The Department of Commerce has the main function of stimulating and helping to report to Congress on the impact of its manifold and ample resources to be geared toward expediting television's economic development? In the depression of the early '30's, radio proved just about the only depression-proof industry.

The first test is to see the FCC get additional funds for examiner teams. It then can have no valid excuse founded on shortage of manpower or equipment. While it does sign point to favorable action it still behooves applicants to let their delegations—in Senate and House alike—know of their avid interest.

(Continued on page 28)

EDWARD HOLLAND BRONSON

THOUGH all's relatively quiet around NARTB's TV department, where they're grooming the three-month-old Television Code for a career of activity, if not controversy, nobody's being fooled by the peaceful way most of the nation's civic, cultural and religious groups have reacted to the industry's manual of program and advertising behavior.

They know what's coming, and they'll be ready with what at the moment might be described as a semi-secret weapon—Ed Bronson, newly named NARTB director of television code affairs and a practical telecaster.

In a decade-and-a-half of radio, TV and government service, Ed Bronson has seen his share of rough spots. One of the rougher incidents occurred during the war when he was at the Office of Censorship with responsibility for foreign-language programs originating domestically.

Everybody wanted to be a censor in those days, including the FCC and the Office of War Information. The competition got into proceedings of the special congressional committee investigating the FCC. With a clear Executive Order to back him up, Ed Bronson carefully observed testimony of the two competing agencies. He patiently listened and he patiently talked.

When the colloquy reached the usual double-talk and gobbledygook stage, Mr. Bronson couldn't stand it any longer and summed it up with this classic: "I'm getting weary of these excursions into the dialectics of the periphery." That stumped even the double-talkers, and Office of Censorship went about its job with powers intact.

This was a typical Bronson approach to a tricky situation. Often when the going gets tough he turns on a wry sense of humor. When trouble engulfs him, he takes a philosophical approach and sets out to see what can be done about the mess.

Mr. Bronson's main job at NARTB will be to serve as liaison executive on code matters with general public and interested organizations. That's his formal directive, a little double-talk in itself. Put into active terms, it means the finger is pointing at him as trouble-shooter to see that the code clicks.

He brings to the job a substantial reservoir of qualifications, having, among other things, directed television station operations, station management and engineering. He could not have asked for a better assignment, and felt the call from the concrete-pouring stage; served, as noted, in a censorship capacity; managed a radio station, and, finally, created a successful town-meeting.
Something burning is falling through the sky...

That something was a hit German plane. The time was D-Day, 1944. Speaking from a warship in the heat of the battle, George Hicks was making his masterful recordings of the greatest military action in history.

First to broadcast from a dirigible and from a submarine, Hicks is uniquely a broadcast reporter. He joined NBC in 1928, a year after network radio began.

From an eclipse of the sun seen in the Pacific to the funeral of George VI, George Hicks's dispassionate reporting has brought America to the scene of many of the historic events of our time.

Now in this vital election year Hicks and 100 other NBC men of news are assigned to cover the conventions and the elections as they've never been covered before.

The NBC News Center is pre-eminent in the field because of men like Hicks, Dreier, Warner, Godwin... because of its thousand-man news-gathering force... because regularly on radio and television, NBC broadcasts more hours of news than any other network.

Virtually everyone in America hears the news first on radio and television. They hear it while it is news. And the fact that the highest rated news shows on radio and television are NBC's means most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America
When judging the St. Louis Market, 
keep the evidence in mind! 
You'll find KWK's LOW—low cost per thousand radio homes delivered makes ... 
KWK the radio buy in St. Louis! 
Your Katz man has the entire St. Louis case in brief—with evidence based on Pulse reports.

Globe-Democrat Tower Bldg. 
St. Louis

WILLIAM P. DIX Jr., assistant sales manager, WCBS New York, to WTAM Cleveland, as sales manager.

ALFRED A. BROWN, former sales manager of WWSC Glens Falls, N. Y., to sales staff, William G. Rambeau Co., N. Y., station representative firm.

FRANK CONWELL, general manager, KCIL Houma-Thibodaux, La., to WKEG Mobile, Ala., as administrative assistant to KENNETH R. GIDDENS, president.

HAL HUDSON, TV manager, and BEN FEINER Jr., executive TV producer, both CBS Hollywood, named to handle TV department management and production activities, respectively, while HARRY ACKERMANN, vice president in charge of network programs, CBS-TV that city, vacations in Europe.

WILLIAM L. SNYDER, Forjoe & Co., Chicago, station representative to Gill, Keefe & Perma, same city, as member of sales staff succeeding HOWARD M. KEENE, who has resigned.

GEORGE W. CLARK Inc., Chicago, named by KOWL Santa Monica, as station representative in mid-western and eastern areas.

RYAN K. HARRIS, former traffic manager, WCPO-TV Cincinnati, to sales staff, WLWT (TV) that city.

JOSE E. CHAPA appointed general manager of KLVL Pasadena, Tex.

WALKER REPRESENTATION Co., N. Y., appointed station representative by WEAT Lake Worth, Fla.

SANDFORD I. WOLFF, Chicago radio attorney and partner in Riskind & Wolff, moves June 1 to Suite 506, 134 N. LaSalle St. Telephone is Financial 9-0787.

SEARS & AYER, N. Y., appointed national representative by WRAC Racine, Wis.

MARVIN ELLIN, producer, Marvin Elin's Block Party, to permanent staff of WMAR-TV Baltimore in sales capacity.

PERSONALS . . .

DANIEL W. KOPS, vice president-general manager, WAVZ New Haven, Conn., honored as "outstanding young man of Connecticut" at annual Junior Chamber of Commerce dinner May 24. . . . W. J. WILLIS, salesman, WKY-TV Oklahoma City, presented with distinguished service award by Oklahoma City Advertising Club.

HAROLD SODERLUND, commercial manager, KFAB Omaha, elected president of Omaha Advertising Club. . . . THELMA KIRCHNER, general manager, KGFL Hollywood, vacationing in Honolulu.


'Dr. Gallup' Bought

SIX additional markets have signed for George F. Foley's Dr. Gallup, syndicated pre-election radio series, it has been announced. They are: WJW Detroit, WHK Cleveland, WGAN Portland, Me., WGUI Bangor, Me., KNX Los Angeles and KMOX St. Louis. A total of 122 stations now carry the political interview series. Station purchasers who announced sponsors last week were WEEI Boston, to Transducer Co., division of American Machine and Foundry Corp.; KPRL Houston, to Simpson-Gillman Pontiac Co.; WSBA York, Pa., to Carl Beasley Ford Co. and WGAL to N. T. Fox Lumber Co. and Utilities Distributor Co.

NEW WJBK UNIT

Peter Storer Is Director

ESTABLISHMENT of a sales promotion and merchandising department at WJBK-AM-TV Detroit, with Peter Storer as its head, was announced last week by Gayle V. Grubb, vice president and managing director of the stations.

Mr. Grubb said that although WJBK had always cooperated with its advertisers in merchandising and promotion, the station feels the time has arrived to institute a more aggressive plan of dealer and distributor tie-ins. He said Mr. Storer was name manager of the new department because of "the outstanding success he achieved in the field of public service."

Mr. Storer will handle all of the WJBK-AM-TV merchandising activities, including tie-ins with voluntary and regional chains, point-of-sale displays, special promotions, and other devices to acquaint consumers with merchandise advertised on the WJBK stations.

A son of President George B. Storer of Storer Broadcasting Co., which owns the stations, the new WJBK merchandising and promotion manager became affiliated with the Storer organization in 1946, following graduation from the U. of Miami. He started with the company's WGBS Miami as control engineer, moving last September to WJBK as public service director.

Under his direction, a number of educational broadcast projects were arranged with Detroit and Wayne universities, and a broadcast series on the Detroit schools is currently in preparation in conjunction with Life magazine.

ECKO PRODUCTS Co., Chicago, last week reported net sales for first quarter of 1952 of $9,680,337, compared with $10,492,769 for the same period last year. Net profit this year was $609,424 or 78c per share on common stock.

NOW 5,000 WATTS

WITS

BROADCASTING • Telecasing

SEE RAMBEAU — New York, Chicago, Los Angeles IMPACT RADIO SALES, Detroit
Our Respects To
(Continued from page 50)
program that has an outstanding 14-year record.
When he arrived in Washington last week, Mr. Bronson was giving up the direction of WBNS-TV in his native Columbus, Ohio, a position he had held since 1949. His departure for NARTB's code operation moved the Ohio State Journal to call him "one of the best equipped men in the nation for the job." The Journal should know, because like WBNS-TV it is one of the Preston Wolfe radio-TV-newspaper properties.
Possibly the Journal was recalling some of the early journalistic feats of Ed Bronson, reporter. Around Columbus they still talk of a famous escapade at Ohio State U., before the vogue of bra and panties purloining. Reporter Bronson, long holder of an Ohio State degree, was assigned to cover a campus incident that involved such sporty tactics as egg-throwing and cab dumping.
A cop—one cop—arrived on the scene and alertly grabbed the first youth he saw. That, of course, was Reporter Bronson. Foiled, the officer called for help. A second cop arrived, but the duo couldn't swerve the persistent journalist from the path of duty. A third, a fourth, a fifth and finally a sixth officer joined the fray. The six-man army subdued their prey and hauled him off to jail as a rioter.
The law won the battle, but not the war. A few minutes later the intrepid reporter was back at the campus on a business-as-usual basis.
Ed Bronson obviously doesn't step easily when he is on a mission. The new TV code assignment, however, is likely to put him in the middle of some of the fanciest crises he has ever met. At this point, according to an old cron, he is likely to halt all oratory with an observation of this sort, "Hold everything. Let's get down to the core of this thing and see if we can't work out a way of living together."
He has a deep conviction that the principles of the TV code are right, and believes it will work if goodwill and common sense are applied to its enforcement.
Ed Bronson was born in Columbus May 27, 1910, son of Hiram Bronson, long active in Ohio politics. The elder Bronson wrote the Ohio primary law back in 1906, a monument in political history. The family's political bent was maintained in a journalistic way when the son covered Ohio politics for Columbus papers.
At Ohio State U., the younger Bronson interrupted his career for a year to work as a blacksmith on a construction gang in West Virginia and California. Back in school, he became cub reporter on a local journal and finally news editor of the Ohio State Lantern, campus daily.
After college, he continued his reporting, moving into radio at WCOL Columbus in 1936. At WCOL, he served as continuity director and subsequently assistant general manager. With the outbreak of war, he became assistant to J. Harold Ryan of Storer Broadcasting Co., and then to John E. Fetzer, who succeeded Mr. Ryan as assistant director of censorship.
With end of the war, Mr. Bronson joined WJEF Grand Rapids, Mich., as station manager for Mr. Fetzer, the station's owner and now chairman of the NARTB Television Code Review Board. Anxious to enter TV, Mr. Bronson left WJEF in 1949 to aid in planning WBNS-TV, becoming station director when the station went on the air.
WBNS-TV, along with WBNS and WELD-FM, still carries the Columbus Town Meeting series started by Mr. Bronson 15 years ago at WCOL. It has been called one of the industry's leading public service programs at the local level and is incorporated under Ohio laws.
Mr. Bronson married Ann Fulton, a former Ohio newspaperwoman and pianist. Son Ted, 15, plays a trumpet and Mary Ann, 8, is following her mother's pianistic bent. Daddy Bronson likes golf and chess, and now loses frequent chess matches to Ted, an apt pupil.

'SELL' CHICAGO
New Group's Purpose

CHICAGO UNLIMITED, a non-profit corporation, has been organized by a group of industry people for "sale" of Chicago as a production center to agencies, clients and networks, and for local and national promotion.
The group, which expects to sell at least $25,000 in stock its first year, includes John Weigel, announcer; Norman Lindquist, Atlas Films; James Jewell, Alan Fishburn and Stu Dawson, producers; Ray Jones, AFRA-TVA; Dan Collins, Chicago Federated Adv. Club; Geoffrey Bennett, RCA Victor; James Kellock, Wilding Pictures; Archie Leverington, music publisher.

Dimensions:
A-428A: 1 1/8" x 1 1/4" x 9"
A-429A: P-522A, P-523A: 2 1/4" x 4 1/4" x 9/4"
PETER O. MOON, vice-president and business manager, Functional Music Inc., Chicago, to WJJD that city, as program director.

GENE EDWARDS, announcer, WIL Los Angeles City, Tennes., to WVL Elizabeth, Ky., in same capacity.

HOWARD KEEGAN, former manager of WCFL, Chicago, to NBC that city, as producer.

STAN BURN, announcer, WPAT Paterson, N. J., to announcing staff of WIN New York.

CHARLES ROBINSON, playwright, to CBS Television Network June 9 as producer-director-writer.

BILL GUY, former with WAP-W TV Ft. Worth, to WFMY-TV Greensboro, N. C.

DAVID WAITE, announcer, KWIN Portland, to WFOR Hattiesburg, Miss., to program director. EAGLE GARRETT, WJBR Brookhaven, Miss., to WFOR as announcer.

STU WAYNE, WPEN Philadelphia, to WDAF that city, as disc jockey.

CARL TIBBETTS to announcing staff, WSB-TV Atlanta.

DON BADGER to promotion staff of KMTV (TV) Omaha.

BETTY BASKETTE, receptionist, KLBT Brownsville, Tex., to manager of public service, as promotion staff replaced by BETSY LASTER.

HANS CONRED, who portrayed Prof. Kropotkin on CBS Radio My Friend Irma, assigned role in feature film, Big Jim McLain.

BEN OMAN, news and special events director, WJOY Burlington, Vt., to WORD Spartanburg, S. C., as announcer.

DON WINThER, disc jockey, WTMM Trenton, N. J., appointed staff announcer.

DICK LANE, actor-m.c., announcer, KTLA (TV) Hollywood, awarded Statuette of Achievement by Los Angeles County Board of Supervisors for his civic contributions.

JERRY RAKER, page boy, WPIX (TV) New York, named associate director.

ED WILSON, disc jockey, KWK St. Louis, presented with award for "outstanding service to the Psychiatric Aid Society" in that city.

JIM TODD, staff announcer, KJH-TV Hollywood, to KFI Los Angeles, in similar capacity.

FRANK FLAGLER, WHLL Oakland, N. Y., to WJGI Ridgefield, Conn., as disc m.c. GEORGE WALTON, continuity director, KVOR Colorado Springs, Colo., to WJIL as program director.

COLEY COWAN, announcer, WSZ Dayton, Ohio, to WJUH production manager. C. BOSWORTH JOHNSON, WJIR Morgantown, W. Va., to WSIZ as announcer.

DICK WOOLLEN, ABC Chicago program manager, to KTTV (TV) Los Angeles, to work on development of new program ideas.

EDWARD F. DEVENNEY, ARNOLD H. KATINSKY and LORIN ZISSMAN to WIP Philadelphia on publicity, writing and special events staffs, respectively.

KATE SMITH, NBC radio-TV star, awarded "personality of the year" plaque at 22nd annual Jamboree of Advertising Club of Washington D. C., fortnight ago.

BILL TAYLOR, m. c. of "Bill Taylor's Sunrise Serenade, WOR New York, presented award for "commendable public service" by Veterans of Foreign Wars.

HARRY BABBITT, star of CBS Radio Pacific Network Second Cup of Coffee Club, recuperating from surgery following recent back injury.

BEULAH DONOHUE, Woman's World commentator, WTMJ-TV Milwaukee, received "professional woman of the year" award from city's Quoto Club, for contributions to community.

FRANK CARTER, WPEN Philadelphia announcer, father of girl, Andrea, now 16.

PATRICK McGuirk, writer-producer, KCBS San Francisco, father of girl, Michele.

JIMMY WIDENER, member NBC radio Round-Up Time, father of boy, James Paul, May 9.

FRANK ROWLAND, WHIO Dayton announcer, father of girl, Katherine.

ROBERT E. LEE, co-writer, NBC radio Railroad Hour and Ziv TV Programs' The Unexpected film series, father of boy, Jonathan Barlow, May 12. Mother is JANET WALDO, star of ABC radio Meet Corliss Archer.

Ralph Renick, WTVJ (TV) Miami news director, appointed chairman of TV news committee of National Assn. of Radio News Directors.

TED BENDER, formerly with WOR New York, to WMAY Springfield, Ill., on news and special events.

WILLIAM D. NETFELD, KCBS San Francisco director of news, elected chairman of California Associated Press Radio Assn., replacing LES MAWHINNEY, news director, KHIJ Los Angeles. DICK JOY, KFAC Los Angeles news chief, is vice chairman.

JACK GRIFFIN, news editor, KWK St. Louis, elected to membership in Sigma Delta Chi, national journalistic society.

AUSTIN SCHNEIDER to WNAK Yankton-Sioux City, S. D., as newscaster.

ANTHONY MARANO, sports director, WCTC New Brunswick, N. J., named director of news and sports to succeed JOSEPH DEMBO, now on news staff, NBC New York. ROLAND KELLY, sales representative WCTC, assigned to station's news staff.

JIM SCHLOSSER, new writer, WMJ-AM-TV Milwaukee, father of boy, Daniel Scott, May 17.

BRUCE MacFARLANE, WGN Chicago news commentator, father of boy, David Bruce, May 16.

DICK WRIGHT, KHQ Spokane newspaper, father of girl, Patricia Ann, May 6.

NBC SINGS HOPE

For Conventions Patter

BOB HOPE will do a daily five-minute light and humorous commentary on NBC radio-TV during the national political conventions at Chicago, according to the terms of an agreement worked out with NBC President Joseph McConnell by James Saphier, radio-TV agent for Mr. Hope. Neither party revealed financial arrangements, but the programs are to be offered for sponsorship.

Roger Price, New York night club and TV humorist, has been signed through Frank Cooper, Hollywood talent agent, for a similar series of broadcasts from Chicago on NBC radio-TV. Admiral Corp. will sponsor the series.
Strictly Business
(Continued from page 20)

Sports feature; Old American Barn Dancers; reviews of Firenze Theatre now called Royal Place; Movie Quiz Quiz Quiz, and Hollywood Off Beat with Melvyn Douglas.

Mr. Beckwith, who gives no middle name, was born March 29, 1914 in Rochester, N. Y., but considers his home town Buffalo, where his family moved shortly thereafter. He attended public grade and high school there and worked as assistant advertising manager of the Rudolph Bros. jewelry chain in Syracuse for a year before starting at Syracuse U. in 1934.

Like many students in the depression era, Mr. Beckwith found he had to work his way through college. He spent his mornings in class and his afternoons working in advertising with the jewelry firm and then went home to put on his tux and play with a dance band until 2-3 a.m.

"I kept my textbooks on the band stand," he recalls. In his extra time, he was a professor assistant, checking papers for $17 per month.

By the time he got his B.S. in business administration four years later, Mr. Beckwith had also won a top prize in a national intercollege advertising contest as well as membership in Alpha Delta Sigma, honorary advertising fraternity. His evaluation today of working through college is that it isn't as valuable in some cases as people think. "It's just too rough," he explains.

Syracuse Radio Graduate

Mr. Beckwith's college minor was radio and he is pointed out today as one of the first students of the Syracuse U. School of Radio where, he reports, he decided that broadcasting was the field for him. He introduced the jewelry firm to radio spot advertising and, in 1937, went into radio himself by joining the sales staff of WSYR Syracuse. After learning the full story behind the mile, he transferred to WAGE Syracuse in 1942 as assistant sales manager, commercial manager and program director, and established so notable a business reputation for himself that in 1951 he was invited to join UTP, sister company of Standard Radio Transmission Service.

He describes his station sales record today as the result of "idea stuff . . . I didn't do just to sell, I tried to create." He found that even a small station could have a big list of national advertisers if they were offered, for example, personalities, promotion and know-how.

As sales director, he has organized a national sales force, working out of UTP's three offices in New York, Chicago and Los Angeles, and expects to be busy the next few months visiting TV stations and applicants to get new program ideas for his company to distribute.

He is married to the former Mildred Brown of Scranton, Pa., whom he met in college, and they are the parents of a son, Kent, 12, and a daughter, Ellen, 7. The scores of his favorite sport, golf, go up or down, he reports, depending on FCC decisions.

WSVS Elects Officers

OFFICERS and directors were elected for 1952-53 during the sixth annual stockholders meeting of Southern Virginia Broadcasting Corp. (WSVS-AM-FM Crewe Va.) in Richmond, Va. The board of directors elected the following officers: C. S. Willis, president; J. F. Quisenberry, first vice president; W. L. Willis Jr., second vice president; C. E. Wilson, secretary, and E. M. Schaubach, treasurer. New board includes these officers as well as O. B. Schaubach and C. E. Miller.

WFAA BIRTHDAY
Open House Scheduled

LISTENERS will be invited to inspect the facilities of WFAA Dallas June 22-23 when the station observes its 50th anniversary, according to Alex Reese, manager. Mr. Reese said WFAA, owned by the Dallas Morning News, expects to spend several thousand dollars on exhibit spaces and remodeling and refurbishing for its week-long open house in a direct audience promotion slant, instead of holding special ceremonies.

The audience will be invited to participate in prize-drawings of sponsor's products and in a candid camera contest open to amateur photographers. The station's stars will be on hand to meet the public.

Mr. Reese said visitors will enter the station over the covered and decorated walk - way 10 stories above Jackson street and will see displays of the various technical devices used in the pioneer days of radio, following the growth of WFAA from a tent-enclosed studio area in the former Dallas News building to the 50 kw NBC, ABC and Texas Quality Network affiliate it is today.

All broadcasts will be open to the public with special stage performances scheduled each half-hour day and night. Favors will be distributed by WFAA stars.

WACE Airs Korea Tape

WACE Springfield, Mass., claims a "first" for a broadcast to have been made May 25 of a 45-minute tape-recording of an Air Force jet pilot's plane being shot down in Korea 100 miles behind enemy lines. The tape includes sound of the explosion when the plane was hit, two-way communications with the pilot, who attempted to land his burning plane before finally bailing out and studio tie-in show with the rescued pilot.
Florsheim Promoted To Be Sales Manager

On All Accounts

(Continued from page 18)

Florsheim to sales manager of the Frederic W. Ziv Co., radio transcription organization, and the addition of four district account executives are being announced today (Monday) by Alvin E. Unger, Ziv vice president in charge of sales.

Mr. Unger said the company is undergoing a steady expansion which reflects a brighter local radio sales picture throughout the country.

New Ziv account executives are James R. Appel, in Delaware and eastern Pennsylvania; Sidney H. Price, in Syracuse and Ithaca; Earl R. Wootten, Arkansas; and markets in northern Louisiana; and Edward L. Schultz in Northern Wisconsin and the northern peninsula of Michigan.

Mr. Florsheim, who joined Ziv in 1951, has been an accountant and became eastern sales manager a year later, will make his headquarters at the company's Cincinnati office. Before joining Ziv he was director of advertising and sales promotion for the Adam Hat Stores, and also had served as director of cooperative programs and then merchandising director for ABC for four years. He previously had been an account executive with the Dan B. Miner agency in Los Angeles, and for 10 years was in the transcription business in Chicago in addition to spending seven years as a salesman for the W. A. Sheafer Pen Co.

Mr. Appel was manager of the General Office Supply Co. in Lancaster, Pa., before joining the firm. He is former commercial manager of WGAL Lancaster, and also has served as manager of an office equipment and tax duplicating house, and before 1950 was department collector for the U. S. Internal Revenue Dept.

Mr. Price has been with Cranmer-Tobias-Meyer, syndicated advertising services, for more than five years, and formerly operated his own photographic business in New York.

Mr. Wootten joins Ziv from the National Register program service, Washington, and formerly was with Chance-Vought Aircraft Co., Dallas, and has operated his own retail and furniture and appliance store in Wichita, and is a former sales representative of Shepard's Wichita. He will report to division manager Elmer Bieser.

Mr. Schultz has operated his own distribution agencies in Belford and Telex hearing aids and formerly was with the Prudential Insurance Co. of Kankakee, Ill., and with the Chicago Herald & American. He will report to division manager William Nevin.

COLUMBIA FESTIVAL

KHQ Plans Wide Coverage

KHQ Spokane has planned extensive coverage of the Columbia Basin Water Festival, May 22 through June 1.

Special programs include those by Glenn Lorang, farm director, who will air a 10-minute special from a different Columbia River basin town during each of the 11 days. A special 10-minute documentary on the development of the Columbia Basin is being prepared by Mr. Lorang for the National Farm & Home Hour, May 31.

KHQ news department, head by Tal Tripp, news director, will write and produce a special feature entitled, The New Pioneers. Mr. Tripp estimated that KHQ news reports will cover early days of the settling of the Columbia Basin, the construction of the Grand Coulee Dam, building of the network of irrigation canals and finally, the arrival of the water on the land this spring.

WEST central regional offices of RCA Victor have been consolidated in one building. New address is 340 Diecks Bldg., Kansas City, Mo.
HITS PRICE PROPOSAL
Arnall Cites Dangers

PROTEST against a Congressional proposal to require the Office of Price Stabilization to raise ceiling prices to levels prescribed by law in various states has been voiced by Price Chief Ellis Arnall.

Mr. Arnall advised the Senate Banking & Currency Committee and Chairman Burnet Maybank (D-S. C.) that its proposed amendment to the Defense Production Act "would raise ceiling prices substantially and unnecessarily." He added that the action would result in "very serious consequences" to the nation's economy, and that OPS does not generally overstate state statutes at present.

Legislation to restore "fair trade" retail price-fixing laws in 45 states, invalidated by the Supreme Court last year, has been passed by the House and now pending in the Senate. It would revive state laws intended to bar price-cutting on name-brand goods. Under those laws, a price agreement between one manufacturer and retailer was binding on all retailers in the state even if they had not signed the agreement.

NEW broadcast schedule has been announced for WMBI-AM-FM Chicago, Moody Bible Institute stations. AM outlet will broadcast 6 a.m. to 6 p.m.; FM from 6 a.m. to 9:30 p.m.

Roy Thompson

WITH 28 years...

RADIO experience and...

RADE know how, operates...

LTOONA's most community-conscious station...

...and from community service comes community interest in your product.

Represented by Robert Haeker Associates A B C

BROADCASTING * Telecasting

June 2, 1952 * Page 57
PULSE METHOD
Claimed 90.5% Accurate

PULSE Inc. reported last week that the first of a series of tests of its aided-recall rating method of measuring radio audiences showed it was 90.5% correct and that it "very likely" was even better than that.

Pulse said it conducted the experiment in the metropolitan New York area in February, comparing "(1) what actually took place in the home with (2) results obtained when listening to the same home was checked later via the aided-recall technique." The findings, Pulse said, show its technique to be "highly reliable."

Interviewers visited homes between noon and 1 p.m., asking no questions about radio listening but, instead, asserting that they were conducting a survey to learn the make and model of various home appliances. Dial settings of radios in use were checked without the knowledge of the persons in the homes. Following the regular Pulse procedure, other interviewers revisited the sets-in-use houses between 4 and 5 p.m. to check on noon-to-1 p.m. listening.

When the memory responses obtained between 4-5 p.m. were checked against the dial settings observed during noon-to-1 p.m. visits, Pulse said that "in 90.5% of the cases, the aided-recall technique produced results identical with those reported earlier by the observational method." The comparisons involved 570 homes in which a radio was tuned at the time of the noon-1 p.m. visit.

Pulse said that for two reasons "it is very likely that the proportion of correct aided-recall responses was even higher than 90.5%." For example, it was explained, the accuracy of dial observations is limited by several factors, particularly the "bunching" of many New York independent stations in the same general area on the dial and the fact that, especially in older sets, "dial settings may bear no relationship to the frequency as commonly known." In homes where the radios were tuned to network stations the number of correct responses increased to 90.9%, Pulse said.

Additionally, the report asserted, the aided-recall technique reports "listening" whereas the observational method shows "tuning." "There is no guarantee that, because the set was turned on between 12 noon and 1 p.m., the individual at home was actively listening."

Pulse said this test was the first of a number of experiments that "are planned and will be periodically reported to deal with the several other factors involved in audience measurement."

McHALE QuITS
Democrats Name Rawlings

RESIGNATION of Frank McHale as chairman of the Credentials Subcommittee of the National Committee and appointment of Calvin Rawlings of Utah national committee, to the post, have been announced by Chairman Frank E. McKinney.

Mr. McHale is a minority stockholder in Universal Broadcasting Co. (WISH Indianapolis, Ind.), among 65,000 who, according to FCC records last October. He recently was replaced as national committee by the Indiana Democratic State Central and resigned the subcommittee chairmanship because his term expires at the end of the Democratic National Convention. Mr. McKinney also is a minority stockholder and officer of Universal, of which he formerly was president.

U. OF DENVER
Sets National BMI Clinic

FIRST national BMI program clinic will highlight the sixth annual radio clinic on the U. of Denver campus in a series of radio-television events scheduled to last from June 23 to Aug. 22 as part of the university radio department's summer session program. Attendance of 100 is expected according to the clinic's director, UD radio department director.

Events include a television workshop, June 23-July 25 to be conducted by Noel Jordan and the annual radio clinic, Aug. 20-22 sponsored by Colorado Broadcasters Assn. which embraces: Broadcast Advertising Bureau clinic, July 29; television commercials workshop, July 24-26, conducted by Mr. Jordan; a three-day seminar on radio sales, July 30-Aug. 1, conducted by Maurice Mitchell, vice president and general manager of Associated Program Service.

GREENWICH PLEA
Asks FCC AM Action

APPEAL for separate FCC action on its AM application at Greenwich, Conn., has been filed by Greenwich Broadcasting Corp. operating WGRH (FM) since Dec. 6, 1948. The company applied for AM and FM jointly but the AM application was held up because of a conflict with a Norwalk applicant.

Petitioner says its AM case has been lying around the FCC all this time, having been consolidated with World Wide Broadcasting Corp. cases (WRUL, WUXS WURW WRUJ WRUA Seatac, Mass.), apparently because Walter S. Lemmon is an officer and principal stockholder in both Greenwich and Greenwich. Having lost $50,000 on FM while waiting for an AM grant, Greenwich asks that its AM petition be separated from the World Wide cases. Elliot C. Lovett, Washington counsel, filed the petition for Greenwich.

Open Mike
(Continued from page 18)

lose their effectiveness at the city limits, but covers and sells the entire marketable area.

Howard mentioned that the 1950 figures for thriving San Antonio did not include the military. Likewise, our 1950 figures did not include our Naval personnel in this, the largest Naval port of the United States (Norfolk stations please copy). Just to top it all off— the United States has just made a special census in San Diego and found our city population has increased 28% since the 1950 census!

I have fond memories of San Antonio, but the fact is—only KCBQ can truthfully say "the most-listened to station in the nation's fastest growing major market."

Charles E. Salik
President
KCBQ, San Diego, Calif.

PROMOTION STUNT
Brings Revolver in Ribs

HAZARDS of radio promotion were demonstrated when Larry Miller, control operator, WCSW-AM-FM Charleston, S. C., found himself facing a 38 calibre revolver.

Mr. Miller donned a dark cloak and a slouch hat and slipped through Charleston streets to promote WCSS's presentation of I Was a Communist for the FBI, a Fredric W. Zev Co. production.

Mr. Miller entered a market, approached the cashier and asked to see the manager. Mr. Miller didn't know the store had been robbed three times in the past year. The cashier drew out a .38 calibre revolver and looked too serious for Mr. Miller's comfort. He quickly identified himself and decided that from now on he will stick to the intricacies of the control room.

NEW show on KFBC San Francisco, Faces and Places, gives detailed account of personalities and places in the news.
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Equipment Needs Told to NPA
Page 64.

Latest Set Count By Markets
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in our 7th year

IT'S NOT JUST SETS BUT SATURATION THAT COUNTS

Why beam your message in a multiple station market where set count is high and actual coverage is low when there in the Billion Dollar, 174,000 set, Market of Toledo and Northwestern Ohio you get saturation plus on WSPD-TV. A recent survey by the University of Toledo Research Department conclusively proved that 90% of the TV viewers in our area preferred WSPD-TV—98% of the sets are in operation in the evening, 3.7 average viewers per set,—and over 85% stayed tuned to WSPD-TV. Here's your captive audience at an amazingly low cost—phone Tom Harker or Katz for the rate on "Speedy"—the TV station that guarantees audience delivery to your commercial.

Storer Broadcasting Company

Represented Nationally by KATZ
THE CABLE IS COMING!

THE COAXIAL CABLE ARRIVES IN HOUSTON JULY 1st!

KPRC-TV will carry the political conventions and campaigns during this YEAR OF DECISION! The promise of complete coverage of these vital events has already SKYROCKETED the Great Southwest TV market.

A GIANT promotion and merchandising campaign backed by KPRC-TV, the Houston Post and TV dealers and distributors is underway! TV sets are SELLING LIKE HOTCAKES! By July 1, Houston's TV audience will be GREATER than ever before!

Arrival of the Coaxial Cable Coupled with KPRC-TV Coverage of This Year's Political Events Promises a Dynamic Medium for All Wide-Awake Advertisers!

Plan Your Summer Campaign to Coincide with Houston's Vast New Audience!

Channel 2 • Houston
JACK HARRIS
General Manager
Nationally Represented by EDWARD PETRY & CO.
TV MONEY FOR FCC

FCC's FUNDS future brightened considerably last week on Capitol Hill as the Senate Appropriations Committee approved additional money for the expressed purpose of processing TV applications [B+T, May 28].

The action came with these side-light:

Sen. Ed C. Johnson (D-Col.) said he thought the additional $600,000 for fiscal 1953 would be a "great help in overcoming the log-jam caused by the impossible freeze and its lifting."

The Senate committee inserted in the Independent Office Appropriations Bill an amendment that would request FCC to investigate the possibility of initiating "fair and equitable" fees and charges "in connection with the licensing of television stations, in order that such work of the Commission may be made self-sustaining to the fullest extent possible.

The House recommendation of $6,108,460 for the operation of FCC in fiscal year 1953 (begins July 1, 1952 and ends June 30, 1953) otherwise was left intact. With the addition of $600,000 for TV, total budget suggested by the Senate committee amounts to $6,708,460, a figure that is $1,366,540 less than President Truman's recommendation and only $122,910 above the prior year's appropriation.

15 Team Gain

Sen. Johnson said that his quick estimate would be that the FCC stands to gain 15 examiner teams, which include hearing examiners, attorneys, engineers, accountants and clerk-stenographers.

Sen. Johnson and 11 other members of his 13-man Senate Inter-state & Foreign Commerce Committee a fortnight ago formally petitioned the Senate Appropriations Subcommittee on Independent Offices to approve $800,000 for the purpose of relieving the TV application workload.

The Johnson Committee had estimated that each examiner team would require about $40,000. Thus the Senator said, if the appropriations unit's recommendation is approved by Congress, FCC would benefit by 15 additional teams.

Sen. Johnson said he was "dis-appointed" that the group did not okay the full amount. But, he asserted, his committee's job is "to go to work now to see that we get the full amount approved on the floor of the Senate."

The Appropriations Committee approved the recommendations of its subcommittee, which is under the chairmanship of Sen. Burnet R. Maybank (D-S.C.).

Its mention of license fee charging "in connection with TV licenses only. The committee in its report pointed to the 1952 Independent Offices Appropriations Act which authorized such assessment on a trial basis. The section which contained this reference was Title V.

FCC up to this time has not seen fit to go into the possibility of assessing charges or fees for servicing applicants. However, the Senate group's recommendation requests the Commission to study the question and to report back to the "respective legislative committees."

The committee said it approved additional funds when informed of the TV freeze lift that "will make possible 1,900 more stations in 1,200 more locations, whereas at the present time there are 108 television stations located in 66 communities."

A few days earlier, the Maybank Subcommittee released FCC's testimony of last April.

In data submitted to the subcommittee during the hearings, FCC Vice Chairman Rosel H. Hyde warned that even if the proposal of 20 more examiner teams be approved, "we would still not be current in the handling of television applications at the end of 1952."

He also estimated that there would be a delay of about three months in filling the new positions.

FCC had predicted it would have 159 TV station CPs by June 30, 1952, 459 the same date in 1953.

Won't Go Far?

Another assertion by the Commission, raising doubts as to how far the $600,000 could go in improving the processing line, was made in its data supporting its request for restoration of funds cut by the House.

In its analysis, the Commission estimated that the correct figure for 20 teams to be $1,050,740. To arrive at this figure, the FCC, while accepting Sen. Johnson's estimates, added money needed for expenses such as travel, materials, supplies and sundries.

Comm. Hyde said:

Even if we receive everything requested for us in the President's budget we would still, in television, wind up very substantially behind at the end of certainly, FCC said, it expected still have died with the Commission's amendment. If FCC's applications the Senate would not even have reviewed in order to determine whether they could be granted. We would still have before us approximately 200 additional applications which had been reviewed but before which hearings, and the existence of conflicting applications were in a hearing status.

Speaking of FCC's workload, Chairman Paul A. Walker told the subcommittee that the Commission "has now reached a point where in order to get out the large volume of work many things are done which store up trouble for us in the months and years ahead."

Paring Other Activities

Chairman Walker also asserted that if given the employees as suggested by Sen. Johnson, "I think we can handle the television matter."

FCC's data indicated that the Commission was paring other activities to a bone in order to handle television.

Speaking of July 1, when processing is slated to begin, FCC told the subcommittee that "three months hence, when we must begin to process applications, the Commission will be in the position of a man trying to empty Lake Michigan by dipping furiously with a teacup. The job will be tremendous."

The Commission noted that in addition to its TV problem, "the number of radio stations is increasing and will continue to increase. Therefore, it expected a rapidly mounting interference problems. These are becoming "more and more serious and the Commission is being given less and less staff to handle them."

Estimated number of AM stations in 1952 was 2,485, and in 1953 the figure would be 100 more as of June 30 of that year.

"The situation in our field-engineering and monitoring program is already acute," FCC asserted, and would become more so if the House cut was allowed to remain (which was the case).

$600,000 More Recommended

50 MILLION TV SETS

Sarnoff Foresees In Five Years

FIFTY million TV sets and 1,500 stations within the next five years were predicted last week by Brig. Gen. David Sarnoff, RCA board chairman, when he spoke Wednesday at a Life Insurance Assn. of America meeting in Hot Springs, Va.

Noting that there are some 17 million TV sets and 108 outlets, Gen. Sarnoff said, "within the next five years, there will probably be 50 million television receiving sets and about 1,500 television broadcasting stations with a potential viewing audience of 150 million persons."

"Every home equipped with a TV receiver will be within range of video transmission," he added.

Declaring that electronic contributions to health and life expectancy are tangible even now, he pointed out that both radio and television donate to well being by providing information, entertainment and relaxation. Television and its Willow turntable have been also been incorporated in the electron microscope, he explained, helping scientists to study live microbes without using identifying dyes or lights of germ-killing intensity.

"It is now feasible to combine the automatic devices which have been developed for radio-television to form a complete electronic accounting system for even the largest business organization," Gen. Sarnoff said. "Such a system would provide for the the translation, storage, computation, processing and printing of pertinent facts and information."

"Explain that these electronic systems can graduate from high-speed arithmetic to high-speed reading and writing too, he observed, "the information that we compress today on punch cards will be further compressed by storing the necessary figures and words on magnetic tapes which can be scanned at the speed of many thousands of words a minute."
KVOL Petition Challenges

CONTAINING premises which challenge the basic legality of FCC's Sixth Report and Order lifting the reconsideration or rehearing was filed by Evangeline Broadcasting Co., licensee of KVOL-AM-FM Lafayette, La. [B+T, May 6]. Evangeline Broadcasting is a TV applicant.

Filed by the Washington law firm of Arthur W. Scharfeld, the petition points out that FCC had no power to reconsider its Sixth Report and return VHF Channel 5 to Lafayette or “reopen the record for further hearing with respect to the allocation of Channel 5 to Lafayette” thereon.

KVOL charges the Commission action, changing Channel 5 to Alexandria, La., instead of assigning it to Lafayette as proposed earlier, violates provisions of both the Administrative Procedure Act and the Communications Act.

KVOL contends the channel change is illogical because the Commission did not give notice of such action as required by the Administrative Procedure Act, respectively.

The petition notes that the Third Notice of Proposed Rule Making of March 24, 1951, proposed to allocate Channel 5 to Lafayette along with UHF Channel 38. VHF Channels 11 and 13 were proposed for Alexandria.

“Petitioner did not file any comments against the proposed allocation of channels to Lafayette or Alexandria because it was satisfied with the proposed allocation,” the petition states, “and, therefore, it did not file any comments in favor of the proposal for Lafayette because no person opposed the proposed allocation of channels to Lafayette.”

FCC’s Sixth Report, “purportedly based upon the record made in response to the Third Notice,” amended UHF Channels 38 and 67 to Lafayette, “deleting VHF Channel 5 and assigning it to Alexandria . . . instead.”

Quotes Reasons

The petition quotes reasons given in the Sixth Report for the allocation action. In substance, VHF Channels 11 and 13 were removed from Alexandria in favor of larger Galveston, Tex., and Biloxi, Miss., under Zone III’s 220-mile co-channel separation rule. Alexandria, left without VHF, is entitled to Channel 5 rather than Lafayette since former has “a somewhat larger population” (35,000) than the latter (34,000 pop.).

The petition argues that “the Commission’s notice in this rule-making proceeding did not, directly or indirectly, give notice to interested persons (including petitioner) of the possibility that Channel 5 would not be assigned to Lafayette for the reason stated by the Commission.” Nor could petitioner (or any other person) have anticipated reasonably that, without court-reversed proposals by any person or the Commission, the Commission might adopt a co-channel mileage separation for VHF channels in the Lafayette areas of 220 miles” and

KVOL also contends the change of Channel 5 to Alexandria on population basis alone is “absurd” and violates Sec. 307 (b) of the Communications Act. No evidence on the communities, their needs and nature were in the record, KVOL notes.

Another violation of the Act, Sec. 309 (a), is charged on grounds that KVOL is denied a hearing on its petition for reconsideration and without hearing, the said Third Notice. FCC proposed 190-mile separation for VHF in that notice.

“Thus, the Commission not only failed to give notice of the possibility of the result it reached,” the petition concludes, “but actually misled the petitioner to believe that the possible use of a 220-mile separation had been successfully considered and rejected.”

KVOL further charges it was “denied adequate legal notice of the Commission’s proposed allocation of Channel 5 to Lafayette.” The issue of the failure of the Commission to adopt technical standards for television stations before requiring interested persons to plead to the Commission’s proposed specific allocation table of assignments of channels.”

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DIGEST OF THOSE FILED WITH FCC MAY 23 THROUGH MAY 28

| Applications filed since April 14 | 26 | 13 | 40 |

| VHF | UHF Total |

* One applicant did not specify channel number.

Listed by States


**LAFAYETTE, Ind.—WFPM Inc., UHF Ch. 59 (740-764 mc), ERP 20.54 kw visual; antenna height above average terrain 717 ft., above ground 600 ft. Estimated construction cost $158,700, first year operating cost $78,000, revenue $798,000. Studio location: 2717 W. Transmitter location: McCarty Ave., Lafayette, 45° 23’ 40” N., 87° 59’ 15” W. Local. Transmitter: RCA. Applicant is licensee of WBPT Lafayette. Interested persons include President and Secretary-Treasurer J. R. Fuqua (94%); Vice President D. M. Kelly (4%), station manager, and Secretary B. E. Manderson (2%), commercial manager. Address: Radio Station WFPM, P. O. Box 490, Lafayette, Ga.

**U.S.** TV stations seeking a change in their channel assignments are WBBC-TV Birmingham, Ala., CTV, Glendale Broadcasting Co., licensee of WITC-AM-FM Glendale, Calif. [Continued on page 66]
TV APPLICANTS HESITATE

WHERE is the avalanche of TV applications predicted following the filing of those by 40 new and amended applicants last week and drew those familiar answers. The exchange was prompted because only some 40 new and amended applications had been received by FCC six weeks after issuance of the Sixth Report, which finalized the revised allocation plan and set July 1 as the date on which the Commission will commence processing of applications [*T, April 14].

Representing a fair range of opinion, the responses from the attorneys indicated:

Most lawyers have large numbers of applications in preparation, and some have filed none or a few only.

Delay for the most part is because of sheer detail and mechanics of preparation.

Some are holding up filing until the last minute for "tactical purposes."

July 1 No Deadline

Others noted July 1 "is no deadline" and since big stakes are involved, careful preparation is more important than early filing.

Still others observed that some of their applicants are far down the processing lines on city priority listings, "so what's the rush?"

Majority of applications in preparation represent existing broadcasters, part of whom have included persons new to radio in order to awaken financing.

There is a substantial "new money" minority among TV applications in preparation, although certain attorneys indicated greater interest than expected from newcomers to the industry while others reported less.

Majority of attorneys contacted reported no big problem so far in obtaining informal clearance of tower sites with Civil Aeronautics Administration sources. One firm is filing final CAA approvals with its bid.

Some broadcasters, who heretofore talked the big money of TV with ease, are "burning midnight oil" to make up their mind whether or not to take the plunge. "Now it's fish or cut bait," as one attorney put it.

Reason for forced showdown is FCC's Sixth Report and processing procedure, several sources explained. Otherwise, they noted, many broadcasters would take their time to "see how things go" before deciding.

Fear of UHF in couple of quick awards pronounced part of both newcomers and experienced broadcasters in view of UHF priority or "push" by FCC (ghosts of FM days) and tenor of talks by Commissioner Robert F. Jones, who disentombed from Sixth Report [*T, May 26, 8]. Greatest reluctance continues in intermixed VHF-UHF markets.

A very few attorneys felt newcomers are hesitant to put investment into TV because of long delays seen for major markets. Since companies initially are set up on basis of subscriptions and loan commitments rather than pigeon-holing money itself, capital will be working elsewhere until needed, they noted.

Most-often-heard reasons for slowness of newcomers to enter TV, where reluctance appeared, are fears of government regulation (FCC) and future of UHF and lack of know-how in field.

One law firm—not one of the biggest—reported 30 to 40 applications in preparation with none filed by that firm to date.

"There's plenty of interest ... up to expectations," a principal partner said. The industry "will meet the 1,000 quota" expected by July 1, he predicted.

Within the past three weeks his firm received "10 to 12 new applications we hadn't planned before to file," he said. Most of these represented money new to broadcasting.

The same attorney has experienced no reluctance about UHF except in intermixed cities. In fact, he recalled, he has two UHF bids in preparation for cities of 10,000 population. The market areas to be served, however, include over 100,000 persons, he said.

The partner noted FCC's use of city rather than market population in the city priority listings tends to make an area seem less desirable than it actually is.

Indication of the backlog of applications in preparation was given by the attorney when he observed in certain cases he has had to do considerable shopping to find consulting engineers able to take on his work. Same-city conflicts were chief reasons for refusals, he explained.

Spokesman for one large firm which devotes only part of its efforts to broadcasting reported a "healthy amount of new money coming into televisions," through bids by newcomers. This firm had advised all clients to wait until the end of the freeze to file applications and now has many in preparation.

"It will take a couple of months to do the job," he said.

Fears because FCC is "pushing UHF" was reported expressed by a few clients. FM history was recalled.

"There is some feeling that if they wait they can buy in later as cheaply as now," he observed, explaining, "some stations will need more financing."

Slow Filings

Another law firm's partner observed applicants are "slow getting data in," hence delay in filing. His firm feels it is more important to file an application that "really means something" than to be on file early. Some of those who rushed "had their applications bounce back," he noted.

Although his firm's applicants in the majority are established broadcasters, it does have some newcomers. A few broadcasters are expanding to bring in outsiders, too, he noted.

Principal in another law firm which devotes a majority of its time to radio-TV also reported "proper preparation" of applications is of greater concern than filing quickly.

"Without exception," he said, "all are broadcasters in this thing for keeps."

July 1 is no deadline," the attorney noted, commenting that because of careful preparation anyone who "crosses swords" with any of his clients "will have a rough time right on through the Court of Appeals."

He noted some difficulty in trying to keep up with the "shifting of the tide from one thing to another in interpretation of the new rules."

He mentioned Sec. 3.613 concerning location of main studio: "The main studio will be located in the principal community to be served."

Common sense tells you that means within one metropolitan area," he said, but "certain of the Commission staff have said it means within the city limits." Site hardships and added expenses would ensue in many cases, he noted.

Partner in another firm reported one newcomer to the industry plans to file applications in which he would have minority interest, for some 11 cities. Same firm also may possibly file a similar group of applications for as many as nine cities.

He said his "strong applicants" have been urged to file early so as to let "others in their markets line up for cheaper bids."

A number of his firm's applicants now in AM radio, he said, have "large outside business interests and hence will bring in considerable."

(Continued on page 74)

ABC-UPT HEARING

Four Testify on Coercion

NEW Filings Still Slow

LAST WEEK's chapter in the lengthy ABC-United Paramount Theaters merger hearing before FCC continued detailed probing into past file distribution and theatre-ownership policies of Paramount and other major film producers [*T, May 26].

Four more theatre owners testified. They alleged that the major motion picture companies would not rent them first-run pictures, or would not rent any pictures, or would rent only to a producer sharing deal in return for good films.

The theatre operators claimed the situation changed for the better after the Anti-Trust Division's probe into the practices of the film companies.

On the stand were Donald B. Leverett, Overton, Tex.; Carl B. Knudson, Seward, Neb.; Mrs. Evelyn E. Anderson, Boone, Iowa, and Arthur Goldberg, Omaha, Neb.

The hearing being held before FCC Hearing Examiner Leo Reinick, seeks to determine, among other things, if ABC and United Paramount Pictures should be allowed to merge, if Paramount Pictures Corp. is qualified as a TV broadcast station licensee (it owns KTLA (TV) Los Angeles), whether Allen B. DuMont Labs. (WABD (TV) New York, WTG (TV) Washington and WDTV (TV) Pittsburgh) are controlled by Paramount Pictures through its Class B stock holdings.

BROADCASTING • Telecasting


June 2, 1952 • Page 63
EQUIPMENT NEEDS

FUTURE materials needs of the commercial broadcast equipment industry will depend upon the speed with which FCC licenses new TV stations, the government was advised last week.

At the same time, the National Production Authority, anticipating in both that quotas of controlled metals for radio-TV sets will be pegged higher in the last half of 1952 to enable manufacturers to meet seasonal consumer demands.

Members of a Broadcast Transmitting Equipment industry group predicted that the first "heavy" batch of orders for station equipment is still more than a year away.

Manufacturers reported that even if the current UHF license grant that on behalf of the Commission by year's end, their biggest problem would be technical difficulties in constructing TV equipment. Many manufacturers already have placed orders for parts to build transmitters and related equipment.

Bottlenecks Prevail

Key components are still in short supply, especially in both military and civilian production. Aside from components, rapid changes in military design and technical personnel shortages have posed a steady problem. Scarcity components are transformers (especially audio), crystals, relays, small fractional horsepower motors, capacitors, cathode ray tubes.

With respect to engineering, some manufacturers reported they have enlisted foreign technicians (some DPs) from Europe. NPA promised to take action designed to speed personnel imports.

Government/Western Electric industry help to military contracts has been a major factor in NPA's decision to retain most restrictions on mass production of colorcasting equipment. An amended order [B*T, May 12] was still under NPA study after being routinely circulated among government agencies last week.

On the receiving end, household radio-TV sets generally will fare much better during the third and fourth quarters than in April-June as well as other durable goods, with one exception—in copper brass mill and foundry products. Manufacturers may file supplemental bids for additional carbon steel or aluminum, however, to compensate.

Radio and TV receivers and other goods will receive varying allotments "depending on the possibilities of filling existing less critical materials," NPA said.

Third quarter quotas are up for all materials used by set makers—5% for carbon and alloy steel and for copper wire mill, and 15% for aluminum. Set manufacturers are earmarked for a minimum of 20% on brass mill and foundry products. These increases are based on percentage use of the pre-Korean war base.

NPA pointed out that higher level of allotments starting July 1 will enable radio-TV manufacturers and others to meet seasonal demands, and that the third and fourth quarters are "the months of heaviest production" for them.

Bracketed with receivers for the same boost are TV and auto antennas (for replacement purposes), color position phono graphs, commercial recording discs and phonograph needles.

Increased allotments will be reflected in Christmas buying in established TV markets of new video receivers—either as initial purchases or as set replacements. Whatever additional demand may be created for sets in a potential handful of new markets by year's end also will be met with ease, industry authorities feel.

Last week's action is no more significant than that, although it might be a harbinger for materials in 1953 (see story page 89) when new VHF-UHF stations take the air in more prolific quantity. Of that outlook NPA Administrator

Assists on Atlass Bids

CHARLES GUGGENHEIM, chief producer of the Ford Foundation's fund for an adult education project experiment in educational television at WOIT-TV Ames, Iowa, is working with Ralph Atlass in Chicago for seven weeks as a consultant for three television applicants. These will involve the stations in which Mr. Atlass, general manager of WIND Chicago, has an interest. In addition to WIND, stations are KIOA Des Moines and WLOL Minneapolis. Mr. Guggenheim, who worked for the Louis G. Cowan package firm and CBS, will assist in plans for TV operations.
Established — and Growing!

UNITED PRESS
MOVIE TONE
NEWS

United Press
THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS
BMI TV CLINIC

INSTEAD of classifying television programming as one form of entertainment, certain program segments may be used as an advertising medium and be evaluated upon it as a selling force and compare cost with other ways of selling.

This was the advice George L. Moskovitch, manager, TV development, and Mr. Tatum, discussing "Participation & Programming."

Don Fedderson, vice-president and general manager, KLAC and KLAC-TV and president, Television Broadcasters of Southern California, also, said that in his opinion, it is an organization's formation, purpose and progress.

Richard Moore, general manager, KTTV, was chairman of the Friday evening panel and Philip G. Lasky, vice-president and general manager, KPIX San Francisco, said that "TV Program Research Techniques." Messrs. Clipp, Swezy, Lund, Hollingshead, and Sorenson speculated on the same subjects at previous BMI TV Clinics in New York and Chicago.

Self-Censorship Urged To Eastern Film Makers

"Self control, not government control" is the answer to the House of Representatives of the National Society of TV Producers, Hollywood, said last week. He urged that East Coast TV film producers adopt and enforce the East Coast Code three years ago.

"You should have a code," he urged. "We encourage the competitive existence of such a code as building the health of the industry." Any regulation could be enforced, he suggested, by granting to each production, a seal of approval, to be required by stations before any program is shown.

Some Film Council members urged that outright lagging be extended, and one suggested TV producers "instead of being mollycoddled—as Hollywood has shown itself for 25 years," should face legislators and others in Washington with tremendous courage, "unafraid to explain film content or the conduct of their business."

Others, taking a more dubious stand, wondered what effect a producers' code would have since ultimate approval depends upon station-acceptance of the end product. While opposing the idea of censorship, Dr. Alfred N. Goldsmith, RCA consultant and honor guest at the luncheon, advised that the product relies upon the producer's own good taste, a matter that "can't be put on paper."

One producer questioned that there is even a market for good taste. If film makers can produce profitably only so long as they respect public vogue, he said stations now are seeing "cocks and robbers" productions, perhaps the very fare that has prompted a survey of program content.

Television Applications

(Continued from page 68)


Applications include: President and Treasurer Dallan Le Mansur (70%), general manager of KDAL, 79% owner of WQTB, Moline, IL, and until 1948 licenses of KILO Grand Forks, N. D.; Vice President Robert A. Ettman (10%), chief engineer of KDAL, 8% owner of WQCA and 10% owner of WIRL, Peoria, IL; Vice President Odin Ramblein (10%), commercial manager of KDAL, 8% owner of WQCA and 3% owner of WIRL, and Charles Le Masurier (10%), retired.

Applications Address: 218 Bradley Bldg., 10 East Superior St., Duluth, Minn. (Note: Original application was filed after April 14, 1941, because it was submitted on old forms. Since it has been counted in total applications tendered since the FCC Sixth Annual Report & Order [Rev. April 14, 1941], it will not be counted again.)


Principals include: President Barton D. Pitts (61%), president of The Journal Publishing Co., publisher of St. Joseph News-Press & Gazette, and other periodicals, Washington. Vice President Henry D. Bradley (5%), president and director of News-Press & Gazette Co., publisher of St. Joseph News-Press & Gazette; Secretary and Treasurer J. Ted Branson (15%), promotion manager of KFEQ; and Joseph T. Morris (15%), director-treasurer and commercial manager of KFEQ, and Arthur V. Burrows (15%), managing editor of News-Press and Gazette. News-Press & Gazette Co. owns 43% of KFEQ Inc.

Applications Address: KFEQ Bldg., St. Joseph, Mo.

NEW BRUNSWICK, N. J.—Home News Publishing Co., UIHF Ch. 47 (686-574 mc), ERP 75 kw visual; antenna height above average terrain 462 ft., above ground 488 ft. Estimated construction cost $212,000, first year operating cost $180,000, revenue $200,000. Studio location 137 Church St., New Brunswick. Transmitter location 0 W. side of Highway and 40° 31' 4" N. Lat., 74° 47' 24" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Mr. Peter M. Keane, and Mr. John L. Mott, Morgan, Washington. Consulting Engineer: Mr. Charles Intosh & Ingalls, Washington. Applicant is licensed of WDEN (FM) New Brunswick. Principals include President Alvin L. Ingersoll (16%), president; and 89% owner of Colonial Hospitality.

(Continued on page 68)
... spend money—lots of it—for top men, the best equipment, plenty of film.

—and above all, give local news a real play! In the last four months here on Channel 4 we have used 60,000 feet of film on local news: and also 2000 still pictures!

Add to this, footage and wire pictures of National and International news and personalities. Supplement this with stories from the principal wire services...

Then edit! Good news men doing it!

In the not-so-good old days, well pitched tonsils and a personality who could rip and read were all you needed.

Now the News has to be good! Money, men, material and completeness make and hold news listeners on WTCN-TV.

If you want to pick up a news program with an established Pulse—one of McCuen's News Shows is temporarily open and is offered subject to prior sale. See our National Representatives or wire us for details and the price tag.
New Brunswick (real estate development), and vice president of Plasko Products Corp., New Brunswick (food products manufacturing): Treasurer Hugh N. Boyd (18%); Kathleen Boyd Martin (16%); and Ruth Boyd Tabot (9%). The applicant operating as New Brunswick Home News, Metuchen (N. J.) Recorder and Linden (N. J.) Observer. Address: 227 Church St., New Brunswick, N. J.

†ELMIRA, N. Y.—Elmira Star-Gazette Inc., UHF Ch. 24 (630-536 mc), ERP 19 kw visual; antenna height above average terrain 551 ft., above ground 496 ft. Estimated construction cost $215,100, first year operating cost $24,015. Estimated cost to equip $160,000. First year's budgeting cost $155,000, revenue $200,000. Studio and transmitter location on Highway 344, midway to Westfield, Williston and |Tex. in Chemung County, 27° 47' 00" N., Lat. 97° 36' 00" W., Long. Transmitter GE, antenna GE. Legal counsel Philip F. Fugate, New York. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KWWU Corpus Christi, Texas. Principals include: President and Vice President E. E. Westmoreland, South Main Baptist Church, Houston; Second Vice President Herbert V. Wilson, First Baptist Church, Odessa; Secretary D. R. Smith, San Antonio; Secretary Roy L. Johnson, Kingsville, and Secretary of Corporation James Earl Mead, First Temple Baptist Church, Dallas. Address: Baptist Bldg., Dallas, Tex.

LUFKIN, Tex.—Forest Capital Corp., Ch. 9 (180-192 mc), ERP 11.3 kw visual; antenna height above average terrain 500 ft., above ground 499 ft. Estimated construction cost $225,100, first year operating cost $25,180. First year's budgeting cost $204,000, revenue $205,000. Studio location 114' North First St., Lufkin. Transmitter location -1' ft. North of Highway No. 69, Angelina County, 31° 26' 00" N., Lat. 94° 45' 00" W., Long. Transmitter RCA, antenna RCA. Legal counsel Cohn & Marks, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of KWWU Corpus Christi, Texas. Principals include: President R. W. Wortham Jr. (32%), executive vice president and director of Southland Paper Mills Inc., Lufkin; Vice President E. L. Rusth Sr. (16%), president and general manager of Angelina County Lumber Co., Keltsy, Tex., president of Southland Paper Mills Inc., Lufkin; vice president of National Lumber Co., Wills Point, Tex., Farmers-Merchants Lumber Co., Brenham, Tex., and Lufkin Lumber Co., Lufkin; Henry B. Clay (9.5%), chief engineer of KWWU, and partner and owner of Best Engineering Service, Shreveport (consulting engineers); Mrs. Ola Thompson (10%), stockholder in Angelina County Lumber Co., Keltsy, Kultur Lumber Co., Jasper, Tex., and Lufkin Lumber Co., Lufkin; L. A. Malheis (4.6%), generator manager of Shreveport Times, and eight other minority stockholders. Address: P. O. Box 701, Lufkin, Tex.

†SAN JUAN, P. R.—Jose Ramon Quinones, Ch. 4 (66-88 mc), ERP 44.5 kw visual; antenna height above average terrain 345 ft., above ground 382 ft. Estimated construction cost $244,000; first year's budgeting cost $150,000, revenue $200,000. Studio and transmitter location 507 Ponce de Leon Ave. San Juan 18° 29' 04" N., Lat. 66° 00' 40" W., Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohes & Albertson, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Applicant is licensee of WAPA San Juan. Pursuant and person: PWA Maya-gues, P. R. Sole owner is Jose Ramon Quinones, owner of three Puerto Rico radio stations and president of Puerto Rico Farm Bureau. Address: Radio Station WAPA, P. O. Box 4083, San Juan, P. R. (Note: Original application was filed after April 14 but returned because it was submitted on old forms. Since it already has been inserted in total list of applications ten- dered since the FCC Sixth Report & Order [BT&T, April 14], it will not be counted again.)

Existing Stations

WBRC-TV BIRMINGHAM, Ala.—Birmingham Broadcast Co., Ch. 6 (62-88 mc), ERP 100 kw visual; antenna height above average terrain 908 ft., above ground 842 ft. Estimated cost of change $299,589, first year operating cost $240,000, revenue $365,000. Studio location 725 North Second Ave., West Birmingham, N. Y. Transmitter location Red Mt. Transmitter RCA, antenna RCA. Legal counsel George A. Lohnes, Washington. Consulting engineer George C. Covis, Washington. Application is for change from Ch. 4, as required under provisions of FCC Sixth Report & Order [BT&T, April 14].

WKRC-TV CINCINNATI, Ohio—Ray D. Linnwagner Co., Inc., Ch. 12 (204-210 mc), ERP 316 kw visual; antenna height above average terrain 612 ft., above ground 604 ft. Estimated cost of change $189,500. Studio location Times-Star Building Transmitter location Highland and Dorchester, Transmitter GE, antenna GE. Legal counsel Bernard Koteen, Washington. Engineer George Albertson, WKRC-TV. Application is for change from Ch. 11, as required under provisions of FCC Sixth Report & Order [BT&T, April 14].

WHO-TV DAVTON, Ohio—Miami Valley Broadcasting Corp., Ch. 7 (174-180 mc), ERP 200 kw visual; antenna height above average terrain 1,144 ft., above ground 1,049 ft. Estimated cost of change $56,000. Studio location 1414 Wilmingon Ave, Dayton. New transmitter location 3282 Germantown St., 39° 44' 03" N., Lat. 84° 14' 50" W., Long. Transmitter GE, antenna RCA. Legal counsel Dow, Lohes & Albertson, Washington. Consulting engineer McNulty & Inglis, Washington. Application is for change from Ch. 13, as required under provisions of FCC Sixth Report & Order [BT&T, April 14].

First coast-to-coast TV marathon will be staged by Milton Berle for benefit ofDRAMON Memorial Fund on NBC-TV beginning at noon June 7 and continuing through 10:30 a.m. June 8. Show will originate from New York's Radio City.
Possibly you're tired of hearing about the extra money the consumer could spend but doesn't.

Maybe all you want is some ideas on how you can tap this summer's record potential—while at the same time meeting management's insistence on increasing profit margins by keeping sales costs low.

If so, we recommend that you read our new study,

"what are YOU going to do about the SUMMER BOOM?"

It includes an exclusive analysis of this summer's sales outlook combined with a plan for making effective and economical use of television in 8 major markets which account for over 50% of all U.S. television homes.

If you don't have a copy, call your NBC Spot Sales representative or write NBC Spot Sales, 30 Rockefeller Plaza, New York 20, and ask for

"what are YOU going to do about the SUMMER BOOM?"

**NBC Spot Sales**

30 Rockefeller Plaza, New York 20, N.Y.

CHICAGO  CLEVELAND  WASHINGTON
SAN FRANCISCO  HOLLYWOOD
DENVER  CHARLOTTE  ATLANTA

representing TELEVISION STATIONS:

- WNBT: New York
- WNBQ: Chicago
- KNBH: Los Angeles
- WPTZ: Philadelphia
- WBZ-TV: Boston
- WNBK: Cleveland
- WNBW: Washington
- WRGB: Schenectady-
  Albany-Troy
## COMPARATIVE NETWORK SHOWSHEET

### SUNDAY

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<td><strong>FRIDAY</strong></td>
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<td>NBC</td>
<td>NBC</td>
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**Explanation:** Programs in italics, sustained; Time, EDT. L, Live; F, Filer; K, Keynote re-recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations.

- **CBS:** 9:00-9:30 a.m., Best Foods. General Electric. 9:30-10:30 a.m., Louis B. Mayer. 10:30-11:15 a.m., Salute, RKO. 11:15-12:15 a.m., N.Y. World's Fair, NBC. 12:15-12:30 p.m., Captain Clark, NBC. 12:30-1:00 p.m., The Big Payoff, FU. 1:00-1:30 p.m., The Big Payoff, FU. 1:30-2:00 p.m., The Big Payoff, FU. 2:00-2:30 p.m., The Big Payoff, FU. 2:30-3:00 p.m., The Big Payoff, FU. 3:00-3:30 p.m., The Big Payoff, FU. 3:30-4:00 p.m., The Big Payoff, FU. 4:00-4:30 p.m., The Big Payoff, FU. 4:30-5:00 p.m., The Big Payoff, FU. 5:00-5:30 p.m., The Big Payoff, FU. 5:30-6:00 p.m., The Big Payoff, FU.

- **DuMont:** 9:00-9:30 a.m., General Foods. 9:30-10:30 a.m., Stork Club. 10:30-11:15 a.m., The Big Payoff, FU. 11:15-12:15 a.m., The Big Payoff, FU. 12:15-12:30 p.m., The Big Payoff, FU. 12:30-1:00 p.m., The Big Payoff, FU. 1:00-1:30 p.m., The Big Payoff, FU. 1:30-2:00 p.m., The Big Payoff, FU. 2:00-2:30 p.m., The Big Payoff, FU. 2:30-3:00 p.m., The Big Payoff, FU. 3:00-3:30 p.m., The Big Payoff, FU. 3:30-4:00 p.m., The Big Payoff, FU. 4:00-4:30 p.m., The Big Payoff, FU. 4:30-5:00 p.m., The Big Payoff, FU. 5:00-5:30 p.m., The Big Payoff, FU. 5:30-6:00 p.m., The Big Payoff, FU.

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**Broadcasting**

June 2, 1952 Copyright 1952
Let this Buckaroo

Make a Buckforyou

Thar's gold in them thar Dayton tills when Uncle Bob Campbell hits the sales trail with a product. 'Cause a-pounding along in his tracks comes the biggest posse of junior grade cow waddies you'd ever want to round up.

Do those kids follow Uncle Bob? Listen! He's ramrod of the Lucky 13 Ranch—and that's the oldest, continuous daily TV show in these here parts. He started off 3 years ago with 15 minutes once a week, and in no time at all, requests for studio guest reservations blew it up to a daily one-hour show. Ever since, he's averaged about 28 kid guests per day by reservation—has over 2000 booked right now through the next 9 months. A while back when he was naming his pony, he got 1800 written suggestions the first week, 5400 in 6 weeks—with no give-away at all in the deal!

Campbell's an all-'round entertainer, musician and outdoorsman, making public appearances as well. His added on-the-spot live shows can put real muscle in merchandising. And as he ends his participating show with comments on good manners, proper living, safety and the like, he picks up plenty of parent support. Like majority of WHIO-TV studio shows, Lucky 13 Ranch commands great audience loyalty with mixture of entertainment and public service. Example: this will be fourth year show is used as vehicle for presenting Schoolboy Patrol Awards.

Better slap your brand on Lucky 13 Ranch pronto, podner. National Representative George F. Hollingbery Co. can give you all data.
TOP ten TV program types, according to Multi-Market TelePulse. for week of April 1-7 were released by The Pulse Inc., N. Y., last week as follows:

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<td>Talent</td>
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<td>Comedy Situation</td>
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<td>Drama &amp; Mysteries</td>
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<td>Musical Variety</td>
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**'I Love Lucy' Tops**

TRENDEX INC. top ten network TV program ratings for week of April 1-7 were released last week as follows:

1. *I Love Lucy* (CBS) 40.7
2. Talent Scouts (CBS) 38.6
3. Godfrey’s Friends (CBS) 37.0
4. Fight of the Week (CBS) 36.4
5. Red Skelton (NBC) 33.1
6. Star Theatre (CBS) 32.2
7. Fireside Theatre (NBC) 31.6
8. Your Show of Shows (NBC) 30.5
9. My Friend Irma (CBS) 29.3
10. What’s My Line (CBS) 29.0

**Toronto Teachers Study Children’s TV Habits**

FIRST survey of TV’s effect on Toronto children’s school performance, taken by the Toronto Teachers’ Assn., shows that children spend between 25 and 30 hours each week watching TV and spend about 25 hours in school. (Toronto is in a fringe TV area, receiving WBEN-TV Buffalo, 60 air miles distant.) Teachers expressed the opinion that children nurtured on TV will lose the desire to read and to create their own fun. The teachers, obviously alarmed at television’s prospects, said the medium’s power and influence will grow, not decrease. Whether that influence is for good or evil depends largely on the part played by intelligent, informed parents and educators, they concluded.

**New Film Camera Focuses Varying Depths**

PROMISING to revolutionize TV film commercials is its new universal focus camera, exclusive use of which belongs to VIP Productions Inc., Hollywood, holder of patent.

Fourteen years in development, camera keeps foreground, middleground, background and even objects touching lens in simultaneous focus. First to order test TV film commercial is Young & Rubicam, that city, for Goodyear Tire & Rubber Co., whose recently completed two-minute experimental film utilizes cast of 15 partners comprising VIP Productions are Lee Garmes, cameraman, Ralph Hoger, director and Robert Smith, writer.

**Weekly Television Summary**

**City** | **Outlets On Air** |
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**Comedy Leads Pulse Program Type Survey**

JUNE 2, 1952 — TELECASTING SURVEY

**City** | **Outlets On Air** |
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**Editors’ Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from distributors, TV circulation committees, electric companies and manufacturers. As many as compiled monthly, some may remain unchanged in succeeding summaries. Total sets in all areas are necessarily approximate.
new money to the field. Another firm which devotes substantially all of its time to radio-TV reported its applicants are divided “about half and half” between newcomers and established broadcasters. Some of the newcomers have theatre interests, a partner stated.

Firm plans to file “15 or 18 applications by July 1,” he said, noting they are “6% drop in off potential applicants in the past six weeks.”

Reasons for the withdrawals he observed are lack of money, no cash to work, service and, in one case where two UHF channels are available, the mutual consent “to wait and watch” by the two potential applicants there.

Commenting that because of foreseeable processing delays there is no need to rush applications, the attorney said it is taking longer to prepare bids for newcomers than existing broadcasters because the former are less familiar with the procedural requirements.

A Washington partner of another large law firm sees the flood of applications coming, but “fewer than 1,000 applications by July 1.” Reasons for delays he cited include “sheer physical work,” holding of some bids “so as not to tip our hand to competitors” and hesitation by those who won’t decide whether to spend large sums in TV plagues.

He also noted “the Commission won’t get down in the processing line to some of our cities for a year and a half, so why rush?”

“The Commission now has six freezes instead of one,” he commented regarding the temporary processing procedure and city priority listing.

Another attorney, heading his own private office, commented, “I should file now and let people take pot shots at my people.” The strategy is to wait until the last possible minute, he said, noting that in the meantime “one could get more money maybe” for some applicants to strengthen their competitive position.

The practitioner sees “lots of new money” coming into TV “because the existing boys can’t do it.”

“You will have to go to New York and Boston,” he predicted, to get the amounts of money TV will demand.

Asked what has happened to the promised TV land rush, spokesman for another major radio-TV law firm responded:

“It’s still underway. There is no indication of any withdrawal of interest.”

If predicted the applications will start flowing in this month.

For his firm, details of preparation have slowed up filing, he said. For instance, long-standing AM broadcasters are asked to file certified copies of their articles of incorporation. Securing of sites has been hard because sites chosen under the old allocation plan are, in many cases, no good under the new plan, he said. CAA approval hasn’t been too much of a problem, however, the attorney commented.

Four-fifths of his firm’s applicants are existing broadcasters, he estimated.

One attorney representing a good-sized firm in the radio-TV practice observed new broadcasters have been having a difficult time reaching decisions on height and power combinations while several can’t make up their minds about “that $400,000-600,000 staring them in the face.”

No Waiting Policy

The spokesman said his firm’s policy is not to wait on filing once bids are ready.

“We prefer to make our channel preferences known,” he said.

Three-fourths of the applications being readied by his firm are from present broadcasters, he said.

Washington attorney heads another major law firm estimates “the same rush as predicted.”

As a rule, his firm does not plan to hold any applications once prepared, he said. Some of the existing broadcasters represented are bringing in new capital to meet TV’s costs, he noted.

Another attorney who heads his own firm commented that the FCC plan is “pushing stations” into TV.

“Broadcasters want to wait and file when ready,” he said. “There is a lot of money to spend in television and all of them don’t have it.”

His firm does not represent any newcomers to TV alone, although some existing broadcasters “are bringing in some new people” in order to meet capital requirements.

Partner in another firm also sees the FCC plan “forcing some to decide now about entry into TV” while it already has caused “others to pull out now as costs are too high.”

Generally, applicants “are most enthusiastic,” he reported, although a few plan to wait and see if they can “buy in later when the industry becomes stabilized.”

His firm, representing mostly all active broadcasters, plans to get as many as possible of its applications on file by July 1.

However, another practitioner heading his own office, reported he plans generally to hold off applications until the last minute as a competitive tactic. A third of his bids represent newsmen to broadcasting, he estimated, “a little more than he had expected.”

“They have plenty of money and there is no worry about letters of credit and the such,” he observed.

One Ohio UHF applicant, however, has withdrawn as a result of Comr. Jones’ talk in Columbus, Ohio, which cited UHF problems. Certain others, the attorney said, plan to wait and “buy a TV station off the auction block” because some grantees won’t have enough money to carry through.

TALL TOWERS

Study Groups Continue

NEW SUPPORT was given last week for the “status quo” in procedures for clearance of antenna towers and processing of applications on a case-to-case basis before regional airspace subcommittees as now provided in Part 17 of FCC’s rules.

A working group of the industry-government “ad hoc” committee studying the height and site problem of tall TV towers reported that it felt present procedure is satisfactory, indicating it would be impractical to adopt arbitrary criteria, limiting airspace subcommittee action to mechanical grants or denials without consideration of local factors. [B+T, May 6]. In an earlier meeting of the ad hoc group, it had also been pointed out no fixed criteria are needed other than Part 17 because cooperation between aviation interests and broadcasters has been effective in resolving innumerable cases and each case is unique, hence requiring individual expert consideration under present procedures.

Next meeting of the ad hoc group has not been set. Reports of the four working subcommittees are to be received for submission to the committee of FCC Comr. E. M. Webster and CAA Deputy Administrator Fred B. Lee. Ultimately, another meeting of the large industry-government committee considering the problem will be closed to consider the reports of the ad hoc groups. Earlier major session was in April [B+T, April].

One of the ad hoc subcommittees seeks to determine the potential magnitude of the tall towers problem, that is, how many cases exist and may develop which involve tower proposals that might constitute air navigation hazards. Channel assignments to the various cities and tower heights specified in FCC’s Sixth Report provide a guide for the study.

Call them geographic and economic, if you like. Or, more aptly, country-wide and industry-wide.

 Everywhere radio-television people live, you’re likely to find BROADCASTING * TELECASTING. And . . . anywhere men and women get toether weighing the best possible schedules for broadcast advertising—you’ll find the red and white cover of BROADCASTING * TELECASTING.

There’s the dimension of time, too—the 21 productive years in which BROADCASTING * TELECASTING has built its reputation as the only voice of the radio-television industry.

As an advertising medium BROADCASTING * TELECASTING speaks well for you.

21 productive years of . . .

our coverage map has two dimensions . . .

Page 74 * June 2, 1952
Five Kilowatt

**KLYSTRON**

For UHF-TV

High power over the entire
Ultra High Frequency television
range is now practical through another
Eimac contribution to electronic progress.

**EITEL-McCULLOUGH, INC.**

**SAN BRUNO, CALIFORNIA**

Export agents: Fraser & Hansen, 301 Clay St., San Francisco, California
will your sales
go up
this summer?

People go on doing in summer largely what they were doing in winter — eating, working and buying. Yet a tradition has grown up of suspending or curtailing advertising activity during the hot-weather months. With the advent of television, it was clear that a complete re-appraisal of summer advertising practice was called for.

NBC therefore resolved last summer to conduct a survey — as accurate as science and logic could make it — of the summer marketing potential. Alongside are outlined the highlights. As applied to this summer, the picture is even brighter for viewers and advertisers

A copy of "Summer Television Advertising"—NBC's comprehensive research survey—awaits you for the asking.
alike — for the number of sets in use will have increased from 13,093,600 last July to an estimated 17,800,000 in July 1952. And the political conventions will stimulate more viewing than ever before.

Averaging the findings on 52 different brands, the TV summer advertisers reaped 28.1% more sales among viewers than among non-viewers... won just under 46,000 extra customers per month in New York alone.

94.8% of TV families are available during the average summer week. Watching television is, by far, the favorite summer activity in TV homes.

The average TV family is away for only 4½ days each summer. In August, the TV owner spent an average of nearly two hours a day in front of his set — or more time with TV than with all other media combined.

And — 91.2% of both owners and non-owners alike recalled most clearly advertising on television.

Whereas in January 1951 it cost the average TV advertiser 5 cents to bring in a new customer, in August it cost only 4 cents.

Of the 52 brands studied, 21 came on television for the first time last summer, and 32 continued into summer from their winter TV campaign. The "new" brands garnered an average of 38,300 new customers in the New York area alone every month — but the "stay-on" brands did even better, with an average of 51,000 extra customers per month. As stated above, the over-all average for both kinds was 45,900 extra customers each summer month.

You're in business twelve months a year: now, with television's aid, your summer sales can be as high — or higher — than your winter's! More NBC advertisers are staying with us this summer than ever before. More than 70% of NBC evening network sponsors plan to continue their TV advertising throughout the hot-weather months. For both large and small advertisers, however, there are still a limited number of availabilities and proven show properties... and a special low-cost plan for the coming summer.

Your NBC salesman will be glad to give you full information about them. Phone NBC-TV Sales in New York, Chicago, Detroit or Hollywood today.

NBC summer television

POP. 70,000,000

A Service of Radio Corporation of America
**Rights to the title, Calling All Cars, acquired by Gene Autry's Flying A Pictures, Hollywood, for a projected radio and TV film series, will take the show out of strictly western classification.**

The title headed a CBS Radio Film Department program from 1937-45 for Richfield Oil Corp. whose agency, Hixon & Jorgensen Inc., concluded the deal with Flying A.

The TV series will start upon completion of the scripts. Prepared audition discs for the radio series, starring Lamont Jackson and Jack Moyles, are being given agencies and networks. William Burch, producer-director of CBS Radio's Gene Autry Show, has performed similar duties from scripts written with Richard Carr.

The firm has completed 52 half-hour westerns for television starring Mr. Autry, 52 half-hours in the Range Rider series and is currently filming 52 half-hour Annie Oakley westerns.

**Already completed by Hal Roach Jr., Culver City, is the pilot film of a half-hour Desilu TV film series, Passport to Adventure, with Caesar Romero portraying an American diplomatic courier. Roy Kellino, DESILU feature film director now in Hollywood, directed from a script by Robert Dennis. In production is the pilot to The Dramatic Hour, an hour-long TV film series.**

Is a deal similar to their ABC-TV Troubles With Father series, Hal Roach Jr. and Roland Reed Productions, Culver City, are filming 12 half-hours in My Little Margie series as the summer replacement of CBS' Blue Light series for Philip Morris & Co. and its agency, Bow Co. The series, a light sophisticated comedy, features Charles Parler, earl in the previous series, and Gale Storm, young film actress, with Hal Yates directing from scripts by Frank Fox and George Carleton Brown.

Browa, Roach, and Reed receive $10,500 per film and retain all sale rights unless Philip Morris decides to continue the series. Love Lucy was budgeted at $25,000 per film.

Because of a similarity in names with another company, Pennant Productions, Hollywood, has changed to Pennant Television Productions Inc.

Capitalization from original $250,000 to $1,000,000 has also been increased, according to Edward Woodworth, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series Date With Destiny, scheduled to start next month, and a new group of films titled Fiction Theater.

**Production...**

General Foods Corp., New York (Swans Down products), will start Our Miss Brooks on CBS-TV this fall in addition, 500 have also been increased, according to Edward Woodworth, president. He explained additional funds were necessary in cooperation setup to provide money for the initial TV film series Date With Destiny, scheduled to start next month, and a new group of films titled Fiction Theater.

Production...

Procter & Gamble Co., Cincinnati (Ivory soap, Crisco, Duz, Lilt), starts Boss Lady, a TV film series, on NBC-TV, Tues., 9-9:30 p.m. (EDT), for 13 weeks from May 1 as summer replacement for Fireside Theatre. Lynn Bari is featured at [B&T, May 12]. Jack Waring Television Productions, Hollywood, has completed six of scheduled 13 films.

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Screen Gems Inc., Hollywood, completing half-hour TV films, Samuel Morse, for duPont. Film actors Eduard Franz, Dan Gibson and Tom Brown Henry, are featured with Jules Bricken, producer-director.

William F. Breidy Productions, Hollywood, has started a new half-hour color TV film adventure series, The Phantom Pirate, shooting exteriors on and from a 100 foot boat, The Avenger, in the vicinity of Catalina Island. Starr in the title role is Robert Stack, film actor. Frank McDonald is directing with script writers Bob Bailey and Hugh King acting as associate directors. Cass Duchow, illustrator and book designer for the Anderson-Ritchie Press, Los Angeles, has designed costumes and will create sets designs for a merchandising tie-in campaign. Wesley Barry is producing with Mr. Brody, who is the executive producer.

Breakston - Stahl Productions, Hollywood, will produce 24 half-hour TV color film series, Safari Bill, on location in British East Africa and the Belgian Congo. The films, produced simultaneously with a feature film, will be sent under way around June 18 and be ready for fall release by United-Artists. George Breakston and C. Ray Stahl will co-produce-direct from scripts by Mr. Stahl. Featured in the cast are Richard Denning and Martha Hyer (Mrs. Stahl). Associate producer is Irene Breakston with John R. Carter named technical executive.

With the signing of Charles Winninger, stage-screen actor and star, Bing Crosby Enterprises, Hollywood, starts a new half-hour light comedy TV film series, Those Were The Days. Story-line was created by Howard D. and Bernard Girard, serving as co-producers with the latter directing. Featured in cast are radio-film actors including Arthur Q. Bryan, Ted Thorne, Howard Erskine and Doris Singleton. Lucien Andriot, the firm's cameraman on Rebound series, assigned to similar duties on Those Were The Days.

Sara Inc., Chicago, has completed two industrial safety films for the National Safety Council, same city. Films are being telecast. They concern freight handling and safety "IQs."

Negotiations are underway between Ferrell Judd, independent film producer, and Ernie Haller, cinematographer, for production of half-hour color TV film series, as yet untitled, to be filmed in India.

Film People...

Ruby Rosenberg, production manager for Beverly Hills, Hollywood, has been named first vice-president of Unit Production Managers Guild.

Michael Luciano, film editor for Revue Productions, Hollywood, goes to Adrian Weiss Productions, Los Angeles, as film editor for Craig Kennedy, Criminologist TV film series. Production of three more half-hour films started last week.

Jay Novello, Hollywood radio actor, has been signed by Phillips Lord Productions, North Hollywood, to play the part of Willie Sutton in three films in NBC-TV Gangbusters series.

Billy Gray, young film actor, signed by Gene Autry's Flying A Productions, Hollywood, to portray Andy's kid brother, Tagg, in Annie Oakley TV film series.

**WTVN (TV) CENTER**

Opened Last Week

WTVN (TV) Columbus's new television center, which opened last week, is the largest and most complete TV facility in Ohio, according to Edward Lamb, president. The station's new windowless building contains three studios for live production and a live film studio, the main studio 50 x 50 ft. and the smaller studio, 30 x 30 ft. each, with a central control bridge looking down into all studios and the film room. Mr. Lamb's properties include WCON (TV) Erie, Pa., and WHQO-AM-FM Orlando, Fla.

Mr. Lamb said five air-conditioning units, with the first floor containing offices and studios, dressing rooms and work areas; the second housing spon- sors' rooms, the president's office and a small suite of rooms, and the basement area containing a staff recreation room, heating facilities and additional dressing rooms. CB plans for the building were drawn up by Mr. Lamb after a personal tour of other stations.

New studio and control equipment have been installed, he said, with the staff increased in all departments and more plans in the making for a further staff increase.

**5% FORMULA HALT**

To Be Authorized by AFM Local

AMERICAN Federation of Musicians executive board, which meets today (Monday) in Hollywood as a preliminary to the union's national convention, this Friday at Santa Barbara, will be asked by Los Angeles Local 47 executives to repeal or modify the 5% welfare fund formula imposed on TV film producers.

The Los Angeles musicians contend the fund setup, to which TV film producers must contribute, prevents them from getting work because it discourages filming of video shows with live music. An appeal with petitions from Local 47 was made to James C. Phillips, AFM president, in early May at which time he promised to take the appeal under advice and consult with the national board ([B&T, May 12]).
RESISTANCE to Communist aggression in Asia is the subject of Truth Shall Make Men Free, a 13-minute documentary film which has been shown to an estimated 26 million television viewers in 26 U. S. metropolitan areas.

The Committee for Free Asia Inc., San Francisco, which is distributing the film, by Palmer Pictures Co., San Francisco, said 53 showings already have been made by 35 stations since mid-February this year and that a total of 78 (or 72%) of the nation's 108 TV stations have requested the film.

The film depicts work by Asian and American newsman, radio veterans, labor leaders, students, teachers and others to organize their own privately operated machinery in a drive against Communist aggression in Asia.

Alan Valentine, former president of the U. of Rochester and now president of the Committee for Free Asia, said the film has been distributed to 75 stations, with three requests still not filled because of the unexpected demand. He commended TV stations for helping to "bring to Americans... a deeper appreciation of the problems of Asia and of its people." He said some stations have shown repeat performances.

NATIONAL Bank of Washington (D. C.) began sponsorship of Your Commissioners' Report last week. Program on WMAL-TV is presented to acquaint people of nation's capital with operation of city's government.

I DREAMED I WAS A MILLIONAIRE
IN MY ALEXANDER FILM SHORTS

"As a matter of fact, the way those dynamic short TV film commercials by Alexander have sent our sales soaring, that first million may not be so hard to get after all!"

There's good reason why Alexander film shorts are used by more than 27,000 clients. It's a matter of quality and impact... sales winning factors that Alexander has perfected through more than three decades of experience as the world's largest producer of film advertising. For the best in TV film commercials, rely on Alexander... the pacemaker in quality and service!

ALEXANDER FILM CO.

COLORADO SPRINGS

New York  •  Dallas  •  Hollywood  •  Detroit  •  San Francisco  •  Chicago
GLOBAL LINK

Seen for New York, London

PROPOSAL for a global TV link among nations of the North Atlantic Treaty Organization, with terminal points in New York and London, was brought to public atttion in two stories appearing in the New York Herald-Tribune the other day.

The project is one phase of a master global communications blueprint for radio relay systems, television networks, AM and FM broadcast stations and facsimile. It has been under study and implementation for the past year [LET Apr. 7; Sept. 5; July 30, 28, 1961].

The TV project picked up momentum two months ago as a potential "Vision of America" with the revelation that foreign nations are being urged to adopt U. S. video standards and finance installation of equipment as is done in Japan.

After Sen. Karl Mundt (R.-S.D.), a prime mover behind worldwide television, apprised the Senate of current developments last April with a series of articles, the plan was discussed by representatives of the State Dept., Defense Dept., the FCC and the National Bureau of Standards.

The immediate program, labeled NARCOM, envisages microwave relay stations from New York through Montreal to Newfoundland, where network would convert to VHF transmission and extend along the Labrador coast. From there, the signal would jump to Greenland, Iceland and other points, reverting to microwave for extension through the British Islands. Land water relay systems would have to be established before NARCOM could begin operation. Both the military and the State Dept. stand to benefit from it.

Relay stations would cost about $50 million, covering some 68 outlets, on the basis of AT&T figures, according to Maj. Henry F. Holthusen, lawyer, financier and consultant to the State Dept. and one of the planners. Cost of installing some 180 relay stations in the U. S. reportedly was about $85 million.

Plans for similar systems also are underway in Egypt, Turkey, Australia and the Philippines, it was reported. The NARCOM system embraces use of wide band, VHF and microwave relay equipment (using FM) at strategically-elevated points.

The Herald-Tribune quoted Maj. Holthusen as saying that if government financing is not forthcoming, private industry might show interest in sponsoring the inter-continental TV link. Some manufacturers and financing "sources" have made overtures in this direction, it was said.

DuMONT executives gathered at a farewell luncheon for Clarence G. Alexander (seated, 2d from L), the TV network's director of operations who resigned to take the same post with RHC-Codena Azul, Cuba. L to r are (seated) Lynn Cleary, manager of sales service; Mr. Alexander; Chris J. Witting, DuMont's director and general manager, and Alice Guego, secretary to Mr. Witting. (standing) Norman W. Drescher, administrative assistant; Irwin Rosten, assistant to the director of operations; Gerald Lyons, director of publicity and public relations; Donald A. Stewart, film department manager; Joseph Hess, budgets director; Jack Bachem, assistant director of sales; Melvin A. Goldberg, director of sales planning and research; Leslie G. Arries Jr., assistant director of programming and production; Edward Kletter, director of merchandising and business development; Donald H. McGannnon, administrative assistant; Ted Bergmann, director of sales; Richard E. Jones, manager, WABD (TV) New York, and Rodney D. Chipp, director of engineering.

AP TV NEWS

Suspension Laid to Markets

INDICATIONS that the new TV station market will not increase as rapidly as had been generally expected were cited by the Associated Press last week as its reason for suspending its just-begun TV news service.

Suspension of the film service was scheduled to occur Friday. The film news was started April 14 and produced by Spotnews Productions Inc. for the AP which distributed it to television stations.

A joint statement from the two organizations said:

"Uncertainties of the future make it advisable to suspend operations until there can be a clearer picture of the rapidity with which new television stations will come into existence. Indications are that there may be no appreciable expansion in the new station market in the immediate future."

The daily quarter-hour news-reel had been subscribed to, at the start, by seven AP member TV stations—KSD-TV St. Louis (Post-Dispatch), WJAY-TV Kansas City (Star), WBPAP-TV Fort Worth (Star-Telegram), WTAR-TV Norfolk (Virginia-Pilot and Ledger-Diapers), WCAU-TV Philadelphia (Bulletin), WHAS-TV Louisville (Courier-Journal and Times) and WBNS-TV Columbus, Ohio (Dispatch).

Domestic coverage was provided by correspondents in 42 states, with added representatives signed in other states and Alaska, Hawaii and Puerto Rico. Correspondents in 40 countries were slated to contribute foreign coverage.

Service was designed to be exclusive to AP members, with TV stations, like radio outlets, eligible for associate memberships in the press organization.

STATION KNXT (TV), KLAC-TV and KHJ-TV Hollywood, KECA-TV Los Angeles and KPMB (TV) San Diego awarded certificates of achievement by Armed Forces Radio Service, Hollywood, for telecasting The Big Picture, TV film series depicting role and mission of U. S. Army, Col. William Mason Wright Jr., USA, Commanding Officer AFRS, made presentations on respective programs last week.

ORIGINATING STATION
JOHNS HOPKINS SCIENCE REVIEW

ask any Baltimore time buyer about

WAAM TELEVISION
CHANNEL 13
Represented Nationally by HARRINGTON, LIGHTER & PARSONS, INC.
Chicago • NEW YORK • San Francisco • DUMONT-ABC AFFILIATE

Page 80 • June 2, 1952
MacIver and featuring a five-piece blues band and a night club lineup of entertainers.

Mr. Lane said the program's commercial concept is to give national advertisers a direct vehicle of approach to the large Negro buying market of the Atlanta area.

NEW FILM FIRM
Lesser and Poe Open

OPENING of a new TV film distribution firm to be called Major Television Productions Inc., New York, was announced last week by Irving Lesser and Seymour Poe, co-directors of Producers Representatives of New York.

General sales manager of the new corporation is Maurie Gresham, who resigned as head of KLAC Los Angeles' TV distribution company. He will be headquartered in New York's RKO Bidg. Branch offices will be opened in Chicago, Atlanta, and Culver City, Calif.

Television and movie film properties to be distributed by the new corporation—whose original cost is estimated at $7 million, according to a Major spokesman—include four full-length motion picture films and nine musical films starring singer Bobby Breen. Firm is also offering 26 30-minute films titled "It's a Small World," and series of 26 "Thrilling Bible Dramas."

Religious Program Hints
MINISTERS have been advised to watch such television performers as Arthur Godfrey and Dave Garaway in order to inject "sincerity, friendliness, humor, and a warm open approachability" into religious telecasts. This advice was contained in a 46-page booklet, published by—and available from—the Broadcasting & Film Commission, National Council of the Churches of Christ in the U. S. A., 220 Fifth Ave., New York I, N. Y. Booklet was written by Rudy Bretz, TV consultant.

CONVENTIONS TV
Circuits To Be Ready
All UNDERGROUND TV circuits for the national conventions in Chicago will be installed by June 15, Illinois Bell Telephone Co., announced last week. Final microwave test was completed May 21 as engineers checked pickup facilities between the Amphitheatre at 45th and Halsted Sta. and Merchandise Mart, feeder link between the convention site and NBC's WNBQ (TV).

Earlier tests at WGN-TV WBKB (TV) and the Conrad Hilton Hotel, convention headquarters for both parties, proved satisfactory, according to telephone company spokesmen.

TV Relay Grant
FCC granted authority May 20 to the Pacific Telephone and Telegraph Co. to convert a telephone "protection" channel between Sacramento, Calif., and Portland, Ore., to enable KING-TV Seattle to receive live network telecasts of the political conventions in Chicago [SBT, May 19]. Temporary microwave relay facilities, already authorized, will be used to relay the signal from Portland to Seattle, FCC was informed. The petition also indicated program service would be fed to "television viewer locations" in Portland, which has no TV outlet. Cable cost was estimated at $70,000.
NLRB REPORT

OVER a year ago, an official of a large manufacturing plant questioned employees about their union buttons and lightly termed them a "pass to heaven." The National Labor Relations Board declined to accept the explanation that his statements were only "kidding remarks," and held them to be unlawful.

In Washington last week, the board issued its voluminous 16th annual report for fiscal 1951, covering some broadcast cases through early 1952, in which vital technical points emerged.

With the advent and growth of television and increasing demands for repeal or at least amendment of the Labor-Management Relations Act—the so-called Taft-Hartley Law—radio-TV broadcasters could profitably take more than a passing look at the board's decisions as a harbinger of things to come.

In the wake of NLRB's decisions over the last fiscal year, what are licensees' rights under current law and what course is the board likely to take in present and future cases involving union-disputes? Indeed, the labor agency has acted differently in comparable instances, when variable factors emerged, but some broadcasters have indicated more than minor confusion when confronted with complaints filed by various labor groups.

With the expansion of television, even the unions themselves—American Federation of Radio Artists, Writers, Directors, and Broadcasters, and the Actors Guild, among others—have found their procedures and activities clouded with jurisdictional doubt: "if a petition (from a rival union) raises no valid question of representation." The board made plain, however, they do so at their own risk and subject to unfair practices if the board later finds a valid question has been raised. The board override its trial examiner here and reopened the case.

What about the status of supervisory employees in television? The board made only one reference to this confusing problem.

**Director Functions**

In a case involving ABC, the board rejected the network's claim that a director does not "responsibly direct" actors' performances but that his directions are "suggestions, requests, cues." It held: the board's interpretation in other industry may be termed a "suggestion" in the field of television, but nevertheless it is the director's concept of the desired result that governs the response of the performer, regardless of the manner of communication.

In another instance—that covering WCAU Inc. (WCAU-TV Philadelphia)—the board credited TV broadcast directors with authority effectively to recommend the transfer or discharge of employees under their direction, though such an occasion has never arisen. Where alleged authority of employees with disputed status does not exist, they may be included in the bargaining unit.

What of parttime radio-TV employees—who those work in different departments?

Previously, in four such cases—KPAC, WCAU, WWOR, New Orleans and WMBR Jacksonville, Fla.—NLRB required employees to work 50% of their time within the unit to be eligible for voting. It later modified this ruling and held these employees should be bracketed with parttime help—those who work for other employers or who at times remain idle.

Where an employee's status is in doubt, he may vote subject to challenge—according to the decision in the WWOL Buffalo dispute.

Perhaps the most controversial and sensitive provision in the Labor-Management Relations Act is that governing interference with employees' rights—or so-called unfair labor practices.

The board has cited employers for interrogation of employees or applicants for employment, claims that both employers and employees disposed of with economic detriment, "threats" of loss of employment, attempts to "influence" votes against the union and inducements to assist employers to withdraw from unions, NLRB stated: "Consistent with past rulings, the board has continued to hold that the questioning of employees by their employers per se violates Sec. 8 (a) (1) [of the act] when it concerns the following subjects: Employees union membership or activities; their attitude toward the union, or their desire for union representation; their voting intentions in a scheduled board election, or their views concerning a sched-

(Continued on page 84)

**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 registers ringing.

**National Spot Advertisers**

**TAKE NOTE**

Write, Wire, Phone or Ask Headley-Reed

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

Page 82 * June 2, 1952

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**WXYD**

Detroit's Jack the Bellboy sales have been steadily mounting, as indicated by the above sales chart. Obviously pleased on WXYD salesmen (kneeling, I to r) Doug Campbell and John Lyon. Standing are Joe Henry III, ABC Spot Sales Dept. and Joe Molin, WXYZ.

Retail dollar volume in Jackson in 1951 was $200,000,000.00. WJDX can help you get your share of this big total.


**1971 SET SALES**

**RTMA Reports Dealer Data**

NEW statistical service started by the Radio-Television Mfrs. Assn. shows sales of radio sets to dealers by manufacturers during the calendar year 1961. RTMA will publish data quarterly, but reports will not include auto sets.

Reports for 1961 show domestic sales of 7,096,810 home, portable and clock radios. New York State heads the list with 857,227 radios sold to dealers. Following are radio set sales to dealers for 1961:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>126,387</td>
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<tr>
<td>Arkansas</td>
<td>74,900</td>
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<tr>
<td>California</td>
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<td>Connecticut</td>
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<td>Delaware</td>
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<tr>
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<td>71,092</td>
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<td>155,073</td>
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<td>Wyoming</td>
<td>17,318</td>
</tr>
</tbody>
</table>

**IRE Iowa Meet**

COMMUNICATIONS will be explored by top speakers during a one-day conference sponsored by the Iowa section of the Institute of Radio Engineers in Cedar Rapids, Iowa, Sept. 20. Talks, exhibits, plant inspections and a banquet will highlight the session, to be held at the Roosevelt Hotel.

**Arthur H. Crogan (I), owner and general manager of KOWL Santa Monica, Calif., accepts station's gift from Jim Cofy, sales manager, on the occasion of his 25th anniversary in radio. Package contained a travel clock.**

**Disc Contest**

**WAVE Reports Record Vote**

TO SUPPORT its contention that radio is alive and kicking in a two-TV station market, WAVE Louisville reports that a late evening amateur disc jockey contest just completed broke its own record for number of mailed-in votes.

The program, "Oertels' 98 Disc Contest," aired Monday through Saturday from 10:15-11:30 p.m., wound up a 27-week series with a mail pull of 111,685 votes, compared to 93,095 letters for a 30-week contest last year.

Four grand prizes included all-expenses-paid weekend in Hollywood, week's vacation at the Hotel Biloxi on the Mississippi Gulf Coast, a week's vacation at Fontana Dam, N. C., and $400 merchandise prize consisting of household furniture, radio and other appliances. Expense-paid trips were good for two people in each instance.

Contest was conducted by Bob Kay, who interviewed amateur disc jockeys. Latter spun platters of their choice and wrote and read their own copy and commented. Winner was chosen each night from three participants by telephone and weekly winners were determined by mail. Grand championships were held every six or eight weeks.

**FM Set Surveys**

**Report High Percentage**

TWO SURVEYS in Wisconsin and Illinois indicate a heavy concentration of FM receivers in homes.

A telephone survey of 500 families by the State Radio Council in Madison, Wis., indicates 42% of the area families have FM sets, with only 36% a year ago, 24.8% in 1960 and 18.4% in 1949. On the basis of the survey it is estimated there are 11,000 FM sets in Madison.

The council operates a statewide network of six non-commercial FM stations, with two more under construction.

A survey of 1,000 homes represented by students from 297 families attending Carmi Township High School, Carmi, Ill., indicated 71.68% of homes contained FM receivers, according to Thomas S. Land, secretary and management, WROY-AM-FM Carmi. He said FM reception in the area is excellent, while claiming no AM station can be heard in the area at night.

**FAB Meet**

LARGEST meeting in the history of the Florida Assn. of Broadcasters was held May 22-23 at Miami Beach with 169 broadcasters in attendance. Membership reportedly reached a 76 stations signed and 100% of the stations represented.

Major address was delivered by Maurice B. Mitchell, president of Associated Program Service, on "Radio Salesmanship." S. O. Ward, outgoing FAB president and president, general and promotion manager, WLAK Lakeland, taped the talk to be distributed to station staff members not present.

Florida's Gov. Fuller Warren made a special trip to address the broadcasters, telling them radio had played an important part in his administration. He said radio had been of greater service to him than any other medium for dissemination of news and publicity.

The Florida broadcasters adopted a new constitution and by-laws and elected officers (at Deadline, May 26) to be installed July 1. Newly named to the board of directors were Eugene D. Hill, general and commercial manager, WOR Orlando, and Tom S. Gilchrist, Jr., general manager, WTM Orlando.

Members of the board of directors and the membership were honored for services during the year, by plaques, presented by FAB President Ward and Secretary-Treasurer John B. Browning, general manager, WSPB Sarasota, by Mai, Garland Powell, director, WRUF Gainesville, at a banquet Thursday.

**News on KMBC-KFMRM is TOPS...**

...because KMBC-KFMRM stays on top of the NEWS!

And there is no greater value today than radio news. KMBC-KFMRM news programs are the conscience of the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFMRM News Department.

Here's a tremendous sales potential in one of the nation's richest markets, the great Kansas City Primary trade area. Call KMBC-KFMRM or ask your nearest Free & Peters colony for complete details on the mighty voice of the KMBC-KFMRM Team and for newsroom availabilities.
NLRB Report Raises Radio-TV Issues

(Continued from page 82)

...hardly "...the free and unrestricted speech guaranteed by the Constitution is a right to . . ." (Continued front page)

unchieved board election; whether they had received solicitation letters from a union.

Among the stations that have found themselves involved on employees' rights are WATL Atlanta, Ga.; KVEC San Luis Obispo, Calif.; KWIN Ashland, Ore.

May a station licensee assist one union against another where the issue of communist domination arises?

The answer is no. In the Stewart-Warner case, NLRB ruled "the fact that the employer undertook to assist one union against another for patriotic reasons" does not "excuse a violation."

What is the extent of employees' rights?

NLRB cited the case of WBT Charlotte, N. C. (Jefferson Standard Broadcasting Co.) in which it ruled that "employees were not protected in circulating a handbill attacking the quality of the employer's product." The handbill accused Jefferson Standard of providing "inferior and technically inadequate programs" through WBTV (TV). These tactics "were hardly less indefensible than acts of physical sabotage," and their discharges were lawful, the board stated.

At KFMR Kansas City, Mo. a shop employee was discharged lawfully, the board decided—for referring to the employer's management and policies in profane and abusive language, in private and public places on the employer's premises.

Again in the Charlotte dispute, the board stressed that an employer is not required to negotiate with a union to settle unfair labor charges if he prefers to test the legality of his conduct at NLRB level.

In the WTAL and KDRD Sedalia, Mo. cases, the board ruled:

"Outright refusals to meet with the representative of a majority of employees for negotiations continue to occur, but alleged violations ... more often take the form of a refusal to discuss or negotiate a particular matter." Some matters fall in the bargaining area, others don't. But it added:

"The filing of unfair labor practice charges does not relieve the employer of the continuing duty to bargain. Neither does a union's resort to a lawful strike... The fulfilment of the obligation to bargain becomes doubly important during a strike."

With respect to bargaining in "good faith," the board noted that stations have been cited for "demanding radical changes at the 11th hour in negotiations." This the board took to be evidence of an insincere desire to reach agreement with the union. Other samples:

"A sudden and unexplained shift in its bargaining position" and demand for a "much shorter contract."

Because a broadcaster invokes the free speech guarantees of the Constitution and promises employees greater benefits than they would otherwise obtain from a union?

Such speech is not "protected," and interferes with employees' rights, the board said.

Specifically, the first amendment was held not to protect statements made by Valley Broadcasting Co. (identified as licensee of WSTV Steubenville, Ohio) which allegedly sought to induce employees to accept benefits in individual agreements at a condition to their "abandonment of the union."

Despite their involvement in labor disputes no broadcasters were involved in petitions for injunctions during the year.

NLRB was confronted with its greatest workload in the 16 years of existence during fiscal 1961, which ended last June 30, with over 15,500 unfair labor practice and representation cases filed. Total of over 15,000 cases were closed and another 9,000 were still pending, the board reported.

In the wake of a law that upset the traditional labor advantage of the original Wagner Act but still retains appreciable benefits for unions, it will be noted that 79.1% (or 4,164) of all unfair labor practice charges were filed against employers, with formal complaints issued in 630 cases.

Other facts: Some 6,000 representation elections were held, with bargaining agents chosen in 79% of those instances. These agents represented 76% of those employees eligible to vote. Over $2 million was paid out to 7,000-plus employees in back pay during fiscal 1961 because of "illegal discrimination."

Sterling Speaks at WBJ

FCC Conni. George Sterling me with members of the broadcast in- dustry last Thursday at WBJ Bos- ton's Radio-TV Center and addressed the group on "The Radi- broadcasters Part in Civil De- fense." Talk explained the fun- tion of Conelrad to the eastern New England broadcasters.
AIRING of WJZ New York pro-
gram, Kitchen Capers, has
begun from the Circle Lounge of
New York's Hotel Governor
Clinton. Show features Glenn Riggs, in
question-and-answer giveaway pro-
gram. In attendance both days
were Ted Oberfelder, vice president,
ABC, and Lansig P. Shield, presi-
dent of Grand Union Stores.

'SPACE CADET KITS'
 ALADDIN INDUSTRIES, makers of
metal lunch kits and vacuum
bottles, has received a franchise
from Toni Mendes Inc., exclusive
licensor for Space Cadet merchan-
dising. The kits bear a picture of
several Space Cadet characters. Com-
plete with fresh coffee and
take, the kits were sent to the
press last week to promote intro-
duction of the item.

WEATHER PROMOTION
 WEATHER reports are being pro-
oted by KFQ Wamtech, Wash.,
with such tricks as a recent letter-
writing contest awarding a weather
nap as prize for a letter on the sub-
ject, "What is your weather man-
ing the weather report?" General
Manager James W. Wallace re-
ported winner signed himself
'Chief Big Smoke' and suggested
in Indian war dance instead to
'change' weather when needed.

ROT LISTENERS SURVEY
 STUDY of rot listening reaction to
'Captain Glenn's Play Club, a half-
hour morning children's show on
WLTV (TV) Cincinnati, will be
made by Dr. Ruth I. Smith, assis-
tant professor of kindergarten and
primary education at the U. of
Cincinnati, according to John T.
Murphy, TV vice president for
he Crosley stations.

WTAM'S CHAIN LIGHTNING
 CHAIN LIGHTNING merchandis-
ing plan of WTAM Cleveland got
a boost when 41 super stores were
added to the plan by Acme, which
reports the oldest food chain in
summit county. Additions bring to-
al to 389 stores and food markets
attracting 21 counties, according to
Eugene R. Myers, new WTAM
merchandising manager.

WARD in Johnstown is TOPS
—for the Listener
—for the Advertiser
in Central Pennsylvania Market.

VACATION CONTEST
 PROMOTION feature has been de-
vised by Stewart MacPherson, star of
WCCO Minneapolis-St. Paul's
Sportingly Tours, to sell Rock
Spring Beverages and publicize his
program. Listeners are asked to
send in the "most interesting, origi-
 nal— and thought-provoking ques-
tion," accompanied by a beverage
label. Two winners will receive
week's vacation at beach resort.
Beach resort itself is mailing scenic postcards calling attention to
contest on Mr. MacPherson's show. Other winners will receive
sporting equipment, mailed by the beverage company and Erwin,
Wasey & Co. Inc.

TV MEETS GRADUATES
 BROCHURE to acquaint those in
the TV industry with Syracuse U.'s
taking TV graduates has been
mailed out by the university. Book-
let, titled "Ready One! Take One!"
is done in year book fashion with
portraits of each graduate and in-
formation concerning his back-
ground and career plans.

MBS 'FLASH FEATURES'
 "FLASHFEATURES," twice-
monthly clip sheet distributed to
newspapers by MBS, devoted one
issue exclusively to MBS radio
coverage of the national political
conventions this summer, with
each story bylined by a top MBS
commentator.

WCAU'S TV TOUR
 TELEVISION tour of WCAU
Philadelphia's new Radio-TV Cen-
ter was held a fortnight ago tak-
 ing viewers behind the scenes at
the new building and showing the
inner workings of a radio-TV sta-
tion. Program was telecast daily
for 15 minutes through May 26.
Official dedication of the center was
held May 27. Charles Vanda, vice
president in charge of TV, handled
the shows.

'OPERATION HEAT WAVE'
 FOR the first time, WRC Wash-
ington is offering a special discount
plan for advertisers whose products
move best when the sun is hottest.
From May 25 through Sept. 30,
advertisers are offered 20 percent
stationbreak announcement. Sta-
tion will accept "hot weather" ad-
vertisers only under "Operation
Heat Wave" plan. Each advertiser
must agree to minimum of $500 for
spots to be used at the advertiser's
discretion anytime during the four-
month period.

POOL TELECASTS
 HOUR long Sunday show is being
telecast by KNBH (TV) Holly-
wood from the pool of the Town
House in Los Angeles featuring
fashions, news and interviews.
Advertised as show by the pool,
show is expected to boost sales-
time, WRC

WEAU COLOR MOVIE
 NOVEL "Down to Earth" luncheon
sponsored by WEAU Eau Claire,
Wis., in Minneapolis, featured a
color motion picture of the WEAU
1951 Wisconsin Plowing Contest
and Soil Conservation Day, pro-
duced by Bob Nelson, program
promotion director, with the sound
track made in WEAU studios.
About 70 time buyers, advertising
and promotion managers from
Twin City agencies attended.

ROUNDTABLE SERIES
 SERIES of roundtable programs on
civic affairs with a panel of
members of the London Junior
Chamber of Commerce was re-
cently broadcast by CFPL London,
Ont. The program won the "award
of achievement" of the national
association of Junior Chamber of
Commerce. CFPL not only aired the
program each week, on a pub-
lc service basis, but also helped
produce the programs with train-
ing and technical advice.

FASHION SHOW
 FASHION show featuring 80
models showing the latest in spring
and summer finery was sponsored
short time ago by WARA Attle-
boro, Mass. Nine shops which ad-
vertise on the station were repre-
sented at the show proceeds of
which went to charitable organiza-
tions in the city. Affair, which was
coordinated by Jo Sherman, sta-
tion women's director, is scheduled
for annual production.

Meet your BEST CUSTOMER
 Who is he? He's the Ameri-
can Farmer, the current Ameri-
can capitalist. He's the real
owner of his own business—
and farming is big business to-
day.

He makes a lot, he saves a lot, he spends a lot. He's your
best prospective customer.

One-tenth of all these pros-
perous producers of farm
produce live in WLW-Land—One-
tenth of America. The best way
to reach them is by Radio . . .
and the most effective and eco-
nomical 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.

WARD in Johnstown is TOPS
—for the Listener
—for the Advertiser
in Central Pennsylvania Market.

1st... RATTINGS... CBS RADIO NETWORK
2nd... MARKET IN WESTERN PENNSYLVANIA
1952... Cru... Page 85
May 23 through May 28

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 91.

May 23 Applications

**ACCEPTED FOR FILING**

AM-1380

David M. Segal, Kansas City, Mo. — CP for new AM on 1380 kc on D. 52, which is adjacent to the station. Application Amended

Garden State Bte, Co., Atlantic City, N. J. — CP for new AM on 1400 kc on D. 52, which is adjacent to the station. Application Amended

AM-550

WILM Wilmington, Del. — CP change from 550 kc to 1350 kc on D. 52, which is adjacent to the station. Application Amended

License Renewal

Following stations request renewal of license:

KVBC Ardmore, Ark. — KMDS Eureka, Ariz. — KFMH-917 (Ch. 27), San Francisco, Calif. — WKRC-Cincinnati — CP change from 126.6 kc to 1350 kc on D. 52

Extended Completion Date

WMVO (FM) M. Venosa, Ohio — CP for extension of completion date.

**TENDERED FOR FILING**

AM-1350

KSD Sidney, Neb. — CP for extension of completion date.

TV Interference

**COMPLAINT of magazine articles on TV interference (TVI), with recommendations for overcoming various types, is contained in the second edition of Television Interference, edited by Philip S. Rand and published by the Remington Rand Lab. of Advanced Research, South Norwalk, Conn. More than 20 articles are contained in the volume, reprinted from such technical and lay magazines as QST, CQ, Electrical World, Electrical Manufacturing, Radio & Television News, Business Week, Radio-Electronics. It was the first edition, over 20,000 copies were distributed free of charge. Of interest is an article on "TVI From 21 Me," published in the December 1948 QST. Makers began using the 21 mc band this month and potential interference to TV receivers using the same band for IF circuits has caused concern [B&T, May 5].

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Page 86 • June 2, 1952

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License for CP
WGNR-FM New Rochelle, N. Y.—LI-
cense for CP authorizing new FM sta-
tion. Modification of CP
WKXO-TV Kalamazoo, Mich.—Mod.
CP to change ERP from 8 kw vis. 8 kw
aur. to 30.5 kw vis. 40.5 kw aur.; trans.
location from 4½ miles N. W. of Rich-
land near Kalamazoo to corner AB
Ave. & 24th St., near Plainwell, Mich.
TENDERED FOR FILING
Change ERP
WBRC-TV Birmingham, Ala.—
AMENDED to request change of ERP

from 28.8 kw vis. 14.4 kw aur. to 100
kw vis. 50 kw aur.
APPLICATION DISMISSED
WFMZ (FM) Allentown, Pa.—DIS-
MESSED license for CP which au-
thorized new FM station (application
unnecessary).
(Continued on page 91)

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Help Wanted

Managerial

Experienced engineer for net af. Box 278P, BROADCASTING • TELECASTING.

Salesmen

First class salesman wanted by AM-FM, must be reliable, industrious, sober. Don’t expect a world beater but a plugger. All type accounts including department stores and agencies and sponsors. Liberal commissions. Send references and photos. Box 282P, BROADCASTING • TELECASTING.

CBS station in highly competitive southern city. New, will add one salesman to present staff. Remuneration on commission basis. Write in full giving references and experience. Box 283P, BROADCASTING • TELECASTING.

Earn big money! Well established top AM station is in search of salesmen to increase its present market. Special emphasis on announcing but must hold full-line sales experience. Write WCVI, Natchitoches, Louisiana.

Immediate opening for experienced, deep voiced, announcer. Must run board and ad-writing duties. No experience necessary. Willing to go to top listening area. Write to Box 263P, BROADCASTING • TELECASTING.

An announcement-announcer-engineer wanted by Florida major network affiliate. Must have full op- portunities and appreciate the position. Full details confidential. Box 293P, BROADCASTING • TELECASTING.

An experienced sales engineer wanted by top sales man with a natural flair for putting across the product. Will increase station’s present sales. Send full particulars and references. Box 289P, BROADCASTING • TELECASTING.

Announcer-engineer wanted by Florida major network affiliate. Special emphasis on announcing but must hold full line sales experience. Write for information. Box 292P, BROADCASTING • TELECASTING.

An announcer with a voice that will sell the product. Start at $300.00 per month. Write Box 294P, BROADCASTING • TELECASTING.

An Experienced radio announcer is wanted by Washington D.C. market. Full time, full position. Good money. Box 295P, BROADCASTING • TELECASTING.

An Experienced Salesman wanted by KSCB, Jim Bradner, owner, Elizabethtown, Kentucky. (With other outlets). Write Box 296P, BROADCASTING • TELECASTING.

Annie, a good voice, tells a good story. An experienced announcer needed by commercial network. Contact Box 297P, BROADCASTING • TELECASTING.

An immediate opening is available for a full time announcer. The new station is in the beautiful state of Georgia. Write to Box 298P, BROADCASTING • TELECASTING.

Commercial manager wanted by AM-FM in the West. Must be well experienced. Send full particulars and references to Box 299P, BROADCASTING • TELECASTING.
ELECTRONICS VIEW

Parris of NPA Optimistic

"BARRING a change in the international situation, it should be possible to meet defense and civilian demands for electronic products by a continuation of the splendid conservation efforts of the post-Korea period."

That outlook was held out by a top government electronics official for production of new and replacement parts for millions of radio-TV receivers during 1962.

At the same time, the official—Donald S. Parris, deputy director of the National Production Authority's Electronics Division—said paid high tribute to manufacturers and distributors for ingenious conservation and substitution techniques.

Mr. Parris addressed a management session of the 1952 Electronic Parts Show, held at the Conrad Hilton Hotel in Chicago the past fortnight. He spoke on availability of materials and use of distributors' priorities to obtain them.

Meanwhile, NPA held another round of discussions with members of an Antenna Manufacturers Industry Advisory Committee. Conference touched on inventories, materials for different types of antennas and a growing replacement market.

Mr. Parris reported that the receiving tube industry reduced use of nickel 50% by substituting nickel-plated steel and aluminum.

Schools

NBS GRADUATES are in DEMAND

NBS has store requests for trained radio help than it can fill: Jobs are unlimited; salaries high.

Grads. hold your present jobs and apply to NBS for authorization orders.

Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, program-making, disc jockey technique.

100% Placement Combination Men Bowling Association

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For Sale (Cont'd)

Equipment, etc.

Complete 1 kw Collins package. Brand new 30V1 transmitter and all associated equipment. Pumped into antenna. Two-200 foot towers. All equipment supplied will be new. Complete system purchased during the past ten months. Write for listing. Available now, Box 318P, BROADCASTING • TELECASTING.

150,000 feet 120 Copperwood ground wire. Immediate delivery. Box 325P, BROADCASTING • TELECASTING.


Slightly used but in good condition, three RCA 100w transmitters. One DuMont Type 615A monitor receiver. Nice discount on any or all of above. Write now. Box 416P, BROADCASTING • TELECASTING.

WANTED to Buy

Equipment, etc.

Wanted—Quarter and one kw FM broadcast transmitters, fixed-frequency FM monitor receivers, used or new. Box 317P, BROADCASTING • TELECASTING.

Equipment wanted: Complete for 1 kw station including 185' guyed tower. Box 318P, BROADCASTING • TELECASTING.

Wanted—Complete equipment for 250 watt operation including tower, studio and transmitter. Write complete description of what you have and price. Box 319P, BROADCASTING • TELECASTING.

Wanted—5 kw transmitter. Must meet all FCC engineering conditions. Please give age, condition and price. Also interested in 5 kw support tower. Box 311P, BROADCASTING • TELECASTING.

Wanted: Used equipment: Limiting amplifiers, 4 or 6 tube, special panels with preamps, jack panel, Cabinet for complete 100 kw transmitter. Reject transformers. Box 312P, BROADCASTING • TELECASTING.

Miscellaneous


Help Wanted

Production-Programming, Others

HELP WANTED

EXPERIENCED woman or man copy writer for continuity department. Air mail full details of experience and references along with photo to Radio Station W O N E, Dayton, Ohio.

Situations Wanted

ANNOUNCERS

DISC JOCKEY (with first class license)

Experience—net, indie AM and TV, available immediately for personal interview at Du Personnel.

BOX 247, BROADCASTING • TELECASTING

For Sale

Stations

"For sale—Established Successful Ohio tation. Full or half interest available.

Western 250 watt fulltime independent. Excellent station market. Wonderful family living. Very profitable under present ownership. Price can—be increased. Will assign license 100% condition. Call day or night. $450—less for cash. See this quick! Box 310P, BROADCASTING • TELECASTING.

'Er sale—Established fulltime local station in southeast Ohio. 1500 watt. Will make good deal for cash. Box 309P, BROADCASTING • TELECASTING.

50 watt fulltime, single station, non-union market. Located in healthy area in Rockies. No agents. Box 300P, BROADCASTING • TELECASTING.

Jackey Mountain station. 250 watts. No operators. Good market. " Erie possible. Box 296P, BROADCASTING • TELECASTING.

"acile northwest. 250 w fulltime. Single station market, operating profitably. $10,000 down. Ask for details. Box 301P, BROADCASTING • TELECASTING.

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 electron tubes, and other important industry equipment. He is also director of the Electronics Division under Mr. Milling in the reorganization.

KVC REORGANIZES

Humbert New V.P., Mgr.

C. A. HUMBERT, manager of KPAS Banning, Calif., was named vice president and manager of KVCV Ventura, following its reorganization by W. H. Haupt, KVCV owner. Other changes also were announced.

New sales manager is Karl Rembe, formerly account executive. Andrew Grant, program-farm director, KCID Caldwell, Idaho, joins the station as merchandising-promotion director. Alan Snowden, staff announcer, was promoted to program director. Representing station as sales manager in Oxnard is Lyle Kearney, formerly advertising manager, Oxnard Press-Courier, KVCV has joined the Southern Calif. Broadcasters Assn.

NVC radio in cooperation with Health Information Bureau, Inc, non-profit organization, to present new series, Your Key To Health, on June 7, 5:45-6 p., EDT. Series will feature singer Jane Froman, and Mrs. Alva C. Boesman reporting health news.

WKBK Oyster Bay, L. I. N. Y., is now operating from its new studio at transmitter in Oyster Bay. Move was made in anticipation of the station's new, larger, multi-state (like NTSC) even though it distributes only locally.

IN-FLIGHT broadcast from the interior of a B-47 Stratofortress has been claimed by KFH Wichita, Kan., with commentary handled by Brandon Chase, station newsman. Mr. Chase accompanied a photographer, Gary Mills, and the pilot Capt. Herbert White, on a trans-ocean flight training flight from the Wichita air base last Monday. Contact was maintained with the air base where KFH Chief Engineer Virgil Hinshaw was on duty.

The actual broadcast covered pre-flight briefing, the takeoff and two-hour flight, with portions re-broadcast on the station's Silver Star News at 10 p.m.

Mr. Chase explained that KFI wanted to bring the public the entire story of how it felt to fly in a B-47. Station claimed it was the first time in aviation annals radio newsmen compiled such broadcast from a B-47 during flight.
May 28 Decisions

BY COMMISSION EN BANC

Granted License Renewals

Following stations granted renewal of licenses for renewal period of 1962:

KTHB Hot Spring, Ark.; WJBB New Orleans; WGCM-AM-FM Green-

field, Conn.; WDCU-FM Chicago; KLCO El Dorado, Kan.; KEGM Mag-

nolia, Ark.; WLOS-FM Baton Rouge; Lake WDSU-AM-FM New Or-

leans; KBUI refreshing; KWEA Buffalo; KMUW Wichita, Kan.; KTHB

Tyler, Tex.

Granted renewal of licenses for regular period of WHAM-TV Rochester, N. Y., and WSVR-TV Syracuse, N. Y., subject to order May 12, 1962, final ratification requiring WHAM-TV to move from C. 7 to C. 4, and WSVR-TV to move from Ch. 5 to Ch. 3.

Temporary License Renewal

Following stations granted temporary extension of licenses to Sept. 1, 1955:

KWEL, Plainview, Tex., WGCN (FM) Greenwich, Conn.; WKSU-FM Kent, Ohio; KXXA Seattle.

Temporary License Extension

KHIT Lampasas, Texas—Designated for hearing among applicants for license and ordered temporary extension of license until conclusion of this proceeding or until August 31, 1962, whichever is earlier.

EXCHANGES-

New Locations

WCAU-AM-FM Philadelphia—Mod. AM-FM licenses to change location of main studio to WCAU, 401 South Broad St., Philadelphia, its location which is not trans. situs.

FCC Corrections

Correction in Decision in Cases [B.T., May 26] follows:

Correction proposed to Amended Revised Tentative Allocation Plan for New N. M. FM Band, in which Ch. 279 in Dallas was deleted.

COMPLETE coverage of the country’s sixth major prison riot in two months was given by KIDO Boise, Idaho, on May 24 when 300 rioting convicts in Idaho State Penitentiary staged a five-hour uprising. KIDO special events men Cliff Janssen, Wayne Davis, Harold Toedtemeier and Jack Link were on the scene with portable equipment, jeep and shortwave transmitter immediately after the alarm sounded.

The station broadcast the negotiations between Warden L. E. Clapp and the prisoners’ grievance committee, who were breaking the breakdown of talks, the command to open fire with tear gas, the firing and “cringing” reports on the effects of the gas.

Tape recordings were shuffled back to the studios and supplementary reports were made direct by telephone. After the riot, KIDO’s recorder broadcast damage reports and assembled and edited an hour-long program rebroadcast the same evening.

Bab Brochure

Cites Radio Quantity

SHOWING how radio in 1962 stacks up in quality against some of the simplest necessities of life in the U. S., a king-size, circus-style brochure has been issued by Bab, Inc., by its president.

Titled “Take Your Choice,” the book presents words like “huge,” “enormous,” “immense,” “vast,” and “widespread,” as synonyms for radio. In a comparison with television, it discusses household appliances, beds, bathtubs, telephones and other criteria, the presentation shows that radios are more numerous than any of them. Intended to interest advertisers not using the medium, the final comparisons point up radio’s leadership over other advertising media.

BROADCASTING • Telecasting

NEWSPRINT BLOCK

Counter-Actions Started

CONGRESSIONAL forces last week joined with government agen-

cies to lead a three-pronged as-
sault on the newsprint roadblock set up by Canadian manufacturers against U. S. newspaper publishers.

The situation took on a more critical note with a warning from Price Stabilizer Ellis Arrnall that the price boost would mean an increase in newspaper advertising rates and cost of products advertised.

The protests of a fortnight ago [B.T., May 26] crystallized into concrete action by Capitol Hill, with these developments:

• A House Interstate & Foreign Commerce subcommittee last Monday took closed-door testimony on the proposed $10-per-ton Cana-
dian newsprint increase from the American Newspaper Publishers Assn., the Office of Price Stabilization and the National Production Authority. A joint subcommittee, however, is “waiting for a sugges-
tion that the U. S. place import cailing on Canadian newsprint.

• A House Judiciary Subcommittee on Monopoly called in officials of the Interior Department and Defense Produc-
tion Administration, as well as NPA and GPA, Chairman Emanuel Celler (D-N. Y.) said American publishers are “helpless” in the face of the price hike, but his group would issue a report on its recommenda-
tions.

• Sen. Francis Case (R-S. D.) sponsored legislation to set up a joint Senate-House committee to “formulate a national policy” to meet newsprint needs.

Method Doubles Load

METHO novelty of developing and

METHOD, one of the most

carrying capacity of long distance radio circuits without requiring additional radio channels has been developed by the Signal Corps, the Army Radio Department. The

can be modified to carry 12 printed messages on radio-teletype

writer. Importance of an additional channel on the radio system for long-range communications was cited as an advantage of the new method.

When Its BMI It's Yours

Another BMI "Pin Up" Hit—Published by Weiss & Barry

On Records: Don Cherry—Deca; Tommy Fortado—MGM; Dick Thomas—Mercury; Larry Fotine—King; Georgie Anid—Coral.

June 2, 1952 • Page 91
TR Plans Expansion

(Continued from page 85)

may be involved.

One staff report recommending a ban on all functional services was rejected by the FCC some time ago, according to informed sources.

Asked what action the Commission might take on the radio, now that the Supreme Court has issued its decision, one FCC staff member last week observed that with Supreme Court approval the Commission could fully be expected to act unfavorably.

The existing transit radio industry is centered around operations in a number of cities. Last Monday, a list of cities having transit programs was included. It showed, as of October 1949: St. Louis, 1,000 vehicles equipped; Cincinnati, 475; Houston, 270; Washington, 220 (now 422); Worcester, 220; Toledo, Wash., 135; Evansville, Ind., 110; Kansas City; Atlanta, Pa., 100; suburban Pittsburgh, 75; Allentown, Pa., 75; Huntington, W. Va., 55; Des Moines, 50; Topeka, Kan., 50; suburban Washington, 50.

Radio stations include the following stations in its present list: WWD-C-FM Washington; WKRC-FM Cincinnati; KXOK-FM St. Louis; WCTB-FM Worchester, Mass.; WKJF (FM) Pittsburgh; WBZ-FM suburban Washington; KTNT (FM) Tacoma, Wash.; WCOS (FM) Trenton, N.J.; KCNO-FM Kansas City; KCBC-FM Des Moines.

Instrumental Selections

In Washington, the Capital Transit Co. programs are limited to six minutes of commercial announcements an hour, or 12 seconds announcements. As generally is the practice, musical programs are confined to instrumental selections.

E. Cleveland Giddings, vice president of Capital Transit Co., said the firm "is naturally pleased" and is considering installation of radio in all of the company’s 1,500 vehicles. At present 422 vehicles are equipped.

He said Capital Transit gets about $2,530 monthly revenue on a minimum guarantee of $6 per month per vehicle equipped. The contract provides the company gets either 10% of gross or $6 per vehicle, whichever is greater. His annual revenue comes to $100,000 to $200,000, the company gets $10,000 plus 20% of income over $100,000; $200,000-$400,000, $30,000 plus 35%; sliding scale goes up to $500,000 and is over $600,000.

While the prolonged litigation hurt transit radio, national more than local advertising suffered.

In Wilkes-Barre, Pa., 100 ton programming is linked with other functional services such as storecasting and industrial music. WWDC-FM, for example, supplies music to Washington Transit Radio Inc., which in turn is half-owner of Tempo Inc., supplying music to some 200 restaurants and other places.

Mr. Strouse said WWDC-FM.

NEW HOME of KFMB-AM-TV San Diego, 5th & Ash Sts., boasts five stories and new TV studios. TV has first and second floors, radio will be on the fifth floor and the third and late Adolf Hitler avised out for office space, said John A. Kennedy, board chairman, Kennedy Broadcast-
ing Co.

(Washington Transit Radio) was "overjoyed" and said the transit radio interests had felt the issue was never in doubt. "Transit radio, the newest medium of mass communication, can now move forward and assume its rightful place in the broadcasting industry," he added. "Our only desire now is to make Transit Radio in Washington a still better medium for dis-
semination of news and enjoyment of the best in accepted music."

Franklin S. Pollack, Washington attorney who carried the fight into the courts, praised Justice Douglas' dissents and said he believed it "will in time be the law."

Bernard Tassler, managing editor of the American Federationist, official AFL monthly magazine, issued a statement on behalf of the National Citizens' Committee Against Forced Listening. As national chairman of the committee, he said it "will continue to press for effective legislation to put a stop to this unfair assault upon the captive audience riding in public transit vehicles. It should be noted outset again that the device of forced listening—influenced upon captive audiences—is used by Stalin and was formerly used by the late Benito Mussolini."

Widespread newspaper comment was aroused by the decision. The Washington Daily News, a Scripps-Howard paper, denounced the decision and then hopefully reminded that it is in the business of selling advertising space in competition with transit.

The Washington Star took two opposing stances. On its editorial page, the Star said, "The court of appeals, inventing the doctrine of freedom of attention, had law-

out the programs on condition the public could not be less so.

The majority opinion found no violation of the First Amendment, again citing the PUC decision and the fact that no substantial interfer-

ence with passenger conversa-
tion could be found. No claim of propaganda was involved, the court noted.

As to the appellate court's find-
ing that passenger right of privacy is invaded, the majority held:

This claim is that no matter what much Capital Transit may wish to use radio in its vehicles as part of its service to its passengers and as a source of income, no matter how much the great majority of its passengers may desire radio in those vehicles, however post or panel tion, on substantial evidence, may conclude that such use of radio does not interfere with the convenience, comfort and safety of the service but tends to improve it, yet if one pas-

senger objects to the programs as an invasion of his constitutional right of privacy, the use of radio on the vehicles must be discontinued. This is strongly assumed that the Fifth Amendment secures to each passenger on a public vehicle regulation of his home. The court does not preclude a substantial right of privacy substantially equal to the privacy to which he is entitled in his own home. However complete compliance may be as an invasion, if there is an invasion, it is substantially limited by the rights of others when its possessor trespasses into a public thoroughfare or rides in a public conveyance.

The court rejected the conten-
tion of transit radio opponents that an objector has the right not to be listening to the programs, in deciding that such an objector then could override the preference of the majority of passengers but also the federally authorized PUC. "The protection afforded to the liberty of the individual by the Fifth Amend-

dent does not go that far," the court held. "The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the rights of others."

Programming Not Considered

The court voiced no opinion on the desirability of radio programs in public vehicles, calling it a mat-

ter for PUC, the transit company and the public. The majority opin-

ion concluded, "While the court below expressly refrained from stating a preference for the commercial value of the receipt and amplification of public vehicles of musical programs containing no com-

mercial advertising and other an-
nouncements, it is clear that if programs containing commercial advertising and the like are otherwise ad-


HIGHLIGHTS OF SUPREME COURT'S TRANSIT DECISION

"... neither the operation of the service nor the action of the Commission (Public Utilities Commission) permitting its operation is precluded by the Con-

stitution."

"This (profit) aspect... bears some relation to the long-established prac-
tice of renting space for visual advertising on the inside and outside of streetcars and buses."

"There is no substantial claim that the programs have been used for ob-

jectionable propaganda."

"However complete his right of privacy may be at home, it is substantially limited by the rights of others... in a public conveyance."

"The liberty of each individual in a public vehicle or public place is subject to reasonable limitations in relation to the like."

"This court expresses no opinion as to the desirability of radio programs in public vehicles."

"... it is clear that if programs containing commercial advertising and other announcements are permissible, then programs limited to the type of music here contracted for would not be less so."

Page 92 • June 2, 1952

BROADCASTING • Telecasting
contended, though, that news, speeches, views or propaganda would violate the First Amendment.

Justice Douglas dissented, taking the view that the street car audience is captive. He pointed to the ability of a home tuner to turn off a program. A person in a public place may get up and leave, he added, but the man on the street car “has no choice but to sit and listen, or perhaps to sit and to try not to listen.” He referred to the danger of putting such a weapon in the hands of a propagandist such as a dominant political or religious group. “Today the purpose is benign; there is no invidious cast to the programs,” he wrote. “But the vice is inherent in the system. Once privacy is invaded privacy is gone. Once a man is forced to submit to one type of radio program, he can be forced to submit to another. It may be but a short step from a cultural program to a political program. The right of privacy, today violated, is a powerful deterrent to anyone who would control men’s minds.”

Justice Frankfurter stayed out of the decision, saying in a separate opinion, “My feelings are so strongly engaged as a victim of the practice in controversy that I had rather not participate in judicial judgment upon it.”

Miracle Decision

In a decision based on banning of a motion picture, “The Miracle,” the Supreme Court unanimously ruled that motion pictures are entitled to Constitutional guarantees of free speech and free press. This decision reversed the New York State Court of Appeals which had banned the movie on the ground it was “sacrilegious.”

Justice Clark wrote, “Since the term ‘sacrilegious’ is the sole standard under attack here it is not necessary for us to consider the standard for example, whether a state may censor motion pictures under a clearly drawn statute designed and
applied to prevent the showing of obscene films. That is a very different question from the one now before us. We hold only that under the First and Fourteenth Amendments a state may not ban a film on the basis of a censor’s conclusion that it is ‘sacrilegious.’” He added that guarantees for freedom of speech and free press do not mean that the Constitution “requires absolute freedom to exhibit every motion picture of every kind at all times and all places.”

SIX officers of the Florida Assn. of Broadcasters pictured at May 22 meeting at Miami Beach (see story page B3) are (seated, 1 to r): John B. Browning, WSPB Sarasota; FAB secretary-treasurer; George Thorpe, WCCG Coral Gables, president; Jerry Stone, WDBN Daytona Beach, second vice president; standing (1 to r): Tom Gilchrist, WTMC Ocala. FAB board member: S. O. Ward, WLAK Lakeland, outgoing president; and Eugene Hill, WORZ Orlando, FAB board member.

**ENGLISH UNION

Broadcasters Get Awards**

WIGHT NEWTON of KYA San Francisco, George Cushing of WJR Detroit, Hubert W. Kregel of WSBR Springfield, Mass. and Mrs. Edna Hammersley of KOA Denver received English-Speaking Union awards last week for contributions to greater international understanding.

Messrs. Cushing and Kregel received their awards at a reception at the English-Speaking Union’s headquarters in New York on Monday, while Mr. Newton received his later in the week. Mr. Newton, who heads the city’s WSB branch in Denver, Katherine Fox of WLBW Cincinnati, who was awarded a special award, received it May 19 in Louisville.

In addition to the broadcasting honors, awards were presented to six journalists.

**Hill Coverage Report (Continued from page 80)**

...tions “because the subcommittee’s primary interest was to make a factual record.” Senate Labor and Public Welfare Committee—Newscast on radio and television for rebroadcast on testimony delivered on material shortages (Charles E. Wilson and William E. Orrison) in January 1961. Same-type coverage March 1951 when Gen. Hershey testified on manpower problems. Again when hearings held October 1951 on steel-gray market (at Pittsburgh) and TV on same subject in November 1951 Detroit hearings (radio recording on WJBK- TV). Senate Special Committee on Organized Crime (Kefauver unit)—Television, twice in Missouri; eight times in New York and New Jersey; twice in Louisiana; three times in Michigan; four times in Nevada and California; seven hearing days in Washington and Cleveland in 1950. Committee exercised judgment as to whether witness should be televised or filmed, recorded, etc. Joint Atomic Energy Committee—No live TV but portions of probe of U. S. atomic energy project May 26 through July 11, 1949. Joint Defense Production Committee—Mr. Di Salvo testified before TV two days in June 1951 and newsreel coverage common. Joint Economic Report Committee—No live TV but portions of January 1952 hearings (three days) on President’s economic report used for TV. Newsreel covered other hearings. Newsreel camera use restricted upon request of the witness.

While this report is quite complete and certainly accurate from the viewpoint of a spot check, it has been noted that the report does not give adequate presentation of various recordings made for broadcast. It also is open to error because most congressional committees had to rely on memory.

However, this is the first report in print which attempts to round up media coverage on Capitol Hill.

**KOB SALE**

CONSENT was granted by FCC last Friday to the sale of KOB-AM-TV Albuquerque by T. M. Pepperday for $600,000 to Time Inc. and ex-FCC Chairman Wayne Coy.

The Commission denied a petition to protest the sale until FCC clears up the status of KOB on 770 kc, channel on which the network’s WJZ New York operates as a Class I-A outlet (BMT, May 26; 19; April 28). Comrs. Robert F. Jones and George E. Sterling did not participate in the ruling.

Under the transfer approved by the Commission, the stations will be sold to Time Inc. KOB’s AM license to Western Brokers Inc., then be partially liquidated to place all fixed assets (including land but not the building) in the name of Michigan Square Bldg. Corp., a Time Inc. subsidiary, which will then lease the fixed assets and land to the licensee for eight years at appraised value of $450,000. Coy, who is president of the firm, said that the transferring thereby becomes $150,000, the application explained.

Time Inc. will sell a half interest in the licensee to Mr. Coy for $75,000. The ex-FCC chairman has been retained as manager of KOB-AM-TV for eight years at $26,000 annually. In addition, Mr. Coy re-

**FCC Grants Approval, Denies ABC Protest**

by ABC to withhold action on the license as radio-TV consultant to Time Inc. at $24,000 annually.

Mr. Coy is to be president and treasurer of Albuquerque Broadcasting, with his wife as secretary. Arthur R. Murphy Jr., manager of Time Inc.’s March of Time division, will be vice president. The new board will include Charles L. Stillman, Time vice president.

In a memorandum opinion and order granting the transfer, FCC conditioned the approval to whatever action the Commission may take to carry out the mandate of the U. S. Court of Appeals to reconsider KOB’s status on 770 kc, opposed by WJZ.

The ABC petition, denied by the Commission, also sought dismissal of KOB’s pending applications for modification of permit and license to operate on 770 kc and asked that FCC rescind KOB’s special service authorization for 770 kc.

KOB authorized 1030 kc was shifted to 770 kc to prevent interference to WBZ Boston on 1030 kc.

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Eldorado 5-0405

June 2, 1952 • Page 93
ABC GETS BOUT

HEAVYWEIGHT championship bout between Joe Walcott and Ezzard Charles, scheduled for Thursday in Philadelphia, will be broadcast by ABC Radio network as part of Casablanca of Sports, sponsored by Gillette Safety Razor Co., Friday announcement indicated. Bout is in addition to regular ABC Radio Friday night fights, and is scheduled for 10 p.m. EDT for completion with Don Dunphy and Bill Corum as sportscasters. Teletests of match to be carried by NBC network, as previously announced.

Business Briefly
(Continued from page 5)

13 weeks. Sunday show is aired 4 to 4:30 p.m. CTS. Agency, Roche, Wilkins & Cleary, Chicago.

RANGER RENEWED General Mills renewed Lone Ranger over full ABC Radio Network (Mon., Wed., Fri., 7:30-8 p.m. EDT) for 52 weeks effective last Friday. Program now in its third year. Agency, Dancer-Fitzgerald-Sample.

LEVER ADDS MARKETS Lever Brothers (Lipton's tea) adding six more radio markets to its list for spot announcement campaign starting June 10 for six weeks. Agency, Young & Rubicam, N. Y.


RADIO-TV SET OUTPUT SHOWS DECLINE FOR APRIL PRODUCTION of radio and TV sets in April fell below March and same month a year ago, according to Radio-Television Mfrs. Assn. estimate for entire industry. April output consisted of 847,946 radios and 322,878 TV sets compared to 1,327,042 radios and 500,000 TV sets in April 1951.

Of April radios 96% of home models were table sets. TV table models over 17 inches in size represented 19% of total compared to 8% in last quarter of 1950 and only 1% in last quarter of 1950. April output included 286,164 home sets, 110,529 portables, 275,250 auto and 176,003 clock sets. Production of clock radios has more than doubled since January.

Output for first four months of year follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Set Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>464,937</td>
<td>286,723</td>
</tr>
<tr>
<td>February</td>
<td>460,937</td>
<td>286,723</td>
</tr>
<tr>
<td>March (5 weeks)</td>
<td>310,581</td>
<td>286,723</td>
</tr>
<tr>
<td>April</td>
<td>327,088</td>
<td>286,164</td>
</tr>
</tbody>
</table>

TOTAL: 1,647,709

THEATRE TV HEARING

OFTEN-DELAYED theatre television hearing was scheduled for Thursday in FCC for Jan. 12, 1953, before Commission en banc. Proceeding will consider allocation of frequencies and promulgation of rules for theatre TV service. FCC indicated those who have not previously filed appearances may do so by Nov. 14 with list of witnesses and testimony submitted due Dec. 1.

DOHERTY TO DETAIL PLAN FOR STRIKE PREVENTION

RICHARD P. DOHERTY, NARTB employee-employer relations director and industry member of Wage Stabilization Board, asked by House Committee on Education & Labor to submit detailed plan for settlement of major national labor disputes.

Request made after Mr. Doherty had outlined strike-prevention formula removing settlements from political hands. In nutshell, Doherty formula provides for director of Federal Mediation Service to certify imminent strike to Attorney General, who in turn would ask U. S. District Court to act.

District judge would invoke Taft-Hartley Act proceeding for 60-day injunction for factual study. Workers would have chance to vote on best management offer. If no agreement, court would either order arbitration by panel whose decision would be binding or order government seizure while negotiations continue.

Companies would be precluded during seizure period from earning profits higher than current rate and no wage increases would be permitted nor would unions collect dues or levies from members employed in seized companies.

FCC CHIDES CBS

CBS was taken to task by FCC Thursday for failing to accord William R. Schneider, GOP Presidential candidate, equal opportunities given other Presidential candidates, noting mandate of Sect. 306 of Communications Act. Mr. Schneider, granted time on network's KMOX St. Louis, entered preferred primaries in New Hampshire and Oregon. In letter to network, FCC said in view of nature of Presidential and nationwide scope of broadcasts, fact that CBS owns no stations in two states where Mr. Schneider has entered primaries "is not relevant."

MOVE REMOTE PICKUP BAND

REMOTE PICKUP operations will be removed from 2000-3500 kc band effective May 1, 1953, to comply with 1947 Atlantic City Treaty, according to proposed rule making notice issued by FCC. FCC would permit use of channels in 25.85-26.1 mc band as alternative in addition to other bands now used. Major networks, many stations affected by order, but treaty provision has been long known, FCC said. Comments are due July 15.

FCC GETS CORNELL REPORT

TELEPHONE report of Cornell U. incident, in which campus station (WVBR) carried pranksters' fake newscasts about bombing of London and Marseille, given to FCC Thursday by Ithaca, N. Y., city police. Ten masked youths "seized" WVBR for eight minutes. University officials branded incident as "practical joke."

WLAN ATTACKS REPORT

FURTHER attack on FCC's Sixth Report lifting TV freeze made Thursday as WLAN Lancaster, Pa., petitioned Commission to set aside show cause order transferring WGAL-TV there from Channel 5 to Channel 11. WLAN said it filed re-application for Channel 8. WLAN contended show cause action illegally denies it hearing on application required by Communications Act.
'KDKA far outpulled the other stations on our schedule on a cost per inquiry basis'

James L. Tabor
Simonds, Payson Company, Inc.
Portland, Maine

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50,000 WATTS NBC AFFILIATE

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