That’s how low-cost results go with W-I-T-H in Baltimore! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

Here’s why: W-I-T-H delivers more listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces low-cost results!

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
"OPERATION GROCER"

originated by the radio station that gave you Feature Foods—Dinner Bell Time—School Time—and the one and only National Barn Dance—

right in the way it combines
powerful radio, grocer-group newspaper,
and point-of-purchase activity!

right in the way it focuses all three
of these at a specific time, in behalf of your
product!

right in the way your product benefits
from this concentrated advertising-merchandising plan, week after week after week.

There’s a complete brochure waiting with your name on it the minute you call
or wire (don’t wait to write). A WLS salesman or a John Blair man is ready to explain how
easily and economically you can profit from the advertising-merchandising plan that
was fully tested and proved all through the summer of 1951—the advertising-merchandising
plan that is now ready... and right for your grocery-sold product. Call today about

"OPERATION GROCER"

5O,000 Calls on grocers made sure
"OPERATION GROCER" is Right

50,000Calls on grocers
made Sure
"OPERATION GROCER" is Right

Right
Right
Right

890 KILDCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY
Some public answers to our mail:

q: What advantages will I get from the use of NIELSEN COVERAGE SERVICE?

a: NCS will give you extensive, up-to-date data on the geographic spread of your station area, the size of your audience, the depth of your coverage, frequency of listening, the characteristics of your listeners, area marketing information.

q: What data can I get on my competition?

a: Your competitive standing against other stations locally, and against stations coming in from "outside."

q: Can my total station audience be broken down by TV and non-TV homes?

a: Yes. Subscribers to the Comprehensive Report can have it broken down this way, area by area. Subscribers to the Basic Report will be able to classify their audiences as being in TV or non-TV counties.

q: If the network with which I'm affiliated subscribes, although I don't, am I entitled to use NCS data for promotional purposes?

a: No. Such use is not permissible.

q: Since I operate only until sundown, my rate card includes evening rates. Must this be included in the calculation of NCS price?

a: No. In such cases, price is based on your daytime rate only and there is a special minimum for such stations.

q: What's the next step?

a: Send in your order now, qualify for the pre-publication discounts, and get the most thorough, accurate measurement of audiences at your command:

NIELSEN COVERAGE SERVICE

A Service of A. C. Nielsen Company
World's Largest Marketing Research Organization

500 Fifth Avenue, New York 36, N. Y.
2101 Howard Street, Chicago 45, Ill.
LANCASTER, PENNSYLVANIA

30 years of public service

WGAL — one of the pioneer stations in the nation — grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by
ROBERT MEEKER, Associates

New York    Chicago    San Francisco    Los Angeles
PROCTER & GAMBLE Co. has renewed six NBC five-a-week daytime programs for another year, representing annual gross billings of $5,649,332 and bringing amount of new and renewed sponsorships on NBC radio network since Jan. 1 of this year to annual gross billings total of $24,361,290, John K. Herbert, NBC vice president in charge of radio network sales, announced Friday. Of total, $5,087,701 represents new business and $19,273,589 renewals, he said.

Programs renewed by P&G, all effective June 30, are: Welcome Travelers (10:10-11 a.m. and Life Can Be Beautiful, Rod of Life, Pepper Young’s Family, Right To Happiness, Backstage Wife (3-4:15 p.m.), all broadcast Monday through Friday. With Young Dr. Malone and Brighter Day, which starts June 23 for this company (Mon.-Fri., 9:30-10 a.m.), P&G has eight programs on NBC radio, representing annual gross billings of $7,326,000.

P&G renewals, on heels of company’s new program purchases, are “heartening evidence of the ability of network radio to attract the wise advertiser,” Mr. Herbert said. “We of the NBC radio network are happy that the nation’s largest advertiser is leading the way in utilizing radio’s mass-coverage-at-low-cost effectiveness.”

FCC REBROADCAST ORDER CHALLENGED BY CBS

FCC’s “legalized larceny” order aimed at program property rights should be postponed to give networks and stations chance to be heard, CBS stated in brief filed with FCC late Friday. Order handed down last month [F&T, May 19] will increase FCC workload, it was stated (early story page 49).

CBS contention, which makes stations justify refusal to permit rebroadcasts, amounts to legislation and contends Commission cannot issue rule that supercedes explicit Congressional language merely on ground broadcast business is different today than when law was passed.

Conflict with Federal Reports Act cited by CBS, which added that competitors are free to make indiscriminate and nullassures requests. Requesting party not required to fill out similar reports, CBS notes, asking FCC to omit any reference in rule that places license in jeopardy.

TIM C. GOOCH DIES

TOM C. GOOCH, 72, chairman of board, KRLD-AM-FM-TV Dallas, and publisher of Dallas Times Herald, died at 6:45 a.m. Friday at his Dallas home after illness of 10 weeks.

Mr. Gooch spent half-century helping build Dallas and for over 30 years had waged fight in Southwest for better journalism. He had national reputation as vigorous, fair and progressive editor and publisher.

He was born in Bonham, Texas, Jan. 25, 1880, son of Harold and Mattie R. Gooch. His great grandmother, Mrs. Mabel Gilbert, was first white woman to arrive in Dallas after establishment of Republic of Texas. He was Episcopalian and 32d degree Mason. His wife, Mrs. Lula Plateau Gooch, survives.

P&G RENEWS SIX SHOWS ON NBC

RAILWAY COMMENTARY ● Chessapeake & Ohio Railway Co., Cleveland, through Robert Cohn & Assoc., N. Y., planning 15-minute commentary program to be placed locally in cities where railway runs, starting July 2 for 13 weeks. Program will be taped by agency in New York and sent to stations.

FILMS FOR SINGER ● Singer Sewing Machine Co., N. Y., understood to be buying film program Four Stars to be used half-hour, alternate weeks. Price is said in neighborhood of $50,000. Network and time not yet determined. Young & Rubicam, N. Y., is agency.

BARRITT BIDDING ● Number of agencies are bidding for $3 million Babbitt & Co. (Bab-O) account, resigning from William H. Weintraub & Co., N. Y., effective July 1. Duane Jones & Co., as well as Harry B. Cohen Adv., are among those in running.

SPOT FOR HOSIERY ● Ring Clear hosiery, Boston, through Arnold & Co., that city, buying spot radio announcement campaigns in half-dozen major cities.

RADIO FOR STARCHES ● Hilton & Riggio, N. Y., has recommended spot radio in half-dozen markets for Hood Chemical Co.’s starches. Decision expected in fortnight.

ALLEN ON TV ● Lennen & Mitchell, N. Y., understood to be actively interested in placing new Fred Allen panel show on NBC-TV for its clients, Leln & Fink.

RTDG CONTRACT WITH NETWORKS

THREATENED STRIKE by New York local of Radio & Television Directors Guild (AFL) was averted when union membership meeting approved terms of 22-month contract with ABC, NBC, CBS, DuMont and Mutual covering radio and TV directors, associate directors and floor managers, union announced Friday. Union authorized its negotiating committee to finalize settlement “if satisfactory contracts can be concluded for free lance TV directors and for network staff personnel in Hollywood, Chicago, Cleveland and Pittsburgh,” union reported.

New network contracts provide wage increases of 14% to 21%, with new minimums of $90 for AM local director, $115 for AM associate director, $165 for AM network director, $150 for TV local director, $120 for TV associate directors and floor managers, $175 for TV network directors, subject to WSB approval.

Pact also provides for eight-hour work day for associate TV directors and floor managers, two consecutive days off for AM local directors and both AM and network associate directors and floor managers, national guild shop, specific job definitions, military and maternity leaves, removal of “kick-back” clause for TV directors, improved credits for TV director, banning of per diem employment, penalty time provisions distinguished from overtime and improved lunch hour conditions, union said.

for more AT DEADLINE turn page
**NARTSR STANDARDIZES TV IDENTIFICATION**

TO SPEED standardization of TV station identification requirements, NARTSR Thursday asked stations for rapid acceptance of four points agreed on by NARTSR TV committee and New York agency group and approved by NARTSR board. Points are:

1. Trade name of ID segment—It was agreed that for purposes of standardization and definition of spot as specific segment of time these spots would be identified by agencies, as well as stations, as 10-seconds even though actual commercial and station ID portion totaled only 8-seconds.

2. Position of station ID audio—It was agreed that position of audio portion of station identification would follow audio portion of commercial.

3. Position of station ID on screen: Agencies agreed to utilize three-quarters of screen area, leaving upper right quarter of screen area for station identification.

4. Timing: Actual timing would be:
   - 1½ seconds (36 frames)—Open
   - 6 seconds—commercial audio
   - 2 seconds—Station identification audio
   - ½ second (12 frames)—Close

**WWXL SOLD**

PURCHASE of WWXL, Peoria, Ill., for $17,050 was announced Friday by Hugh R. Norman, manager-owner of KSTT Davenport, Iowa, and Walter Kean, Riverside, Ill., consulting engineer. New owners made $17,050 bid for property after bankruptcy court turned down $11,000 bid made last April by Cecil W. Roberts, president of KREI Farmington, Mo. WWXL has been silent since early this year. It holds license for 1590 kc with 1 kw daytime. It is owned by Central Illinois Radio Corp.

**FLYNN PROMOTED BY CBS**

HENRY FLYNN, assistant sales manager, promoted to eastern sales manager of CBS Radio Spot Sales. With CBS since 1939, except for war service in Navy, Mr. Flynn has served as station manager in Los Angeles, as manager of Los Angeles office of CBS Radio Sales, moved to New York in 1949 and has been assistant sales manager of CBS Radio Spot Sales since last October.

**WFRO SEeks CHANNEL**

SECOND petition for rule making to add TV channel to town with no assigned channels under FCC Sixth Report [B•T, April 14] expected to be filed today (Monday). WFRO-AM-FM Fremont, Ohio, will request that UHF Channel 59 be assigned there. Originally, UHF Ch. 59 was assigned to Sandusky, Ohio, but under Sixth Report that city got Ch. 42 instead. First petition to allocate channel under provision of 15-mile rule came from Dr. Forbes Farms Inc. [B•T, June 9]. WFRO attorney is Abe L. Stein, Washington.

**WVOP NOW MUTUAL**

WVOP Vidalia, Ga., joined MBS, with affiliation effective June 15, General Manager Howard C. Gilreath announced Friday. Station, on 1450 kc with 250 w, was formerly affiliated with LBS until that network ceased operations.

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**In this Issue—**

What’s the future of network radio? A special BROADCASTING • TELECASTING analysis shows how the present radio network developed, and how management hopes to pull the patients through. Page 23.

New radio survey in Louisville shows that despite great gains of television radio is bigger than ever. In past year radio set ownership has increased by .56 sets-per-family. People are listening to radio avidly in places TV can’t reach. Page 26.

Five court actions filed in challenge of FCC’s Sixth Report and Order, lifting the television freeze. Though each of the suits attacks only those portions of the report which oppose FCC’s construction, all attorneys, demanding equal time, and last week NBC President Joseph H. McConnell was in town for same purpose and during course of visit, saw Sen. Taft, as well as FCC officials.

**HIGH NETWORK brass has been trekking to Washington during past fortnight because of complications over FCC’s interpretation of Section 315, governing equal time for political candidates for public office. Fortnight ago, CBS Acting President Joseph H. Ream conferred in Washington over Taft-Kefauver protest against FCC rulings, demanding equal time, and last week NBC President Joseph H. McConnell was in town for same purpose and during course of visit, saw Sen. Taft, as well as FCC officials.

**ADDITIONAL APPLICATIONS**

EIGHT new and amended television station applications filed Friday at FCC. One request for channel change for existing station was also filed (see early story page 75). TV applications since April 14 total 84. Submitted to FCC Friday were these requests:

<table>
<thead>
<tr>
<th>Application Details</th>
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<tr>
<td>KLZ Denver, Co., 7, ERP 75 kw visual, antenna height above average terrain 608 ft, cost $440,000.</td>
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<tr>
<td>WHOO Orlando, Fla., Ch. 19, ERP 27 kw visual, antenna height 928 ft, cost $109,000.</td>
</tr>
<tr>
<td>Empire Co., Tallahassee, Fla., UHF Ch. 28, ERP 92 kw visual, antenna height 928 ft, cost $900,000.</td>
</tr>
<tr>
<td>WBOB New Orleans, UHF Ch. 36, ERP 75 kw visual, antenna height 419 ft, cost $353,894.</td>
</tr>
<tr>
<td>WWJW New York, Ch. 5, ERP 100 kw visual, antenna height 710 ft, cost $454,535.</td>
</tr>
<tr>
<td>WDAV Page, Ohio, Ch. 3, ERP 65 kw visual, antenna height 400 ft, cost $346,000.</td>
</tr>
<tr>
<td>WNOK York, Pa., UHF Ch. 49, ERP 96 kw visual, antenna height 658 ft, cost $276,900.</td>
</tr>
<tr>
<td>WAIM Anderson, S. C., UHF Ch. 58, ERP 200 kw visual, antenna height 278 ft, cost $614,144.</td>
</tr>
<tr>
<td>WPCK-TV Cincinnati, Ch. 9, ERP 316 kw visual, antenna height 662 ft, cost of change $200,687</td>
</tr>
</tbody>
</table>

Meanwhile, Oklahoma City Oklahomans and license of WKY-TV Oklahoma City, Okla., announced intention to file for Ch. 10 for Wichita, Kan.

**MAGAZINE ADS UP**

MAGAZINE advertising in May up 14.7% over last May—$54,747,430 this May to $47,728,383 for May of 1951. Magazine Advertising Bureau reported Friday. Cumulative January-May magazine advertising volume has increased 11.4% this year over last. MAB also reported Sunday newspaper supplement ad volume for first five months of this year down 11.3% from same period of 1951.
A New and Magnificent Home for

WDAF WDAF-TV
Kansas City

The last word in design, construction and equipment... spacious, inviting studios, offices and control rooms... a four-to-one increase in physical capacity.

Behind these ultra-modern facilities stands the time-tested WDAF and WDAF-TV staffs, top-rated for successful, high-caliber programming.

WDAF ★ WDAF-TV
KANSAS CITY, MO.

THE MID-WESTERN STATIONS KEYED TO COMMUNITY SERVICE

Owned and Operated by The Kansas City Star Company
3 ways best in Indianapolis

WIBC

Indiana's First and ONLY
50,000 WATT STATION

- WIBC's 50,000 watt coverage offers you friendly contact with 1,077,356 radio families in Indianapolis and the surrounding 70 county area.

- WIBC consistently outpulits all other Indianapolis stations. More advertisers use WIBC exclusively than all other Indianapolis network stations combined. That's due to intelligent programming and high rated shows with loyal followers.

- WIBC's rates are on the same general level as other local stations, and definitely the lowest of any 50,000 watt station in this area.

Only on WIBC do you get these three big advantages. Call or see your John Blair representative.

Buy today...sell tomorrow!

WIBC 1070 KC

The Friendly Voice of Indiana

WIBC, Inc. - 30 West Washington Street - Indianapolis 6, Indiana

John Blair & Company, National Representatives

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BROADCASTING

TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
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WASHINGTON HEADQUARTERS

511 TAIHOFF, Editor and Publisher

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TELECASTING: ARTHUR LONG, Manager; WILLIAM H. SHAW, Midwest Advertising Manager; DONALD J. BLAIR, Treasurer; IRA E. MILLER, Auditor and Office Manager; BARBARA WESTON, Assistant Auditor.

CIRCULATION AND READER'S SERVICE: JOHN P. COE, Editor; DORIS J. BIRCH, Assistant Editor; ERNEST OSTER, Assistant; JOHN BLAIR, Indianapolis Representative; JOHN BLAIR, New York Representative; JOHN BLAIR, Los Angeles Representative; JOHN BLAIR, Chicago Representative; JOHN BLAIR, Hollywood Representative.

NEW YORK BUREAU

488 Madison Ave., Zone 22, New York 22, N.Y. Telephone: 5-8335; EDITORIAL: Rufus Crater, New York Editor; Irene Small, Associate Editor; Dorothy Munster, William Ruchit, Liz Trackston.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, Chicago 4, Ill. Telephone: 3-4115; William H. Shaw, Midwest Advertising Representative; John Finkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, Hollywood 12; Telephone: 5-8341; DAVID Glickman, West Coast Manager; MARJORIE ANN THOMAS.

TORONTO: 417 Harbour Commission, Empire 4-0775; James Montgomery.

Annual subscription for 52 weekly issues $7.00.
Annual subscription including BROADCASTING Yearbook ($3rd issue) $9.00, or TELECASTING Yearbook ($4th issue) $9.00.
Annual subscription to BROADCASTING or TELECASTING including $4 issues $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.
Address Change: Please advise promptly, giving both old and new address, to maintain uninterrupted delivery.

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING® - The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932 and Broadcast Reporter in 1934.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.
Every night the U.S.A. sits down to dinner, there are 7,000 more people reaching for the meat platter. This is like adding a city about the size of Providence, Rhode Island, every month, or a state about the size of Indiana every year.

With an average population gain that large, every year's meat supply has to be larger than that for the year before—or everybody would have to be satisfied with a smaller serving.

But nobody wants smaller portions. Nearly everybody wants more meat. That means we must grow more meat animals on America's farms and ranches. It means that the meat packing industry must be able to expand its plants and facilities in pace with the country's need for meat.

It means that production must be encouraged. The best way to do this is to let the economic laws of supply and demand operate freely.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago - Members throughout the U. S.
THE WORLD'S GREATEST SALES MEN WILL WORK FOR YOU — FOR NOTHING!

RIGHT OR LEFT — RIGHT OR WRONG — THEY MAKE NEWS REALLY HOT

BUY NEWS IN THIS ELECTION YEAR!
BUY NEWS IN THIS ELECTION YEAR ON ANY OF THESE GREAT STATIONS

Memo from

PETRY PROMOTION

TO: All Men - All Offices
FROM: Promotion

We are passing along the attached doodle by our Chicago Sales Manager not because it reflects his (or our!) political leanings but because it pretty well illustrates a terrifically timely and potent way of using Spot Radio.

---

EDWARD PETRY & CO., INC.

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
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<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
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*Also represented as key stations of the

TEXAS QUALITY NETWORK

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

488 MADISON AVE., NEW YORK 22, N.Y. MU 8-0200

CHICAGO • LOS ANGELES • DETROIT

ST. LOUIS • SAN FRANCISCO • DALLAS

BROADCASTING • Telecasting

June 16, 1952 • Page 11
“HIATUS” pays dividends in the TOLEDO area

Why do national sponsors take a Vacation from SALES? Local sponsors for years have financed trips to Florida by snapping up your “HIATUS TIME” because they know that listening and sales pick up in the WSPD area during the summer months. Toledo is the heart of the Lake Erie Vacationland— all summer long transient dollars pour into local coffers. In Southern Michigan with its hundreds of lakes and thousands of vacationists— the blanketing Voice Of Radio is WSPD. This summer be wise— capitalize on WSPD’s coverage in Vacationland . . . sell the pleasure spent on the “Speedy Way” by keeping your “HIATUS TIME” on Ohio’s Pioneer Station WSPD.


EARL WENNERGREN appointed radio-TV director, MacGruder, Bakerswell, Kostka Inc., Denver.

ROLAND ISRAEL to Atkin-Kynett Co., Phila., as account executive.

WALTER M. SWERTFAGER, vice president, director and member of plans board, Lennen & Mitchell, N. Y., named chairman of executive committee of Lennen & Newell, same city [B&T, June 2].

SCHULTZ & ASSOC. Adv., Portland, changes to SCHULTZ & BAILEY Co., headquartered at 1217 Southwest 10th St. THOMAS N. BAILEY, KPOJ Portland, purchased interest in agency which was owned by ERNEST SCHULTZ.

RUTH BURKE SAMMIS, copy director, American Home magazine, to Grant Adv., N. Y. as publicity coordinator for Silex Co. account.

MARTIN STONE, president of Silex Corp., New York, is perhaps one of the most distinguished men in the industry, and one to whom distinctions have come with a frequency rivaled only by the awards to his original creation, Author Meets the Critics.

Mr. Stone, a young man in his mid-thirties, and a muscled six feet, two inches, was graduated from St. Stephens College, Columbia, U., a Phi Beta Kappa and Sig Cum Laude. He was an All-American soccer player in 1935.

Turning down the prospect of a Rhodes Scholarship, he matriculated at Yale Law School, where he captured scholarships his first three years. Upon graduating, he was selected to serve as law secretary to Chief Justice Irving Lehman of the New York Supreme Court. It was while in Albany with Chief Justice Lehman that he first conceived Author Meets the Critics. The program later moved to New York. Its creator meanwhile moved to Washington in 1942 to become a legal aide to Secretary of State Edward R. Stettinius, working on the administration of lend lease. That year he enlisted in the Navy, where part of his assignment was to help on the legal aspects of President Roosevelt's speeches and messages. In 1946, upon his release from the Navy, he returned to New York to become a partner in the law firm of Cohen, Bingham & Stone. Meanwhile, Author Meets the Critics had moved to WQXR New York, and by 1947 had become a network show (NBC). It was at that time that Mr. Stone took leave of absence from his law firm—one which has persisted to the present day as his radio and TV successes have dominated more and more of his time and energies. Author was taken over by General Foods in a TV version (Sunday, 8 p.m., NBC-TV). Several months later Mr. Stone sold another television program, Americana, to Firestone Tire & Rubber Co. (NBC-TV). At the end of the same year, he and Bob Smith began their fabulous Howdy Doody association on NBC-TV.

By the following year, Mr. Stone's properties also included Gulf Road Show on television, Room 416 on radio, and Something Ought To Be Done, also on radio. In addition to his radio and TV (Continued on page 96)
GUY S. WARREN Jr., account executive, D. P. Brother & Co., Detroit, elected vice president in charge of general creative groups.

KENNETH HARRIS, radio-TV staff, W. B. Doner Co., Chicago, to Earle Ludgin & Co., same city, in merchandising department.

EARL LINES, W. W. Garrison Co., Chicago, to Casler, Hempstead & Hanford, that city, as vice president-account executive.

JOHN L. LANGHEIM, Guenther, Brown & Berne, Cincinnati, promoted to assistant treasurer.

J. T. DANIELS and HARRY HILL announce formation of DANIELS & HILL Adv., Denver. Office is at 204 Enterprise Bldg.

AUDREY GILL, space and radio writer, Benton & Bowles, N. Y., to WNHC-AM-TV New Haven, Conn., as publicity director. She succeeds JOSEPH ROBINSON, appointed head of station's new merchandising division.

PAUL B. PHILLIPS, radio-TV director, Aitkin-Kynett Co., Phila., elected a director of board of governors of Television Assn., that city.

WALTER R. STONE, copy chief, Peterson & Kemper, N. Y., to copy staff, Morey, Humm & Johnstone, that city. OSMOND T. BAXTER, Remington Rand, to latter agency as copy and contact executive. FRED LIDA and CHANDLER MESSIMER to MH & J as production manager in Rockefeller Center office and sales promotion writer, respectively.

CLYDE D. CARDER, community relations staff, General Electric Co., and WILLIAM J. STEVENSON to public relations staff, Lewis & Gilman, Phila.

JAMES H. GILMOUR, director of personnel, Nestle Co., N. Y., to Dancer-Fitzgerald-Sample, that city, as assistant to president in charge of personnel and office management.

WILLIAM C. SCOTT named creative director of sales promotion, Mc-Cann-Erickson, Chicago.

MacMANUS, JOHN & ADAMS, L. A., moved to new headquarters at 6399 Wilshire Blvd. Telephone is Webster 3-9569.


CHARLES M. SWART, senior associate, Raymond Rich & Thomas Devine Assoc., N. Y., to public relations staff, Gray & Rogers, Phila.

RODERICK A. MITCHELL, program manager, WXRC-TV Cincinnati, to N. W. Ayer & Son, Chicago, in radio-TV department. FRANCIS H. WATERS JR., assistant to president of Assn. of National Advertisers, to Ayer public relations staff in New York. DIRK A. WATSON, rejoins Ayer in time-buying department, after tour of duty with Navy.

LEE RICH, print supervisor of publication media, appointed assistant media director of Procter & Gamble group for Benton & Bowles, N. Y.

GORDON AGNEW, radio-TV consultant to Ben Sackheim Inc., N. Y., joins staff as radio and television director.


GRANT Adv. opens offices in Montreal in Dominion Square Bldg. CLAUDE GARNEAU appointed French director there.


**The Prestige Station of the Carolinas**

GREENSBORO, NORTH CAROLINA

Look at part of WBIC's potential out-of-home audience! In addition to 186,870 radio homes in WBIC's Sixteen County Market.* there were 279,436 cars (Sept. 30, 1951†). The composite result of 4 spot checks** in Greensboro and High Point, N. C., covering 6,474 cars revealed 64.74% equipped with radios.

SOURCES:

* BMB Study No. 2
† N. C. Dept. of Motor Vehicles
** Greensboro & High Point Police Depts.

Represented by Hollingbery

5000 Watts

CBS Affiliate

June 16, 1952 • Page 13
WINTER'S
TALE...
with a
year-round
moral

What is so rare as a blazing hearth in June? A radio network scoring gains during the past winter, that's what. And why do we tell you this tale now? These gains can affect your selling plans any time in the year, that's why.

All last winter (November-March, including latest Nielsen reports) an increasing share of the total radio audience was tuned to Mutual—an 8% larger share than in the same months a year ago. And Mutual has the largest gain in share of audience among all radio networks.

During these same heart-warming months, advertisers were steadily adding investments in Mutual time...15% more than a year ago. And Mutual has the largest gain in advertiser billings among all radio networks.

Naturally, it takes a full supply of seasoned advantages to keep these unique plusses going...advantages like the world's-largest-network pattern of the most stations in the most markets (nearly double anybody else's).

And because all these advantages are stacked and ready for immediate use, we welcome you to a chair beside the PLUS fireplace now—to plan for any kind of sales weather to come.

the MUTUAL network of 550 affiliates
and enjoy the scenery. WGST stays on the job in the busy Atlanta Market selling your merchandise to its big loyal audience. We've been here for 28 years and offer you complete know-how to gain additional sales and distribution in the key outlets. Backed by top net and local shows plus an aggressive merchandising plan we present you the key to Atlanta. Contact WGST or our national reps now—then RELAX.

**new business**

**Spot • • •**

THYOQUENT CO., Binghamton, N. Y. (skin solution), sponsoring spots and 10 and 15 minute programs in markets where company previously used TV. Contract is for 13 weeks. Agency: Fred C. Zusi, Clifton, N. J.

MOHAWK CARPET MILLS, Inc., Amsterdam, N. Y., to sponsor national radio-TV spot campaign beginning in mid-September. One minute announcements and chain breaks will be used. Agency: Maxon Inc., N. Y.


**Network • • •**

DEEPFREEZE APPLIANCE DIV., Motor Products Corp., Chicago, signs Gabriel Hatter, news commentator, on MBS Thurs., 7:30 p.m. EDT for 52 weeks effective June 26. Agency: Roche, Williams & Cleary, Chicago.


SIMMONS Co., N. Y. (sofas, beds, mattresses), to sponsor It's News to Me, news panel show, on CBS-TV alternate Fridays effective Oct. 3. Agency: Young & Rubicam, N. Y.

HAZEL BISHOP Inc., N. Y. (lipstick), to sponsor portion of All Star Revue, NBC-TV Sat., 8-9 p.m. EDT for last three weeks of season effective fortnight ago. Agency: Raymond Spector Co., N. Y.

TEXAS Co., N. Y., renews sponsorship of Texaco Star Theatre, Sept. 16, for three out of every four weeks on NBC-TV in 63 cities, Tues., 8-9 p.m. Agency: Kudner Agency, N. Y.


**Agency Appointments • • •**

ZENITH RADIO Corp., Chicago, appoints Young & Rubicam, N. Y., for TV and radio products.


AMBROSE & CO., Denver (Ambrose 7-11 wine), names Bill Bonsib Adv., that city. Radio-TV campaign starts this fall.

SINGER SEWING MACHINE Co., appoints McCann-Erickson, Lima, Peru, to handle advertising in that country. Radio will be used.

JAYVEE BRAND INC., Portland (mfrs. infant wear), names Don Dawson Co., that city.

MERRICK MEDICINE Co., Waco, Tex. (Percy medicine), names Street & Finney, N. Y.

JAMION BEDDING INC., Nashville, and HOLTHOUSE & HARTUP INC., Waynesboro, Tenn. (tool handles), appoint Noble-Dury & Assoc., Nashville. Radio and TV will be used.

CHUN KING ORIENTAL AMERICAN FOODS, Duluth and HOUSE

(Continued on page 92)
Scores Grand Slam in Annual Radio and T.V. Awards

<table>
<thead>
<tr>
<th>Variety Showmanagement Award</th>
<th>George Foster Peabody Award</th>
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<tbody>
<tr>
<td>For Origination of Network TV Shows — “WCAU-TV’s recent addition of its fifth and sixth network origination has virtually given the station exclusive property rights to CBS-TV’s Sunday daytime schedule.”</td>
<td>For “What in the World” — “For the stimulating manner in which it brings noted scholars to the television screen for a delightfully entertaining and informal display of their learning — a superb blending of the academic and the entertaining.”</td>
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<tr>
<th>Ohio State Institute for Education by Radio</th>
<th>Alfred I. du Pont Awards Foundation</th>
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<tr>
<td>For “Freedom Revisited” — “For a humble and sincere reiteration of principles of positive Americanism that can be utilized as a daily creed; and for the permanence of auto-impulsion on the individual that a thirty-minute radio program can make.”</td>
<td>For Public Service Radio and Television Programming — “To Stations WCAU and WCAU-TV, for outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and the communities served by it.”</td>
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<tr>
<th>Ohio State Institute for Education by Television</th>
<th>Freedom’s Foundation Award</th>
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<tbody>
<tr>
<td>For “Big Top” — “Honorable mention for wholesome entertainment for children at home and skill in capturing the flavor of the circus, a great American tradition.”</td>
<td>For “Freedom Revisited” — “To WCAU for its public service radio series representing six radio pilgrimages to the shrines of liberty in the Philadelphia area and reconstructing the epic history of the parts they played in the creation of a free America.”</td>
</tr>
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</table>

This is the third award from Freedom’s Foundation in three years.

<table>
<thead>
<tr>
<th>General Federation of Women’s Clubs</th>
<th>No other station in America</th>
</tr>
</thead>
<tbody>
<tr>
<td>For “Big Top” — A poll of 11,000,000 members of the General Federation of Women’s Clubs voted “Big Top” top honors in television programs for children.</td>
<td>has EVER won all these important awards in a single year</td>
</tr>
</tbody>
</table>
"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.

ALTHOUGH television has made inroads into nighttime radio spot business, "there will always be a good demand for daytime spot," according to Ralph Clark Kelley, vice-president of the Walker Co., station representative firm, and manager of its midwest office.

Mr. Kelley believes also that a rate adjustment similar to that made by stations and networks on time costs will take place with spot when new television stations span the country in the next few years. For now, however, he says the traditional summer hiatus "doesn't seem to be materializing." Midwest agencies are busily buying spot for fall, seasonal and special campaigns, he reports, in contrast to the advertising agency.
To sell Cereal to inland Californians (and western Nevadans)

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

THE MOST LISTENERS  More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

LOWEST COST PER THOUSAND  More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

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

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

KFBK  Sacramento (ABC) 50,000 watts 1330 kc.
KOH  Reno (NBC) 5000 watts, day. 1000 watts, night 630 kc.
KERN  Bakersfield (CBS) 1000 watts 1410 kc.
KWG  Stockton (ABC) 250 watts 1230 kc.
KMJ  Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day
From any freedom are can't subject the importance of this issue. I'm just saying the motion censoring and asking to sell media of information join in the fight."

[EDITOR'S NOTE: His speech, Mr. Johnston pointed out how vigorously the motion picture industry was fighting censorship and asked that all media of information join in the fight.]

Fudd & Friends

EDITOR: Congratulations on your initiative in the Eustace T. Fudd promotion. The whole radio industry should bless you for this one.

D. L. Provost
V. P. & Gen. Mgr.
Radio-TV Div.
The Hearst Corp.
Baltimore

EDITOR: Today I received the promotional copy of B*T built around a number of success stories. If possible I would like to have 50 copies of this. Please bill me for them.

Curtis O. Liles
Pres. & Gen. Mgr.
WMLS Sylacauga, Ala.

EDITOR: Your latest reprint "Radio is no damn good" Wondrous can we have 100 reprints.

ODES E. ROBINSON
PRES.
WVMI BILOXI, MISS.

EDITOR: Are extra copies of...

"Businesses built by radio" mailing pieces available? We need 50.

JAMES H. FIRM
GEN. MGR.
WMOK METROPOLIS, ILL.

EDITOR: I could use 12 of these to very good advantage.

Arthur J. Barry
Pres.
WEOK Poughkeepsie, N. Y.

[EDITOR'S NOTE: The readers above are referring to a brochure reprinting B-T stories of wide-awake merchants who, unlike the mythical and misanthropic greasers, Eustace T. Fudd ("radio is no damn good"), have built profitable businesses by the use of radio advertising. The brochure is available at the following rates: single copy, $3; 50 copies, $15; 250 copies, $70; 500 copies, $125. For post.]

Who's on First?

EDITOR: I was extremely interested in WNAX's [Yankton, S. D.] page [advertisement] in the May 26 issue of Broadcasting & Telecasting. The copy described the first radio broadcasting accepted by the Library of Congress, the WNAX documentary on the Missouri flood. I want to extend congratulations to WNAX on the thought, but I think we will have to change the claim on the first broadcast to be deposited in the Congressional Library. On Sept. 11, 1948, KXOK deposited with the Library the program, "Taps for J. B.", a documentary of historic old Jefferson Barracks which was abandoned as an army post.

So we'll put in our claim as the first, but maybe someone has beaten us.

Bruce Barrington
News Director
KXOK St. Louis

Better to Give

EDITOR: About a week ago I approached the branch manager of a company for a prize of real quality which I intended to use in a contest in our WFBR "Family Day." He said the company decided against give-aways. This expression made me think back to last year when WFBR plugged his product in every local program on a rotating basis for a month and a half. In addition to this his prize was pictured on the front page of a Baltimore weekly and identified—spare you can't buy. The question in my mind is who gives what away?...

I think it's about time that radio did something to take the stigma of give-away off the necks of promotion people ...

There are some real problems in this phase of radio showmanship and in ATV also, I guess. I'll settle for anything that will make manufacturers realize that radio time is worth something and that they aren't a lot of Santa Clauses who give away...

Bill Roche
WFBR Baltimore

Page 20 • June 16, 1952
Folks in our nation’s capital are pretty well known for spending money — Here in the Southwest, listeners to 50,000 watt clear channel WOAI spend more money for products over sales counters than do those people who live in Washington, D. C.

OUR POINT IS —

WOAI serves one of the nation’s LEADING MARKETS

AND —

WOAI is its MOST POWERFUL advertising influence!

BUY WOAI

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES
ST. LOUIS • DALLAS • SAN FRANCISCO • DETROIT

$2,137,708,000
30 Years of Growing

WDEL
AM · FM · TV

WILMINGTON, DELAWARE

1952 marks for WDEL, three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area—listeners, viewers and advertisers.

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK · CHICAGO · LOS ANGELES · SAN FRANCISCO
THE RADIO NETWORKS’ CRISIS AND CURES

By EDWIN H. JAMES

“CRISIS” is a word that no businessman likes to have applied to his business.

In its common connotation, “crisis” is an unpleasant word, full of anxiety, frequently of fear.

But the word has other meanings. To a doctor it represents a time of anxiousness, but not anxiety, a moment anticipated and prepared for. The doctor scientifically analyzes the reasons for the expected crisis and sets out a careful plan to survive it.

One big element in the U. S. radio business has been in a crisis for more than a year, without a doctor in attendance, or at least without a doctor who could prescribe and treat at will. By last week it had become apparent that the nationwide radio networks cannot survive the crisis without receiving competent and perhaps drastic medication soon.

An indication of the patients’ condition may be shown thus:

| Date |affiliates included in FCC
|---|---
| 1949 | 731
| 1950 | 772
| 1951 | 807

In some ways, this graphic representation is deceptively favorable. The stacks of dollars above stand for total income (before federal income tax) of the nationwide radio networks and their 18 owned and operated stations. Take out the income that could properly be attributed to the owned and operated stations, and you have little or nothing left.

The truth is that by the most conservative accounts the networks (Continued on page 64)

TOTAL RADIO NETWORK TIME SALES TAKE A HEADER

Net time sales (before agency and other commissions) of the four nationwide radio networks rose after World War II to $133.7 million peak in 1948. Then television came along. Last year radio network sales were down to $116.6 million.*

* Source: FCC for all years save 1951 which is B-T estimate.

AFFILIATES’ REVENUE FROM NETWORKS FOLLOWS SUIT

In general total revenue accruing to all affiliated stations from time sales by the major radio networks has followed the patterns of total network sales: $50.3 million in 1946; $49.3 million in 1947; $32.8 million in 1948; $48.3 million in 1949; $46.1 million in 1950.*

* No figures available for 1951.

FOR ALL STATIONS SPOT HOLDS OWN, LOCAL RISES

The revenues received by network affiliates from network, spot and local time sales have been changing in relationship. Network business provided 24.5% of all revenues received in these three categories in 1946, only 18.6% in 1950. The proportion of spot has risen slightly. Local now provides almost half—48.1%—of money taken in from these three kinds of sales.

BUT MORE STATIONS MEAN LESS REVENUE FOR EACH

Since 1946, the number of major radio network affiliates included in FCC reports has increased from 791 to 1,130. More stations have been cutting up the pie into pieces of decreasing size. Chart at right shows total revenue for average affiliate from network, spot and local time sales and proportions obtained from each of the three categories.

AVERAGE AFFILIATE GROSSES LESS NOW THAN IN ’46

Using 1946 as base year (100%), chart at right shows how increase in number of affiliates has meant decrease in revenue for each. For average affiliate, network revenue in 1950 was only 62.8% of the 1946 level; spot revenue was down to 85.8% of 1946; local down to 92.0%.
Grants WCAR Move

MOVE of the transmitter site of WCAR Pontiac, Mich., to Detroit was authorized by the FCC last week. The Commission authorized modified construction permit which it earlier granted to WCAR for change of studio location to Detroit and for change in operating assignment from 1 kw daytime on 1150 Ke to 50 kw day, 10 kw night, on that frequency, using a directional antenna. Comm. E. M. Webster voted for hearing on the modification.

Mr. James Mr. Weed

Grants WCAR Move

SEPARATION of the radio and television operations of Weed & Co., station representation firm, was announced last week following the establishment of Weed Television, in new offices at 601 Madison Ave., New York, under the direction of Peter B. James.

Weed & Co. will handle radio representation, continuing under the management of Jerry Lyons, while Weed Television concentrates on representation of TV stations. Joseph J. Weed, owner, will continue to maintain overall supervision of both radio and television divisions.

The new Weed Television organization was described by Mr. Weed as a completely separate organization, fully staffed with sales, service, merchandising, research, and promotion personnel and designed to serve station clients in all phases of TV representation. Among its services, and from regular sales activities, is assistance to clients in the preparation of FCC applications for new or changed television facilities.

Clients include WBKB (TV) Chicago, WATV (TV) Newark-New York, WJAR-TV Providence, and WOI-TV Ames, Iowa.

Mr. James, who has been manager of Weed & Co.'s television department since its founding in February 1948, meanwhile announced the appointment of two new account executives of Weed Television: Ray Stone, formerly assistant manager of the CBS-TV Network sales service department, and Joseph Miller, who has been associated with the RCA Victor Film Recording Div., Ross Television Reports, and American Film Institute.

For 10 years before World War II, Mr. James was divisional manager of the Kellogg (cereals) Sales Co. in northern New England.

Mr. James Mr. Weed

Grants WCAR Move

GENERAL MILLS

Buys Additional Hours On ABC Radio

GENERAL MILLS last week signed for 3½ additional hours a week on ABC radio, which coincidentally is planning a major realignment of its afternoon program format with western music slated for the 2:35-4:30 p.m. period (81*7, May 28).

The contract with General Mills called for five half-hours a week (4-4:30 p.m. Mon.-Fri.) plus four quarter-hours (12:30-45 p.m., Mon.-Fri.). Cal Tinney tentatively is slated for one of the across-the-board series, and a hillbilly musical group featuring Tennessee Ernie for the other, although exact details had not been worked out.

The 4-4:30 series is slated to start June 30 and will be carried on 274 stations; the 12:30-45 programs will begin on the same date on 165 stations, which will be increased to 172 on Sept. 1. Sale of the half-hours was handled through Dancer-Pitzergerald-Sampel, Chicago, and the quarter-hours through Knox Reeves, Minneapolis.

The swing to hillbilly programming in the mid-afternoon block, occasioned in part by recent sponsor cancellations of serials in that segment, will install a sustaining western program with Tennessee Ernie as m.c., in the 2:35-4 p.m. period, after which the General Mills program—probably featuring Cal Tinney—will extend the block to 4:30.

The 12:30-45 p.m. General Mills program, to be broadcast over a substantially smaller number of scattered stations, also will add a rural flavor, according to present plans. The change in format for both the 12:30-45 and the 2:35-4:30 periods goes into effect June 30, when General Mills sponsorship of the additional period begins.

The amount of billings involved in the new General Mills purchase was not disclosed. Some of it represented funds formerly budgeted on Liberty Broadcasting System programs, before LBS ceased operations.

Charles T. Ayres, ABC vice president for the radio network, meanwhile announced that Silver Eagle had been renewed for another 52 weeks, over the full radio network. The renewal was through Knox Reeves.

General Mills meanwhile renewed its Whispering Streets on ABC radio (Mon.-Fri., 10:25-10:45 a.m.) for 52 weeks, giving the network another strong boost (see story page 25). General Mills also sponsors two other ABC radio shows: Lone Ranger (Mon., Wed., and Fri., 7:30-8 p.m.) and Silver Eagle (Tues. and Thurs., 7:30-8 p.m.).

COX ELECTED

Pres. of KGW Licensee

H. QUENTON COX has been elected president of Pioneer Broadcasters Inc., operating KGW Portland, Ore. He will continue as general manager of the station. He previously had been assistant treasurer.

Mr. Cox joined KGW in 1938. His promotion occurs as control of Pioneer Broadcasters Inc. passes from Mrs. Mizi E. Newhouse to her son, S. I. Newhouse Jr., now in the Army. Mr. Newhouse, a vice president, will participate in management of KGW's TV project when he leaves the service. His brother, Donald, is also a vice president. Charles Goldman, New York attorney, joins the Pioneer board.

SCRIPPS FIRM

Formed with Foss, Duschinsky

NEW telecommunications consulting firm, William J. Scripps Assoc., was formed last week with offices in Washington, New York and at Birmingham, Mich., a suburb of Detroit. Principals are Mr. Scripps, founder and operator of WWJ-AM-TV Detroit; William L. Foss, head of the engineering consulting firm bearing his name, and Walter Duschinsky, planning consultant who has been an adviser to The United Nations.

Serving both civil and military interests in the United States and foreign countries, the firm announces it will provide complete television service for prospective applicants, including market studies, architecture, engineering, purchase of equipment and legal activities.

Mr. Scripps said the consulting service will cover all phases of station planning and management, including programming. He plans to spend most of his time with the firm although he will retain his directorship in the Evening News Assn., operating WWJ and WWJ-TV. He has been in radio over three decades, starting voice broadcasts in August 1920, with call letters 8CS and 8MK, which soon became WWJ.

For some time Mr. Scripps has been active in the Crusade for Freedom movement, as co-chairman with Henry Ford II. Last year he directed the launching of propaganda balloons into Iron Curtain countries. He has submitted to the government a plan for a Friendship Balloon Lift, in which tangible items such as cigarettes would be flown behind the Iron Curtain.

JOINS FATHER'S FIRM

BEN C. FISHER, son of Ben S. Fisher, partner in the Washington radio law firm of Fisher, Wayland, Duvall & Southmayd, has joined his father's office, it was announced last week. The younger Mr. Fisher is a graduate of Harvard Law School, 1951, where he was director of legal research for the Harvard Law Review. During the past year he has been clerk to Justice Learned Hand of the U. S. Court of Appeals, New York. The younger Mr. Fisher received his B.A. in 1948 from the U. of Illinois. He is a Phi Beta Kappa.

Page 24 • June 16, 1952

Page 25

"Why, Jim! ... can't you see the Continental is looking!"
By FLORENCE SMALL

IN A DRAMATIC departure in programming at least five national advertisers have almost simultaneously decided to drop their fall network television advertising. These advertisers will channel their budgets into radio-TV spot campaigns exclusively. In addition, a sixth advertiser is withdrawing from all network spot schedules and diverting its money to local radio this summer.

Those were the major findings of a BROADCASTING • TELECASTING study in a national television market made by the following actions: (1) ABC captured two new radio advertisers and two in TV while recording two cancellations in TV; (2) NBC TV acquired two new shows and NBC one radio show; (3) CBS Radio came up with a new advertiser, and (4) MBS signed another in radio.

The dominant reason for the diversion from network TV to spot was that several reasons were being advanced privately by agencies and advertisers for the same reason. In sum, the conclusions seemed to be that (1) the studied placing of campaigns on a regional basis prevents duopoly situations from occurring when both networks and spot were used; and (2) the spot method reached a specific market with precisely the required impact. Elaborating further, they said the high cost of network TV gave emphasis to the fact that spot coverage does not commit them to a specific week, can be increased or decreased quickly.

Reasons Advanced

Mennen & Co., New York, one of the spot devotees, has dropped sponsorship of Twenty Questions on DuMont TV and is preparing its early-morning radio program schedule. Mennen has been using 10 and 15-minute news shows in early morning on radio to cover about 60 markets on a 52-week contract basis. Effective July 1 the firm will expand the use of the 10 and 15-minute local news shows to at least 30 markets. Mennen was one of the first national advertisers to use early-morning radio schedules. Kenyon & Eckhardt, New York is the agency.

Another advertiser riding the new trend is Lambert Pharmacal Co. (Listerine), which drops its television program, Lambert & Co. on CBS-TV, Sat.-7:30 p.m. to put the money into TV spots, starting in the fall. The agency is Lambert & Peasley, New York. Phillips Petroleum Co. (Phillips 66), Baton Rouge, La., meanwhile drops its radio program (Rez Allen Show on 67 CBS Radio stations, Mon., 10-11:30 a.m.) to channel its support to TV programs in 17 markets. In addition TV, the company is adding at least a dozen radio markets for quarter-hour programs as proper availability opens up. The radio schedule includes 30 programs, half-hour once a week, and as many quarter-hour shows, across-the-board in markets across the country.

Snow Crop Frozen Foods, New York, which has dropped sponsorship of Sam the Snowman on NBC TV, will put its television money into radio and TV saturation spot campaigns. The firm is currently realigning its budget to expand use of its eight-week penetration spot campaign in markets across the country for all of its products. Maxon Inc., New York, is the agency.

General Foods (Jell-O), which sponsored a half-hour show, Mr. Bebbin, on NBC-TV last fall, will take part of its TV budget in a radio and TV spot campaign starting July 1 and running through the summer. In the fall, however, Jell-O is expected to return to a combination radio-TV network program if the proper personality can be negotiated. Young & Rubicam, New York, is the agency.

Mohawk Carpets is another national advertiser turning to a saturation TV strategy this fall. It will start in mid-September, employing one-minute announcements and chain breaks through Maxon Inc., New York (see new BUSINESS, page 18).

In possibly the most unusual move of all, Thyoquent (a skin solution), Binghamton, N. Y., which has used spot television for the past two years in 10 markets, is cancelling its TV schedule and putting a reduced budget into radio, using spots and 10 and 15-minute programs in exactly the same markets it previously reached in TV. Contracts start almost immediately and will run for 13 weeks (see new BUSINESS, page 18). Advertiser is clearly attempting to use radio to build markets already strong in TV. The approach was first used in Kuka, Fran & Ollie on NBC-TV on alternate Sunday evenings, starting this fall.

Also on NBC, Pepsi-Cola added Tuesday and Thursday quarter-hour segments with Short Story (5-6 p.m.) this fall.

NBC TV also announced that J. R. Reynolds Tobacco Co.'s Camel News Carusson will go coast-to-coast starting June 30 when KNBH (TV) Los Angeles, KRON-TV San Francisco and KFYI-TV Salt Lake City join other 39 stations carrying the program.

Seven southwestern stations will carry the show starting July 1, and KING-TV, Seattle, on July 7. The series has been sponsored by Camel via William Esty & Co. for the past four years.

CBS Radio meanwhile signed Sono- tone Corp., Elmsford, N. Y., (Kuder Agency) to underwrite a segment of the Network "Pajama" morning show (6-7, June 9).

Mutual reported that the deep freeze appeal for Producer's Product Corp., North Chicago, Ill., has signed Gabriel Heeter to a 52-week contract for Thursday night newscasts (7:30 Friday) for 60 Coats, Roche, Williams & Cleary, Chicago, is the agency (see new BUSINESS, page 18).

For 'Free Plugs'

THE PROBLEM of the "free plug" and its vast potential for depriving radio and television of legitimate advertising revenue [B. F. Young, "Radio and TV on the "Free" Plug," Thruway, 24:2, June 25] has been discussed by BAB President William B. Ryan, who recommended that broadcasters permit it only when there is "equity involved." At the same time, in recognition of the magnitude of the question, BAB solicited the opinions of broadcasters "on all phases of this problem." (See editorial, page 56.)

The "free plug," which in its more unpleasant forms has aggravated members of the NBC Stations' Planning and Advisory Committee into demanding that NBC-TV take affirmative action [B.T., May 5], is an on-the-air mention of the name of a company, its product, or person connected with the company sponsoring the program. In television, where the problem appears to be increasing, display of a plug in a half-hour commercial is almost invariable subject can be even more effective "plug" than verbal mention of the name.

The president of radio's BAB suggested the following as probably the most enlightening policy for a broadcaster to follow with respect to acceptance or rejection of planned plugs: "When you give a plug, make sure it's given for value received. You can get the publicity or network and not it's a giveaway or plug to an otherwise qualified advertiser or to a promoter or client who is making money on your free time. Get an equitable return for each plug, or don't give it."

Mr. Ryan conceded that the "snack plug" may be slipped in ad lib, with the broadcaster having no opportunity to eliminate it in advance. These plugs, he said, result almost invariably in "gifts" to the persons who slip them in, whether the reward is offered in advance or not.

The BAB chief felt, however, that "the reward to the writer, performer, producer, etc., lies not in its monetary value, but in the "idea of getting free publicity." More than that, he said, the person "who could afford to buy" is probably the most vulnerable to the attraction of "free" items. Mr. Ryan explained: "If a person is dining at a door by Pierre and a big dinner for the entire party . . . a big, big box of sweets addressed to Mrs. Writer, Producer, Commentator or Comedian . . . a weekend at Broling Sulphur Springs . . . a delicious ready-to-eat, melt-in-your-mouth ham . . . a waterproof, drop-proof concrete-proof 21-jewel watch . . . these are the tools of the 'free plug.'"

"If we can inculcate a sense of value and ethics in the people who are tempted by these things, then we will have resolved most of the 'for-free' problem."

He added that "the BAB would like to hear broadcasters' opinions on all phases of this problem."

It is a subject, Mr. Ryan asserted, on which BAB received frequent complaints.

Some queries, he reported, deal with a different sort of "plug"— the requests, for example, of a group of individuals, individually, for radio stations' observance of a "national" day or week paying tribute to whatever industry is being promoted.

Very often, he said, the industries making such requests emphasize pointedly that stations are obligated to do this sort of thing from a purely public service standpoint. BAB's advice, when it's asked for, is for the station to schedule such a "day"—but to sell time in connection with it.

June 16, 1952 • Page 25
AST Oct 1, BROADCASTING • TELECASTING published a survey which caused wide comment because it proved that more people were listening to the radio in Louisville, a city with two local and one distant AM and two low-powered TV stations, than ever listened before TV came to town. Here’s a second survey by the same researcher, Dr. Raymond A. Kemper, professor at the U. of Louisville and head of Raymond A. Kemper Assoc., market research firm. Between June 1951, when the first Kemper study was made, and March 1952, the time of his new one, television ownership in Louisville has increased from 37% to 57%. What has happened to radio in the interim?

- Radio set ownership has increased by .56 sets-per-family.
- Portable sets now constitute 15.8% of all AM sets where-as a year ago the proportion of portables to others was only 4.9%.
- Non-portables added since the first survey have without exception been installed in places where television reception was not usually found—bedrooms, etc.
- In a typical week, some 1,150,100 adult-hours are spent in listening to auto radios in Louisville.
- It all adds up to the fact that though radio listening patterns are changing (the audience is moving out of the living room to other places that TV doesn’t reach), radio is still big and apparently is growing bigger.

By DR. RAYMOND A. KEMPER

LAST JUNE, when we first re-searched Louisville’s 60-Mile-market, we concluded: "More people are listening to radio over more sets in ‘Louisville Market’ homes and automobiles, than ever before."

During March of this year, we went back to a majority of the households in the original cross-section to evaluate changes and trends in the market picture. And, again, we can say that one conclusion: Louisville radio is BIG, and it seems to be getting even bigger, despite an amazing increase in TV ownership throughout the market.

For example, when we projected the results obtained in March to the estimated population of 315,000 households in the 60-mile-market, we found . . .

- There are now approximately 235,000 AM sets (including, 680,550 non-portable receivers, 111,750 portable sets and 135,450 auto-radio sets) among an estimated 350,000 radio-holdings in the market.
- Among these radio-families, there are approximately 1,189,800 people (317,850 are adult women and 242,300 children between 5 and 18) potentially available as a listening audience, in their homes and/or in their radio-equipped cars.
- The 186,700 auto-radio families (some with more than one radio-equipped car and truck) make approximately 4,117,370 separate trips in their family-owned autos and trucks during a typical 7-day week. And, during the course of these trips (which average some 52 miles per trip and have "parking") they contribute about 886,700 adult man-hours of listening to the total radio-listening in the market during a typical week.

- And, all of this is in the face of an increase in TV ownership from 37% in June, to 55% in March.

There can be little doubt that the rapidity of radio listening is changing, radio is an effective advertising medium, is solid. And, as the logic of the situation clearly indicates, radio can do nothing but become even more solid.

Here’s why: Radio reaches into the hard-to-get-to places and, particularly during the summer months, customers clamber in those hard-to-get-to places. And, in these ‘hard-to-get-to’ places, radio picks up most of the marbles. The listener cannot lug his TV set with him on a family picnic, nor is he very likely to bring along newspapers or magazines to read. But he can bring along the ‘portable’. And he can listen to his auto-radio as he drives along to the rustic retreat. So, if there is anything to this idea of a ‘summer hiatus’, it certainly doesn’t apply to present-day radio. If anything, radio is even more vital in the summer—assuming that broadcasters are programming something worth listening to.

Search for Facts

Our March study was, in one sense, a re-test, designed to evaluate changes in the market. In June of 1951, we personally interviewed a sample of 3,500-household sample representative of the 60-mile-market. In March, we went back to some 2,800 of the households in the original sample—with a mail-questionnaire, this time—and we came up with some very interesting data. This second study was, in a way, a continuing series, and as in June, it was sponsored by WAVE (Louisville’s NBC affiliate), not as a ‘popularity contest’, but as an honestly-designed effort to obtain valid and reliable facts.

First, we selected at random but within spatial and demographic proportions 2,500 households from the Louisville 60-Mile-Market" panel of some 1,044 usable questionnaires had been returned us, for a percentage of 37.3%. This relatively high return, no doubt, was due to the unique premium offered respondents.

For each questionnaire returned to us in a usable condition prior to a set time-limit, we offered to pay 25 cents to a medical charity of the respondent’s own choice. The questionnaires were pre-coded to allow for the identification of respondent-households and of non-respondents. They were sent out via first class mail, in order that we might obtain some idea of how many panel members had changed their places of residence during the nine-month period.

Comparable Samples

We were particularly gratified by another aspect of the ‘return’. The original 2,800-household ‘mail sample’ had been carefully proportioned (spatially and by city-town-farm distribution) to represent the best available estimates of population parameters (e.g., 1951 Estimates, Consumer Markets). The sample of returned questionnaires (see Table I, page 92) was essentially similar to the original sample, in terms of spatial and city-town-farm distribution. On the basis of this similarity, coupled with the similarity between the two samples in respect to demographic data, we may reasonably assume that the cross-section is, essentially representative of the 315,000-household population of the 60-mile-market.

When we compared the “average number of AM sets-per-family” statistics for June (1951) and March (1952), we found:

- There has been an overall increase of 0.58 sets-per-family, during the interim period.
- Portable sets now constitute a larger portion of the total (15.8% of all AM sets), than they did in June (4.8% of all AM sets).

Where, in June of 1951 the 1,044 households had averaged 2.29 AM sets-per-family, they now average 2.85 AM sets-per-family.

AVERAGE Sets-Per-Family in June (1951) March (1952) In-The-Home (non- portable) Sets 1.72 1.97 Portable AM Sets 0.11 0.45 Auto-Radio Sets 0.45 0.43 Total AM Receivers 2.29 2.85

And, portable sets have contributed a disproportionate share (0.34 sets-per-family) to this total of 0.56 sets-per-family increase.

Where in June 1951 portables made up only 4.8% of the AM sets owned by the sample households, they now constitute 15.8% of all AM sets in the cross-section (See chart II, next page).

When we asked, as we had in June, where AM sets were placed in and about the home, we discovered that all newly-added (non-portable) in-the-home sets have been placed, without exception, in rooms and places that are virtually inaccessible to TV. (See chart I, next page).

Just as in June, we continued our attempts, in this March study, to help design some new approach.

NEW SURVEY SHOWS RAdIO'S BIGNESS

Dr. KEMPER

By DR. RAYMOND A. KEMPER
to the traditional research methodology, something by means of which we might obtain some equitable, valid and reliable measurement of radio's circulation.

For some time, we have been of the opinion that radio's reputation has been most hurt by its supposed friends, the 'program raters'. In a talk before District 7, NARTB (Nov. 9, 1951), we attempted to point-out the obvious fact that..."Ratings are rotten research". And, for two major reasons:

(1) Because of sampling limitations, or precision-of-measurement limitations, or both, none of the "program rating" methods in present use can possibly provide a true and reliable picture of radio's circulation. No "ratings" (except, perhaps, the infamous "diary" methods), in present use, include listening reports from non-urban areas, and, in most markets, it is in just these farm and rural non-farm areas that TV has made its least serious inroads. Most "ratings" (again excepting "diaries") do not include listening involving secondary-sets (tertiary, quaternary, etc.) in-the-home but in places removed, barns, garages, utility rooms, etc. And, no rating system now in use can possibly include adequate and reliable measurement of listening that takes place in automobiles.

Radio Short-Changed

(2) And, secondly, because they place the broadcaster on a different and distinctly unfair 'medium measurement' basis, because they require the broadcaster to justify his circulation on one criterion, while his competition, the publishers and display people, are able to justify their circulation on a dis-similar and much less stringent basis, "program ratings" are the very determinants of radio's sickly reputation.

Just as we did in the June study, we continued in this March study to design and (we hope) make more precise and usable a research methodology which may eventually lead to the really valid and reliable measurement of radio's true effectiveness as an advertising medium.

In June, as some of you will recall, we accomplished two things:

(1) We measured radio's circulation on the basis of the same criterion used by the publishers and the display people (volume of 'unit circulation'), and we found that radio led the pack.

(2) We measured newspapers and magazines on the basis of the same criterion now used to measure radio's circulation ("readership" of specific items), and, again, radio led the rest!

Double Standard Bad

Having—in our own opinion, at least—clearly indicated that the present "double standard" for media measurement is inequitable, and that it consistently and systematically acts to the detriment of the broadcaster, we were ready to look for some sound path out of the methodological morass in which radio research now finds itself.

In addition to bringing our "radio set distribution and placement" data up to date, we attempted to accomplish two new measurements in this March study:

(1) We obtained information about the number of people available (that is, "in the home, and awake") to radio, hour-by-hour throughout the broadcast day.

(2) We attempted to obtain a valid and reasonably usable evaluation of the nature and extent of the auto-radio listening in the market.

To bring out the information for the first of these, we asked the following questions in series:

Including yourself, how many people are there in your regular household? (The respondent was required to classify the regular members of the household in these categories: adult men, adult women, children to 5 years, children between 5 and 9 years, children between 10 and 14 years and children between 15 and 18 years.)

The results obtained with this question, in terms of the "typical market household," are summarized as follows (figures in parentheses are projections of the statistics to an estimated population of 31,500 households in the 60-city Market):

There were 1,03 adult men per household (324,450); 1.35 adult women per household (425,250); 0.53 children to 5 years of age per family (166,950); 0.35 children 5-9 years per family (110,250); 0.29 children 10-14 years per family (91,350), and 0.15 children 15-18 years per family (47,250).

Having determined the size and the composition of a sample household, we followed with this question:

In terms of what happened YESTERDAY, how many of these regular members of your household were IN THE HOME during each of the one-hour periods listed below?

DIRECTIONS: If no one was at home during any particular period, write the word "none" across the row representing that period. If some member of the family was at home for all, or more than half, of a one-hour period, you should record it by writing-in the number of men, women and children in the spaces of the row representing that period. PLEASE RECORD SOMETHING FOR EACH OF THE ONE-HOUR PERIODS IN THE LIST!

If any or all of the members of the family were asleep during any of the time-periods, please CIRCLE the number(s) in that interval that were asleep.

In Table II, page 92, we have indicated the "average number of household members, in the home and awake, per market family," hour-by-hour, for a "typical weekday," a "typical Saturday" and a "typical Sunday." The subsample mailings were spaced over a com-
ALL members of NARTB Radio Board attended Thursday meeting in Washington, many for their first session as directors. Present were (front row, l to r): Jack Todd, KAKE Wichita; Henry B. Clay, KWKH Shreveport, La.; Harold E. Fellows, NARTB president; Judge Justin Miller, NARTB board chairman; Michael R. Hanna, WHCU-FM Ishpeming, Mich.; Leonard Koppe, WCAE Pittsburgh; E. K. Hutenhower, KCMO Kansas City; Harry W. Linder, KWLW Willmar, Minn.

Second row: Thad Helt, WAPI Birmingham; John H. DeWitt Jr., WSM Nashville; H. Quenton Cox, KGW Portland, Ore.; Glenn Shaw, KXL Oakland; Robert T. Mason, WMRN Marion, Ohio; Lee W. Jacobs, KBKR Baker, Ore.; Ben Strouse, WWDC-FM Washington.


CENSORSHIP FIGHT

By J. FRANK BEATTY

NARTB will meet head-on all efforts of Congress and the FCC to censor programs, suppress the right to cover public events or destroy property rights.

The three NARTB directors—Radio Board and Television Board—decided last week to fight such crippling proposals as bans on news coverage of House and Senate sessions or censorship of programs. They decided, too, to ask FCC to reverse its recent order putting stations and networks in regulatory iron if they don't allow program rebroadcasts by other stations (see rebroadcast story page 49).

The Radio Board held a long one-day session Thursday at the Mayflower Hotel, Washington, completing the business at one sitting though a two-day agenda had been scheduled. TV directors met Monday-Tuesday at The Homestead, Hot Springs, Va. (see separate story page 36).

Both boards lauded President Harold E. Fellows and the association staff for their opposition to the resolution (S. Res. 319) introduced in the Senate by Sen. Patrick McCarran (D-Nev.), proposing to amend Senate rules. The plan would prevent direct or delayed radio or television coverage of Senate floor or committee proceedings [B+T, May 26].

The boards heard a legislative report on the status of the Gathings resolution (H. Res. 273) calling for an investigation of radio and TV programming. Hearings were started in early June by a special House subcommittee [B+T, June 3], under the chairmanship of Rep. Oren Harris (D-Ark.). President Fellows and John E. Fetzer, owner-operator of the Fetzer radio-TV stations, are scheduled to appear before the Harris subcommittee late this month.

Ralph W. Hardy, NARTB government relations director, told the Radio Board Thursday that more than 80 pieces of legislation affecting the broadcast field are pending in Congress. He said much of the legislation is of a restrictive nature and even enters the sphere of censorship.

The Radio Board adopted a resolution endorsing the Advertising Research Foundation plan to set up an industry yardstick of audience measurement. A research resolution had been sidetracked at the NARTB Chicago convention and referred to the board.

The original resolution had pointed to the need for accurate information on audience and station circulation in an increasingly competitive advertising sales market.

Earlier in the week the TV Board had tabled a proposal to allocate $10,000 for a measurement study by ARF, cooperatively representing media, advertisers and agencies, pending receipt of a report from Edgar Kobak, WTWA Thompson, Ga., ARF president. Broadcast Advertising Bureau has granted ARF $15,000 for the study.

A fiscal year budget totaling around $667,000 was approved. This is about $50,000 over the tentative budget approved on a three-month basis at the board's February meeting. The budget report was submitted by Harold Essex, WJSJ Winston-Salem, N. C., chairman of the Finance Committee, which met Wednesday.

Application of 89 radio and 30 television stations under the combination dues plan were approved. This plan provides discounts for combination members if all are in membership. Enjoyment of retroactive discounts to last April 1 will be granted on applications received up to Aug. 31 deadline.

Michael R. Hanna, WHCU Ithaca, N. Y., reported on progress of the effort to obtain easing of the antiquated FCC transcription rule. He heads a committee that has been in touch with FCC. The group asks elimination of many of the transcription identifications in line with progress of the art.

William C. Grove, KFBC Cheyenne, Wyo., and Bernard Kefeler, attorney, reported on the petition of the association for relaxed engineering rules governing radio operators and remotely controlled transmitters.

A problem of growing industry importance—multiplicity of meetings—will be studied by a special committee. Industry groups holding several meetings all over the nation include NARTB, Broadcast Advertising Bureau, Broadcast Music Inc., Associated Press and others.

The committee is to propose ways of cutting down time and travel costs entailed in attendance at various types of broadcast industry meetings.

Richard P. Doherty, NARTB employee-employer relations director, contributed his activity as a delegate to the International Labor Organization conference held in Geneva recently.

The Radio Board voted to join, and contribute financially, to American Council on Education for Journalism, which accredits journalism curricula in college.

Ben Strouse, WWDC Washington, chairman of NARTB's FM Committee and an FM director, reported on the FM Promotion Plan conducted jointly with Radio-Television Mfrs. Assn. (see FM story page 16). Mr. Strouse reported on behalf of J. H. Smith Jr., NARTB FM Dept. director.

SPOKESMEN for radio and TV broadcasters will face a congressional subcommittee June 25 and 26 to answer allegations that broadcast programs are "immoral" and offensive to the American public, it was announced last week.

Bulk of the testimony, to be presented to Rep. Oren Harris (D-Ark.) and other members of the House Interstate and Foreign Commerce subcommittee probing programs, will be given by NARTB officials. Also scheduled to appear will be CBS and NBC representatives.

NARTB witnesses scheduled are understood to include Harold E. Fellows, president; Thad Brown, TV director, and Ralph Hardy, government relations director. Leading off will be Michigan radio-TV station owner John E. Fetzer, chairman of the NARTB Television Code Review Board.

Also to be heard, but not yet scheduled, are the FCC spokesmen. It is understood the Brewers' Foundation has also asked for a chance to appear.

In the three-day hearing two weeks ago, the Harris subcommittee heard a score of witnesses, the majority of whom decried beer and wine commercials and drinking scenes in programs on radio and TV [B+T, June 9].

Other witnesses, including Rep. E. C. Gathings (D-Ark.) who sponsored the resolution authorizing the investigation, objected to what they called "indecent" and "horror" programs. Among objectors was Paul Harvey, ABC news commentator.

Opening sessions of the hearing heard Rep. Gathings use turn-of-the-century phraseology to describe a dance act he witnessed on TV. The words he chose were "hootchy-cootchy" and "shimmy."

Rep. Gathings is to be named this week as chairman of a select subcommittee to investigate "filthy" books and pictures. In his original resolution, the Arkansas lawmaker asked for a select committee to investigate the moral level of all media—books, pictures, radio and TV. At the insistence of the House (Continued on page 58)
WHILE RADIO and television edged ahead with intricate plans for coverage of the national political conventions next month, the politicians last week evidenced—in one case by a challenge to the legality of commercial sponsorship—further mounting faith in the broadcast media as instruments to influence voters.

The Progressive Party, wanting more detailed coverage of its own convention, served notice late Thursday that it would take action charging “four major radio-TV networks” with discrimination and also challenging their right to sell their coverage to sponsors.

TV Will Sway Votes

There were other evidences of superlative political belief that sight-and-sound reporting, especially with television operating nationwide, will sway votes this summer and fall as votes have not been swayed before (see editorial, page 56). For instance, there were:

○ The prompt and vigorous demands of both Sens. Robert A. Taft (R-Ohio) and Estes Kefauver (D-Tenn.) for network time equivalent to that provided Gen. Dwight D. Eisenhower in his Abilene speech (BT, June 9)—demands that paid off last week, at least in part, for both men.

○ The demands by Eisenhower backers who, incensed by what they considered a Taft “steal” of delegates in Texas and other southern states, insisted that the proceeding of the Republican Convention Credentials Committee’s session on delegate contests be opened to both radio and TV so that as many voters as possible might hear and see.

○ The radio plan unveiled Thursday by Democratic Candidate W. Averell Harriman to expand his “personal” appearances through exclusive transcribed “interviews” in which he would answer, on tape, questions sent him, also on tape, by local station newsmen in some 100 cities to which the offer was extended.

○ Vice President Alben W. Barkley’s tribute to TV in a letter in which he told Nathan Lord, general manager of WAVE-TV Louisville, that television will “play a larger part in the campaign this year than ever before, it is important that the Democratic Party be in a position to take advantage of this new means of publicity and information since many people would be governed by the appearance and manner of the candidates.”

○ Democratic Candidate Kefauver’s expressed view that television will be “searching in smoke-filled rooms: ‘By bringing the conventions into millions of homes it will help to bring politics out into the open. Television will help produce open political decisions openly arrived at. In doing this it will merit the grateful thanks of all people.”

The New York Times also lauded the value of television in politics. In its editorial, “TV as a Political Force”, the Times said:

“Radio’s nationwide audience for the first time in a national campaign, and the camera is also newly useful when it records political conventions in Chicago. It offers a unique vantage point, to make a goldfish bowl out of every room. It applies the litmus test to shenanigans and plans on the floor. It separates the men from the boys.

It is one thing for a candidate to mount the platform and read a speech, which he himself may or may not have written. It is another thing for him to face a roomful of newspaper men and the electronic media, explaining, answering questions, making his case. In the absence of these modern means, the evidence of character is largely lost; the courage of the candidate is merely observed in his behavior. Television helps to avoid this.

The Progressive Party’s ‘Legal Actions’ were to be filed with FCC and Attorney General James McGranery and were to be announced at a new conference Friday afternoon, according to notices distributed to newsmen late Thursday.

Progressive Party Secretary and Campaign Manager C. B. Baldwin, who sent out the invitations to the Friday news conference, said the complaints would charge the networks with discrimination “in virtually blanking out the Progressive Party in Chicago,” on July 4, 5 and 6 while devoting up to 96 hours each to the two major parties.

The GOP Convention gets under way in Chicago July 7 and the Democratic Convention opens there July 21.

In his invitation, Mr. Baldwin also said “the right of the networks to solicit and contract for commercial sponsorship of political campaign coverage involves no costs as $1.5 million for convention coverage by one network alone, now subsidized by existing contracts with large commercial sponsors will be legally challenged in these actions.”

He said the news conference would be conducted by himself and David Rein, Washington attorney who, he reported, will handle the case before FCC and the Justice Dept.

Win Partial Victories

In the Taft-Kefauver joust with the networks via FCC in an effort to secure broadcast time similar to coverage of the Eisenhower Abilene speech, both candidates had won partial victories late last week. ABC and CBS-TV offered Sen. Taft (who accepted a 7-7:30 p.m. spot on Thursday, while both radio and television networks of NBC offered Sen. Kefauver an hour at 10). On Sunday July 1 and CBS Radio and CBS-TV on Thursday offered him a half hour at a time to be mutually worked out.

Following receipt of the offer

(Continued on page 68)

FATE of the McFarland Bill (S 668) gyrated wildly last week when it was displaced on the House floor calendar on Tuesday ostensibly to permit debate on the $2 billion military construction bill. On Thursday it was announced that the measure, heavily opposed by the FCC, would be rescheduled for House action tomorrow (June 17).

Mysterious goings on which saw the bill yanked from the House “program” in what is understood to have been White House pressure, so nettled sponsor Sen. Ernest W. McFarland (D-Ariz.) and other interested legislators that an offensive was immediately launched to ensure consideration of the measure before Congress adjourns—aimed for first week in July.

Sen. McFarland, who is also Senate Majority Leader, conferred with President Special Counsel Charles S. Murphy, House Majority Leader John W. McCormack (D-Mass.), House Majority Whip J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), communications subcommittee chairman of the House Interstate & Foreign Commerce Committee, who is responsible for the bill on the floor.

Differences were “adjusted” and a pledge to reschedule the bill was given to the Arizona Senator.

What prompted the attempt to sidetrack the bill could not be learned at first hand. Consensus of Capitol Hill observers was that the FCC "reached" the White House with its objections. The White House, through Mr. Murphy, then is believed to have requested Rep. McCormack to withdraw the bill from the House schedule. "Other FCC objections were to the provisions (1) separating staff and Commissioners, (2) requiring that a 30-day notice be given before it could set an application for a hearing or grant it without a hearing, and (3) forbidding it to discriminate against newspaper applicants [HR 5, May 12, 6]."

Protection Against Libel

Fact that it was revealed that "adjustments" will be made—presumably by amendments from the floor—seem to indicate that one or more provisions may be revised or eliminated altogether.

It was also learned that among other amendments expected to be offered by Congressmen is one designed to protect stations against the dangers of libel suits for remarks made over the air by candidates.

According to Section 315 of the Communications Act, stations are not permitted to censor speeches by political candidates—but there is no protection for the station against libel suits.

Pending before Congress is a bill (HR 7062) by Rep. Walt Horan (R-Wash.) which would safeguard broadcasters from libel uttered over their stations by political candidates [BT, March 17]. Also pending is a bill with similar provisions (HR 7756) by Rep. Pat Sutton (D-Tenn.). A bill (HR 7782), permitting stations to censor libelous and defamatory matter from candidates’ speeches, was introduced last month by Rep. Joseph H. O’Hara (R-Minn.).

On the Senate side, Sen. Edwin C. Johnson (D-Minn.) is working on the FCC’s Interstate & Foreign Commerce Committee, which handles radio-TV matters, submitted a bill (S 2559) which would require that candidates post a bond to protect the station from libel actions.

Bound to be heard, it appears, will be angry Congressmen’s complaints about rates charged them in political campaign years. The fact that most stations charge candidates national rates, instead of local charges, has aroused the ire of many legislators.

Efforts are being made to ascertain who was responsible for the privately-admitted "terrible mistake" of withdrawing the McFarland and Bill Dalzell from the House floor calendar. Proponents of the bill were struck by the action of the White House in interceding in the fast running formal normal procedure of expressing the President’s displeasure by a veto. In the course of his check into the reasons for the displacement of his bill, Sen. McFarland reportedly

(Continued on page 69)

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THE RIGHT of American industry to use advertising to defend itself against "hostile acts or assertions" of government officials was upheld in a vigorously-worded resolution adopted by the 48th annual convention of the Advertising Federation of America last week in New York (also see story, page 74).

Another AFA resolution reaffirmed the organization's "approval and concern" over the manner in which material is taken by media, agencies, trade associations and business leaders in maintaining the highest standards of truth, helpfulness and conduct in all advertising functions and practices" and called on the AFA board to establish a committee to create a "pattern and plan" whereby members may measure and improve the quality of advertising "may be implemented and continued."

Robert M. Gray, advertising and sales promotion manager of Essex Standard Oil Co., New York, and general chairman of the AFA convention, was elected AFA board chairman; Rita Eganman, public relations director of Van Sant, Dugdale & Co., Baltimore, was elected secretary, and Ben R. Donaldson, advertising and sales promotion director of Good Housekeeping, Dearborn, Mich., was re-elected treasurer by the AFA board of directors.

Elected to Board
The AFA membership, at a Tuesday business meeting, elected to the board of directors: Martin Lundy, national retail analyst sec-

ECONOMICS OF CBS
Alexander to Make Study

IN a move calculated to bolster long-range planning for its radio and television networks, CBS last week named Sidney S. Alexander, chief of the general sales section and advertising manager, New York World Telegram & Sun; Fairfax M. Cone, president, Foote, Cone & Belding, Chicago; Henry G. Little, executive vice president, Campbell-Ewald Co., Detroit; George S. Mc-

Mr. Alexander has been working most recently with CBS Chairman Paley, who heads the Materials Policy Commission but who, for all general purposes, is back at CBS on a full-time basis. All that re-

No Specific Assignments
The formal announcement of Mr. Alexander's appointment as CBS economic adviser, issued by President Stanton, did not delineate specific assignments for him.

"Through the preparation of special economic studies," President Stanton said, "Mr. Alexander will serve to further strengthen our long-range business planning program."

Spokesmen reported, however, that his job will be to make radio and television business studies similar to self-analyses which companies in other fields conduct regularly as an aid to sound planning for the future.

in his post with the President's Materials Policy Commission, Mr. Alexander has been working most recently with CBS Chairman Paley, who heads the Materials Policy Commission but who, for all general purposes, is back at CBS on a full-time basis. All that remains of his governmental assignment is completion and presentation of the Commission's report—which is expected to prove a mighty handy document—to the President.

Prior to his entrance into the government service, he was an assistant professor of economics at Harvard University, a lecturer on economic problems of post-war Germany in the Staff Officers Training Program at Columbia U. In addition, he conducted several seminars, especially on the financial structure of American corporations for the National Bureau of Economic Research.

During World War II, he headed economic planning on Europe for the Office of Strategic Services, holding the rank of first lieutenant in the Army. He also has served as economic consultant to the Office of Economic Opportunity, the Inc., and Corp., the Economic Cooperation Administration, the State Dept, and the Treasury Dept.
Gentlemen:

I want to express my thanks and appreciation for the last several years of public service that you have given to the general public and also to motoring public in general.

Many times in the past, your news as to the weather and complete road conditions has altered our course of highway travel. My only hope is that in the near future, other states might follow in your path to help in so complete a safety measure. Regular weather reports given out by most stations are not enough to be of much help when over the road truck traffic is dependent on positive conditions. You will probably never hear of it, but your station has saved the Trucking Industry many thousands of dollars by its road conditions report.

For one, was delayed in a nearby state for two days because of icy highways. Before starting I had tried to contact local police and newspapers for weather conditions and little success. The report was colder. I could not reach WHO as we were too far away. If I could have reached your station, I could have altered my route and would not have had any additional problems. I also made a trip into the snow area of South Dakota last winter on the strength of your station's weather report.

There are more motorists who depend on WHO for their news and road conditions than from any other source. I, for one, am most grateful for having an Iowa station that is interested in the safety of its motoring public.

J. E. McCullough
McCullough Transfer Co.
Mt. Pleasant, Iowa

Dear Mr. Woods:

Your courtesy in making it possible for some movie scenes to be taken in the WHO studio was greatly appreciated. It was a joy to work with you and members of your staff who cooperated so fine in making arrangements for this filming as well as participating in it.

When the first contact was made with you it was not our intention to spend so much time in your studio. However, it did mean a great deal to the folks from the International Film Foundation as well as for the other participants to be able to take the other sequence of the class also in the studio.

Thanks so much for your help and if we may ever be of assistance to you do not hesitate to call on the Extension Service.

Sincerely yours,
LOUISE M. ROSENFELD
Assistant Director
Cooperative Extension Work
State of Iowa

Dear Mr. Woods:

We want to thank WHO for the fine cooperation in presenting the Quiz Kids program on Saturday, March 11. We have heard many excellent comments about this program. We hope that it measured up to your professional standards.

The children seemed to enjoy themselves and we felt that they were remarkably poised. All the WHO personnel with whom we worked were most cooperative.

Thank you again for the opportunity that you gave us to show our interest in handicapped children and to demonstrate their ability.

Yours sincerely,
MRS. DOROTHY PHILLIPS
Executive Director
Society for Crippled Children and Adults, Inc.
Des Moines, Iowa

Gentlemen:

I greatly appreciate your broadcasting the program "The New Frontier." Such programs help to eliminate prejudice. I hope that you may continue.

Yours sincerely,
ERM A X. ANDERSON
Des Moines, Iowa

7op notch time buyers have told us their work sometimes makes them too "statistical"—sometimes makes them forget that what they're really trying to buy is listeners—confidence—friends.

Our here at WHO, we've created millions of friends who know we have earned their confidence. Our mailbags prove it. So do our advertisers' sales records, month after month and year after year. . . .

WHO
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Radio Needs Muscle          . . . . By Blayne Butcher

MANY of us who grew with the radio business, and who are now also engaged in TV, still have a warm spot in our hearts for the old boy, even though he did grow fat and sluggish in the immediate pre-TV era. After all, radio's fall was common human fallings--too much work had to be done to produce a good living--and the fat built up in rolls.

But radio's physique is basically strong, and now some of the fat has to be worked off in the battle for survival against this brash TV youngster, let's assess the pros and cons.

First off--radio will always be audio only, or it ceases to be radio. So how interesting can we make it sound? And here is where radio has been given a second chance that comes to few who have been victims of easy living. For now radio has the best chance to ever develop as it began, as a service to its own community. Freed of network domination by nighttime commercialism, and certainly in a more commanding position so far as the daily schedule is concerned, radio stations have the opportunity of developing tune-in, by the broadcasts of more events that directly concern their own community--they have the opportunity of developing that wonderful opportunity of again working with the people and things that make up their immediate sphere of activity.

If broadcasters can no longer get all of the people all of the time, they can attempt to get all of the people some of the time, and in these days of plenty of car and portable radios and multi-set homes, they will maintain a sizable audience worthy of advertising attention. They can try to interest the eye-wear TV viewer, who is per-

BLAYNE RICHARD BUTCHER, 49, has been in radio nearly half his life. A native of Blackwell, Okla., he entered radio in the late 1920's at WTAR Norfolk, Va. Up to 1927, he served at WLVA Lynchburg, Va., WGH Newport News, WBAP Fort Worth, WLW Cincinnati and WCAU Philadelphia. From 1934 to 1943, he was radio director at Lenex & Mitchell. He was radio-TV director at the Newell-Emmett Co. (now Cunningham & Walsh) from 1943 to 1950. During 1950-1951 Mr. Butcher was a producer at KTIV (TV) Los Angeles. Last year he joined Cecil & Presbyre.

has tired of being glued to his screen, and who might like some freedom of movement around the house, without sacrificing contact with what's going on in the world, or without sacrificing the possibility of escape through entertainment.

And to digress for a moment, why are radio stations, especially those with no TV affiliation, so backward about using a positive approach in competing for their audience? There's a welter of words about "promotion," a lot of conversation about the vast audience radio still has, but few direct pitches. Why don't radio stations loudly say to its listeners--"Rest your eyes awhile--Have freedom of movement around the house--for radio imagination—Youngsters watching the kid shows? Tune in the kitchen or bedroom radio!" and other such phrases that play up the advantages of radio listening from the radio station's viewpoint. Foolish indeed would be the advertiser who didn't point up his legitimate claims that radio is afraid of? This is a fight for survival, and no legitimate holds should be barred.

Radio should again go "grass roots" and cater to the basic interests of people. These interests are the same as they have always been. Interests in themselves, their neighbors, their community, and certainly in the scale to state, national and international affairs. In the first three categories radio once did, and again can do, an outstanding job—a job that probably will (Continued on page 94)

Page 32 • June 16, 1952
Politics and out-of-home listening

Extra values this summer for local RADIO news advertisers

The hottest election year in two decades means that news—the people's favorite Radio fare—will pull bigger audiences than ever this summer.

With 29,500,000 auto radios and 34,000,000 secondary and portables—people wherever they go will be listening to local Radio news.

For instance, did you know that:

"73% of all people with TV sets turn to the Radio for news?
Families with TV sets listen to their auto radios 7 times as much in the afternoon as those without TV?"

These and other pertinent facts about local Radio news are in the "NEWS IS IN THE SUMMER AIR" booklet available at your nearest NBC Spot Sales office.

NBC Spot Sales

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

CHICAGO CLEVELAND WASHINGTON
SAN FRANCISCO HOLLYWOOD
DENVER ATLANTA CHARLOTTE

representing RADIO STATIONS:

<table>
<thead>
<tr>
<th>WNRC</th>
<th>New York</th>
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<tr>
<td>WMAQ</td>
<td>Chicago</td>
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<tr>
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<td>Cleveland</td>
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<td>WRC</td>
<td>Washington</td>
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<td>WGY</td>
<td>Schenectady-Albany-Troy</td>
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BROADCASTING • Telecasting
WITH THEIR executive lineup for consolidated operations all set and in effect [B&T, June 9], officials of Mutual and WOR-AM-FM-TV New York last week were working on plans for early physical consolidations.

Only moves definitely set late last week called for the Mutual program department—which under the combined operations plan is the program department of WOR radio—to move from the 19th floor of 1440 Broadway to the 21st floor of the same building, with the combined Mutual-WOR radio and TV advertising, research and public relations department temporarily occupying the space thus vacated on the 19th floor. Both MBS and WOR are largely quartered in the 1440 Broadway building already.

Program Duplication Seen

In addition to the physical realignments, the consolidation is expected gradually to see greater duplication of programs by Mutual and WOR than has been the case in the past. Program operations were said to be high on the priority list for detailed study.

The consolidation plan has been expected since shortly after General Tire & Rubber Co. acquired control of the WOR stations—and with them, control of Mutual—early this year.

The new executive lineup, disclosed 10 days ago and effective immediately, was devised by top executives including General Tire's Thomas F. O'Neil, Mutual president and board chairman; Mutual Executive Vice President William H. Fineshriber Jr., who heads the combined Mutual-WOR radio operations, and J. Glen Taylor, longtime General Tire executive and now a vice president of its overall radio-TV properties. Thomas S. Lee Enterprises Inc. (including the Yankee and Don Lee networks as well as the WOR stations and about 58% of MBS stock).

Theodore C. Streibert, who has headed the WOR stations, is understood to be slated for special duties in the overall Lee Enterprises organization, with one of his first assignments expected to be a TV film syndication project. His new role has not been officially announced, however.

Authorities estimated that approximately 25 persons in the Mutual and WOR organizations will be released as a result of the consolidation.

The Top Realignment

The new executive lineup is as follows, aside from Mr. Fineshriber's responsibility for the combined radio operations of Mutual and WOR:

J. R. Poppele, WOR vice president in charge of engineering for radio and television, now is also in charge of Mutual engineering;

Mr. Fineshriber
Mr. Poppele
Mr. Johnson

Mr. Hult
Mr. Maddux
Mr. Schmid
Mr. Seebach

Mr. Marlow
Mr. Mayo
Mr. Wallen
Mr. Crawford

E. M. Johnson, who has been Mutual vice president in charge of station relations and engineering, is now vice president for station relations only; Julius F. Seebach Jr., WOR-AM-TV vice president in charge of programming, now is in charge of programming for Mutual and WOR radio; Harvey Marlow continues in charge of programming for WOR-TV.

James E. Wallen, Mutual secretary and treasurer, now has additional responsibility for account and administrative operations of WOR radio and TV; Robert A. Schmid, MBS vice president for advertising, public relations and research, now is also in charge of these functions for the WOR stations; Adolf N. Hult continues as Mutual vice president in charge of sales; William Crawford continues as sales manager for WOR radio, while R. C. Maddux, who has been WOR-AM-TV vice president in charge of sales, will concentrate on WOR-TV sales, assisted by Robert Mayo, WOR-TV sales manager.

U.S. TO PROTEST
Korea VOA Shutoff

PROTEST by the U.S. Dept. was planned Thursday after the South Korean government ordered all Voice of America broadcasts to that country shut off, apparently because they were critical of President Syngman Rhee's attempts to switch Presidential elections from the National Assembly to a popular vote, according to CBS reports.

State Dept. Press Officer Lincoln White said John J. Muccio, U.S. Ambassador to South Korea, is trying to get the broadcasts, which are made in the Korean language, reinstated. American press association news broadcasts also were forbidden by the South Korean government. Korean stations had relayed by longwave the shortwave signals from the U.S.

FOURTH Annual Frolics will be held by American Federation of Radio Artists, June 20, at Los Angeles Breakfast Club.
Between the Rating Services in Houston!

Houston's First PULSE REPORT
(April-May 1952) Confirms HOOPERATINGS through many years

KPRC is FIRST

By APRIL-MAY PULSE REPORT, TOO!

Daytime 1/2 Hours
8:00 A.M. to 6:00 P.M.
Monday through Friday

KPRC
Network Station B 26
Network Station C 10
Network Station D 0

Nighttime 1/2 Hours
Monday through Sunday

KPRC
Network Station C 40
Network Station B 22
Network Station D 4

April, 1952, Hooper
RADIO AUDIENCE INDEX REPORT SHOWS

KPRC FIRST
31.6% above Network Station B
60% above Network Station C
85% above Network Station D
IN TOTAL RATED TIME PERIODS

NBC and TQN
on the Gulf Coast

JACK HARRIS,
General Manager
Nationally represented by
EDWARD PETRY and CO.
REBROADCAST RULE

NARTB Urged To Oppose

NARTB should attack FCC's policy formulations of the Communications Act (B-T, May 18), in the opinion of the association's TV Board, which met Monday-Tuesday at Hot Springs, Va.

The board stated its opposition to the discount on the basis that the association take action. A similar proposal was adopted by the NARTB Radio Board at its Thursday meeting in Washington (see Radio Review, April 21, page 29). NARTB, as a cooperative research group conducting projects on behalf of advertisers, agencies and manufacturers, is an association. W.W. Thomson, Ga., is AF President.

The TV directors approved NARTB's efforts to protect telecasters' rights in government study of the television industry. Continued action was urged.

Code Fees Continue Present subscription fees for the NARTB Television Code will continue, it was stated. The fees are scaled downward as the number of subscribers increases, with discounts given NARTB TV members. Ninety stations and four network subscribers have paid the fee. John E. Petzke, the general manager of the Petzke radio and TV stations, who represents NARTB members, said that the board approved the Code Review Board on the board's activity and developments at its June 5-6 meeting (B-T, June 9).

A three-man TV Board committee was to be named to study the whole problem of TV station dues, reporting to it in November on any proposed changes. At present TV stations pay the association half the quart-er-hourly increase rate, whichever is lower, as their monthly association dues. AM stations are assessed a rising-scale fee based on their income, a completely different fee from the present TV dues will continue to April 1. At this stage in TV's development, the TV Board feels that the present card formula is best but it awaits results of the committee's studies.

The NARTB's combination dues plan was adopted in May last winter. Under it, stations get a varying discount if all stations under a common owner belong to NARTB. The TV board voted to set Aug. 31 as the date by which the discount could be obtained. The discount starting at the time application is filed instead of from last April 1.

Henry W. Slavick, TV board member from WMCT (TV) Memphis, informed the group all Scripps-Howard stations were joining. This would add WNOX Knoxville, Tenn., and WCPO Cincinnati to the present list of 29 Scripps-Howard members, which includes WCPO-TV Cincinnati, WENS (TV) Cleveland; WMC (TV) and WMVQ Nashville.

Of the 180 operating TV stations, 88 are NARTB TV members along with the four national TV networks.

The TV Board objected to an FCC requirement covering reports on station programming for a composite period, contending the period is too short. The board suggested the annual log reports should be compiled on a four-week basis to reflect a true picture of program service.

Many of the actions taken by the TV Board were subject to action taken by the Radio Board. In some cases a mail ballot may be needed where subjects require composite action.

All directors attended the Hot Springs meeting with the exception of Frank M. Russell, NBC, who was excused.

NARTB DISTRICTS

Meeting Schedule Approved

APPROVAL was given the schedule of 1952 NARTB district meetings at board meetings held last week. Sessions open Aug. 18 and wind up Oct. 25.

Basic agendas for the meetings are being developed by NARTB board members and district directors, with specific time to be allocated for discussions of the following subjects:

- Basic content of the transmission, just completed, follows (including hotels):
  - District 7 (Ky., Ohio)—Aug. 18-19, Columbus, Ohio
  - District 11 (Minn., N.D., S.D.)—Aug. 25-26, Duluth, Duluth, Minn.
  - District 17 (Alaska, Ore., Wash.)—Aug. 28-29, Multnomah, Portland, Ore.
  - District 12 (N. Calif., Hawaii, Nev.)—Sept. 4-5, Mark Hopkins, San Francisco.
  - District 16 (Ariz., S. Calif.)—Sept. 6, Del Coronado, Coronado Beach, Calif.
  - District 12 (Kan., Okla.)—Sept. 15-16, Racquet Club, Wichita, Kansas.
  - District 13 (Tex.)—Sept. 18-19, Texas Press Club, Houston.
  - District 10 (Iowa, Mo., Neb.)—Sept. 22-23, Ellison Exsquirr Springs, Mo.
  - District 5 (Ala., Fla., Ga., F. R.)—Oct. 6-7, Biltmore, Atlanta.
  - District 8 (Ark., La., Miss., Tenn.)—Oct. 11-12, Peabody, Memphis, Tenn.
  - District 3 (Del., Md., Pa., W. Va.)—Oct. 13-14, Forest Haven, Forestville, Md.
  - District 2 (N. Y., N. J.)—Oct. 16-17, Tower Hotel, Atlantic City.

ACLU COMPLAINT

FCC Votes to Dismiss

REVERSING a previous vote, the FCC last week voted to dismiss the complaint of the American Civil Liberties Union against ABC, CBS, DuMont and stations WBKB (TV) New York and KOWL Santa Monica, Calif.

Commission's order specifically dismissed only that portion of the ACLU complaint which asked that the licenses of the networks' stations and the other two mentioned be put on temporary extension.

Order is for receipt of the annual one-year license of WNET (TV) New York (NBC) and WCBS-TV New York (CBS). Both these stations' licenses were due for renewal June 1—but Commission's failure to act on them two weeks ago extended them temporarily. Also involved were a number of remote and pickup licenses by the various networks.

DuMont stations are at present on temporary license due to technical problems in the permanent case and, therefore, last week's FCC order made no mention of them.

Neither did last week's order mention KOWL. That station's license does not expire until May 1, 1954.

Two weeks ago the Commission voted to let go any action on those licenses up for renewal because of the ACLU complaint. FCC Chairman Paul A. Walker and Comrs. Frieda B. Hennew and E. M. Webster were the majority. Comrs. Rosel H. Hyde and Robert T. Bartley the minority. Comrs. George E. Sterling and Robert E. Jones were out of town.

Last week's vote was unanimous, with all Commissioners present.

It was understood that originally the FCC voted to renew the licenses involved without comment on the complaint, but upon the urging of General Counsel Benedict P. Cottle the decision was not renewed. See story of "Niall Black Magic." B-T, June 9.

The ACLU complaint was filed with the FCC last April (B-T, April 14). It charged that the networks and individual stations named were "blacklisted" certain performers because their names were listed in the anti-communist Red Channels. The FCC was asked to put temporary license the stations involved, or if such licenses were renewed that the Commission require the licensees to sign a pledge saying they had not blacklisted. The FCC also asked that the Commission conduct an inquiry on whether blacklisting was being practiced by radio-TV stations.

In reply to the ACLU complaint, the networks and stations denied that they were using a blacklist to keep performers off the air.

1882 William Edmund Scripps 1952

W. E. Scripps

WILLIAM E. SCRIPPS, 70, pioneer broadcaster and publisher, died early Thursday at his country estate near Lake Orion, Mich. Death was due to a heart ailment induced by a year's respiratory illness.

A member of a prominent journalistic family, Mr. Scripps and his son, William J. Scripps, started WWJ Detroit in the summer of 1920 and WWJ-TV in 1947. The elder Mr. Scripps encouraged his son's radio activities in 1920 by providing him with transmitters at home and at the Detroit News.

Head of the News since 1926, Mr. Scripps had been with the newspaper founded by his father, the late James E. Scripps, nearly 50 years.

In directing his radio and newspaper interests, Mr. Scripps preferred to take a behind-the-scenes role. He became interested in aviation as a sport and the News soon was helping delivery of newspapers by planes.

For some years he had spent much of his time at his well-known farm, Wildwood, which produced prize-winning cattle. The farm included a game refuge of 3,830 acres and he was active in reforestation. He had many charities and had given his private art collection to the city of Detroit as well as his home, which became Mt. St. Mary's Hospital. Mr. Scripps' father was a half-brother of the late Edward W. Scripps, who had held a controlling interest in the famed newspaper chain. Edward W. Scripps also founded United Press and Newspaper Enterprise Association.

Born in Detroit May 6, 1882, William E. Scripps attended Michigan Military Academy and joined the News in 1896. Besides serving as publisher of the News, he was president of Scripps Motor Co., manufacturing marine engines. In 1941 he was a member of the Seaway for Defense Committee, formed by civic and business leaders to get support for the Great Lakes-St. Lawrence Seaway project.

He was a member of the Associated Press, Detroit Board of Commerce, National, Methodist, Bloomfield Hills Country Clubs, and Country Club of Detroit.

Surviving are his widow, the former Ione H. Cramer, whom he married in 1901; their children, William J., Robert W. and Mrs. Richard M. Spitzeley, all of Detroit; 12 grandchildren and three great-grandchildren.
In ancient fables, Atlas supported the world upon his shoulders. Today it's a fact that music supports the entertainment world ... a multi-billion dollar industry ... a world of radio, television, movies, night clubs, dance halls, concerts, musicals, etc.

Entertainment without music would be entertainment without profit, singers without songs, orchestra leaders without orchestras.

And where does this music come from? It comes from hundreds of composers and lyricists who can keep on writing these songs for the entertainment industry only because they receive royalties for the public performance for profit of their works.

That is where the American Society of Composers, Authors and Publishers enters the picture. By acting as a clearing house for the receipt and distribution of performance fees, ASCAP enables these writers to keep turning out the songs and melodies for the enjoyment of the American public. All of the thousands of songs composed by the Society's members are available to you under a single ASCAP license.

And that is what makes this license important to you. It helps make your business profitable by giving you ready access to the best in the music of America — the music people have requested, over and over again, through the years.

This is the first in a series of advertisements telling the story of ASCAP.
A TOTAL of 161 advertisers in April bought $13,943,887 worth of radio network time, averaging $86,608 apiece, while 165 advertisers spent $15,014,691 for TV network time, an average of $92,111 each, according to a BROADCASTING & TELECASTING analysis of advertising in TV and radio network time as reported by Publishers Information Bureau.

Network television held a similar slight lead over network radio for the first four months of 1952, as it did in April. During the January-April period, 179 advertisers used time on the radio networks, spending in the four months a combined total of $66,644,885, or an average of $315,892. Meanwhile, TV networks boasted a total of 191 clients who bought $69,636,549 worth of TV network time or an average of $317,781. All dollar figures are calculated at the one-time rate, before volume or frequency discounts, and in excess of actual out-of-pocket expenditures of advertisers.

Procter & Gamble Co., as usual, stands at the top of the sponsor list in both radio and TV network programs, measured by the amount of time purchased. It is perhaps significant that six companies appear on the lists of the top 10 sponsors (Table I for radio, Table IV for TV)—Colgate-Palmolive-Perf Co., General Foods, General Mills, Lever Bros. and Liggett & Myers, in addition to P & G. Leading advertiser in each product group of advertisers for each network medium is shown in Table II for radio and Table V for TV.

Decline of radio network billings over the past year and the concurrent rise in TV network sales are detailed by product groups in Tables III, IV, and VI, respectively. Class by class, these two tables afford a clear overall picture of the changes in radio and TV sponsorship during the past year, with April of 1952 compared with the same month of 1951 and the first four months of each year compared.

### TABLE I

<table>
<thead>
<tr>
<th>Top Ten Radio Network Advertisers in April 1952</th>
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<tr>
<td>1. Procter &amp; Gamble Co.</td>
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<td>2. Sterling Drug Co.</td>
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<td>3. Miles Labs</td>
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<td>4. Lever Brothers Co.</td>
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<td>5. General Foods Corp.</td>
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<td>6. General Mills</td>
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<td>7. Liggett &amp; Myers Tobacco Co.</td>
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<td>8. Colgate-Palmolive-Perf Co.</td>
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<td>Building Materials, Equip. &amp;Figures</td>
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<td>Drug Stores &amp; Mail Orders</td>
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wherever you go there's radio...

transmitted through
Truscon Steel Towers

Truscon Steel Towers dot the landscape in America and foreign lands, performing dependably under the greatest extremes of geographical and meteorological conditions.

Typical example is the new 409 feet high Truscon Guyed Tower with RCA 4-section HD pylon 56 feet high, erected for WCOP-FM Broadcasting Station at Boston, Mass.

Lessons learned through experience, observation, and coordination with leading tower erectors during construction of hundreds of towers, are reflected in the design, detail, and safe and simple field assembly of all Truscon Steel Radio Towers.

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

TRUSCON® STEEL COMPANY
1074 Albert Street
Youngstown 1, Ohio

Subsidiary of Republic Steel Corporation
NOW...say goodbye to timing error problems!

"SCOTCH" Brand's sensational, NEW 7" plastic professional reel cuts timing error of tape recorded programs up to ONE HALF

If timing problems are the bug-a-boo of your job as a recording engineer, you are no exception. Recording engineers agree that nothing is as distressing as having a tape recorded program run over or under specified time, creating a scheduling problem. But why not relax and breathe easy? You can, you know, because "SCOTCH" Brand, first in sound recording tape, announces its new, exclusive 7" plastic professional reel.

HAILED BY BROADCASTING & RECORDING INDUSTRY LEADERS

Every test on professional recording machines proved conclusively the superiority of "SCOTCH" Brand's exclusive, new 7" reel as contrasted to the standard 7" reel. In every instance the maximum deviation of the recorder speed has been reduced to one-half that experienced using the standard 7" reel.

EXTRA ADVANTAGES OF THE NEW PLASTIC PROFESSIONAL 7" REEL

REDUCTION OF PITCH CHANGES — Pitch changes can be a source of trouble when making continuous long recordings on two machines. Because of the closer speed control made possible by the new plastic professional reel, pitch changes in musical selections are greatly reduced.

MINIMIZED MECHANICAL DISTORTION OF TAPE — On the new professional reel there is only one small threading slot. This minimizes the mechanical distortion of the layers of tape nearest the hub.

MORE UNIFORM WINDING — The new plastic professional reel does not attain as high a rotational speed as the standard 7" reel. This results in less vibration and smoother re-winding.

ORDER TODAY FROM YOUR ELECTRONIC PARTS DISTRIBUTOR
EXCLUSIVE DEVELOPMENT IN PROFESSIONAL 7" REELS

OLD

NEW

"SCOTCH" Brand's new, professional reel has an exclusive, large-sized hub (23/4" in diameter as compared to the 13/4" diameter hub for the standard 7" reel). This gives "SCOTCH" Brand's new, professional reel the same ratio of outside diameter to hub diameter as that of the standard NAB metal reel.

While timing is also determined by mechanical considerations in recording machines, tape reels play an important part in this problem. With the standard 7" reel, as tape is spooled from the supply reel onto the take-up reel, tension is constantly varying because of the changes in the effective reel diameters. This change in tension causes slight variations in speed; the tape running faster at the beginning of the reel, and slower at the end. The hub of "SCOTCH" Brand's new plastic professional reel is purposely made large to eliminate tension change while the tape is playing.

More than 1200 feet of "SCOTCH" Brand's exclusive dry lubricated Sound Recording Tape is readily stored on the new professional 7" reel.

Quality Guarantee

The Sound Recording Tape supplied on "SCOTCH" Brand's new, professional 7" reel is 100% splice free.

Tape wound on the new 1200 foot reel has an output variation at 1000 cps less than plus or minus 1/4 db, and is less than plus or minus 1/2 db from reel to reel.
in public service...

for hospital funds for a five-year-old child in need of brain surgery. Listeners responded with $135. This amount, added to $100 donated by the local chapter of the American Red Cross, was enough to have the child admitted to Duke U. Hospital in Durham, N. C.


KGLO Raises Funds
THREE fund-raising campaigns by KGLO Mason City, Iowa, secured $1,100 for flood relief, $800 for a recreation area beautification project and $1,600 for the local polio drive, according to Bud Suter, KGLO program and sports director.


WESC Aids Child
WESC Greenville, S. C., through disc jockeys Fred Heckman and Jack Strong, appealed to listeners


Radio Solves Robbery
WHEN a lone robber held up a bank in California, Mo., he was apprehended three hours afterward. A listener heard a description on the KWOS Jefferson City MFA Neighbors and notified law officials.


WTMJ CHANGES
Three Executives Affected
THREE changes in the executive staff of WTMJ-AM-TV Milwaukee have been announced by Walter J. Damm, vice president and general manager of the stations.
Russell G. Winnie becomes assistant general manager of radio succeeding L. W. Herzog. George Comte will be stations' manager succeeding Mr. Winnie. Mr. Herzog's post is to be research and development coordinator.
Mr. Winnie joined the Journal stations in 1928 and has been stations' manager since June 1945. Mr. Comte has been at WTMJ since 1935 and became an assistant to the manager in 1950. Mr. Herzog has been with the Journal interests since 1924. He became station manager of WTMJ in 1939 and in 1945 was named assistant general manager of radio.


WLPO's New Plant
CONSOLIDATION of office and studio facilities under the same roof by WLPO La Salle, Ill., is scheduled to take place Wednesday day without interruption in regular broadcast operations, according to Bill Holm, general manager. The station's new quarters are located at the transmitter site immediately south of La Salle-Peru.
Biggest Search in History Pays Off For U. S. Oil Consumers

Last year oilmen found two barrels of new oil in the United States for every barrel the nation used, in spite of the tremendous odds against finding new sources of oil. As a result, the nation's known underground oil supplies are now at an all-time high—over four times what they were thirty years ago.

These record discoveries are remarkable when you consider the risks oilmen take in their search for oil. The odds are 8 to 1 against bringing in a productive well in an area where oil has never been found before. Yet by drilling more wells in 1951 than ever before, oilmen discovered a record amount of new oil to assure your future needs.

It is no accident that year after year America's thousands of privately-managed oil businesses find more oil in the U. S. than America uses. The odds against finding new sources of oil are great, but the men who compete in the search for oil are willing to accept these odds as long as the chance to stay in business by earning a fair profit exists.

This is America's competitive system at work—and a good example of how it benefits you and the nation.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE, 50 West 50th Street, New York 20, N. Y.
FIRST STEP toward the introduction of commercial competition to the BBC monopoly in broadcasting in Great Britain was taken last Wednesday, when the House of Commons approved a Government White Paper on the future of broadcasting, including a proposal for privately-owned advertising-supported TV stations to operate alongside the BBC's non-commercial tax-supported stations. In radio, the BBC's exclusive broadcasting rights were extended for another 10 years.

Step was a long one, marking as it did the first time that any official sanction has been given in the United Kingdom to anything but the BBC's monopolistic public service type of radio and TV operation. While only television is mentioned in the measure, informed observers seem to be in agreement that once commercial television has been added to the broadcasting scene, the introduction of commercial radio can not lag far behind.

No Early Commercials

But it should not be assumed that the vote means that the British public will start getting commercial programs on their TV sets in the near future. The date when radio commercials first go out into the English air is still some years away, estimates of just how many years varying from 3 to 10 or more. Estimates like the House of Commons' vote are based primarily on the political views of the estimators.

Specifically, the government proposed and the House adopted the suggestion "that in the expanding field of television provision should be made to permit some element of competition [to the BBC] when the calls on capital resources at present needed for purposes of greater national importance make this feasible."

Freely translating "purposes of greater national importance" as "rearmament" makes it apparent that no private broadcasters are going to be licensed in England for some time to come. Furthermore, there is as yet no machinery for issuing commercial TV licenses there. The White Paper pointed out:

"In the policy governing the BBC charter and license is always considered by Parliament on the occasion of renewal, the government thinks that Parliament should have a similar opportunity of considering, before the licensing of the first station, the terms and conditions under which competitive television would operate.

"It would be necessary to introduce safeguards against possible abuses and a controlling body would be required for this purpose, for regulating the conduct of new stations, for exercising a general oversight of the programs and for advising on appropriate matters." It has been committed that if in establishing a British counterpart of our FCC the above language should be retained, that final phrase "advising on appropriate matters" might well prove as plaguing to the English as the "public interest, convenience or necessity" of our communications acts has in this country.

"The new stations would not be permitted to engage in political or religious broadcasting," the government states. "Licenses for any new stations would be granted (and, if necessary, withdrawn) by the Postmaster General on the advice of this body, subject to reservation by the government of all rights in time of emergency."

Technical Aspects

On the technical side, the White Paper points out that the private TV stations would have to use "higher frequencies." The introduction of competitive TV service would also require changes in the design of English TV receivers for multi-station reception and the production of adaptors for present sets, which would receive only the single channel now utilized for telecasting by the BBC TV stations.

Even when material is free for such non-defense uses as the erection of TV stations, commercial operators will not be allowed to break the line, but must cut up behind the BBC. The Government White Paper states:

"For many years the BBC has been prevented by limitations on capital investment from developing television in certain areas and from introducing very high frequency sound broadcasting. The government considers that the BBC has a continuing obligation to provide adequate national broadcasting services throughout the United Kingdom and the fulfillment of this policy must clearly have first claim when labor and materials become available."

There are now four TV stations in the United Kingdom—three in England and one in Scotland—operating under a five-year charter. In Wales, scheduled to be added in August, BBC plans also call for the future erection of five lower powered video transmitters. At present, all stations broadcast the same programs, originated mostly in London.

Half-Million TV Sets

There are about 400,000 TV sets installed in the United Kingdom, which has some 12 million licensed radio sets. License fees of 2 pounds ($5.60) a year on radio sets and of twice that sum on TV sets furnish the money with which the BBC operates.

At present all this revenue goes to the BBC; the government proposes that 15% be put into the nation's general finances, with the BBC operating on the remaining 85%, for the first three years of the new proposed 10-year charter. After the three-year period, opportunity would be provided to review the financial agreement.

In the debate of the White Paper in the House of Lords, it was reported that the BBC's revenue from license fees runs at the rate of about $2 million a year.

During the House of Lords debate, which was pushed vigorously by both proponents and opponents of sponsored programs, it was reported that public opinion polls in recent years have shown about 65% of the British public favoring some competition to the BBC. Newspaper associations have opposed the introduction of advertising into TV. Somewhat more surprising is the report that English advertisers and advertising agencies are divided as to the advisability of commercial TV, although the majority of each group favors the idea.

The vote of the Incorporated Society of British Advertisers was 169 in favor to 122 against, while the Institute of Incorporated Practitioners in Advertising members voted 201 in favor of commercial television and 161 against.

Youthful Applicants

Two young men—who evidently have heard that radio is a young man's game—filed for a new AM station license for Oxford, Ohio, last week. The duo, Eugene Napier and Richard Pleissinger, are 17 and 18 years old, respectively. They seek 1000 kHz, or 500 kw nighttime, and expect that the station will cost $10,350 to build, $23,000 a year to operate, and take in $22,000 a year revenue. "The station will give the sponsor as much time as possible and still not make it hard on the listener," they stated. Napier is a student at the Stewart High School, Oxford, and Mr. Pleissinger is a serviceman for McFarland Radio Service, also in Oxford.

ANTI-TRUST CASE

New Delay to September

HEARING on RCA's motion for withdrawal or modification of the government subpoena for RCA records was ordered on August 26 and the matter is now in the hands of a special master. The matter was also ordered by Judge Joseph J. McKee in the suit of two Washington TV stations. The case was set for trial August 28, but Judge McKee ordered that the suit be stayed pending action by the FCC on the matter.
the most important figures in radio today are...
... RADIO HOMES!
Radio time today is bought on a basis of radio homes. The county-by-county breakdown of radio homes in America is the circulation figure for all radio. These figures for the 3,070 counties in the United States are the most basic statistical data.

Of all source and data books, the BROADCASTING Marketbook is the only place where the number of radio homes can be found. This information will be published exclusively in the 1952 BROADCASTING Marketbook.

The Radio Homes listing, along with other important data in the Marketbook, is the reason that time-buyers use it every day.

Therefore, the 1952 BROADCASTING Marketbook is a strategic advertising buy. Reserve space today.
When the FCC considers an application for a new station, it must balance the proposed gain in service by the applicant against the loss to be suffered by an existing licensee.

This is the most significant portion of the decision issued last Thursday by the U. S. Court of Appeals in Washington which remanded to the FCC its grant of a new station to Texas Star Broadcasting Co. (Roy Hofheinz). Decision was No. 10692, Democrat Printing Co. v. FCC and Texas Star Broadcasting Co.

The Court also held that the Commission may not deviate from its engineering standards in cases decided by examiners. The implication was that the FCC must rule itself when it wished to change a standard.

Case, begun in 1947, involved the grant of a new station to Texas Star in Dallas on 740 kc with 10 kw LS, 5 kw N, DA.

Appealing the decision was day-timer KSEO Durant, Okla., on 750 kc with 260 w, which claimed that interference to its service area must be considered by the Commission and that the burden of proof must be carried by the new applicant. It claimed that the new station (KACE) eliminated 41% of the population it was serving (164,300 people).

Also involved in the FCC hearings on the Dallas applicant was KTRH Houston (740 kc, 50 kw, DA) which asked for a change in its directional pattern. Initial decision in 1949 proposed to grant KTRH but deny Texas Star. In 1950, however, the Commission reversed the examiner's proposal, granted Texas Star and denied KTRH. In June 1950, KSEO appealed the decision to a three-Judge Court of Appeals.

Case was argued last fall before retired Judge Kimbrough Stone and Judges Wilbur K. Miller and David L. Bazelon. Judge Bazelon wrote the decision, in which Judge Miller concurred. The Court ruled:

If the requirements of public interest are to be satisfied the Commission must consider not only the public benefit from the operation of the new station, but also any public loss which it might occasion. Only by such a balancing can the Commission reach a legally valid conclusion on the ultimate question of the public interest.

By refusing to base its decision upon a comparative consideration of KSEO and the Dallas proposal the Commission effectively disregarded its Rule 3.24 [Showing Required for Broadcast Facilities] . . . the Commission could not regard as irrelevant what Rule 3.24 and the public interest command—comparative merits of the two stations in the area of interference.

The Court also refused to accept the contention that the burden of proving loss of service was the responsibility of KSEO. Texas Star in its FCC presentation attempted to show how KSEO programmed the area in question, but the examiner rejected this evidence and was upheld in this respect by the full Commission.

The Court held that the Commission "deviated" from its own engineering standards in approving the grant of the new Dallas station, since the new station violated Par. 4, dealing with blanket areas. Standards state that a transmitter shall be located so that not more than 1% of the metropolitan population to be served live within the blanket area—the area near the transmitter where radio receivers find it difficult to tune-in other signals due to the strength of the signal from the nearby transmitter.

Commission's Standards

Commission standards provide that other transmitter locations may be permitted if not more than 1% of the population comes within the 500 uv/m contour, if the applicant submits an affidavit, giving reasons why he cannot live up to the regular requirements, and if the applicant assumes full responsibility for adjusting the receivers of complaining listeners in the blanket area.

The Court pointed out that the Commission's grant to Texas Star violated even that exception, in that 1.3% of the population resided in the 500 uv/m contour and that Texas Star did not submit the affidavit called for.

On another point raised by KSEO, the Court brought up the question of the financial effect on the operation of an existing station when a new grant is made which affects the former's operation.

KSEO claimed that there was no substantial evidence to support the Commission's findings that the "grant to Texas Star will not impair the ability of KSEO to continue to serve the Durant area."

The Court agreed to that. KSEO may or may not be able to survive financially if its signal is blocked out by the proposed interference, it stated. "The evidence furnishes no basis for an answer."

Mr. Hofheinz owns in addition to the grant for KACE, 60-kw KSOX Harlingen (1950 kc, 10 kw at night) and 6-kw KTHT Houston (on 790 kc).

Government of India Information Services has announced that All-India Radio now operes 22 stations—more than double the number that were in operation before India achieved independence in 1947.
WIDESPREAD protests against FCC's new "legalized larceny" ruling on rebroadcast rights started to develop in the industry last week as legality of the decision was challenged.

NARTB, NBC and CBS were preparing to ask reconsideration of the order [B&T, May 19] as well as stay of execution prior to the July 1 effective date.

Indignation marked meetings of the two NARTB directorates—Radio Board and TV Board—last week. Both boards took up the FCC's order and adopted resolutions calling for quick action (see board stories, pages 28 and 36).

The NBC and CBS protests were about complete at the weekend, with protest they would be filed early this week. Legal staffs of both networks gave priority to the matter.

Curiously, the most heated criticism of FCC's order—which puts a station on the Commission carpet if it fails to let another station rebroadcast a program—occurred within the government [CLOSED CIRCUIT, June 9].

This criticism developed within the Budget Bureau because FCC had failed to clear its decision with the bureau as required by the Federal Reports Act of 1942.

The Commission found itself on the spot at a Tuesday session of its lawyers and representatives of the Budget Bureau, part of an all-day discussion with the Broadcast Industry Committee of the Advisory Council on Federal Reports. The advisory council consists of business organizations which advise with the Budget Bureau in simplifying and improving questionnaire and reporting procedures of federal agencies.

Benedict Cottone, FCC general counsel, is understood to have told the broadcast advisory group the subject was not properly before the body, adding that the FCC didn't need the Budget Bureau's consent to issue the order.

After confering with other FCC representatives, Mr. Cottone apologized for his observations, according to some of those who took part in the meeting.

The Budget Bureau, citing the Federal Reports Act, contended no agency shall collect information without its approval. The bureau does not question the FCC's power from a policy standpoint. However, it takes the position that if a Federal agency issues a rule calling for a report, and that report is disapproved by the bureau, the rule would then be invalid.

It was brought out Tuesday that the rebroadcast order had been informally discussed at the staff level by FCC and bureau personnel, but the final FCC rule had not been cleared.

The bureau now has the matter before it, looking into the procedure involved in network and station reports on refusal of permission for rebroadcast. It is holding discussions with FCC on the subject.

Industry concern over the FCC's rebroadcast order continued to mount last week as its impact on stations and networks was studied in detail. The rule specifies that if a station refuses to permit rebroadcast of a program it has carried, it must tell the FCC why it refused.

If the Commission figures the reasons aren't satisfactory, it might question the very qualifications of the licensee under the public service provisions of the Communications Act, it was pointed out.

A broadcaster suggested to the joint committee that a special enforcement problem would arise if a station would demand an exorbitant sum to another broadcaster seeking rebroadcast rights.

The all-day advisory discussions brought out many proposals to simplify FCC questionnaires and ease the burden of filling out all sorts of returns with detailed information. In renewal applications, for example, it was proposed that stations file a simple balance sheet instead of long forms. Use by FCC of an income form resembling income tax computations was suggested as a means of saving work.

In the ease of forms covering broadcast properties that are relatively small units in large enterprises, it was proposed that FCC need not examine in great detail all the phases of the commonly controlled properties. Consolidation of annual and interim ownership reports.

from the nation's top radio and television buying markets

AVERY-KNODEL INCORPORATED
serves its stations, agencies and advertisers

NEW YORK
CHICAGO
SAN FRANCISCO
DALLAS
LOS ANGELES
ATLANTA
41 Marietta Street, N.W., Cincinnati 7545

Attending the advisory sessions were Ben Strouse, WWDC Washington, chairman of the Broadcast Industry Committee; David Cohen and C. P. Modlin, economists of the Budget Bureau's Office of Statistical Standards; C. T. Lucy, WRVA Richmond; Richard C. Steele, WTAC Worcester, Mass.; E. K. Jett, WMAR-TV Baltimore; Ralph W. Hardy, NARTB, substituting for Secretary C. E. Arney Jr.; Richard P. Doherty and Charles H. Tower, NARTB, observers; Leon Brooks, Carl Barkland, Craig Lawrence, CBS; James E. Greeley, Paul B. Lynch, NBC; Mr. Cottone, Daniel Olhbaum, Curtis B. Plummer, Robert Leashy, Hugo Reyer, H. H. Golden, James Sheridan, Eric Stewart, FCC.

UNITED NATIONS Radio has produced a special series titled Jungle in Retreat, story of three U. N. reporters in Southeast Asia, starring screen actor Gene Kelly. Series will be carried by NBC radio June 21, 26 and July 6.
Bluetooth

W. VA. AP CLINIC
State, Local News Lauded

STATE and local news was termed the "most salable radio commodity" at an AP news clinic June 5 in the Daniel Boone Hotel, Charleston, W. Va. Don O. Hays, program director, WKNA Charleston, told some 40 broadcasters that he planned to exploit them to exploit these programs.

Such news "builds not only audience, listener loyalty and advertiser acceptance, but also serves as an ideal vehicle for promotion and publicity," he said.

Ernie Saunders, WCHS Charleston sports director, in an analysis of sports coverage, said he felt that too much time was devoted to horseracing. More, he said, than stations in small cities want or will use.

Mr. Saunders also urged that the betting odds on all sports events be eliminated from wire copy.

John Aspinwall, AP radio news editor, described the association's New York radio operations. Max R. Fullerton, Baltimore bureau chief, led a discussion of the comparative use of AP copy among member stations. Mr. Fullerton said that it was a happy revelation to him that the day of the "rip and read" announcer has waned. William E. Rine, managing director, WWVA Wheeling, is president of the West Virginia AP Broadcasters Assn.

WWJ 'LIVE' POLICY
Urges Return to Spontaneity

INCREASED importance on the value of spontaneity in radio has become the policy at WWJ Detroit, Don DeGroot, manager, announced last week.

In a statement to his staff, Mr. DeGroot said, "Radio has always served the public best as an 'on the spot' medium. Since taping or recording removes shows, interviews and special events an additional step from the spontaneity which is one of radio's greatest assets, and since 'live' programs get the advantage of word-of-mouth publicity from the participants, please make it a matter of policy in the future to schedule radio programs on a 'live' basis whenever possible."

"If it is impractical to keep the entire program 'live,' then at least the narrator, the announcer, or the voice that ties it together should be done 'live.' Your cooperation in this can help maintain the public's awareness of radio's matchless immediacy."

WVLK Change

FCC granted permission last week to WVLK Versailles, Ky., to change its main studio location to Lexington. WVLK will maintain a remote studio at Versailles, the Commission noted. Station is licensed to Blue Grass Broadcasting Co. and is assigned 1 kw fulltime on 950 kc, directional. It is a Mutual affiliate.

BROADCASTING • Telecasting

AMONG THOSE attending the West Virginia AP news clinic were (front row, 1 to r) H. B. Kenny, WCOM Parkersburg: Paul A. Myers, WWVA; Wil Vogel, WGVY Charleston: Frank J. Stearns, AP field representative, Washington, D. C.; Ned Skoff, WCHS; Nick Basso, WSAZ Huntington; Gilbert D. Brooks and Mr. Hays, WKNA; second row, Aud Archer, WCOM; A. G. Ferrise, WMMN Fairmont; Johnnie Villani, WBRW Welch; Mr. Saunders; Mr. Aspinwall; Mr. Rine, and John S. Phillips, WHTN Huntington; standing, Doug Martin, WCHS; Carl Lipp and Charlie Brown, WVBK; Jim Carnes, WCHB; Bill Powell, WMMN; Most Cohen and Bill Buckley, WCHS; Ellis Landreth, WBRW; Cebie Twelv, WPLH Huntington; Mr. Fullerton; Bill Austin, WPLH; Bert Shimp, WSAZ; Charles R. Lewis, AP sports editor, Charleston; Richard K. Boyd, AP correspondent, Huntington, and Flom Evans, WPLH.

WILLIAM D. NIELFELD (il), KCBS San Francisco news director, is congratulated on his election to the chairmanship of the California AP Radio Assn. by Les Mowkiney, KHJ news director, and retiring chairman.

VOTING GUIDE
Ad Council Catalog Mailed

HUNDREDS OF radio-television broadcasters are among the estimated 10,000 persons receiving The Advertising Council's new 28-page Register and Vote campaign guide, scheduled for mailing to advertisers, agencies, broadcasters and editors early last week.

Prepared by Leo Buvnatt Co., Chicago, the catalog of advertising and action materials designed to help get out the national political vote was displayed for the first time at the annual convention of the Advertising Federation of America in New York's Waldorf-Astoria Monday.

This material will be distributed to radio and TV stations through the council's regular allocation plan, with monthly supplemental material issued by the American Heritage Foundation and the NARTB.

Radio outlets will be supplied scripts and program ideas to urge citizens to vote, with special programs and tie-ins planned for both network commercial and sustaining shows.

TV stations will receive one-minute and 20-second film spots, contributed by Five Star Productions, Hollywood. Main campaign themes are dramatized through live-action and art techniques, with emphasis of all announcements on the final "see you at the polls" message.

Austrian Quiz

USING an American-type quiz show with participants donating their prizes, the U.S. Dept. of State's Red-White-Red network in Austria won over many Austrian, Hungarian and Czechoslovak Catholics in a drive to rebuild the war-damaged 1000-year-old St. Stephen's Cathedral. Using two new 100 kw transmitters, one near the Czech border and the other near Hungary, RWR is preferred by 76% of the Austrians to the Russian-controlled RAVAG, according to Paul A. Shinkman, public information officer.

NARTB 'VOTE DRIVE'
Maine, Illinois Join

TWO more states, Illinois and Maine, have joined the NARTB "Register and Vote" campaign, conducted in conjunction with the American Heritage Foundation. Formation of four committees previously had been announced, with NARTB President Harold E. Felows contacting all 38 state associations in connection with the drive. Goal of the campaign is a record election vote.

New state committees follow:

ILLINOIS—William Holm, WLPO LaSalle, chairman; Charles Cross, WPPY Herrin; Oliver Keller, WTAX Springdale; Harold Safford, WLS Chicago; Tom Gavin, WIRL Peoria.

MAINE—Paul Couture, WOCU Lewiston; Carlton Brown, WPVL Waterville; secretary: William Niles, WCHS Portland; Sam Henderson, WCGY Bangor; Elden Snow, WLAM Lewiston; R. D. Giddens, WGNQ Presque Isle.

POPULARITY poll conducted by TV Digest indicated that John Facenda, WIP Philadelphia, is the favorite local news commentator in that area.
NEW COLOR FILM SHOWS
WONDERS OF MODERN COAL MINING—

Actual on-the-job scenes show—
- Marvelous automatic mining machines at work
- Safety measures that prevent mine accidents
- How coal contributes to electric power...
  Steel...Chemicals...And synthetic fuels.

This new film shows what coal mining is actually like today. It contains some of the finest high-quality color sequences ever made of mechanized underground mining.

Now audiences can see the extensive measures that are taken to insure miners' safety...Marvelous machines harnessed to produce coal at almost unbelievable speed...mining above-ground, where giant shovels high as eight-story buildings peel back the earth to expose the coal.

Modern coal "laundries" are shown that wash, size, grade and treat coal to do its many jobs. Exciting scenes show coal doing these jobs. There are scenes, too, of the chemical marvels that are possible because of coal, including views of a new synthetic fuels plant where coal is transformed into gasoline and oil.

This 25-minute film is 16 mm., in full color and sound. It is free of any advertising or propaganda, and is being hailed, for its high interest value and dramatic qualities, as one of the finest industrial films ever produced.

How the film can be seen
"Powering America's Progress" is available for schools, colleges, scientific and technical societies, business and civic organizations, and other recognized groups. Prints can be obtained through the Bituminous Coal Institute and from the Graphic Services Section, U. S. Bureau of Mines, 4800 Forbes St., Pittsburgh 13, Pa. Copies of the film are also available for television.

For further information write to:

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
OPEN HOUSE for persons born June 8, 1922, was held by WFBR Baltimore on its 30th anniversary some other day this year. At cake cutting one of its 12 John E. Survick, WFBR vice president and general manager; Mrs. Regina Conzelmann, one of 13 birthday guests; Robert S. Maslin Jr., on behalf of WFBR President Robert S. Maslin, unable to attend; J. H. L. Trautfeffer, vice president and treasurer, and Bert Hanauer, program director.

Rep. Klein cited the appearance before the subcommittee of a number of representatives of groups opposed to advertising of alcoholic beverages on the air. The subcommittee had no intention to get into this subject," Rep. Klein said, "but we got literally thousands of letters asking that beer and wine advertising on radio and television be stopped." This public pressure could not be ignored and the subcommittee heard the complaints of the "dry" spokesmen, he said.

Spurred by a "large number" of complaints, particularly from "church groups," Rep. Thomas J. Lane (D-Mass.) closed the June 10 session of the lower house of Congress on the subject "Is TV Running Wild?"

Although admitting he is not a regular TV fan himself, Mr. Lane told Broadcasting * Telecasting Thursday.

Rep. Klein emphasized his belief that if broadcasters fail to take a serious view of criticisms of some types of programs seen and heard on the air today "they may find themselves faced with a situation that we'd all like to avoid."

The subcommittee, he said, would like to know more about the NARTB code and its enforcement provisions, so it can decide whether the industry is capable and willing to police itself or whether some outside control is necessary to protect the public from objectionable fare broadcast into homes.

As an example of how serious could be the failure of the broadcasters to present a full and adequate answer to critics' charges, Rep. Klein cited the appearance before the subcommittee of a number of representatives of groups opposed to advertising of alcoholic beverages on the air.

WALKER FETED

For VOD Contest Aid

LUNCHEON honoring FCC Chairman Paul Walker was held at the Mayflower Hotel, Washington, D. C., Friday with Allen M. Woodall, president of WDAK Columbus, Ga., as host. The luncheon was held in recognition of Chairman Walker's participation in the Voice of Democracy contest. Dwight Clark Jr. of Fort Collins, Colo., one of the four 1951-52 national winners, was a guest.

Mr. Clark is being conducted on a speaking tour around Georgia by Mr. Woodall. Robert Burnett, a 1951 winner, also was a guest. He is employed on Mr. Woodall's stations.

Among Washington guests were Judge Bolitha Laws, Chief Judge, U. S. District Court for District of Columbia; Harold E. Follens NARTB president; Judge Justin Miller, NARTB board chairman, and general counsel; Rep. William S. Hill (R-Col.); Rep. E. Gray Forrester (D-Ga.); Congressman Anderson to Secretary of State, Richard Russell (D-Ga.); Robert K. Richards, NARTB assistant to the president and public affairs director as well as national chairman of the VOD Committee; Ray Ringen, manager of WRDW Augusta; G. Woodall's station operations; Sol Taishoff and J. Frank Beatty, BH & A Advertising; Telecasting; Oscar Elder, NARTB assistant public affairs director.

GERMAN PACT

VOA, RIAS to Continue AGREEMENT signed Wednesday with Germany permits operation of two broadcasting stations in the Federal Republic—Voice of America in Munich and RIAS (Radio in American Sector) in Hof—for an indefinite period. Both stations are using Russian, East German news to broadcast to Communist countries. The VOA station beaming broadcasts in several languages, including Russian, behind the Iron Curtain, and RIAS airing East German news to East Germany.

The agreement, signed by Chancellor Konrad Adenauer and Sam Mullin (WGAR), Bill Blande (WERE), Tom McSweeney (WGAR) and Schmitt Stroth, president of John H. Armstrong, (WGAR), Dick O'Herron (WGAR), Ken Ward (WTVK).

PRESS RADIO POLL

WGAR Wins Cleveland Paper's Honors

TOP HONORS in the Cleveland Press' seventh annual local radio poll went to WGAR Cleveland for the sixth straight year, according to results announced Wednesday which gave WGAR 30% points were 17%, WKH 15%, WTAM 10, WDOG 7 and WJW 1 1/2. Winners are:

Best program: Ohio Story (WTAM), Bill Gordon (WKH), Fairytale Theatre (WGAR).

Best performer: Bill Gordon (WKH), Esther Mullin (WGAR), Bill Blande (WDOG). Women's program: Ladies' Day (WGAR), Maggie Wuille (WDOG), Jane Stevens (WJW).

Children's program: Fairytale Theatre (WGAR), Topside (WGAR), Dr. C. K. Ray (WDOG).

Public service: Chubby Club (WGAR), Ask a City Hall (WGAR), Press Club (WKH).

Male vocalist: Reg Merritt (WGAR), Dick O'Herren (WHK), Ken Ward (WTVK).

FEMALE vocalist: Gloria Busse (WDOG), Judy Dell (WDOG), June Anthony (WDOG).

Institutional: Henry Pfeilner (WGAR), Walter Trimmer (WERE), Tommy McSweeney (WGAR).

Live music: Clevelandaires (WTAM), Bill Mallon (WDOG), RIBS (WKH), Say It With Music (WCH). Record show: Bill Gordon (WKH), Bill Blande (WDOG), Ten O'Clock Tunes (WGAR and WSK).

Music Jockey: Bill Gordon (WKH), Bill Blande (WDOG), Bill Mayer (WGAR).

Institutional: Jim Dudley (WRE and WJW), Bob New (WRE), Jack Graczy (WDO).

Newscaster: Wayne Johnson (WRE), John W. Martin (WGAR), Tom Field (WTAM).

Studio announcer: Tom Armstrong (WTAM), Tom Field (WTAM), Bob Smiley (WGAR).

Best commercial: Cleveland Electrical Illuminating Co. (DArry agency), Ohio Bell (McCann-Erickson), Clark Restaurant (no agency).

BROADCASTING • Telecasting
want to meet more national advertisers?

...at the time they are considering your market and how best to cover it?

All year 'round thousands of national advertisers consult CONSUMER MARKETS. Here is a busy traffic point where you can "meet more national advertisers." Here your Service-Ad can interpret the facts about your market; tell how your station serves your trading area.

Look at it this way—nobody, except perhaps an occasional college professor, ever opens a copy of CONSUMER MARKETS just for the sake of assembling statistics. Nearly everybody who uses CM is interested in markets for a specific product; and has an interest in how best to cover each market.

Your Service-Ad next to the data on your market encounters:
Sales Managers working up market plans • Advertising Managers originating or revising campaigns • Account Executives drafting proposals or defending those they have already made • Research Directors making comparative market studies • Media men planning and preparing lists.

More than 450 separate media placed Service-Ads in the 1951-52 edition of CM to help their prospects make better use of the market facts it contains.

1952-1953 edition, to be issued in September, closes July 1st, 1952

A Service-Ad like this takes advantage of an important fact—CONSUMER MARKETS is used continuously by men seeking market information... and always with the underlying purpose of finding the best way to reach the right people in the markets they select.

how national advertisers use CM

Assistant Research Director, Large Advertising Agency: "I would say that the principal use we make of CONSUMER MARKETS is in connection with our test market work, of which we do a good deal. An important stage in these tests is the determination of typical towns in which the tests will be conducted; and also to define the areas that we would want to use or would consider using from a research point of view."

Account Executive, Large Advertising Agency: "CONSUMER MARKETS is a terrific book. I was in the Media Department before I became an account executive, and I used it constantly. It combines all the information about a market, in capsule form, that I would normally have to go to several sources for. It is a wonderful handbook to have around."

Media Buyer, Medium-to-Large Advertising Agency: "I have found the maps in CONSUMER MARKETS extremely useful; it is the only source I know of where the maps are set up in so helpful a form."

Market Research Analyst, Medium-Sized Advertising Agency: "Our clients expect us to spend their money where it does the most good, so we concentrate the advertising in those regions which have a good potential. We use CONSUMER MARKETS for the breakdown of markets for the retail sales potentials, and if the client asks us to justify our selection of regions, we refer him to the statistical information that CM gives us."

conSUMER MARKETS
The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. • WALTER E. BOTTHOF, PUBLISHER
1740 Ridge Avenue, Evanston, Illinois • New York • Chicago • Los Angeles

BROADCASTING • TeLeCASTING

June 16, 1952 • Page 33
THE LATEST WCKY STORY

THE OUT OF HOME AUDIENCE

THE FIGURES

- IN CINCINNATI, 39.1% OF ALL HOMES HAVE PERSONS OUT OF HOME
- THIS OUT OF HOME LISTENING REPRESENTS 13.3' DOMINATES THIS OUT OF HOME LISTENING WITH IN RATING IN 47 OF 48 QUARTER-HOURS 7 AM TO 9 PM

THE FACTS

- MORE AND MORE ADVERTISERS ARE FINDING THE OUT OF HOME AUDIENCE AT THE LOWEST COST PER THOUSAND IN CINCINNATI

INVEST YOUR AD DOLLAR

WCKY's-ly

WCKY... ON THE AIR EVERYWHERE • TWENTY
UDIENCE ON WCKY

'NS LISTENING ONCE OR MORE A DAY OUT OF HOME.


IT IN ADDITION TO RECEIVING THE IN HOME AUDI-
CINNATI, WCKY ALSO GIVES THEM THE BIG PLUS OF THAT MAKES WCKY THE BEST

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

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: C1. 281

FOUR HOURS A DAY • SEVEN DAYS A WEEK
plug-Uglies (The McCosys)

It IS futile to try to estimate, within the limitations of a margin-of-error that is not approaching the size of the national debt, the value of radio and television advertising that is being, has been, and—unless firm corrective measures are taken—will be given away for absolutely nothing by the networks, one would reach a reasonably accurate dollar figure.

The menace of the free plug—that is, the free mention of a product or service on a program which is sponsored by some other advertiser, or, indeed, not sponsored by anyone—and the machinations behind it were examined in detail last week [B&W, June 9].

We do not quarrel with contentions that some programs—_The General Electric Theatre_, that is—"contribute something" to the program. Our prime complaint is against the type of plug which indiscriminately employs brand names in gags and spots which never would have been used if the writer, performer, producer—somebody—had not been offered a case of liquor or some other reward which is equivalently inexpensive, compared to the advertising value received, for getting the names mentioned on the air. It is time for broadcasters to appraise the entire free-plug question and to take firm action—punitive action, if necessary—to put a stop to practices which advertise something away for nothing and alienate audiences in the process. The problem is big enough to demand, too, the attention of an overall radio-television committee of the organization. Radio's BAB already has shown an interest (see story, this issue). We commend it also to the NARTB.

Machine Against TV

UNTIL THIS Presidential year, the elections have been decided, machine against machine. That has been so at the nominating conventions. It has carried through to the elections this year, its crystal clear that it's machine against TV. The travail over TV time has exceeded even that which had been predicted. The press is all-thoroughly aware that the major parties are holding off on the open-faced sincerity of their candidate. They want all the preliminaries of the GOP convention on the air, to offset the steamroller-power of the Taft organization.

On the other side of the political street, the Democrats, with no candidate yet in clear focus, are making quiet but detailed TV plans. They have drafted into their camp an old hand at air campaigning—Leonard Reinach, and his consulting duties are exclusively TV.

In no other national campaign can we recall anything approaching the tugging and hauling over radio and TV time. Section 315 of the Communications Act, prescribing equal time for qualified candidates, is becoming better known to the electorate than Point Four. Crackpots and other irresponsible people seeking public office are being given open assumee to the microphone, cameras and complete with bona fide candidates, by simply citing Section 315 to the FCC.

The Kefauver lesson has been learned by the politicians. The appearance and the manner of a candidate, given access to the TV networks and 75 million people, may well offset the power of the well-oiled political machines.

As for Section 315 relief, it looks like a forlorn hope until the campaign is over. It's a simple case of the political controversy being too controversial for the politicians in an election year to ignore, and the broadcasters themselves actually did little to protect themselves. If, for example, they had charged the candidates for the lines and cables (not for the time) many of the irresponsible elements invoking Section 315, free, would have just dried up.

The time to do the 315 job is in an off-election year, when things are quiescent. We're not going to political soothsaying. But we'll venture the 1952 Presidential elections will be won and lost on the air.

Murder at Midnight

UP ON Capitol Hill they're pondering a who-done-it that winds in mysterious ways from the FCC to the White House to the House floor. Who killed the McFarland Bill (S-689), was the question? After many months of doing this measure, which would take away from the FCC staff the authority it had usurped, finally hit the House calendar. It was to have been considered by the House last Thursday. On Tuesday, Majority Leader McCormack summarily announced that the bill would be rejected and that there would be no time this session to consider it.

Things began to happen. Senate Majority Leader McFarland, author of the measure which had been drafted four times, was hit the war-path. It wasn't long before word seeped out that the White House had instructed Mr. McCormack to kill the McFarland Bill. And to the White House went Sen. McFarland, who for six years had been fighting his bill through the torturous legislative processes, and against persistent sabotaging by FCC people.

What transpired between Wednesday and Thursday may never be pieced together. But enough happened to cause Mr. McCormack to announce on Thursday that it was all a mistake and that the McFarland Bill would be re-scheduled for consideration this week. That there was White House interference isn't re-futed. And the participation of certain FCC people can't be, since it is the only agency, public or private, that has voiced objection.

No, the McFarland Bill, as revised by the House, is far from perfect. Broadcasters won't go along with its suspension and fine provisions tantamount to the supreme penalty and as objectionable as revocation. Nor do the larger entities like the "double jeopardy" provision. There's opposition from the whole FCC to the provision that would isolate the Commissioners from the staff. The House proposal that would prohibit non-discrimination against newspapers, thereby implying that they should get preferential treatment over non-newspaper applicants certainly lacks unanimous endorsement. (It's a provision that will be no combination because of the nature of the applicant's business.) We have looked with trepidation upon the provision permitting "cease and desist" orders. At all events, there was the tacit understanding that differences between Senate and House would be composed by the conferees. Everything was in order—until the White House, goaded by one or more individuals at the top, used the "mitten" on the bill.

It looks like there'll be legislation after all, thanks to persistence and courage of Sen. McFarland. We think FCC Chairman Walker should remain firm with both White Hooses and the floor. President Eisenhower and counsel Charles S. Murphy with the anti-McFarland Bill pitch. We doubt whether Mr. McFarland or Chairman Ed Johnson of the Senate Interstate Commerce Committee will allow this to become a closed incident without explanation.

Clem John Randau

WIDELY-KNOWn radio and newspaper executive for over 30 years, Clem J. Randau is looking westward and reappraising his place in the broadcasting industry after tax hiking but rewarding service with the federal government.

This westward movement is spelled out in Mr. Randau's purchase, subject to FCC approval, of KXOB Stockton, Calif., another step in a variegated career that has spanned radio, newspapers, oil interests, a press association and other pursuits.

This reappraisal is indicated by the fact that Mr. Randau is moving to Stockton and resuming radio interests after some 15 months with the Federal Civil Defense Administration. It may safely be reported that the native-born Iowan will not find himself embarked in strange waters despite his semi-retirement prior to government service.

Mr. Randau resigned his FCDA post last April 30. From January 1951 to May 1952 he survived the rigors of office with no noticeable scars, though the task peculiar to alerting America on civil defense is generally a thankless and unenviable one.

FCDA's success has been due in no small part to Mr. Randau's acceptance of myriad duties and responsibilities. Originally special assistant to Millard F. Caldwell Jr., agency administrator, and later executive director of FCDA, Mr. Randau functioned at top strata as chairman of its Policy Committee.

"My work with [FCDA] is the most challenging and toughest assignment I have ever tried," he has freely acknowledged.

While he retired from active business in 1947, Mr. Randau retained some newspaper and oil interests and still is director-minority stockholder in WNEW New York. He also was president-director of KPFI Wichita, Kan., in the late '40s.

As a result of the new transaction, he and his wife will own 55% of stock in KXOB, an MBS affiliate on 1280 kc with 1 kw. Mr. Randau, with other principals, bought the station from Lincoln Dellar for a reported $200,000.

"Having learned the radio business at the top, I'm starting now to learn radio and TV in orderly fashion," Mr. Randau explains in reference to KXOB to which he plans to devote his time.

A modest man in demeanor and disinclined to discuss his own achievements since he began learning the business topside, Mr. Randau has, nevertheless, certain accomplishments

(Continued on page 61)
THE GEORGIA PURCHASE

only

a

combination

of

stations

can

cover

georgia's

major

markets


THE

GEORGIA

TRIO

ATLANTA

WAGA

5000w

CBS

590kc

MACON

WMAZ

10,000w

CBS

940kc

SAVANNAH

WTOC

5000w

CBS

1290kc

the TRIO offers advertisers at one low cost:

• concentrated coverage • merchandising assistance •

listener loyalty built by local programming • dealer loyalties

... IN THREE MAJOR MARKETS

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK • CHICAGO • DETROIT • ATLANTA • DALLAS • KANSAS CITY • LOS ANGELES • SAN FRANCISCO

BROADCASTING • Te lecasting

June 16, 1952 • Page 57
STANTON P. KETTLER (1), southern district vice president, Storer Broadcasting Co., presents an award to Jack Calleighan, who was named the 1951-1952 outstanding member of the U. of Miami radio and TV department. Presentation was made Memorial Day at a dinner, jointly staged by the department, Alpha Epilon Rho honorary radio fraternity, and the Televison Advisory Council. Mr. Kettler is retiring chairman of the Advisory Council.

PHILCO’S ‘CHEF’
Recipes Beam ed by WRUL

WRUL BOSTON has just begun a novel feature as part of Philco Rendezvous, a weekly program beamed at Latin America.

The station selected a “Chef of the Month” to share a favorite recipe with listeners in the West Indies, Central and South America. The June selection was Chef Manuel Orta of New York’s Hotel Pierre. Mr. Orta, a native of Spain, broadcast in both Spanish and English. After the program, Philco International Corp., the sponsor, offered a special recipe to listeners upon request. Programs originate in New York and are carried by leased wire to five transmitters at Boston.

WRUL is independently owned and operated by Walter S. Lemmon, president of World Wide Broadcasting Corp. Mr. Lemmon commented, “It occurred to me that a similar type of program might be of value to many of the managers of local radio stations who could use the idea for food and restaurant accounts in their own areas.”

KBIG AVALON
New Station Is on the Air
KBIG AVALON, Santa Catalina Island, Calif., 10 kw on 740 kc, began operations June 1, with ceremonies and program previews.

In a day without commercials, mayors of 24 Southern California communities gave brief welcoming talks from Hollywood studios at 6540 Sunset Blvd. Many radio, TV and motion picture entertainers also added their greetings.

John H. Poole, licensee of experimental UHF station KMXXAZ Los Angeles, and former owner of KALI Pasadena, is owner-operator of KBIG. Cliff Gill is operations manager and Robert J. McAndrews, commercial manager.

The staff includes Stuart Wilson, production manager and director of special events; Alan Liss, program director; Carl Bailey, disc jockey; Gene McGehee, John Haradon and Larry Berrill, announcers; H. Philip Dekzheimer, Joe Selman, Carl Hill and Wayne Muller, salesmen; Gordon Calcote, Sam Margolin, William Dalton and Judson Edwards, engineers, and Phillis Nungester, traffic manager.

HOLLYWOOD AD CLUB
Morgan Elected President
JAMES MORGAN, vice-president in charge of radio-AM, Raymond R. Morgan Co. last week was elected president of Hollywood Advertising Club. He succeeds Robert J. McAndrews, commercial manager, KBIG Avalon, Calif. Mr. Morgan served as club vice president during the past year.

Harlan Palmer, managing editor and assistant to the publisher, “Hollywood Citizen-News,” and Donn B. Tatsumi, ABC Western Division director of television, were named first and second vice presidents, respectively. Elected secretary was Benton Patchell, vice-president of the suspended Liberty Broadcasting System. Irving Eckhoff, partner in Roche-Eckhoff & Assocs., Hollywood agency, was named club treasurer.

New to the board of directors are Leon Wrey, sales manager, KBIG Hollywood; Robert C. Colson, West Coast representative, Advertising Council Inc.; Mary H. Myers, sales representative, United Air Lines; David R. Showalter, assistant manager-publicity director, National Safety Council, Los Angeles.

Improve Your Selling!
RADIO SALES TRAINING SCHOOL
Salt Lake City
will be held June 23-24-25

Give your salesmen this training—
Better tools to work with—
A Bonus for both salesman and station.
Write for information and reservations
THE Fred A. Palmer CO.
WORTHINGTON, OHIO
Telephone Worthington 2-7346

DONALD B. ABERT, former station manager, WTMJ Milwaukee, elected a vice president of The Journal Co., licensee of WTMJ-AM-TV.

IRVING F. TEETSELL, sales staff, Frederic W. Ziv Co., to sales staff, WCAU Philadelphia.

HERBERT S. STEWART, general manager, WICU (TV) Erie, Pa., elected vice president of The Dispatch Inc., licensee of WICU, WIKK Erie and The Erie Dispatch.


TOM SANSING appointed acting station manager at KDMS El Dorado, Ark., replacing C. H. SIDDENS who has resigned.

TOM COMPERE, attorney at NBC Chicago, has returned from active duty as lieutenant colonel in Army’s Command and General Staff College, Fort Leavenworth.

WILLIAM H. SEDLON to sales staff, WBAL-TV Baltimore. AL O’BRIEN, Baltimore advertising man, to WBAL’s radio sales staff.

INDIE SALES Inc. appointed national representative by WELP Easley, S. C.

PAN AMERICAN BROADCASTING Co., N. Y., appointed national representative by WNEL Santurce, Puerto Rico.

STEPHEN W. RYDER, station manager, and FRANCIS H. BRINKLEY, managing director, WENE Binghamton-Endicott, N. Y., named assistant treasurer and treasurer, respectively, of Otaway Stations Inc., licensee of WENE and WDOS Oneonta, N. Y.

EDWARD BOGHSIOAN, WBNH New Bedford, Mass., program manager and sales representative, to sales staff, WJAR-TV Providence, R. I.

RAY DEXTER, manager, KDRS Paragould, Ark., to KBBY Newport, Ark., in same capacity.

KEN WILLSON, sales manager, WMRC Greenville, S. C., to Tobacco Network, Raleigh, N. C., as general sales manager.

PERSONALS...

T. H. PATTERSON, manager, WRRF Washington, N. C., elected president of city’s Lions Club... T. E. PAISLEY Jr., assistant to sales director, WFIL Philadelphia, father of girl, Melissa, May 28... BOB COVINGTON, assistant vice president, WBT and WBTV (TV) Charlotte, N. C., father of boy, May 28... LEE GORE, account executive, WOAI-TV San Antonio, and Jane Seligmann Straus were married June 6.

V. D. RAMSEUR, president, WAKE Greenville, S. C., elected president of city’s Chamber of Commerce... EDWARD LAMB, president, Edward Lamb Enterprises, to sponsor 1952-53 season of Junior Concerts by Toledo Orchestra... CHARLES E. SALIX, president, EKBQ San Diego, presented plaque by city’s Council of Churches on behalf of station’s “outstanding community service.”

CHARLES A. COMISKEY, former vice president in charge of sports for Liberty Broadcasting System, returns to Chicago and the White Sox baseball team as vice president.

ANNE NELSON, administrative assistant director of business affairs, CBS Radio, Hollywood, mother of girl, Gaye, June 9. She is wife of HAROLD NELSON, assistant to vice president ROBERT WOLFE, Keynon & Eckhardt Inc., that city... IMA HIRSCHMANN, president, WABF (FM) New York, was guest of Holland Music Festival Committee at annual cultural event at The Hague June 15.
JOINT FM TEST
Drafted for Regional Use

JOINT campaign, developed in a series of experimental FM promotions, has been drafted by NARTB and Radio-Television Mfrs. Assn. for regional use. A score of areas are on the waiting list and will be selected if there is a community of interest in FM development and evidence that broadcasters and distributors want to cooperate.

The formula was developed in North Carolina, Wisconsin and District of Columbia. It was credited with selling over 9,000 FM sets.

Currently a joint AM-FM promotion is under way in New York State (exclusive of Manhattan). The details will be included in a guide titled "How to Sell More Radio Sets With FM." Two key selling aids will be offered participating distributors at cost by RTMA: Industrywide FM display piece at $1.70 each and self-mailer dealer brochure at $0.50 each. Manufacturers-wholesaler strategy is guided by an RTMA subcommittee headed by David H. Grigsby, Zenith Radio Corp.

No Longer Experimental

J. H. Storer, NARTB FM director, said announcement of plans to extend the project marks the end of the experimental period and stamps the promotion formula as a "proven product." Mr. Smith supervised development of the plan.

He added:

Conditions in each market now become the primary factor. There must be a sound sales reason for FM throughout the area involved and a uniform interest by the FM stations in that area in telling their story. Radio listeners in the area must be able to get either more program choices or greater hearability on an FM-equipped receiver. Broadcasters must be enthused enough to work hand-in-hand with radio dealers and to carry spot announcements. Promoting FM. Manufacturers seriously must really want to move FM sets. The geographical location of an ideal sales area is entirely dependent on its FM coherency. It is for these reasons that the two associations must now ask requesting stations to take the initiative in selling the idea to their contemporaries.

James D. Secrest, RTMA general manager, who is liaison with NARTB in the promotions, said areas selected for the campaign can be assured of adequate distribution of FM-equipped receivers. He said scheduling will be determined by RTMA’s committee so timing can be geared to production and can avoid conflicts with "selling seasons" in other appliance lines.

Areas that have requested campaigns are: Alabama, Tri-state Mississippi River area, New York City, Florida, Northern Illinois-Chicago, San Antonio, Philadelphia, Eastern Ohio, Boston, outstate Massachusetts; Pittsburgh, San Francisco Bay, Greater St. Louis, Indiana, Michigan, Georgia, Iowa, Kentucky, Cleveland and South Carolina. Future requests must emanate from NARTB members, although non-members can participate in the drive.

DETROIT GREETING is extended to Charles L. Shugert (second from left), Shell Oil Co. assistant advertising manager, on his visit here. Left to right: Gayle V. Grubb, managing director, WJBK-AM-TV; Mr. Shugert; "Miss Activated," Tom Horker, Storer Broadcasting Co. national sales representative.

NPA APPROVALS

Given 15 Radio-TV Projects

APPROVAL of 15 radio-TV construction projects amounting to more than $12 million for the third quarter of 1952 was announced by the National Production Authority last week.

The total approvals for 880 construction projects amounted to more than $1 billion. For $4 electronics and communication equipment projects, of which radio-TV is a part, total approvals amounted to $658,570,176. Bulk of approvals in that category were for expansion of electronics manufacturing facilities.

Most of the 15 radio-TV projects were for TV expansion, although the list also included one community TV station—Vermont Television Inc., Barre, Vt.

Radio-TV Authorizations

Following is a list of radio-TV approvals followed by the total amount of the project:

Clark Associates Inc., Binghamton, N.Y. (WNB-FM-TV), new offices and studios, $300,000; Columbia Broadcasting System Inc., Los Angeles, Calif. (KKNX-TV), four TV studios, $5,330,000; Allen B. DuMont Labs. Inc., New York (WABD TV), TV offices and studios, $1,750,000; Empire Coil Co., Cleveland, Ohio (WXEL TV), tower, $299,504; Ravens & Martin, Richmond, Va. (WTVR TV), TV tower, $165,800.


SMPE Region Meet

THREE television-film topics are on the agenda of the Pacific Coast Section, Society of Motion Picture & Television Engineers, meeting at ABC Radio Center, Hollywood, tomorrow night (Tuesday). George Cain and Rudolph Vlasak are to discuss "The Teleprompter." Sid Solow is to speak on "Current Motion Picture and Television Practices in England and France." Frank J. Somers is to talk on "Video Effects.

'VOTE' CAMPAIGN

KMBC, KFRR Set Example

OUTSTANDING example of how stations are helping get out the vote is being shown by KMBC and KFRR, both Midland Bestg. Co. stations in Kansas City, Mo.

"We are spending nearly a thousand a day in air time," said Harold W. Storm, stations promotion director, adding that there were "over 6,000 new registrants in Kansas City, Mo. yesterday [June 9] alone."

Drive was begun in mid-May under the banner, "Make the Heart of America Truly American." All live broadcasts are carrying a reminder to listeners to register. Station breaks have been designed to carry the slogan—"Be American—Register and Vote!" This same slogan has been incorporated into drop-in slugs of various sizes and furnished in mat form to newspaper advertisers in Greater Kansas City, and the entire trade area.

In addition, stations are giving full cooperation to civic workers doing house-to-house campaigning, and to organizations engaged in similar efforts.

TAREN Corp., Hollywood, packaging quarter-hour radio and TV version "Handy Andy Show," which features title character demonstrating use of everyday tools in making household articles and repairs.

SOUTHWEST VIRGINIA

SOUTHWEST Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

WDBJ?

WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!
Robert Hitchins promoted to supervisor of sales promotion, NBC radio network, succeeding Old W. Shepard, new manager of sales development, advertising, and promotion for NBC Spot Sales [BT, May 28].

Charles E. McDaniel to production manager WHAS-TV, Louisville.

Joe ONeill, musical director, KQV, Tulsa, Okla., appointed program director succeeding TomKarre, now director of area development, new department created by KVNO.

Barbara Lynch appointed traffic manager, WCBT, Reanoke Rapids, N. C., succeeding Barbara Turner Bradley who has resigned.

Dr. Roy K. Marshall, educational director, WPL, Philadelphia, presented with honorary Doctor of Science degree at annual commencement of Philadelphia College of Pharmacy and Science.

John S. Stanley, part-time announcer, WDRC Hartford, Conn., station fulltime following graduation from Trinity College, Hartford.

Capt. Maurice Dallimore, account executive, D. J. Keymer & Co., Bombay, India, and formerly with Indian Army, to NBC-TV New York’s advertising staff handling network sales space advertising.

Richard A. Cob, radio producer, WBZ Boston, received Master’s degree at Staley College, Brookline, Mass.

Lynn George, WSVS Crewe, Va., to WPAG Potstown, Pa., as weekend feature and Hollywood news broadcaster.

Walter White, author, newspaper columnist, and executive secretary National Assn. for Advancement of Colored People, adds duties of radio commentator with weekly program at WDDC Washington.


A. Wayne Baker named promotion manager, KEL Salt Lake City.

Norman Reed, program director, WDCD Washington, presented Commissioners Traffic Advisory Board on behalf of station.


Frank Allison, star of NBC-TV’s Kukla, Fran & Ollie, was guest of honor at Cee College, Cedar Rapids, Iowa, her alma mater, at annual alumni dinner June 7.

Will Jones, photographer, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

Guy Ewing, WEOL Elyria, Ohio, to WQAR Cleveland, as summer replacement announcer. KATHY CONWAY, WHK Cleveland music librarian, to WQAR in same capacity replacing HELEN MAE KAMPS who transfers meeting in the fall.

Robert Nowicki, TV floor manager, WMJ-TV Milwaukee, and Robert Petrile, program director, WXYT Detroit, announce transfer to WTMJ.

Ralph Edwards, star of NBC radio Truth or Consequences and NBC-TV’s Four Jokers, case in point. Charles T. Watson, assistant to NBC’s Ed Stanley, who started the whole thing with an announcement for a prize in Los Angeles last March. Miss Watson decided to have a girl scout make the organization’s appeal and ended up with a 55-second report from a blind child who told how, as a scout, she helped others learn she did not require extraordinary help by becoming the group’s fastest walker.

Ray Snyder, chief announcer, WABC, Pittsburg, adds duties of news editor.

Jack Billings to KUGN Eugene, Ore., news staff as AP correspondent after recent separation from U. S. Marine Corps.

Clifton Uteley, NBC Chicago local and network commentator, elected to board of directors, South Side Crime Commission.

Spend your summer vacation in beautiful Western Montana and see for yourself The Art Mosby Stations

CHIEF WYOMING 2 kw Missoula
CITY البلد 250 kw Anaconda

MONTANA
THE TREASURE STATE OF THE West
Between Glacier and Yellowstone Parks in the Heart of the Dude Ranch Country Reps: GILL, KEEFE & PERNA, N.Y.C., Chi., La. & S.F.

No Curtailing Curley

James M. Curley, 77, former Massachusetts governor, four times Boston mayor and former U.S. Congressman, who was pardoned by President Truman after serving 15 months in jail on mail fraud charges, was scheduled to begin today (Monday) as a commentator on WMTS Boston. An announcement of Mr. Curley’s three one-hour broadcasts weekly on politics and Irish independence, said, “It is specifically stipulated in the agreement that he is to be allowed to talk about anything he pleases, without censorship or hindrance for the station.”

Canadian Ratings

Ellen Hayes Reports

Four Canadian evening programs are listed among the first ten during May, according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading the Canadian evening network shows were Charlie McCarthy with a rating of 29.1, Radio Theatre 28.3, Amao ‘n Andy 26.4, Our Miss Brooks 25.7, Twenty Questions 15.5, The Howdy Chancer 15.4 (CBS), and Ford Theatre 17.8 (Canadian), Great Gildersleeve 17.7, Share the Wealth 16.3 (Canadian) and Treasure Trail 16 (Canadian).

Daytime leading five programs were Ma Perkins 16, Big Sister 15, Pepper Young’s Family 14.4, Happy Gang (Canadian) 14.3, and Road of Life 14.2.

KGA OPENING

Oregon Outlet Begins

Dedication programs marked the first day on the air for KGA in Salem, Ore., on June 2. The new station is on 1430 ke with power of 1 kw day, according to W. Gordon Allen, director of operations who also serves KGAL, Lebanon, Ore.

Other staff members are: Tom Kelly, business manager, formerly of WCDL Carbondale, Pa.; Byron Stevenson, new director, formerly of KGAL; Del Olmstead, program director, formerly of KGAL; David B. Thompson, chief engineer, a veteran of 20 years at KOC Corvallis, operated by the State Board of Higher Education and Oregon State College, and Pat Withers, traffic manager, from the U. of Oregon.

Hollywood Ad Club Meet

TAPE recording for radio and television was discussed by Howard McKnight, field engineer for Minnesota & Mfg. Co. and Harry L. Bryant, vice-president, Radio Recorders, at a Hollywood Ad Club meeting at the Hollywood Roosevelt Hotel today. Jack O’Mara, media director, John I. Edwards & Assoc., Hollywood agency, will preside.

NBC Public Service Messages Are Personalized

Public service messages prepared by the Advertising Council and aired on a number of programs get special treatment once a day on the NBC radio network: People, personally affected by the organizations, tell by transcription of their experiences.

Primarily responsible for illustrating the “human interest in terms of the people themselves,” to quote NBC’s Jack Karre, was Mrs. Laura Watson, assistant to NBC’s Ed Stanley, who started the whole thing with an announcement for a prize in Los Angeles last March. Miss Watson decided to have a girl scout make the organization’s appeal and ended up with a 55-second report from a blind child who told how, as a scout, she helped others learn she did not require extraordinary help by becoming the group’s fastest walker.

Since then, public service messages have been delivered on Cancer by doctors, nurses and researchers; on the need for nurses’ aids by hospital personnel; on forest fires by parachutists who fought blazes; school children who gave graphic explanations of the need for highway safety, and many other such personalized messages.

One transcribed message is included every Monday, Wednesday and Friday on the network’s sustaining Merrill Mueller program; Tuesday and Thursday on the morning World News Roundup.
Our Respects To  
(Continued from page 56)
which are a matter of record. One involves his service with United Press, in the mid-'30s, which served as the springboard for UP's entrance in the radio field. He also compiled an invaluable record with Field Enterprises Inc., helping to put the Field radio-

BONE-RATTLING warning to motorists was anchored along U. S. Highway 81 by WNAX Yankton-SiouxF City, S. D., as part of a three-day safety program. This reminder, and safety announcements on station breaks, plus an accurate count of highway mishaps in the area which was reported on each newscast, comprised the station's Memorial Day safety drive.

Field Seven, Issoumd—training field for the Third Aviation Flying Center. Lt. Randau won a promotion to captain in the fall of 1918 and got himself assigned to the front with the 19th Pursuit Group, First Army, AEF. Dissatisfied with his lack of service there, Capt. Randau dickered with the Bolivian Military Mission in Paris for its position of chief of its air service. He also applied for service with the Kosciusko Squadron. But he by-passed these ventures and attended Sorbonne U. in Paris for four months. He also reunited with his brother Carl, who by then (spring of 1919) was covering the Peace Conference in Paris.

Returning to the U. S. that year, Mr. Randau wanted to re-enter Stanford to complete his senior year. For three days he quill— and joined UP as a reporter. (Stanford later gave him an A.B. by giving him credits in view of his military service and Paris coverage.)

He pushed rapidly ahead as a reporter. He covered the 1920 Democratic National Convention in San Francisco, the Jack Dempsey "lacker" trial, and the famous Armstrong Day murder trial at Centralia, Wash., among other newsworthy events.

After other Pacific Coast assignments, Mr. Randau was shifted in 1921 to UP's sales staff in New York where he left his mark of progress for over 20 years. During the next 50 years he became salesman, division manager, sales manager, general business manager and finally vice president—of considerable worldwide travel thrown in.

Under Mr. Randau's guiding hand, UP launched its radio client service—in the mid-'30s—and beat out five competitors—Associated Press, by at least two years. Additionally, the service contributed to UP's eminence in the news serv-
meet and 'defeat such an attack,' he remarked. As Policy Commit-
tee head, Mr. Randau watched FCDA mushroom in importance within two years and command the cooperation of radio, TV and other media toward a common objective despite the always present lack of federal funds. Some months ago, he and his wife took an extended business-social trip to Europe.

Mr. Randau married Beatrice M. Lyons, a former Boston Telegram reporter, on Jan. 30, 1926. They have two sons, John, 21, and Paul, 20, who attended Yale U. in recent years, and now at Stanford. John, who graduates this year, was a Yale correspondent for UP, and is an aspiring journalist. Paul's inclina-
tions lean toward becoming a doc-
tor. Mrs. Randau has engaged in voluntary hospital work "and has so far resisted my urgings that she take up writing as a profession," he adds.

Mr. Randau has been a member of the American Legion, Sigma Chi, and Sigma Delta Chi professional journalism fraternity. He numbers among his clubs the Union League, the Tavern Club of Chicago, the Stanford Club of New York and the National Press Club of Washington—with membership at one time or another.

Some years ago Mr. Randau resumed piloting "strictly for pleasure, and only in small planes." His other current recreations, which presumably will not suffer for lack of suitable climate in California, are golf "and sedate tennis."
GILBERT THORNE elected president and S. R. HERKES vice president to chair in charge of sales of Motorola-Chicago Co., Chicago, distributor of Motorola products.

HAROLD SUGARMAN announces formation of Duex Film Studios, Inc. at W. 32nd St., N. Y., to produce dubbed versions of foreign language feature films in English.

RAY C. ELLIS, vice president, Raymond Mfg. Co., Waltham, Mass., appointed director of company's newly formed international division.


HENRY A. SCHOBER and C. G. MONROE have purchased Audio Engineering, monthly publication with offices at 345 Madison Ave., N. Y.

ROBERT M. GARRICK, publicity-promotion director, Factor-Breyer Inc., L. A., to Carson-Rub Assoc., that city, public relations firm, as director of new radio promotion department.

JAY M. ALLEN and RICARDO MUNIZ appointed manager and superintendent of manufacturing, respective TVA and Dallas, Tex., areas.

MINNESOTA MINING & MFG. Co., St. Paul, announces production of new spring-type connector that can't shake loose and requires no tools. Termed the Scotchlok, the connector provides tight permanent splice for single or multi-strand wires up to gauge 10 in more than 300 different combinations.

TELEWAVE LABORATORIES Inc., Brooklyn, N. Y., announces production of Type R resistor for microwave applications. Unit is used for power measurements, resistive pick up loops, pads, impedance matching, attenuators in both waveguide and coax.

RCA, Camden, N. J., announces development of new 27 inch metal shell TV picture tube now being sampled by industry manufacturers.

POLARAD ELECTRONICS Corp., Brooklyn, N. Y., announces manufacture of new portable picture monitor tube. Model 1215 having a view scope which presents TV picture of black and white or color signals in black and white at turn of knob.

CLAROSTAT MFG. Co., Dover, N. H., announces production of TV ballast designed to be plugged in between TV set and electric receptacle for use in areas where line voltage tends to increase up to 140 volts. Units are available in Type TVB, 300-375 w and Type TVB, 300-375 w.

GENERAL ELECTRIC Co., Syracuse, N. Y., adds Model 2IC-200, Model 21CT and Model 2175 line of Black Daylite TV set. All new models feature 21 inch cylindrical picture tube.

Technical...

GINO RICCIARDELLI, assistant chief engineer, WNBF Binghamton, N. Y., elected to the ANJAN Scranton, Pa., as chief engineer.

TED BOOTH, announcer-sports caster, WJAX Jacksonville, Fl., to WJBQ Nashville, Tenn., as engineer, replacing JACK WATSON, now announcer-engineer at WHRC Jackson-

WILLIAM H. VANDERSLICE added to engineering staff, WCBS Rossone Rapids, N. C.

RODNET D. CHIPP, director of engineering, DuMont Television Network, elected treasurer of Technical Societies Council of New York.

DEAN SHERIDAN, WALTER BROWN, JOHN CRIPSE and EARL VIEUX to engineering staff, NBC Chicago.

MIKE GEORGIANNI and NORM ROSS, engineers, WSYR Syracuse, graduated from School of Speech and Dramatic Art, Syracuse U.

RUSH SAWERS, chief engineer, WOKZ Danville, Va., father of boy, Michael.

JAMES ROLFE, chief engineer, WAFY (FM) Bloomington, Ind., father of boy, June 8.

HAROLD E. HODGEMAN, WFTL-TV Philadelphia newsreel cameraman, father of girl, Denise, May 24.

New GE Tube Plant

GENERAL ELECTRONIC Co. opened its new $6 million electronic tube plant in Glendale, Calif., last Thursday, following dedication ceremonies at the plant near Anniston, Ala. Principal speaker at the ceremonies was Dr. W. R. G. Baker, GE vice president and general manager of the company's Electronics Div., of which the Anniston Tube Works is a part. By next year, it was said, the plant will employ an estimated 6,000 persons, 85 per cent of them women, in production of miniature glass receiving tubes for radio, TV and a variety of other communications and industrial equipment.

"Operation Groce" Moves Merchandise

"Operation Groce," the new cooperative plan for endorsements and tie-ups in supermarkets, has been launched by the Chicago Manufacturers Council.

"Operation Groce" moves merchandise by making specific endorsements and tie-ups in supermarkets, and by tie-ups with consumer oriented sports, art, or entertainment activities. The plan is designed to increase the sales of the various products distributed by the Chicago Manufacturing Council.

CLEAR CHANNEL Home of the NATIONAL Barn Dance

Strictly Business (Continued from page 18)

with the dog days of February and March.

Mr. Kelley, a young and energetic newcomer to the station repre-
sees the company's sales covered by a number of radi- west agencies for The Walker Co.

since last October. Selling some 50 AM stations, he works out of Chicago and in Detroit, Cincinnati, St. Louis and Portland.

He went to Walker from WAAF, the Drovers Journal station in Chicago, where he sold and serviced local spots. He has been operating independently, which concentrates its coverage on the metropolitan area. Previously, at WOKZ - AM - FM-

Alton, Ill., he was sales manager.

Mr. Kelley's first job after at-

selling space for a trade publica-

School at he majored in English and philosophy, and was feature editor of the college newspaper.

A native Chico scen, he is unmar-

ried and lives with his parents on the outskirts of town. In the summer, he carries on his winter habits of listening to the radio and watching television, adding in Chico's heat, mint juleps and golf.

A southerner at heart, he has a pragmatic.

A current trend is the desire on the part of almost every agency and client, "the biggest ones, too," to find out in advance what a station will do in the way of merchandising and promotion.

Many times, he says, contracts are placed with this knowledge in mind.

MAN BITES DOG

Editor Salutes Radio, TV

AN EDITORIAL in the Harvin County Enterprise, Elizabethton, Ky., salutes radio and television in general, and WIEL Elizabet-

theen, as a friend and welcome competitor.

The editorial observed that "There is not a sporting event, a political convention or any other event of major importance which cannot be more accurately reported and interpreted if all three media are represented rather than only one or two."

As for advertising, the new-

paper commented, "Each one com-

pliments the other. Actually, ad-

versing becomes better advertising. The station has developed accounts...heretofore non-publicists...and many of these accounts, once being sold on the value of advertising, may become regular users of news-

paper space."

Speaking of WIEL, the editorial said that, "The city, and the trade area, are fortunate that the station is owned, managed and operated by such a group of public spirited, high type men. We wish WIEL many more years of accomplish-

ment—and of success."
Now... an AMPEX CONSOLE RECORDER

at $995 Complete!

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

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

PUSH BUTTON OPERATION
...on all five functions

BUILT-IN PREAMPLIFIER
...for microphone

PRECISION TIMING
...within 3.6 seconds per 30 minutes

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

MINIMUM MAINTENANCE
...even on heavy-duty service

LOW NOISE LEVEL
...complete shielding eliminates pickup

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

ACCESSIBILITY ALL OVER
...even in operation
Top plate and front panel are hinged for quick, easy inspection of any recorder component.

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

• Standard of the Great Radio Shows

Ask for Complete Specifications or Request a DEMONSTRATION

AMPEX ELECTRIC CORPORATION
Redwood City • California
as a group are at best breaking even and are probably losing money on network operations. When a business is not well established as network radio loses money, or is on the verge of it, "crisis" is not too strong a word to apply.

The purpose of this article is to examine the nature of the crisis and what brought it on. About 14 months ago, after CBS had announced a 10-15% reduction in radio network time rates and while other radio networks were preparing to cut their prices accordingly, a highly official of a leading network told Broadcasting: "I The crisis that not a single program had been sold by any major network on a clean, above-board basis and at card rates during the preceding six months.

So far as can be learned, about the same can be said for the interval since then. Though the 10-15% rate reductions last July may have brought some business into some radio networks without under-the-table concessions, by far the bulk of network radio contracts signed in the past 20 months have, in one way or another, involved "deals." Actually, the "deal" originated earlier.

The Talent Wars

Toward the end of 1948 developed the now-historic wars for talent among the networks. Such former NBC stars as Jack Benny, Amos 'n Andy, Ozzie and Harriet and Red Skelton, and Bing Crosby from ABC, wound up under contract to the CBS Radio Network.

The theory of CBS at the time seemed to make sense, from the competitive, inter-network point of view: Hire a handful of the most popular entertainers to build up the network's ratings, and they would attract customers not only for themselves but for other shows in the program structure which was strengthened by their presence. Even if the high-priced talent under contract to the network could not itself be sold for as much as it was costing, the total returns from the general sales that were to be enlarged would more than offset the losses on the principal talent.

The principle is not unknown in some sense, Messrs. Benny, Skelton and the others were to be "loss leaders." It must be remembered that CBS was not alone in adjusting and pursuing this principle. Other networks did the same. Whether in self-defense against CBS "raiding" or for other reasons, ABC and NBC wrote substantial contracts of their own with some stars.

Quite possibly the radio networks would have been able to amortize the very large commitments to radio talent if television had not progressed as rapidly as it did. Though no one of high office at the network would officially admit it, CBS management in 1948 anticipated a much faster halting rate of television advancement than actually took place. The time at which advertisers began investing heavily in network radio was going to cut high-priced talent on network radio arrived sooner than the network policy-makers had guessed. The TV timetable estimators were not alone in this; radio networks also must have been asked, else they would not have countered CBS bidding for talent with bidding of their own.

When the talent prices began to soften, a hole was opened in the dice. The early "deals" in network radio were mostly concessions in the prices of talent and production. But as television competition developed and a buyer's market grew up in network radio, the concessions inevitably were extended to cover time as well. Long before the four networks invoked the rate reductions of last July 1, both time and talent were being bartered in some instances at price levels far below the 10-15% that was officially knocked off network rates by the announced reductions.

At least two networks, it can now be reported, would have liked to cut the rates more drastically, but they believed that the 10-15% was the most they could get their affiliated stations to agree to without insurrection.

To many affiliates, the chaos in the network business was hardly comprehensible. Though their revenue had been decreasing, their spot and local business had held up well. As shown by the chart on page 23, the average major network affiliate's income in general revenue from 1946, an easy money year before the radio station population began its post-war expansion, to 1950. But the time was now to turn around in respect to spot and local business, and it was understood as being primarily caused by the increase in the number of stations.

From 1946 to 1950 the number of major network affiliates rose from 791 to 1,130. That meant that more of them were whacking up the pie. In the case of spot and local, the pie itself was getting bigger and hence the individual pieces, though divided among more stations, did not diminish as much as may have been thought from the pie which began to shrink after TV arrived.

Network Spot Revenue

In 1950, the latest year for which such figures are available, the average network affiliate's revenue from spot time sales was 82.8% of average revenue from that source in 1946 and from local time sales, 92.0% of 1946 levels. Network revenue, for the most part, was the network's "pie" in 1950 was down to 62.8% of what it had been in 1946.

But averages can be deceptive. Though figures for such a grouping are not obtainable, it may be properly assumed that the general business levels of the 791 stations that were affiliated in 1946 probably held up better through 1950 than did those of the network stations after 1946. Well-established stations generally do better than new ones, and, additionally, in the 1946 group of 791 were all the powerful outlets which customarily take in large business volume.

Obviously, however, even the most powerful and well-established network affiliates have suffered a decline in network revenue in the past two or three years. It is not easy to explain this phenomenon to operators whose not encountered serious advertiser hesitancy in their personal selling to local sponsors or even in national spot sales through their representatives. In many cases, the latter, the case, the station operator wonders why a national advertiser will quit network radio and at the same time buy spot radio time in the same market. Must the advertiser feel his network radio has gone to pot.

The networks have an answer to that quandary. An analysis of spot and national sales would say, that on the average an advertiser can buy a one-minute announcement on a spot basis on a station for about one-sixth of the time cost of a half-hour network show on that station. Hence he can buy three one-minute announcements (the maximum allowed in a half-hour network show) on a spot basis at half the amount that he would pay for the half-hour network program on that station. Addition of program production costs to the network show make the discrepancy between buying half-hour time for a single program or half-hour program even greater.

This argument would seem to lead inevitably to the conclusion that there is no economic reason for the continuation of networking. But the networks point out that it would not be worth a tinker's dam if they were not inserted in or between programs that attracted audiences.

And networks, the networks say, are the only instrumentalities that can provide quality programming in quantity.

How can networks continue to provide quality service if they go out of business? Not everyone of the networks have pat answers to that one.

It is known, however, that the two leaders that bill the biggest fees and whose first step must be to restore stability in network pricing.

One top executive of one of these networks told Broadcasting: "TELECASTING that the next rate cuts must be severe enough to "administer shock" to the industry. The reductions, in his view, must be deep enough to lower the basic rate levels at which network business has lately been conducted and probably should be enough below those levels to utterly discourage further "deals.""

Agrees in Principle

Though he put it more mildly, a policy-level executive of the other network agreed in principle.

He said that the cuts must be deep enough to get network radio business back on the rate card and further that the new rates should embrace such attractive discount structures as virtually to "compel" advertisers to stay on the air 52 weeks a year.

One of the economic curses affecting network radio is the "summer hiatus." Come June and July, programs are regularly scheduled through the rest of the year and many of their sponsors desert the air in swarms, leaving gaps that must be filled by network-created programs.

In the richer days of network radio, the summer hiatus was not as severe a problem as it is today. Indeed in some respects networks had an advantage for it was during this period that they provided an opportunity to test out new shows and new personalities.

Nowadays, however, the additional expense of filling summer program schedules with replacements for the sponsored programs that have gone on vacation adds to an overhead that already is taxing in the extreme. Costly tryouts of summer shows are luxuries which network
radio cannot afford any longer.

Achieving year-around continuity in programming is one way of cutting down operational expenses. Other means of reducing overhead will also have to be found.

In the view of policy-makers at CBS and NBC, the strong medicine which must be administered to network radio comes in three doses. First must come the new cuts to stabilize the pricing structure of the industry. Second must be a severe retrenching to reduce expenses. Third must be a build-up of business volume.

If this triple dosage effects its hoped-for cure, the patient will emerge somewhat more lean.

In the view of policy-makers at CBS and NBC, the strong medicine which must be administered to network radio comes in three doses. First must come the new cuts to stabilize the pricing structure of the industry. Second must be a severe retrenching to reduce expenses. Third must be a build-up of business volume.

If this triple dosage effects its hoped-for cure, the patient will emerge somewhat more lean. Underpriced though it may have been up to 1949, network radio today does not offer the advertiser anything like the values it offered two to three years ago. Try though they may to persuade you that network radio in 1952, in relation to other media, still delivers demonstrably better returns than radio, the networks think.

The advertiser dismisses that argument with the explanation that if network radio were underpriced, it was not his fault but that of the network management. He bought radio, underpriced or not, in relation with purchases in other media. The decrease in the network radio audience (which means higher cost per listener reached), however, has meant only that radio network prices have been brought into more comparable association with those of other media.

The advertising industry thus believes that network radio was never underpriced and that the networks believe that weaker stuff will only prolong a crisis which the network business cannot perpetually endure.

Are there other remedies which could be used successfully without cutting network rates? Many operators of affiliated stations, including a lot who are not businessmen of proven judgment, believe there are.

In the view of these affiliates, networks should hold the line on rates, take economy measures wherever possible, and invigorate their sales efforts. In the long run, after the dazzling glamour of television has worn off, advertisers will be convinced that network radio still is a worthwhile buy.

An inherent element in this argument is that network radio was terribly underpriced at the time television competition developed. It is pointed out that even today, with radio audiences demonstrably reduced in television markets, radio still delivers more advertising impressions for the advertiser's money than other media.

Statistically, this argument is unanswerable. But the networks feel it does not take into consider-
Reactivation Proposed By Dallas Committee

PROPOSAL to reconstitute Liberty Broadcasting System, which suspended operation May 15 [B*T, May 19], was made last week to ex-Liberty network affiliates by the Liberty Reorganization Committee, Box 27, Dallas.

Chairman of the committee, William A. Ware, said the committee wants to reconstitute Liberty, with programming to resume between June 20 and July 1. Mr. Ware’s letter said President Gordon McLeod of LBS, “will be freed of his many administrative duties in order that his great talents may be used consistently in improving the network’s programming. “A greatly improved 16 hours a day will be offered you—new shows, new talent including a topflight comedian, several of the former commentators plus new ones—programs as fine and as appealing as any network can offer and that you will be proud to air.”

Going into finances, Mr. Ware said the network “must also be able to operate economically and at a profit. LBS was dependent on baseball for its principal income; the new network will not be. This does not mean that we will not carry baseball, for we will, but it does mean that we will build on a foundation of sponsored programs. Baseball and other sports, which we will continue to carry on a par with LBS, will be in addition.

“No, let’s examine the con-

- actual arrangements that will be necessary between your stations and the new corporation. The corporation will pay for your time at the same rates LBS was paying. In regard to the affiliation fee, it will remain approximately the same as before based on the cost of providing line and service to your station.

Mr. Ware said LBS was forced to cease “because it did not have sufficient time available from its affiliates to meet its operating costs. In order to operate on a reasonabably profitable basis, the new network will require from you, two hours per day at no charge to the network. In addition, on non-sport days, one hour and 15 minutes will be sold nationally, the other half by you. You will be paid your contract rate for this time sold nationally. We believe that upon careful analysis you will find this to be a fair arrangement.

“An escrow fund to safeguard your initial advance affiliation fees has been established with a bank in Dallas. In accordance with the provisions of the fund, it will not be available for use by the corporation until the day the switch is thrown delivering service to you.”

BABY ROBINS

Mig Figi Aids Transfer

WHEN progress of construction at a bank displaced the nest home of a family of robins, Mig Figi, general manager, WAUX Waukesha, Wis., was instrumental in finding the baby robins a new home—and a mother. The resulting story was carried on a national news wire service.

Since it would be necessary to move the nest, WAUX, the bank and the construction company offered a $25 Defense Bond for the best idea. At first, Mr. Figi and a construction superintendent transferred the nest from inside the bank to a sheltered area on the roof. The mother and father robin could not be guided to their three babies. Another solution had to be found.

The construction superintendent remembered that another robin was nesting in a tree of his front lawn. Mr. Figi removed the fledgling robins from their home in the tree and replaced them with the bank babies. The displaced babies are older and can be cared for by human father. The foster mother roosted on the nest with her new trio and the father robin soon began bringing worms.

WSYR’s Local Radio Sales U P 3 9 %

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 ACUSE

HBC Affiliate

570 KC

WSYR-AM-FM-TV

The Only Complete Broadcast Institution in Central New York

Page 66 • June 16, 1952

SIGNING a joint contract between KULA and KPOA Honolulu and the Honolulu Stadium for broadcast coverage of all sports events played in the stadium are (1 to r) seated, Jack Burnett, president, General Electric Co.; Fin McCullinger, station manager, KPOA; standing, Pump Searle, promotion manager, and Lew Tate, general manager for the stadium.

milestones . . .

- WILLARD L. DOUGHERTY, assistant sales manager of WSRB Cleveland, was honored upon his 20th year in radio by staff members and friends at a party. Formerly with other Cleveland stations, Mr. Dougherty began in radio at WMBO Auburn, N. Y.

- KFQD Anchorage, key station of the Alaska Broadcasting System and CBS affiliate for central Alaska, has celebrated its 30th year of operation. A special anniversary program traced the growth of radio in Alaska. Charles Mohler is manager.

- ELBERT HALING, regional radio-press officer, U. S. Dept. of Commerce, Dallas, is currently enjoying his 33rd year in the broadcast and newspaper fields. Mr. Haling began his career in 1920 when, age 10, he operated 5HY, his own "ham" station.

- FIVE CHILDREN born on the same day WMJO Cleveland went on the air five years ago were given prizes on the station's anniversary, June 1, and spots throughout the day carried the children's voices wishing WMJO a happy birthday, according to Dave Bayor, general manager.

- WPRS-AM-FM Paris, Ill., honored its advertisers at a day-long open house May 23 marking its first anniversary. Each guest received a small birthday cake and heard taped interviews with local civic leaders and congratulations from Gov. Adlai Stevenson. During the noon hour, boys distributed dummy newspapers in the town square bearing the headline, "Extra! WPRS Birthday Today! Come Out and Visit the Studios!"

and FM outlets are programmed separately.

- New England's first TV station celebrated its fourth anniversary last week. WBZ-TV Boston went on the air June 9, 1948. In the brief period since it began operation, the station claims many firsts, among them the first football game to be telecast in the region four years ago, and the initial use of the Zoomar-lens in the area in 1949.

NIAA MEETING Set June 30 in Chicago

THE NATION'S industrial advertisers will meet in Chicago June 30 through July 2 to study the economic, social and advertising problems confronting them. The 30th annual convention of the National Industrial Advertisers Assn. will be held at the Palmer House.

Fairfax N. Cone, president of Foote, Cone & Belding, will outline "Current Public Relations Problems of Business." Other speakers and their subjects include Chester H. Lang, vice president, General Electric Co., "How Advertising Men Can Help Explain American Economic System to Workers and the Public," and H. 1. Orwig, vice president, Buchan Co., "Discussion of Export Advertising." Pre-conference registration and a supper party are scheduled for Sunday, June 29. Separate functions have been planned for women guests.
For Equipment above and beyond the usual standards

Continental Electronics
MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERgreen 1137
Politics on Radio-TV
(Continued from page 29)

June 28, 4-8:30 p.m. EDT; July 1, 10:30-11 p.m. EDT; July 3, 9:35-11 p.m. EDT; July 5, 10:10-10:30 p.m. EDT, and July 6, 9:30-10 p.m. EDT. The first three of this series are being offered to NBC radio affiliates for local sales on a cooperative basis, as are two others scheduled immediately preceding the Democratic Convention: July 15, 10-10:30 p.m. EDT, and July 17, 10:35-11 p.m. EDT.

CBS Radio, while hopeful that more rigid convention schedule plans will be possible this year than in the past, noted that in the past plans for convention-floor broadcasts can be made only until after the convention leaders have set definite hours for getting sessions underway.

Looking toward the convention itself, the network already is carrying a Monday night political analysis program (11:15-30 p.m. EDT), and for the Sunday before the conventions get under way a "preview" show is planned (probably in the 4:30-5 p.m. spot). Between June 30 and July 4, 3 and 7, and the Sunday before the conventions get under way, "preview" shows are planned for convention sessions, newsmen and editors in rotation to explain convention procedures, the networks' legal position, and plans for CBS Radio coverage—which, as is the case also with CBS-TV coverage, is sponsored by Westinghouse.

Health Aids Firm
Cited by FTC

COMPLAINT of false and misleading advertising has been filed by the Federal Trade Commission against National Health Aids Inc., Baltimore, Md., a large user of radio and TV, it was announced today.

The charge that NHA Complex, a vitamin-mineral preparation, has been advertised as a virtual cure-all prompted the complaint, FTC said. According to its president, Charles D. Kashner, and its advertising agency, Television Advertising Associates Inc., has 20 days to answer the complaint. Hearing is scheduled in Washington, July 21 before FTC Hearing Examiner Frank Hier.

Except where such diseases or disorders are the result of vitamin and mineral deficiencies, NHA Complex is of no value, the FTC complaint alleged.

Singed out also in the complaint is the allegation said to have been made in NHA's advertisements that "all persons in the United States consume a diet which is deficient in vitamins and minerals and must use a dietary supplement to augment their bodies of the minimum daily requirements."

Among the radio- TV programs cited in the FTC complaints, were the following: "How 'Yours Not to Know' Let's Live a Little, Stop Fooling Yourself and Animal, Vegetable, Mineral.

ABC-UPN

Sass Testifies at FCC

CHICAGO theatre operator Arthur F. Sass was the only witness to testify during last week's session of the lengthy Paramount hearing at the FCC [B'T, June 9].

Mr. Sass, who testified under direct examination by Mr. Balaban on May 23, returned last Thursday and Friday for cross examination by Louis Phillips, Paramount Pictures Corp. New York City attorney.

Mr. Sass was questioned about the advice he received from Barney Balaban after Lubliner & Trinz, a Balaban & Katz affiliate, received the permit from Mr. Sass's Alamo Theatre. The advice was part "payment" for L&T's interest in the theatre, Mr. Sass testified.

Last month Mr. Sass testified he was "merely discouraged from entering into the agreement with L&T in order to get films from Paramount Pictures Inc., which was then the parent company to B&K. At that time he testified that B&K threatened to withdraw the offer to build a competing theatre nearby if he didn't "sell" B&K the 25% interest.

In his earlier testimony Mr. Sass indicated that the advice he received from Mr. Balaban appeared to be inconsistent with Mr. Balaban's practices in the operation of the B&K theatres. In last week's testimony Mr. Sass said Mr. Balaban had advised him to install air conditioning in the Alamo Theatre. When air conditioning was installed several years later, Mr. Sass claimed it was instrumental in raising attendance at the theatre.

Under cross examination, Mr. Sass testified he was not actually prevented from making improvements in his theatres but was merely discouraged from doing so by Mr. Balaban.

Last year Mr. Sass filed antitrust suit against five major motion picture companies totaling nearly $2 million [B'T, May 26].

KBO Stock Sale

Allen, Kelly to Buy

SALE of 70% interest in KBO Portland, Ore., to the Allen-Gordon group Allen and Tom Kelly, operators of two Oregon stations, was announced last week. Sale is subject to FCC approval.

Price of controlling interest in the 1 kw daytime independent on 1290 kc was $28,000 plus an employment agreement for the present owners, Harold Krieger and Gordon F. Atkinson.

Mr. Allen owns 69% interest in KGAL Lebanon, Ore., 33% of KGAE Salem, 56% of KRQO, Portland, Ore. (RF only), and has an application on file with the FCC for a KDAB AM station in Lewiston, Idaho. Mr. Kelly is associated in managerial operations of the Oregon stations. The KBO sale was handled by Blackburn-Hamilton Co.
Robert K. Richards has been advanced to a new NARTB post, assistant to the president, by President Harold E. Fellows, in line with a program to expand the association's services.

Mr. Richards continues as director of public affairs, a post he has held since 1947. An administrative assistant will be added to the Public Affairs Dept.

The expansion plan provides for opening of a West Coast office in charge of field representative of the Station Relations Dept., which is headed by William T. Bubblefield.

Budget provisions for the program were approved last week by the Radio Board and TV Board, which held separate meetings (see main TV board story, this issue).

Since he joined NARTB, Mr. Richards has directed promotion activities of the association and developed the Voice of Democracy contest for high school students, one of the nation's outstanding subordinate scholastic competitions. He has taken an active part in policy decisions and has handled many NARTB contacts with associations and commercial enterprises. He is a member of the Advisory Council to the National Assn. of Radio News Directors and secretary to the Council on Radio-Television Journalism.

Recently he was named to direct NARTB's participation in the "Register and Vote" campaign.

Served in Censorship

Mr. Richards was editorial director of Broadcasting • Telecasting before joining NARTB in 1947. During the war he served as assistant broadcasting censor under J. Harold Ryan, who headed this operation in the Office of Censorship. He is 39 years of age and a graduate of Ohio State University. After graduation he was employed at Campbell-Ewald Co., the Cincinnati Post and its affiliated WCPO, and Fort Industry Co., now Storer Broadcasting Co.

He is a member of Radio Pioneers Club and Sigma Delta Chi, honorary journalistic fraternity.

In addition to the Public Affairs Dept., he will report to Oscar Elder, assistant director.

In announcing expansion of the Station Relations Dept., West Coast office to be opened in San Francisco, President Fellows said two important objectives will be achieved. First, the department will be able to broaden its services to TV stations now belonging to NARTB. Second, the department will be able to broaden services to overall membership with members of the FM franchise office and at the same time continue recruiting new members.

The Radio Board, at its Thursday meeting, approved a resolution under which each of the 17 district directors will appoint district membership committees for their respective areas. These committees are to be in operation not later than July 15. They will work directly with the Station Relations Dept., seeking closer liaison between stations and the association.

Resolution for the membership project was introduced by H. Quentin Cox, KGW Portland, Ore., chairman of the NARTB Membership Committee. Other members of the committee, which met Wednesday prior to the board session, are Henry B. Clay, KWKH Shreveport, La.; Thad Holt, WAPI Birmingham; E. K. Hartenberger, WCMO Kansas City; Todd, KAKE Wichita; Stanley Pratt, WSOO Sault Ste. Marie, Mich.; Campbell Ar' nous, WTAR-TV Norfolk, Va., representing TV.

NARTB has been in operation for 29% over last year, but "we have long felt the need for enlarged representation and service to New York advertisers," he continued.

"Through the facilities and personnel of CBS Radio Spot Sales, the station will expand its coverage of New York agencies and advertisers. At the same time, it will reduce duplicate calls from two different sales staffs calling on the same agencies."

The change puts W CBS local sales operations on a parallel with WCBS-TV's, which already is handled by CBS TV Spot Sales.

Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, reported meanwhile that five new account executives— including four transfers from the W CBS sales staff—are being added to the sales force in New York office to handle sales for W CBS while maintaining the department's service to all of the 13 stations it represents.

The five are Don Miller, who has been sales manager of W CBS; Sam Maxwell, former eastern sales representative for CBS-owned WBBM Chicago; Kent Patterson, John Crandall, and Tom Gorman, all former W CBS account executives, who will work exclusively on real and retail accounts for W CBS radio.

Two other members of the W CBS sales staff are being let go, it was understood.
BOOK REVIEWS

On the dotted line...


PRINCIPALS in signing for WJHP Jacksonville's Cousin Wilbur, Blondie Brook's & The Log Cabin Folk Show include (1 to 3, standing) Robert Buck, acct. adv. mgr., Pet Milk Co., producer of Golden Key milk and the sponsor; "Blondie Brook"; "Cousin Wilbur"; John Thorwald, radio and TV dir., John H. Perry stations; seated, O. F. Thomas, sls. mgr., Pet Milk; Milford A. Reynolds, WJHP gen. mgr., and "Little Wilbur." Mr. Thorwald has resigned from Perry stations since picture was made [B&T, June 9].

ARRANGING for six-week half-hour program on WFBA-570 Dallas are (1 to 10) Alex Keese, WFBA mgr.; Earl Hayes, Earl Hayes Chevrolet Co., Dallas; Joe Reichman, bandleader, and Reuben Bradford, who will alternate three a week with Mr. Reichman, and M. O. Pike, v. p. & mgr., Boxel & Jacobs Inc., Dallas, handling account.


This book, written in "non-technical" language "primarily for college students and program staff members of radio and television stations," is in textbook style with reading lists, exercises and assignments after each chapter. Book includes a basic bibliography and glossary.

In four parts, the book first discusses broadcasting history and background, "in the public interest," mechanics and government, and "government" controls.

Second part, on program planning, describes program types and audience building. The third, on preparing the program, gives samples of talks and interviews, conversations and discussions, documentary, activity and dramatized discussions, adaptations, original plays, variety and audience participation shows, news and sports as well as programs for specific audiences, continuity, titles and commercial commentary.

Fourth part instructs on direction of radio and TV programs, use of the voice, evaluation of programs and effects of listening.

Dr. Ewbanks is chairman of the U. of Wisconsin Radio Committee, and of the State Radio Council, which operates WHA Madison and WLBW Auburndale, and is in charge of an eight-station FM network. Dr. Lawton is professor of radio and coordinator of broadcasting instruction at the U. of Oklahoma.


SECOND EDITION of this musical reference work devotes most of its pages to thumbnail biographies of the creators of popular songs who comprise ASCAP's membership. Appended lists of members by place of birth, date of birth and residence should prove time-saving to continuity writers preparing special musical salutes to dates, months or places. Another appendix lists publisher members. ASCAP's organization and operation are succinctly described in a preface by the book's editor, ASCAP's director of public relations.


PRIVATELY printed by Mr. Grohmann "as a service and token of gratitude to the field of advertising," this book defines 600 terms used in advertising in five divisions: art, general, media, production and radio and television, plus listings of initials and names of associations in advertising and proofreader's marks.


Television is traced from its earliest beginnings in terms easily understood by any junior high school pupil in this book by Frank Denman, an advertising executive. It is an excellent book for children interested in the scientific aspects of how television operates. Perhaps its chief value to professional telecasters is that it would be perfect gift for any uninstructed who wants to know, "What makes television run?"

Bavarian Set Output

GRUNDIG-RADIOWERKE, German radio receiver manufacturer, last week at its plant at Foruth, Bavaria, announced that it had produced a million radio receiving sets since the war. The company, which resumed production in 1946 with only 40 employees, now claims to be the largest and most modern manufacturer in Europe. It was reported also that the West German radio market should remain active because 30% of the West German population still is without radio sets, and some 6-7 million listeners have no FM receivers.

Scrubber Harris

IN A BROADCAST, Jack Harris, announcer for Tello Test, Walter Schwimmer Productions' giveaway on KGCU Mandan, N. D., offered to do the family laundry for the housewife identifying the person whose last words were "so little done, so much to do." Woman who came up with the winning answer, which was "Cecil John Rhodes," was lauded for the State Training School in Mandan. Mr. Harris had a scrubbing day for the benefit of 300 inmates. His comment: "So little done, so much to do."

VAB Meet Is Set

FCC Comr. Rosel H. Hyde and NABTEB President Harold E. Fel lows headline the list of speakers slated for the annual meeting of the Virginia Assn. of Broadcasters to be held June 26-27 at the Chamberlin Hotel, Port Monroe, Va. Among other speakers are George C. Davis, Washington consulting engineer; Ben Strouse, manager, WWDC-AM-FM Washington, and Joseph L. Brechner, manager, WQAY, Silver Spring, Md.
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BS Supports Merge of ABC-UPT  Page 73

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Latest Set Count By Markets  Page 80

in our 7th year

MORE PROOF THAT
NEW YORK'S BEST TELEVISION BUY IS

WABD

CHANNEL 5

NEW YORK
Key Station of the

DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y.
MU 8-2600
A Division of The Allen B. DuMont Laboratories, Inc.

TOTAL AVERAGE PROGRAM RATINGS

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Yes, WABD ranks a strong third among all New York stations in average program ratings. Yet, WABD's rates are much lower than those of other New York network stations.

No wonder so many advertisers are turning to WABD for the top television advertising value in New York.

*Nielsen, New York—4 weeks ending April 12, 1952 (Mon.-Sat. 7:00 P.M.-Mid.; Sun. 9:00 A.M.-Mid.)
Los Angeles

KTLA

CHANNEL 5

the leading station in
America's second
television market

First in
...Coverage
...Programming
...Public Service
...Audience

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRyant 9-8700

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
THE SIXTH REPORT and Order—FCC’s final TV allocation plan which lifted the TV freeze—was taken to court last week by five applicants on appeals protesting their respective city channel assignments but which may have broad import affecting the entire allocation plan.

The first protest, presented to the U. S. Court of Appeals, Third Circuit, Philadelphia, was filed by WWSW Pittsburgh [B+E, June 9]. It challenges FCC’s failure to allocate VHF Channel 4 to the Pittsburgh metropolitan area because the Pittsburgh area site (Braddock, Pa.) would be a fraction of a mile less than the 170 miles required for co-channel spacing from WLWC (TV) Columbus, Ohio. Latter is to switch to Channel 4 under the Sixth Report.

The WWSW appeal, filed by Paul Segal, Washington radio-TV attorney, claims only of the Channel 4 situation at Pittsburgh and is not intended to challenge basic legality of the Sixth Report. Certain legal observers, however, contend the WWSW protest does raise issues fundamental to the lawfulness of the Sixth Report. Opinion on this point was mixed among Washington practitioners last week.

Filed by Scharfeld

The four other appeals, filed by the Washington law office of Arthur Scharfeld, were presented to the U. S. Court of Appeals for the Dist. of Columbia. In behalf of WLOA Braddock, Pa.; KVOL Lafayette, La.; WISC Madison, Wis., and WLNY Lancaster, Pa. The WLOA complaint also protested legality of the failure to allocate Channel 4 in the Pittsburgh metropolitan area.

Although these four appeals protest specific allocation rulings, observers note certain of the appeal arguments, particularly that of KVOV, have direct relation to allocations throughout the U. S. and challenge basic premises of the Sixth Report.

At the same time, it was learned additional petitions for reconsideration of provisions of the Sixth Report are in preparation by Washington attorneys and are expected to be filed this week. June 23, next Monday, is considered the last day on which such petitions can be presented to the FCC under its 20-day rule. The Sixth Report became effective June 2 upon publication in the Federal Register. Further protest of the Sixth Report is understood to be developing within the Federal Communications Bar Assn. Last Wednesday, the FCBA Practice and Procedure Committee voted to recommend that the association’s Executive Committee present to the entire membership the consideration of a petition to FCC for review of the Sixth Report provision which precludes applications where no channels have been allocated.

The major point of the Practice and Procedure Committee indicated the Sixth Report illegally deprives applicants of a hearing under Sec. 309(a) of the Communications Act in instances where they apply for channels not in the assignment table. They feel this policy unnecessarily will preclude service to many areas of the country. The recommendation is to be considered tonight (Monday) by a special meeting of the FCBA Executive Committee. It was called by Mr. Scharfeld, FCBA president.

On Friday, Comr. George E. Sterling was to defend the Sixth Report and specifically answer its major critics, including Comr. Robert F. Jones [B+E, May 26]. Comr. Sterling was scheduled to address the Maryland-D.C. Broadcasters Assn. (see story, page 32).

All of the appeals tendered last week to the courts were filed under the terms of the Hobbs Act of 1860 which replaces certain provisions of Sec. 402(a) of the Communications Act. Formerly, Sec. 402(a) set no time limit after an FCC ruling became effective within which appeal of that order might be made. The Hobbs Act puts a 60-day limit on such appeals.

Segal Appeal to Court

Mr. Segal’s WWSW appeal was taken directly to the court and no petition for reconsideration was filed first with the Commission. This is allowed under the Hobbs Act.

Although Mr. Scharfeld has petitions for reconsideration in his four cases pending before the Commission at this time, he filed the court appeals as a tactical measure to prevent losing the right to appeal under the 60-day limit of the Hobbs Act. It was pointed out that the courts have not determined whether the filing of a petition for reconsideration with FCC automatically “tolls” the deadline for filing of an appeal until after FCC acts on the petition to reconsider.

The WWSW appeal was filed in Philadelphia on Wednesday. The appeals of the other four stations were filed in Washington on Thursday and Friday.

Regarding FCC’s final allocation of VHF Channels 2, 11 and reserved 13 and UHF Channels 16, 47 and 53 to Pittsburgh, WWSW there contends the allocation “is on its face so inadequate as to constitute error in law and abuse of discretion.

“The FCC thereby has failed to perform its statutory duties: To provide an efficient nation-wide service with adequate facilities; to make proper regulations to prevent interference between stations; to encourage the larger and more effective use of radio in the public interest; to establish areas and zones to be served by stations; to make such distribution of licenses, frequencies and hours of operation, and of power among the several states and communities as to provide a fair, efficient and equitable distribution of radio service to each of the same; and has placed itself in such a position that it has abnegated all discretion and is unable to consider the standard of ‘public interest, convenience or necessity’ in passing upon application.”

CBS Supports Severance

CBS came to the support of a competitive network, ABC—in the interest of bolstering network competition—when it petitioned FCC last week to sever the proposed merger of ABC and United Paramount Theatres Inc. from the overall Paramount hearing (see story page 68).

DuMont, however, failed to share CBS’ view and filed a petition opposing the severance. CBS asked the Commission for prompt approval of the merger and for grant of the contingent sale of WBBK (TV) Chicago from Paramount’s Balaban & Katz to CBS for $6 million. ABC-UPT on June 6 filed the joint petition for severance and grant which CBS now supports [B+E, June 9].

Favorable action on the proposed merger is hoped for by August in order that network operations respecting the fall business line-up will be strengthened. Schedules for fall programs begin to finalize during that month, it was noted. The competitive status of ABC as well as its owned stations and affiliates, both radio and TV, was held to depend on prompt action.

In addition, both CBS and Balaban & Katz last week filed oppositions to the earlier protest of Zenith Radio Corp. with respect to the status of Channel 2 at Chicago, the facility to which WBBK would be switched, from its present Channel 4, under terms of the Commission’s Sixth Report which finalized allocations and lifted the TV freeze.

Zenith holds that FCC legally cannot prejudice the assignment of Channel 2 to WBBK through the use of the show cause order and must afford all applicants the opportunity to contest equally in a comparative hearing. In its petition supporting the ABC-UPT request, CBS told the Commission it “believes that granting the relief sought by ABC-UPT would be in the public interest. Based on its own experience in, and knowledge of, the business and economics of the industry, CBS believes that the extended additional delay which, absent severance, appears to be inevitable in the final disposition of the entire proceedings will adversely affect not only ABC but will as ABC and UPT state, tend to frustrate the statutory objective of achieving nation-wide competitive networking.”

The petition added, concerning the contingent WBBK sale, that “while the hardship upon [CBS] attendant on further delay is not comparable, either in kind or degree, with the hardship on ABC, nevertheless, a considerable financial (Continued on page 78)
HIGH TV RATES

By BRUCE ROBERTSON

CHARGE that television is pricing itself out of the reach of American advertisers was vigorously debated Wednesday morning during a panel discussion of the significance of the "TV" to radio, ad agencies, television stations and network operators.

The panel was part of a morning session on television held as part of the 48th annual convention of the American Advertising Federation at America's Waldorf-Astoria Hotel June 8-11. (Also see stories below and on page 30.)

Henry Schachte, advertising director of Borden Co., opened the attack on TV's price structure by pointing out that "today a television show with a modest talent budget and a line-up of about 30 stations costs around $1.5 million."

When new stations are added and a TV network will comprise 150 to 200 stations, the sponsor's annual costs might go higher, he said, repeating that during 1951 only 67 advertisers spent as much as that amount for all media, and that total does not include radio or TV talent charges.

He said each TV network has 56 half-hour evening periods a week for use, of which even if there were only two networks and if the top 11 advertisers (those spending more than $10 million a year in all media) were to sponsor two work programs apiece, with the top five advertisers sponsoring three each, this would account for only 63 sponsored evening half-hours on TV.

Speaking for the broadcasters, J. Leonard Reinisch, managing director of the Cox radio and TV stations, reviewed the inevitable delays before new TV stations will begin operations, with hearings certain in every major market and with the FCC staff able to handle only about 50 cases a year.

May Be Years

"In hope-covered markets it may be three or four or even five years before new TV stations are licensed," he said. Educational channels not applied for within the next year must be thrown into the commercial station picture, complicating things further, he noted.

When stations do go on the air, they must adopt pricing policies that will make TV more or less common use; television profitably, Mr. Reinisch said, estimating that VHF stations in new TV markets probably will start with base rates of about $50,000, and UHF base rates of about $150, increasing them with the TV audience.

The anticipated slow increase in TV markets is a good thing from the advertising viewpoint, Charles E. Midgley Jr., manager of broadcast media for Ted Bates Inc., reported, because "a heating-plyter of 200 new TV stations would be a huge portion to digest all at once." If by April 1958 10 new TV markets have been opened up, he said, they probably will be added to the current network program lists by advertisers.

Echoing Mr. Schachte's views, Mr. Midgley defined: "There is a very real danger of TV pricing itself out of all consideration. At a current rate of $52,000 gross for a nighttime hour on 62 stations, it will be all the more ruinous."

Mr. 150 stations be somewhere along the line the whole philosophy of pricing TV must undergo a complete revision, and I think that will.".

Concluding the panel discussion of the effects of the "TV thaw," Fred M. Thrower, CBS-TV vice president, discounted the arguments that TV is pricing itself out of business, "Costs have increased, it's true," he said, "but our critics seem to forget that television's rising value has been out-paced by tremendous increases in value received."

"Actually, television has become a much better buy," Mr. Thrower stated. Since 1949, he said, CBS-TV Network time costs have increased about eight times, but TV circulation increased 18 times, resulting in a decreased cost per thousand TV homes from $3.45 in January 1949 to $1.74 in June 1952.

Mr. Thrower reported that comparison of the advertising budgets of the 60 leading food and drug manufacturers in 1950 and 1951 showed 89% with increased budgets in 1951 over 1950. "However," he noted, "42% cut magazines, 61% cut newspaper supplements, 73% cut radio and 98% added to their TV appropriations."

With national television expenditures for the first three months of 1952 running about 76% ahead of last year, "we can expect TV to account for about $850 million this year—or about 10% of the total money spent for all advertising media," he said.

Raymond F. Guy, NBC manager of radio and allocations engineering, in a talk on "Taking the Mystery Out of UHF" explained that from a performance viewpoint, "the difference lies in the way in which these waves scatter and bend as they carry the television message from the transmitting point to the receiving point... does not bend and fill in behind objects as well as VHF... now in use."

Mr. Guy reported that in using 300 ft. towers and maximum power, a VHF TV station on Channel 4 would cover an area of about 50 miles from the antenna, a VHF station on Channel 10 or 11 would get about 45 miles coverage and a UHF station about 40 miles. With antennas 1,000 feet high the Channel 4 station would reach 76 miles, the Channel 10 station 63 miles and the UHF station 69 miles, he said.

Improvement in both the manufacture of films for television and in their broadcast techniques has eliminated much of the former prejudice against TV film programs, George T. Shupert, vice president, Peerless Television, reported.

Quoting a Katz Agency study showing that radio advertisers can buy a group of 39 interconnected station markets on a spot basis using a half-hour film program network on a "network basis," Mr. Shupert said that "comparatively few advertisers want or need national coverage. More want regional or local coverage—documents, advertising budgets handicap their desire to use television because most of them are bound to be dissatisfied with any coverage that requires time entertainment. The solution seems to lie largely in sharing costs through local sponsorship of national shows or purchases of film on a spot basis."

Filmed demonstrations of a number of new camera techniques providing rainstorm effects, reflections on water, performers defying gravity by appearing upside down and the introduction of live actors into photographed scenery—all done electronically with cameras performing on a dry studio stage—were supplied by CBS-TV. Walter Craig, Benton & Bowles vice president, also talked on "The Future of Live Television Production."

Eugene S. Thomas, vice president, George P. Hollingbery Co., president at the morning TV session.

Cited at AFA Meet

By FRISBY GATCHELL

Mr. FETZER said, "We must go farther than the show concept alone. We must entertain, but so must we attempt to instruct, we must use the television as we bow before the sculptor; we must make it dramatic, but so must we cover every important world event. In short, we must, with equal force, represent the best aspects of a person's business."

"I cannot help but entertain the feeling that many times we lost our sense of perspective by relying so heavily upon mass program ratings."

Going into TV code problems, Mr. Fetzer recalled the successful operation of voluntary radio censorship. "We must ask ourselves whether we were wrong in our cooperation; we must dramatize but so must we cover every important world event."

"Therein lies our real court of appeal, as well as our ultimate source of confidence."

The Television Code Review Board has the power to deny, he said, adding that the board recognizes "there is more than one way to do a thing right. That's why the code is subject to revision, based on operating experience."
television applications

Digest of Those Filed With FCC June 7 through June 12

(† Indicates pre-application filed)

Boxscore

VHF UHF Total

Applications filed since April 14 49 25 75

One applicant did not specify channel number.

ELEVEN applications for new television stations filed last week were among 75 which were submitted to the FCC since the issuance of the Commission's Sixth Report and Order [B8, 14 Apr.].

Four of the new and seven amended applications were submitted to the FCC. There were eight requests for VHF stations, while three applicants seek UHF.

Three TV stations now on the air filed requests to change their channel, as required under the Sixth Report. There are 30 stations which have to change frequency. So far, 16 have applied for permission to do so. Most of those which have to change channels also are seeking higher power.

Nine of the 75 applications filed have been returned. However, two of these have already been resubmitted.

Listed by States

MONTGOMERY, Ala. — Southern Enterprises, UHF Ch. 20 (606-812 mc), ERP 19.8 kw visual; antenna height above average terrain 333 ft., above ground 300 ft. Estimated construction cost $175,000, revenue $195,000. Studio and transmitter 330 Clayton St. 32° 22' 29" N. Lat., 86° 26' 30" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Raymond C. Watson Jr., Anniston, Ala. Principals include President Donald V. Smith (15%), vice-president; Vice President Woodley C. Campbell (10%), partner with Arthur & Gannen, TV engineer and attorney. Assistant Secretary-Engineer John D. Meador (15%), partner of television station.

MACON, Ga. — Southeastern Broadcast, Inc., Ch. 13 (210-216 mc), ERP 906 kw visual; antenna height above average terrain 681 ft., above ground 655 ft. Estimated construction cost $1,570,000, first year operating cost $200,000, revenue $230,000. Studio and transmitter 345 23rd St. 32° 57' 51" N. Lat., 82° 56' 26" W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Rennessey, Washington, D.C. Principals are President George G. Rankin (71%), general manager of WMMA-AM-FM, Atlanta; Vice President John H. Miller (32%), general manager of WMMA-AM-FM, Atlanta; Attorney Robert G. Hall, general counsel.

SAYNAHVA, Ga. — WSAV Inc., Ch. 3 (60-66 mc), ERP 35 kw visual; antenna height above average terrain 359 ft., above ground 329 ft. Estimated construction cost $147,000, operating cost $142,000, revenue $408,448. Studio and transmitter location 6815 Central Ave. 32° 45' 46" N. Lat., 83° 21' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Stettener, Bragg, Armstrong, TX. Principals are President Walter E. Miller, chairman of the board; Miller & Miller, Maxey & Miller; Secretary-Treasurer J. E. C. Culver, Washington. Applicant is licensee of KARK Little Rock. Prin- Memorial applications for new television stations were received last week, bringing the total to 75 the number of TV stations filed since the issuance of the Commission's Sixth Report and Order [B7, Apr. 14].

There were new and seven amended applications which were submitted to the FCC. There were eight requests for VHF stations, while three applicants seek UHF.

Three TV stations now on the air filed requests to change their channel, as required under the Sixth Report. There are 30 stations which have to change frequency. So far, 16 have applied for permission to do so. Most of those which have to change channels also are seeking higher power.

Nine of the 75 applications filed have been returned. However, two of these have already been resubmitted.

Listed by States

MONTGOMERY, Ala. — Southern Enterprises, UHF Ch. 20 (606-812 mc), ERP 19.8 kw visual; antenna height above average terrain 333 ft., above ground 300 ft. Estimated construction cost $175,000, revenue $195,000. Studio and transmitter 330 Clayton St. 32° 22' 29" N. Lat., 86° 26' 30" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Raymond C. Watson Jr., Anniston, Ala. Principals include President Donald V. Smith (15%), vice-president; Vice President Woodley C. Campbell (10%), partner with Arthur & Gannen, TV engineer and attorney. Assistant Secretary-Engineer John D. Meador (15%), partner of television station.

MACON, Ga. — Southeastern Broadcast, Inc., Ch. 13 (210-216 mc), ERP 906 kw visual; antenna height above average terrain 681 ft., above ground 655 ft. Estimated construction cost $1,570,000, first year operating cost $200,000, revenue $230,000. Studio and transmitter 345 23rd St. 32° 57' 51" N. Lat., 82° 56' 26" W. Long. Transmitter DuMont, antenna GE. Legal counsel Segal, Smith & Rennessey, Washington, D.C. Principals are President George G. Rankin (71%), general manager of WMMA-AM-FM, Atlanta; Vice President John H. Miller (32%), general manager of WMMA-AM-FM, Atlanta; Attorney Robert G. Hall, general counsel.

SAYNAHVA, Ga. — WSAV Inc., Ch. 3 (60-66 mc), ERP 35 kw visual; antenna height above average terrain 359 ft., above ground 329 ft. Estimated construction cost $147,000, operating cost $142,000, revenue $408,448. Studio and transmitter location 6815 Central Ave. 32° 45' 46" N. Lat., 83° 21' 05" W. Long. Transmitter RCA, antenna RCA. Legal counsel Stettener, Bragg, Armstrong, TX. Principals are President Walter E. Miller, chairman of the board; Miller & Miller, Maxey & Miller; Secretary-Treasurer J. E. C. Culver, Washington. Applicant is licensee of KARK Little Rock. Prin-
ABC- UPT Merger

(Continued from page 73)

cial loss to CBS accumulates daily.

As stabilizing efforts, however, the annual rate of profit of WBKB is substantially in excess of $1,500,-

000; such profit is, of course, per-

manently lost to CBS for the pe-

riod during which the hearing is

for assignment remains pending.

Further, during such period, not

only economic resources, but other

benefits, such as the right to a

network equality, are lost to CBS.

And the uncertainty for so long a

period makes proper long-range planning difficult.

The Petitioner's hearing, in addition to the proposed for merger of ABC-

UPT and CBS, involves the license application of Paramount Tele-

vision Productions Inc., for consent to transfer control of Paramount Tele-

vision Productions Inc. to DuMont Labs, to Paramount Pictures Com-

pany, to Paramount Pictures Corporation of New York, to the Trust of

Balaban & Katz from Paramount Pictures, to United Paramount

Theater Corporation, and to United Paramount Theatres Inc.

The ABC-UPT petition con-

tended that "the consolidation of the tele-

vision facilities involved in this proceed-

ing . . . was ordered by the Commission not because of legal necessity or require-

ments but because of its convenience.

The petition asserted that "none of said applications are mutually exclusive or competitive in the sense of requiring contemporaneous or simultaneous applications, but merely

involve, in differing degree, the same or similar questions of fact and law.

The petition observed that the hearing to date has consumed 78 days of testimony covering 11,200 pages of transcript and 700 ex-

hibits, many quite detailed, and "more than the record pertains to history of the motion picture anti-trust proceedings by

Justice Dept.

The petition concluded that all evidence which is material to the proposed merger of ABC-UPT and sale of WBKB "has now been taken

and that such evidence is, in our view, an adequate and proper basis for an initial and final decision on said applications."

The petition asserted that the evidence of record is applicable to all other applications involved in the hear-

ing "cannot be completed for a matter of weeks, or even months."

ABC "is now and for the foresee-

able future will continue to be in need of capital, not only for the purpose of meeting its normal and ever-increasing operation expenses, but also to maintain service and to establish and main-

tain additions to its plant and equipment necessary for its con-
tinued efficient operation."

Amply precedent exists for ap-

proving the transfer of WBKB to

CBS, the petition pointed out. FCC

approved the sale of KFWB Los

Angeles by Western Bros. Pictures

to KFWB Broadcasting Corp., the

petition noted, even though KFWB was then on temporary license be-

cause of anti-trust violations de-

noted in the Supreme Court's major

move case. Similarly, FCC re-

newed the licenses of the Richards' stations (WJR Detroit, WGR

Cleveland and KMPC Hollywood) and

approved their involuntary transfer to new owners, the peti-

tion observed, without first deter-

mining that G. A. (Dick) Richards had been deprived of the licenses if he had not died.

This was done over the protests of the Commission's own General

Counsel and chief of its Broadcast

Bureau, the petition noted.

In its opposition to the sever-

ance, DuMont told the Commission that "earlier in this case" it petitioned FCC to sever its application

noting "the Commission did not grant that petition. The failure

of the Commission to separate the DuMont applications signified a practical renunci-

ation of a television network to mo-

tion picture company derived from

Paramount Pictures Inc. would be studied in the light of all the is-

sues of the consolidated proceeding.

Cites Sec. 1.724

Observing that FCC's rules (Sec. 1.724(a)) permit the Commission to consolidate relative cases, Du-

Mont petitioned the Commission that the issues evolved from the proposed merger to be interwoven with the problems arising from the original transfers of licenses from Para-

mount Pictures Inc. to Picture Co. and the Theatre Co. pursuant to the consent decree" terminating the Justice Dept. movie anti-trust case.

"The integration of all the applica-

tions into the 'same cause' be-

came apparent after the failure of the Commission's grant of the Du-

Mont petition for severance," the petition argued.

Noting ABC emphasizes its need for capital to operate its network, DuMont The petition contended that "the need of ABC does not exceed the requirements of other parties to this proceeding. This record clearly demonstrates the competitive advantage under which the DuMont network finds itself because of its inability to own and operate five television sta-

tions. The effectiveness of the Du-

Mont as a national television network also depends on an expen-

diture decision in this case."

Balaban & Katz, in reply to the Zenith petition, held that Zenith's position in the proceeding was un-

timely and that its petition has no substantive basis to warrant a grant of its requests. Balaban & Katz explained that the Chicago local station that was proposed was pro-

posed in the Third Report, com-

ments to which were due June 11, 1961. WBKB agreed to the pro-

posed change to Channel 2 in May 1961, the petition recalled, but Zenith did not ask for declaratory

ruling respecting the status of Channel 2 until July 24 of that year.

The change of assignment of WBKB, as in the case of 30 other stations, the WBKB petition point-

ed out, was directed by the Com-

mission by show cause order pur-

suant to the Commission's Secs. 309(b) and 309(b) of the Commis-

sion's Act as an integral part of the total allocation plan, to re-

duce interference, and to provide a specific and maximum utilization of channels. The petition continued to explain that "there is no require-

ment for comparative hearings be-

tween applicants and existing sta-

tions effectuated by show cause proceedings instituted by the Com-

mission as part of this proceeding."

Neither Sec. 309(a) of the Com-

missions Act nor the Ashbrook case requires such procedure, the petition asserted.

MEDICAL VIDEO

Ulcer Operation Telecast

COMMERCIAL television made medical history in Cleveland last night day as a 52-year-old patient suffering from an ulcer for 34 years went under the knife at Wesley Memorial Hospital before viewers from coast to coast.

For the first time, the American Medical Assn., meeting in convention at Chicago for four days, per-

mitted telecasting of a half-hour live programs. Time was bought by Smith, Kline & French, pharmaceutical laboratory in Phila-

delphia.

The ulcer operation was fea-

tured Tuesday night from 8:30 to

9 p.m. CDT, followed Wednesday evening, 9 to 9:30 CDT, by a sym-

posium on the latest developments in group that deals with overweight, military medicine, with the showing of a new portable anes-

thesia unit.

Dr. Roy K. Marshall, WFLX-AM-

TV, Philadelphia, was named to work with Ad Schneider, NBC-TV New

York, as producer and Don Meier, of the network's Chicago staff, as directors. The second demonstra-

tion originated at Navy Pier, where 14,000 physicians met for their 101st annual convention.

TV-UNLIMITED

Offers European Facilities

TV-UNLIMITED Inc., newly or-

ganized and incorporated in New

York, will replace the Broadcast-

ing Program Service, President Herbert Rosen, announced last week.

The firm will specialize in the produc-

tion of low-cost and syndicated
television shows, and will work through its established Euro-

pean affiliates in conjunction with TV-UNLIMITED in producing and is interested in utilizing production facilities abroad, Mr. Rosen said.

ADDITION OF KNBH (TV) Los-

Angeles and KRKN (TV) San Fran-

cisco to line of KTV (TV) Westhart-

United Television Programs' Double Play with Durocher and Day, quarter hour film package starring Laraine Day and Leo Durocher. California State Tire Dealers, through Paul Celestine agency, S. F., will sponsor show on KRKN.

KTTV (TV) BACKED

On 'Unscheduled' Events

GENERAL Petroleum Corp., Los An-

geles, (Mobigas dealers), through West-Marquis Inc., that city, has signed with KTTV (TV), Los Angeles to sponsor all future "unscheduled" local special events telecast by the station.

The TV contract, believed to be the first of its kind on an "unscheduled" basis. Under well-defined terms, "unscheduled" events are "news-

worthy" and "of great timely inter-

est," generally distinguished from the presentation of which is a service to the community. "No limits are placed on the number of events or extent of coverage. Financial arrange-

ments depend on novelty and start with a base minimum of $75,000 annually, according to Richard A. Moore, station vice president and general manager, who described the plan as "a broadcaster's dream come true." Contract provisions give KTTV a "roving commission" to develop to the maximum, TV's capacity for reaching public interest by on-the-spot reporting of events, he said.

WAGES SUIT

WICU Denies Charges

SUIT to recover $5,144.50 in "over-
time wages allegedly due three employees of WICU (TV), Erie, Pa., brought an answer from Herbert S. Stewart, WICU gen-

eral manager, that "employees, past and present, have been paid for all overtime worked."

Mr. Stewart said that, "According to records, employees are paid for all hours submitted on weekly time card."

Walter Hargadine Jr., region director, U. S. Dept. of Labor's Wage & Hour and Public Contracts Div., announced last month that the suit had been filed in Federal Dis-

trict Court.

The suit was filed on behalf of Alan G. Payne, production man;

Samuel J. Anderson, announcer-

traffic manager, and Donald H. Guerrieri, camera and film man, who seek to recover back wages allegedly due them for overtime. As a result of an investigation supervised by Mr. Hargadine, a civil complaint charging Dispatch Inc., station owner, with violations of the Fair Labor Standards Act was originally filed in November 1961. Disposition of this complaint still is pending. Mr. Stewart had denied the charges.
Pioneer in Individualized Television Station Representation

Takes Pride in Announcing the opening of new and larger offices exclusively for television at

501 Madison Avenue
New York 22, N. Y.

TELEPHONE: PLAZA 3-4617

under the direction of PETER B. JAMES

WEED TELEVISION
PERFECTIONISTS IN SALES

Specialists in station-advertiser, station-agency and station-network relations.

Specialists in research, market data, promotion, sales planning and sales aids.

Specialists in production consultation, film purchasing, commercial film, balop card and slide preparation.

Specialists in all phases of new station planning, both VHF and UHF.
Eleven New TV Applications
(Continued from page 76)

South of Muncie, 40° 09' 01" N. Lat., 85° 22' 45" W. Long. Transmitter RCA, antenna RCA. Legal counsel John M. Midlen, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of WWC at Muncie. Principals include President and Treasurer Donald A. Burton (51%), general manager of WMUN (FM), and Vice President William F. Craig (46.5%), commercial manager of WLBC and WMUN (FM). Address: 420 Aidan Road, Muncie.


TACOMA, Wash.—KMO Inc. Co. Inc. (131,026 mc), ERP 114 kw visual; antenna height above average terrain 554 2/5 ft., above ground 400 ft. Estimated construction cost $341,846, first year operating cost $240,000, revenue $250,000. Studio location to be determined. Transmitter Dash Point, 47° 13' 3" N. Lat., 122° 24' 6" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Klam, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include Carl E. Hayden (62.5%), principal owner of KMO and KIT Yakima, owner of Foster Freeze Stores, Nos. 5 and 118, Long Beach, Calif., and owner of Hot Dog Stand, Long Beach, Calif., and Vice President Carl D. Haymond (6.7%). Address: 914 Broadway, P. O. Box 1051, Tacoma, Wash.

TACOMA, Wash.—Tribune Publishing Co. Inc., Ch. 11 (198-204 mc), ERP 30.67 kw visual; antenna height above average terrain 449 ft., above ground 287 ft. Estimated construction cost $188,000, first year operating cost $75,000, revenue $100,000. Studio and transmitter 1701 S. 11th St., 47° 14' 57" N. Lat., 122° 23' 11" W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohman & Albertson, Washington. Consulting engineer Al- van H. Darnard, Portland, Ore. Owner and operator is licensee of KTNT (FM) Tacoma and permits of new Tacama AM station. Principals include Tribune Publishing Co. Inc., owner of Tacoma News Tribune Co., and President Frank S. Baker (62.6%); Vice President Elbert H. Baker II; Treasurer George F. Russell; Secretary Charles B. Welch; Alton F. Baker (12.44%), president and 63.14% owner of Eugene (Ore.) Register-Guard and EERG Eugene; Elbert H. Baker Jr. (12.46%), president of Los Angeles Machine Co., Cleveland, Ohio, and Louise B. Hasings (12.46%), widow. Address: 711 St. Helens Ave., Tacoma.

† FAIRMONT, W. Va.—Fairmont Bestco. Co., UHF Ch. 35 (896-602 mc), ERP 17.4 kw visual; antenna height above average terrain 237 ft., above ground 222 ft. Estimated construction cost $100,580, first year operating cost $40,000, revenue $50,000. Studio and transmitter in Fairmont, W. Va. 39° 28' 19" N. Lat., 80° 06' 27" W. Long. Transmitter RCA, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WVWV and WJFP (FM) Fairmont. Principals include President A. F. Penom (96.5%), and Vice President Jennings Randolph (4.5%). Address: 118 Fairmont Ave., Fairmont, W. Va.

Existing Stations
Change in Channels
(The following stations request change in frequency as required under provisions of FCC Radio Report & Order #B-74, April 14.)

WOOD-TV GRAND RAPIDS, Mich. —Grandwood Bestco. Co. Inc. Ch. 8 (180-186 mc), ERP 316 kw visual; antenna height above average terrain 1,000 ft. Change from Ch. 7 (174-180 mc), ERP 17.7 kw visual.

WJAC-TV JOHNSTOWN, Pa. —WJAC Inc. Ch. 6 (68-84 mc), ERP 70 kw visual; antenna height above average terrain 1,125 ft. Estimated construction cost $12,374 and 94% of FCC legal counsel Howard, chief

JETT SELECTS
CBS-TV Interim Group

E. K. (JACK) JETT, vice president and general manager, WMAR-TV Baltimore, last Thursday named four other managers of CBS-TV basic affiliates to serve with himself as an Interim Committee, pending the organization of a permanent CBS-TV Affiliates Advisory Board, whose members will be elected by the CBS-TV affiliates themselves.

Purpose of the Interim Committee—as well as of the permanent board when it is established—will be to develop and administer the network's operational and policy executives of the CBS Television Network with the problems faced by affiliates, and also to make it possible for CBS-TV officials to share and help with problems peculiar to individual stations.

Chosen on the basis of providing good geographical representation, as the advisory board will do, members of the Interim Committee, in addition to Mr. Jett, are: Philip G. Lasky, general manager, KPIX (TV) San Francisco; Clyde W. Rembert, general manager, KRLD-TV Dallas; James C. Haranaian, vice president and general manager, WEWS-TV Cleveland; Glenn Marshall Jr., general manager, WMAR-TV Jacksonville, Fla.

Plans for setting up the permanent advisory board call for a division of the country into a number of regional districts corresponding roughly with the CBS-TV network's divisional plan. Affiliated CBS-TV stations in each district would elect a representative to serve on the board each year, the board to meet several times a year with officials of the network.

To accept a place on the interim committee, Mr. Marshall has resigned as District 4 representative on the Columbia Affiliates Advisory Board, the chairman affirms consultant group which formerly handled both radio and TV matters, but now presumably will confine itself to problems of the affiliates of the CBS network.

An election to fill the seat now being conducted in District 4 for a successor to Mr. Marshall.

EADEH APPOINTED
To DuMont Research Post

EDWARD R. EADEH, for the past five years director of coverage and market research at ABC, has been named manager of the research department of the DuMont Television Network, Gen. t.r. Manager Chris J. Wittig announced Thursday. He succeeds Melvin A. Goldberg, who has been granted a leave of absence in order to join the U. S. Department of State.

Mr. Eadeh
the 16mm. Cine-Kodak Special II Camera

One minute you're filming a commercial in a studio . . . the next you're shooting an on-the-spot news event. Television calls for a camera that's versatile enough for every assignment, yet easily portable. That's why a great number of America's television stations use the Cine-Kodak Special II Camera. No other easily portable 16mm. camera gives you so many special features!

- It's the only 16mm. camera with a true reflex finder. Focusing and framing are fast and accurate through the lens-without rack-over. You know your scenes are sharp and on target.

- The variable shutter (shown center left) gives you unusual command of exposure and depth of field.

- Multiple film chambers (shown left below) come in 100- and 200-foot sizes. allow extra film chambers to be threaded ahead of time, ready for emergency use.

- The basic twin-turret camera comes complete with one of Kodak's truly superb Ektar Lenses, finest ever made for 16mm. cameras.

- It accepts either single- or double-perforated film.

- Fades, dissolves, mask shots, double and multiple exposures, montages, and stop-motion effects—all can be made with the basic camera. No need to resort to special laboratory work. The film is set to show as soon as it's processed!

These are a few of the "Special II's" highlights. Let your nearest Kodak dealer give you the full story—or mail us the coupon below.

EASTMAN KODAK COMPANY, Dept. 8-V, Rochester 4, N.Y.

Please send me more information about the Cine-Kodak Special II Camera.

NAME____________________  POSITION____________________

COMPANY__________________

STREET____________________

CITY____________________ (ZONE)          

STATE____________________
telesatus

NEW reference book for artists, scenic and costume designers explaining relative hues of 200 colors for use in black-and-white television has been prepared for NBC television by Albert W. Protzman, NBC-TV technical production director, and Cliff Stiegelbauer, network supervisor of design. Text was written by Robert J. Wade, NBC executive coordinator of production development.

"The whole point of this guide is to tell designers not what to do but what to avoid," Mr. Wade explained. "Whereas an easel painter can use his eye to judge, the eye isn't sufficient in television. No designer has an opportunity to test 200 different gradations of color."

In order to avoid last-minute—and often expensive—changes in scenery, drapes or costumes, the book offers the viewer a comparative gray color chart. An arrangement of calibrated color-aid and Munsell neutral gray scale swatches, the chart provides a quick method of determining the gray scale equivalent of any desired color. If chart is to be used properly, spokesmen added, texture and surface of materials must also be considered.

Walcott-Charles Bout Rates 56.9 in New York

JOE WALCOTT - Ezazz Charles fight on NBC-TV June 5 received a TV-home Hoovering in metropolitan New York of 56.9, and an 85.7 share of TV audience. Sets-in-use during the telecast was 66.4, according to figures released last week by C. E. Hooper Inc., New York.

* * *

Growth of 14% In Seattle Sets

THE SEATTLE area TV set survey by the fifth annual Seattle Times Consumer Analysis indicates 92.1% of 5,000 homes checked had TV sets compared with 79.5% in 1951 and 5.2% in 1950. Estimated total as of January 1952 was 58,151 sets.

The survey indicated 58.7% of the homes less than a year old. Preferred sets were RCA Victor (8.6%), Motorola (8.8%), Silver-tone (8.9%) and Admiral (8%). Plans to buy a new set in 1952 were indicated by 9.8%, compared with 6.1% of those questioned in 1951.

* * *

Mck Suggests Standard On TV Air Time

ALL TV stations should be required to program "a substantial portion" of their air time for news, discussion and educational material. In addition, political and controversial remarks made on work shows not billed as controversial should be "taboo."

These are the opinions of John S. Mck, president of Scott Radio Labs, Chicago, who a fortnight ago charged that "a handful of television network officials hold the greatest power over the votes of the American people ever held by any small group in the country's history."
A nice picture for advertisers who want returns today ... and tomorrow

Here is where looking at WSB-TV is becoming a habit

The coverage* pattern you see is unique in telecasting.

A unique telecasting formula makes it possible: 50,000 watts of radiated power from a 1,062-foot tower over Channel 2.

Fortify this with WSB-TV's ability to program for the South and you come up with one of the country's standout advertising buys.

This coverage can be had only on WSB-TV. Nothing else in the area can touch it.

*During a single 30-day period, four WSB-TV staff produced shows pulled over 7,000 pieces of unsolicited mail from shaded counties on the map.

wsb-tv
Atlanta, Georgia

World's tallest TV tower
50,000 watts, channel 2
Represented by Petry

Affiliated with the Atlanta Journal and the Atlanta Constitution

Broadcasting • Telecasting

June 16, 1952 • Page 81
Sixth Report Taken to Court
(Continued from page 73)

tions for station construction permits and licenses.

The Pittsburgh allocation decision "accordingly should be held unlawful and should be set aside," WWSW argues.

"Particularly the provisions of the allocation are inadequate in that Channel 13 . . . may be used only by pedagogical organizations for non-commercial purposes upon a non-profit basis and hence is not available for general service," the petition declares.

It also contends the provisions of the allocation are "inadequate" in that the three UHF channels assigned there have "little, if any, immediate or prospective use in Allegheny County."

UHF Performances

"The performance of television transmission at the ultra-high frequencies is a speculative matter about which little is known," the petition explains, concluding: "Only one station in the world has ever attempted to render a regular television program service at ultra-high frequencies and its attempts are under circumstances which do not make the results useful for the Pittsburgh area. It is universally conceded that ultra-high frequencies are especially unsuited for transmission over hilly and wooded terrains such as prevail in and about Allegheny County."

The petition notes that on May 1 there were 428,000 TV sets in the Pittsburgh area, about 70% saturation. None of these can receive UHF, the petition states, contending that "if it is at all possible to bring about the creation of listening and viewing audience" for UHF, "it would take so long and would be at such heavy and prolonged losses as to make it entirely impracticable for the petitioner to make application for the use" of a UHF channel.

Therefore, the "only available general-service VHF channel there is Channel 11," the petition concludes, pointing out that since six applications already have asked for VHF there and more are expected to be filed, "there must inevitably be a prolonged, difficult and expensive competitive hearing amongst the seriously conflicting applications."

The petition notes this hearing cannot be resolved for three or four years "and it is true that Allegheny County during that time will have but one" VHF station.

"Neither one nor two stations at once can be, adequately serve the public needs of the Pittsburgh community even if three UHF stations were to be established," the petition states.

"Committed an Abuse"

Contending "FCC refused to allocate Channel 4 anywhere within Allegheny County and thereby committed so manifest an abuse of discretion as to constitute error in law," WWSW notes "the 1945 regulations of the FCC specified that the UHF allocation may be used by stations 150 miles apart" and that the "required separation might be modified according to interference and service conditions which called for modification."

"Under the 1932 regulations challenged by this petition," WWSW says, "there are set up broad and irrefutable presumptions by which the FCC decides itself finally and from which it says it will not depart."

The "conclusive presumptions" of FCC which WWSW cites are:

(a) That every television station will use maximum permissible power (here, 100 kw) in an antenna site having permit-
ed height (here, 1,900 ft.) and therefore their maximum interference to other stations using the same frequency.

(b) That such maxima will be used regardless of the site or importance of the community in which the television station is located, regardless of the im-
portance of the market which it serves and regardless of the financial needs of the licensee or the prudence of the investment which such maxima would require. (At present prices a 1,000 ft. tower costs approximately $150,000.)

(c) That no physical circumstances such as deviation from average conditions due to unusual terrain will be con-
sidered by the Commission in determining by what distances stations should be separated.

The interference between stations will not be considered in making allocation of frequencies, and that the service area of stations will not be con-
sidered in making allocation of stations.

(d) That in the area here involved stations must be located no less than 166 miles apart (which the regula-
tions interpret to mean no less than exactly 169.5-plus miles apart).

The "50-mile separation not in the first instance apply to radio-
television stations," the petition notes, "but only to stations operating at the frequency in question. Then the Commission reserves the right to answer the mile question as follows. It determines the distance from the center of potential origination to what it calls the coordinates of the city from which the allowed additional stations originate. If these coordinates are not contained in a book published by the Department of Commerce and entitled "Air Line Distances Between Cities in the United States" (which was prepared some irrelevant purposes), it will make no connection with the problems of radio-television broadcasting, the FCC then uses the site of the main post office (which was established, of course, without reference to the problems of radio-television broadcasting even though the FCC well knows that no one station will ever be permitted to establish his television station in or on any main post office anywhere)."

The petition notes that the dis-
tances from the exact location of the antenna of WLW (TV) Co-

June 16, 1952

The Quiet Cities

COL. B. J. PALMER, President
ERNST C. SANDERS, Resident Manager
Davenport, Iowa

SUCCESS STORY
by WOC- TV

FEATURE FILM SERIES
SKYROCKETS

LAGGING AUTOMOBILE SALES

Around Jan. 1, auto sales lagged. To whip this lag, Bill Piggott, head of Rock Island Nash agency bearing his name, got Nash dealers in area to sponsor late Saturday night film series on WOC-TV. Program titled "Airflyte Theater" debuted Jan. 19—fifteen deal-

ers participating.

By end of January, Piggott had sold 15 new cars. Appearing on Feb. 18 program, he displayed chart showing only 3 new cars left at his agency. Total view-\n
ers to hurry if they wanted one of these. With sale of these 3 cars by 11 o'clock next morning, Piggott had

scored 31 new Nashes & 3 demonstrators. ALL WITH-

IN MONTH OF FIRST TELECAST.

"Airflyte Theater" is now in its second 13-week cycle and other Nash dealers sponsoring series report sales successes similar to Piggott's. Proof that WOC-TV Sells . . . for further proof get facts from your nearest F & P man . . . or us, direct.

FREE & PETERS, INC. Exclusive National Representatives

Page 82

INDUSTRIAL FILMS TV SPOTS PROGRAMS

BROADCASTING • Teletasking
for World-Wide Settings
in YOUR TV Studios

First Professional 16 mm TV Background Projector Provides 2,000 Lumens

- 46 ampere arc lamp, f/1.5
- 20 mm lens, air-cooled film gate, sprocket intermittent that ends film wear and holds old film steady.

TV Version of Famous Simplex X-1 35 mm Projector: 7,000 Lumens

An incomparable projector used in 80% of all theatres; now equipped for TV use with “2-3” intermittent. 80-110 ampere arc; f/1.5 2” lens.

Here, at last, is background projection made practical for any TV studio or network . . . brilliant, steady motion pictures that make any action scene in 16 mm or 35 mm film libraries available as a setting for TV programs.

No complex phasing needed with TV cameras. Simply focus camera on the background screen for a perfect picture. The GPL “2-3” intermittent pulldown, coupled with a 60 light-pulse per second shutter, automatically meets the camera’s requirements. Special optical systems for each projector reduce “throw” required, save studio space.

Get full details on these outstanding projectors, now in use on major networks. Consider them in your new studio planning; add to the utility of your present equipment.

WRITE, WIRE or PHONE . . .

General Precision Laboratory
Pleasantville, New York

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
COMMUNITY TV GROUP

Forms National Lines

TAXES, government regulation and expansion of TV broadcasting were the topics that most concerned more than 70 community TV operators at the first annual convention of the National Community Television Assn. at the Hotel Neche Allen in Pottsville, Pa., last Monday.

Members voted to fight a Bureau of Internal Revenue ruling that closed circuit relay systems are liable to the 8% tax on installation and monthly charges. Pottsville company, headed by young (34) Martin F. Malarkey Jr. (also president of NCTA and owner of a retail appliance store in Potts ville, has 1,500 customers who paid the $135 installation charge and also pay $3.75 per month for maintenance and service. This involves more than $200,000 in installation fees and $2,625 per month in charges.

The Pottsville company, which began operation in February 1951, has its master antenna (located atop Sharp Mt.) tuned to Philadelphia stations (Channels 3, 6, 10) 78 miles away. The system cost $200,000 to build, Mr. Malarkey revealed last February [8*1, Feb. 11].

Test case-on grounds the tax discriminated against TV set owners in areas into which TV signals cannot reach-was recommended by special NCTA attorney Thomas C. Egans of Philadelphia. Mr. Egans also expressed the opinion that if the test case is adverse to community TV operators, it might be necessary to get sponsors in Congress for legislation to exempt systems from tax.

It was disclosed that the Lans ford, Pa., city government origi

nally proposed a 20% tax on gross revenue. This was finally reduced to 5% by action of the eight directors and income. It also was announced that the Public Utilities Commission of Pennsylvania officially disclaimed jurisdiction over community TV systems. The Maine PUC, however, assumed jurisdiction and the California commission was understood to be considering the matter.

Fact that FCC was reported as being heavily engaged on gross matters to make up its mind whether community TV should be regulated was considered heartening, according to expressions of members.

The effect of TV station expansion, particularly in the UHF band, elicited much interest. Subject was handled by Humboldt J. Greg of WHUM Reading, Pa., (TV applicant for that city) and Dr. Frank G. Kear, of the Washington consulting engineering firm Kear & Kennedy.

Consensus was:

(1) UHF when it comes will cover at first 15-20 miles. Mr. Greg quoted a report in the New York Times that secondary UHF service theoretically was possible out to 75 miles under maximum power and antenna height conditions (750 ft. and 2,000 ft.).

(2) In most communities, there will be only one or two UHF signals. (3) Therefore, community TV can expect to continue in business, since viewers still will want other signals, particularly network, even though they can receive off-the-air local broadcasts.

Manufacturers exhibiting equipment were: J. C. Child Electronics Corp., Philadelphia, and Spencer-Kennedy Labs. Inc., Cambridge, Mass. RCA showed a documentary film of the Pottsville system.

NCTA was organized in November 1951. It claims to represent half of the present 75 community TV systems operating.

The convention re-elected Mr. Malarkey president. Also re-elected were: Claude E. Reinhard, Palmetto, Pa., vice president; George H. Bright Jr., Lansford, Pa., secretary; Melvin L. Boyer, Tamaqua, Pa., treasurer. One-year directors elected were: Kenneth A. Chapman, Honesdale, Pa.; J. M. Randles, Cumberland, Md.; Eli Kramer, Harrisburg, Pa.; C. C. Dake, New Philadelphia, Ohio. Two-year directors elected were: G. B. Henderson, Carmel, Calif.; A. J. Bricken, N. H.; Clyde Davis II, Wilkes-Barre, Pa.

COLUMBIA PICTURES Corp., through its subsidiary Screen Gems Inc., will produce a series of 39 half-hour TV films for Ford Motor Co., Walter Thompson Co., the agency

in an agreement negotiated by J. servicing the account.

This contract is said to be first of its kind between a major movie studio and a national advertiser for the production of films especially for television.

Titled The Ford-Theatre, the series will start on 51 NBC-TV stations Oct. 2, as the replacement for NBC-TV's Ford Festival.

In each teleplay, name motion picture actors, directors and writers will be employed by Columbia-Screen Gems producer, Jules Bricken. The studio's own contract players, among them Broderick Crawford, Audrey Totter, Donna Reed, Aldo Ray and others will be utilized should the roles be suitable.

The Columbia agreement stirred speculation that other major movie studios soon might follow suit, particularly in view of the expected eventual increase in television stations and the resultant loss of more audiences to movies in more cities, now that the TV thaw is taking place.

Twentieth-Century Fox was among major studios believed to be considering making films for video. President Stryos P. Skouras has announced his firm is considering making "appropriate" movies for TV.

The Wall Street Journal estimated that the seven major studios have a backlog of 6,000 movie features of which a minimum of 2,000 are suitable for TV, which if sold en masse to television would bring an average minimum of $10,000 each, or $20 million in earnings.

The 2,000 features are those made between 1930 and 1948, when the Screen Actors Guild stopped in demand a share of TV revenue for pictures made afterwards. Reports in Hollywood said Columbia has received an offer of $20 million for its old pictures and that Howard Hughes' RKO Pictures Corp. may sell its old films for TV. President Barney Balaban of Paramount Pictures said his company's old movies would not be sold to TV until "the right time."

Breakdown of Boycott By Major Film Makers?

ask any Baltimore time buyer about WARM TELEVISION CHANNEL 13 Represented Nationally by HARRINGTON, Righter & Parsons, Inc.

Chicago NEW YORK San Francisco DUMONT-ABC AFFILIATE

Page 84 * June 16, 1952
WKZO-TV using FEDERAL TRANSMITTER
Reports TOTAL OUTAGE for 1 year

Less than .012%

Contact your Graybar distributor. Have him explain how Federal can serve all your TV needs — reduce your initial and operating costs — and provide the best in complete station equipment.

Here's where sound design and quality workmanship pay off. This is typical of Federal equipment where emphasis is placed on quality — reliability — dependability.

Federal Telecommunication Laboratories, Inc.
An Associate of the International Telephone and Telegraph Corp.
500 Washington Ave., Nutley, N. J.

Canadian Distributor: Federal Electric Manufacturing Co. Ltd., Montreal, P. Q.
Howard D. Morris, of Cavaliers Media Adv., Pittsburgh, has announced the formation of Cavaliers Films Inc. Director of film production is Ted Mason, of Mason Marionettes.

Mr. Morris said the new company will specialize in production of puppet and trade mark films "for moderate budget advertisers."

A series of 15-minute TV shows is being prepared, the first of which, The Enchanted Nutcracker, will be ready for release Aug. 1. Other films planned are Jack and the Beanstalk, Fruits of Life and 12 others, which will be released at weekly intervals.

Address of new firm is Chatham at Wylie, Pittsburgh 19, Pa.

Sales . . .
SALES ORGANIZATION for the distribution of more than 85 full-length European feature films, live and animated short subjects is being set up in Chicago.

Herbert Spitzer and Burton A. Neuberger, executive vice president who recently resigned as manager of the Chicago office of Marfree agency, have exclusive theatre and television rights in North, Central and South America for film products made by several leading European studios, Mr. Neuberger said.

Re-recording on the features is being completed now with lip sync and voice over sound tracks in English. Ready for release is a 13 quarter-hour series of operas, made with the Bavarian State Opera company, ballet and orchestra. A series near completion consists of 13 half-hours with stop-action puppetry in famous fairy tales.

The company, Switzer & Assoc., will produce films for stations, packagers, agencies and clients "at a half to a third" of the U. S. cost, Mr. Neuberger said, and will also supply European studio services to American performers.

Alexander Film Co., Colorado Springs, Co., announces the recent TV commercial productions for the following organizations:

Tivoli Brewing Co., Denver, one 60-second film through Curt Freiberg & Co., featuring Tivoli Beer.


W. F. Thiele Meats, Milwaukee, three 20-second films through Baker, Johnson & Dickinson, featuring Thiele Meats.

Sunbelt Growers Inc., Los Angeles (oranges, lemons), has started Sunbelt Premier Playhouse on KTLA (TV) Hollywood, Fri., 9:30-10 p.m. (PDT), for 13 weeks from June 12. TV film series, produced by Screen Televideo Productions, Beverly Hills, marks firm's initial TV bow into regular programming.


Phil Davis Musical Enterprises, New York, has been asked to write and produce a new musical commercial for Goebel Beer thru Brooke, Smith, French & Dorrance, Detroit.


Availables . . .

Crown Pictures International, Hollywood, has acquired the complete series of 13 half-hour films, Life With Buster Keaton, for world distribution. Additional series will be produced by CPI this year as result of tests run in San Francisco. The recently acquired series was produced by Carl Hittleman, directed by Eddy Cline from scripts by Jay Sommers.

(Continued on page 38)
THE BIG BUY

THE BIG GAME HUNT...Action packed jungle adventures of Martin and Osa Johnson...the pictures all Americans love to watch.

Screen Gems, Inc.
729 Seventh Avenue
New York 19, N. Y.
Circle 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of Tchaikovsky • Beethoven • Schubert • Wagner • Mendelssohn • Grieg. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.

Screen Gems, Inc.
729 Seventh Avenue
New York 19, N. Y.
Circle 5-5044
Write • Wire • Telephone
For Audition Prints

31 HALF-HOUR WESTERNS Starring the famous and well known stars: Tim McCoy, Hoot Gibson, Tom Tyler, and Big Boy Williams. Action and super quality rolled into one. Proven through continued use in many locations. FIRST RUN AVAILABLE IN SOME TERRITORIES.

Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
Judson 6-5480

THE BIG GAME HUNT...
IN ACTION...

Videodex Reports
Los Angeles...
Top Film Show
For Wednesdays
#2 of Ten Top TV Shows
Detroit...
In Ten Top TV Shows
Solid 21.8 Rating.
26½ Min. Running Time
Book it for Big Results
In Your Market

THE ULTIMATE IN CHILD ENTERTAINMENT—EDUCATION—PAPA BEARS NEWSREEL
A fifteen minute show in thirteen chapters done in newswear style and depicting events of interest to the small fry.

Plus these outstanding features:
The Story of Shirley Yorke
Dark Secrets
Top Secret
I Am With You
Lost Wilderness

For more information please write direct to the distributors.

Explorers Pictures Corp.
1501 Broadway
New York City
Longacre 4-5592
Jules B. Weill, Pres.

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA Victor • Decca • Columbia • Capitol • Mercury. A perfect library service for TV broadcasters everywhere!

Governor Television Attractions, Inc.
151 West 46th Street
New York 19, New York
Judson 6-4221

For Broadcasting • Telecasting
June 16, 1952 • Page 87
**AFM 5% PLAN**

**Must Stay, Says Petrillo**

CHARGING "selfish interests" with trying to scuttle the AFM welfare fund 5% royalty formula to which TV film producers must contribute, James C. Petrillo, president, at the American Federation of Musicians' National Convention in Santa Barbara last Tuesday, squashed all hopes it would be repealed.

Admitting the formula "ain't perfect," Mr. Petrillo declared, "We'll stick to it until someone comes along with something better."

"The formula must stand," he added. "I wouldn't give up the 5% plan for a $5 million working guarantee in Los Angeles annually. It will be changed only when it will be to the benefit of all locals."

His fiery plea killed a reported move by members of Los Angeles Local 47 [B+T, June 2, May 12] and New York Local 802 to introduce resolutions asking the international executive board to eliminate the royalty arrangement.

Both locals contend the fund setup as it now stands prevents musicians from getting TV work because it discourages filming of video shows with live music. Los Angeles musicians several weeks ago circulated appeal petitions among members, getting around 2,500 signatures. They were sent to Mr. Petrillo for his and executive board consideration.

Mr. Petrillo, in a 45-minute ad-lib talk, assailed "some members" of Local 47 for their activity in the royalty fund. "We've earned $800 per week and are un-happy because they're making $400."

He charged they were stirred up by vague conversation regarding TV employment if the formula were lifted.

He said Local 47 officers had met with a group of these TV employers to learn what guarantee would be made if the royalty formula were lifted. Nothing came out of it. They didn't even offer to hire a piano player, Mr. Petrillo reported.

Musicians in the royalty campaign, he declared, were willing to give $5 of each $50 they earned instead of 5% tax, but this contribution to the fund would be minute compared to benefits gained through the formula.

Mr. Petrillo's defense of the royalty formula came as a complete surprise to delegates. The subject was not on the convention agenda. Any changes in the welfare fund setup would have to be made by the international executive board, was the explanation.

He reported approximately $186,000 in the trust fund from the royalty formula, measurement of the money for free public music through locals will start next January.

Mr. Petrillo, unopposed, was re-elected AFM president for his 12th year. Re-elected vice-president was Charles L. Bagley, Los Angeles; Secretary, Wen Cluesman, New York; Treasurer, Harry J. Steeper, New York.

The Los Angeles local failed to put over a proposal calling for AFM to "prevail" upon a member of Congress to introduce legislation that would stop importation of foreign-made instrumental music sound tracks and recordings for radio and TV.

**BAPTIST GROUP**

**Plans TV Use in 1953**

SOUTHERN BAPTISTS plan to use television more extensively to put forward their program in 1953, it was announced at the 94th meeting of the Southern Baptist Convention in Miami.

Dr. S. F. Lowe, executive secretary of the organization's radio commission, said 15-minute films featuring outstanding Baptist leaders are being prepared for TV.
The ANDREW "Skew" Antenna is the only antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for
Tape Use Cuts Materials, Shipping Costs

HIGH COST of providing transcriptions in large volume for isolated stations has been solved through the use of tape.

For the Midnight Sun Broadcasting Co., which operates KFAR Fairbanks and KENI Anchorage, Alaska, the use of tape has reduced materials costs 85% and cut shipping charges in half.

The Alaska company was faced with the problem of economically bringing statewide network programs to its listeners. Extreme weather conditions, coupled with great distances, made radio pick-up impossible. An alternative—disc recordings of statewide network shows shipped by plane—was too expensive.

Company officials consulted John Keating Inc., a Seattle-Portland recording studio, which advised the use of tape recordings.

Jack D. Ellison, Keating manager, explained that, "Air transportation costs have been solved through the use of tape.

"It was the only way to get the programs to Alaska while they were still fresh. But tape recordings would reduce these shipping costs since the reels of tape were light in weight and not easily damaged and would require no special heavy packaging."

"In addition, the tapes could be used over and over again, cutting down the cost of recording material. This was important since Midnight Sun's eventual volume of recordings would be great."

By the spring of 1949, the tape recording program was in operation. Forty hours of programs weekly were being recorded in Seattle and flown to Alaska. The system worked so well that today 67½—some 80 hours weekly—of Midnight Sun's programs are taped.

Direct lines to the Keating studio from Seattle stations KOMO (NBC), KJQ (ABC) and KVI (MBS) provide the network links. All recording is done on "Scotch" III-A sound tape.

Since the taping program started, Midnight Sun has placed in operation some 1,500 reels of sound tape. Both 600 and 1,200-foot reels are used.

"Using conventional recording methods at the present rate of 80 hours of recording a week, the two-year cost of recording materials would have been more than $25,000. Cost of recording tape over the two-year period has totaled $4,000—only 15% as much," Mr. Ellison said.

Donald B. Hause

FUNERAL services were conducted in Chicago last Tuesday for Donald B. Hause, 55, advertising manager of Armour & Co., who died June 8 in St. Francis Hospital, Evanston. A coordinator of the American Heritage Foundation and former advertising manager of Sprague, Warner Co., Mr. Hause was a graduate of Lake Forest (Ill.) College and a World War I Navy veteran. He is survived by his wife and a son.

N.Y. MEDIA NEWSMEN Assn. Okays Constitution

RADIO-Newseum Televising Work Press Assn. of New York has voted favorably upon a constitution for its membership. Temporary Chairman Chester Burger of CBS said last week that "now the dolls are cleared for more positive action."

The association was set up to act as a single voice for on-the-scene radio and TV newsmen as well as newsmen cameramen, sound men, contact men and tape reporters. It was estimated that more than 200 radio and TV newsmen are engaged in on-the-spot coverage in metropolitan New York.

White on WLIB

WALTER WHITE, executive secretary of the National Assn. for the Advancement of Colored People and also an author, newspaper columnist and war correspondent, started a weekday radio commentary program over WLIB New York June 2 (7-7:15 p.m. EDT). Mr. White observes news and world affairs during the program and interviews leading news figures. Mrs. Franklin D. Roosevelt was his first guest. Sponsor is Vim stores, through Frederick-Clinton, N. Y.

‘Music Magazine’

EXECUTIVES, continuity writers and members of the music department at WQXR New York were represented with musical compositions and arrangements, when work composed by staff members was broadcast on the station’s Music Magazine program from 9:05-10 p.m. EDT June 2. Works included concert, popular and experimental songs, piano pieces, minuets, toccatas, variations, and dance suite by station manager James E. Kovach, continuity writer Jack Ringgold, director Alfred Simon, producer Fred Grunfeld, music director Abram Chasins, announcer Jacques Fray, recorded-program director Harold Lawrence, and staff members Marilyn Parrish and Eleanor Williams.

CBA CONVENTION

Is Set June 20-22

CATHOLIC Broadcasters Assn. will hold its Fifth National Convention in New Orleans, June 20-22. The Rev. Michael J. Killoughey, of the Catholic Information Center in New Orleans, will be host and chairman of the convention.

Information concerning the meeting may be obtained from Father Killoughey, 606 Common St., New Orleans, or from the CBA office, P. O. Box 1573, Wilmington, Del.

Webb Jay

WEBB JAY, 82, president of the operating company which established WIOD Miami, Fla., died June 4, Mr. Jay, a long-time resident of Miami Beach, also was an automotive engineer and inventor. WIOD is owned and operated by the Miami Daily News.

GET THE BIG PLUS IN CINCINNATI

See Centerspread This Issue ON THE AIR EVERYWHERE 24 HOURS A DAY 50,000 WATTS OF SELLING POWER

ALASKA PROGRAMMING
**DPA TAX LIST**

190 Facilities Amortized

CERTIFICATES of necessity for accelerated tax amortization of 190 new or expanded defense facilities have been approved by the Defense Production Administration for the week of May 23-29, it was announced last week.

Amounting to a total of $169,686,166 in five-year allowable amortization for tax purposes, the week's list of companies receiving certificates included the following electronic manufacturers (figure after name of company is total amount certified, followed by percentage allowed):

- Raytheon Manufacturing Co., electronic equipment and parts, $431,000, 65%;
- Syrantra Electric Products Inc., $431,000, 65%;
- Raytheon Mfg. Co., tubes, $260,172, 65%;
- Allen B. Du-Mont Labs., electronic equipment, $35,743, 65%;
- Tretol-Grum Co., electronic parts, $2,823, 65%;
- David Bogen Co., electronic equipment, $48,506, 65%;
- Electronic Tachometer Corp., distance transmitters for Navy, $13,635, 65%;
- Forger Washer Co., aircraft and electronic parts, $154,010, 65%;
- RCA, tubes, $325,000, 65%;
- Continental Tube Co., electronic equipment, $100,000, 65%;
- Sylvania Electric Products Co., tubes, $61,976, 65%.

**GENEVA VACANCY**

Communications Post Open

VACANCY for a Class 3, Technical Assistant, has been announced by the International Telecommunications Union in Geneva, Switzerland. Salary ranges from about $2,900 to about $4,600, free of income tax. Requirements include a degree or diploma in physics or electrical engineering and at least three years experience in a responsible post in radio communications.

Applications should be sent directly to Leon Mulatier, Secretary General, International Telecommunications Union, Palais des Nations, Geneva, Switzerland, in time to reach there by July 25. Although not required, it was suggested that interested persons file a duplicate application with the Office of Harry B. Otterman, Acting Chief, Telecommunications Policy Staff, Dept. of State, Washington 25, D.C.

**ARMED FORCES Radio Service**

Hollywood, awarded a station by Calif. Legislature April 4th, announced 11th anniversary, fortnight ago.

**KWBB'S 'MANHUNT SALE'**

Sells 101 Used Cars in Five Days

KWBB Wichita has just completed a highly successful sales campaign for Don Schmid, president, Inc., one of Wichita's leading new and used car distributors.

Using the theme, "The Manhunt Sale," terms such as "sawed-off rate books," "casin' the joint," and "murdering prices," were tied into all copy.

The auto firm, using three 15-minute programs and a schedule of 40 floating spots, established an all-time high during the sale. In a five-day period, 101 used cars were sold, the station reports.

KSID Affiliates
With ABC and WC Networks

KSID Sydney, Neb., new daytime station on 1540 kc, has joined ABC network and Wyoming Cowboy Network. The station, which took the air a few days ago, is owned jointly by William C. Grove, general manager of KFBC Cheyenne, Wyo., and his brother, Lewis W. Grove of Denver.

The station is applying for full time on 1540 kc. Maxwell Young has been named KSID manager with Art Westergaard as chief announcer and program director.

FM Remote Control

REMOTE control operation of the transmitters of WRAK-FM Williamsport, Pa., and WPRO-FM Fremont, Ohio, was approved by FCC last week through waiver of Sec. 3265 of its rules. In each case, the FM transmitter will be controlled remotely from the transmitter site of the respective AM station. About 20 other FM stations now are employing this type of operation on a temporary basis, an FCC spokesman indicated earlier upon issuance of the Commission's proposal regularly to allow remote control operation of certain FM and AM stations and to ease transmitter operator requirements in some cases [B*T, June 9].

**FARM DIRECTORS**

Now On MSA Foreign Tour

FOUR radio farm directors are among 12 farm experts now on a six-weeks tour of European and Middle East farm communities. The radio men were selected by Mutual Security Agency to teach local farm agents better ways to use radio to spread agricultural information.

Farm directors include Sam B. Schneider, KY0O Tulsa, and president of the National Assn. of Radio Farm Directors; Claude Maheux, CBS Radio; C. W. Jackson, KCMA Kansas City, Mo., and Lawrence Haeg, WCCO Minneapolis. The group left May 23 and will return about July 1.

**Meet your BEST CUSTOMER**

Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in W/LW-Land—One-tenth of America. The best way to reach them is by Radio... and the most effective and economical radio in this area is W/LW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.

**The LaCrosse Tribune Station**

KWTVY Promotes!

In 1953 KWTVY programs and advertising in excess of 6,000 hours of daily new spot content to La Crosse and area newspapers!

Station B used slightly over 2,300 advertising spots...

**FM Remote Control**

REMOTE control operation of the transmitters of WRAK-FM Williamsport, Pa., and WPRO-FM Fremont, Ohio, was approved by FCC last week through waiver of Sec. 3265 of its rules. In each case, the FM transmitter will be controlled remotely from the transmitter site of the respective AM station. About 20 other FM stations now are employing this type of operation on a temporary basis, an FCC spokesman indicated earlier upon issuance of the Commission's proposal regularly to allow remote control operation of certain FM and AM stations and to ease transmitter operator requirements in some cases [B*T, June 9].

**Young Performer**

BOB VESEL, program director of WMTR Morristown, N. J., thinks he has helped set a record for the youngest performing to appear on radio. Two days after his wife had given birth to a daughter April 28, Mr. Vesel had recorded the infant's cry and played the tape during a WMTR commercial for Jersey Central Power & Light Co. Sales message: Modern lighting and power make today's maternity ward a pretty safe place for mother and child.
New Survey Shows Radio's Bigness

(Continued from page 27)

secutive 21-day period (including "follow-up" questionnaires), with each separate subsample proportioned in terms of the population estimates. As a result, we were able to obtain an adequate representation for each day in the 7-day cycle.

All "program rating" systems in present use are limited in terms of one conclusion. Each of them can possibly provide an adequate measurement of radio's circulation, because none of them include auto-radio listening among their data. This limitation was not too important ten years ago, perhaps, but today—when some 40% of the market households have one, or more, radio-equipped automobiles or trucks—the auto-radio audience constitutes a highly important segment of the total listening audience.

And, this is particularly true during the spring, summer and fall months when use of autos for family pleasure trips is greatly increased.

For years, broadcasters have heard so much talk about "summer hiatus" that they have come to believe that radio really dies a little come June. Here again, program ratings are the chart of the problem. The "summer hiatus" concept has been justified on the basis of rating evidence that in-the-home listening drops off sharply in urban homes with the hot summer weather. But, when people in urban homes leave their homes for recreation, where do they go? Some of them—on the basis of the evidence included, many owners are increasing use of their automobiles for recreational purposes. And, when a man uses his auto for recreation (or for business), he is quite likely to tune-in his auto-radio, at least for part of the trip.

Auto Listening

In order to obtain some measure of the extent and characteristics of this auto-radio audience, we asked the following series of questions.

In terms of what happened YESTERDAY, how many times was the family auto(s) used for separate and different trips? About how long (in hours and minutes) did the particular trip take? (asked about each separate trip)

"About how long (in hours and minutes) was the CAR RADIO in use during the trip? (asked about each separate trip)

How many people . . . men, women and children (by age groups) . . . were in the car during that particular trip?

The data obtained with this question-series are rather extensive, and, quite possibly will be discussed more fully in a separate report. In general, however, we found that . . .

The average auto-radio family makes about 32.5 separate trips, in the family car, during a typical 7-day week.

The average auto-trip consumes about 57.4 minutes (including "parking time"), and the auto-radio use averages 15.6 minutes per trip.

On a typical trip in a family-owned auto there are about 1.71 people (including the driver) in the car, on the average. This includes 0.81 adult men, 0.59 adult women and 0.24 children between 5 and 18 years of age.

When these statistics are projected to the estimated 126,700 households with auto-radio, we find that approximately 4,117,740 separate trips are made in family-owned radio-equipped automobiles during a 7-day week, and that these trips involve some 2,886,870 hours of auto-use, including "parking time" during a typical week. And, of this total, auto-radios are tuned-in about 22% of the total time for an approximate total tune-in of 881,700 hours during a typical 7-day period. All in all, some 1,156,100 adult-hours are spent in auto-radio listening in a typical week.

In summation, we continue to hold its prime place among the media in the Louisville Market. However, some definite changes in "listener behavior" are becoming more apparent. The great increase in the ownership of portable sets, the widespread distribution of AM sets in "work rooms" in and about the home, and the relatively heavy use of auto-radio, all of these point-up the fact that radio's audience is changing, rapidly and markedly, in TV terms.

Radio enjoys one important advantage that the other media cannot have. It is the only solely auditory medium. Radio reaches people when they are concurrently engaged in other activities. And, if the broadcaster is successfully able to provide the needs of his working

transient/relaxing audience, he must play radio's unique advantage to the very hilt. He must design "stopper" commercials—messages with higher attention-getting force.

And, in between these attention-grabbers, he must program easy-to-listen-to material that does not tax the attending powers of the listener too much. In short, he must program for "tomorrow's audience"—because "tomorrow" is almost here.

TABLE I

THE LOUISVILLE MARKET SAMPLE FOR MARCH, 1952

<table>
<thead>
<tr>
<th>CITY HOUSEHOLDS (Including Jeffersonville and N. Alba)</th>
<th>Original Sample (21 mailing's)</th>
<th>Segments returning usable Q-schedules</th>
<th>Estimated number of households in market segment.</th>
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<th>HOUSEHOLDS</th>
<th>Original Sample (21 mailing's)</th>
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<th>Estimated number of households in market segment.</th>
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<td>24,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23,500</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18,270</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FARM HOUSEHOLDS</th>
<th>Original Sample (21 mailing's)</th>
<th>Segments returning usable Q-schedules</th>
<th>Estimated number of households in market segment.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,890</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,530</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,520</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1,980</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11,340</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Estimated Total In The 60-Mile-Market: 315,000 households

TABLE II

AVERAGE NUMBER OF MEMBERS OF THE TYPICAL HOUSEHOLD "AT HOME AND AWAKE," AND AVAILABLE TO IN HOME RADIO

<table>
<thead>
<tr>
<th>TIME-SEGMENT</th>
<th>CHILDREN</th>
<th>ADULTS</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>5am - 6am</td>
<td>60</td>
<td>54</td>
<td>114</td>
</tr>
<tr>
<td>6am - 7am</td>
<td>36</td>
<td>40</td>
<td>76</td>
</tr>
<tr>
<td>7am - 8am</td>
<td>57</td>
<td>86</td>
<td>143</td>
</tr>
<tr>
<td>8am - 9am</td>
<td>30</td>
<td>50</td>
<td>80</td>
</tr>
<tr>
<td>9am - 10am</td>
<td>15</td>
<td>46</td>
<td>61</td>
</tr>
<tr>
<td>10am - 11am</td>
<td>11</td>
<td>89</td>
<td>100</td>
</tr>
<tr>
<td>11am - 12pm</td>
<td>1</td>
<td>94</td>
<td>95</td>
</tr>
<tr>
<td>12pm - 1pm</td>
<td>29</td>
<td>94</td>
<td>123</td>
</tr>
<tr>
<td>1pm - 2pm</td>
<td>31</td>
<td>90</td>
<td>121</td>
</tr>
<tr>
<td>2pm - 3pm</td>
<td>21</td>
<td>90</td>
<td>111</td>
</tr>
<tr>
<td>3pm - 4pm</td>
<td>16</td>
<td>84</td>
<td>100</td>
</tr>
<tr>
<td>4pm - 5pm</td>
<td>25</td>
<td>92</td>
<td>117</td>
</tr>
<tr>
<td>5pm - 6pm</td>
<td>60</td>
<td>100</td>
<td>160</td>
</tr>
<tr>
<td>6pm - 7pm</td>
<td>44</td>
<td>97</td>
<td>141</td>
</tr>
<tr>
<td>7pm - 8pm</td>
<td>36</td>
<td>89</td>
<td>125</td>
</tr>
<tr>
<td>8pm - 9pm</td>
<td>36</td>
<td>89</td>
<td>125</td>
</tr>
<tr>
<td>9pm - 10pm</td>
<td>36</td>
<td>89</td>
<td>125</td>
</tr>
<tr>
<td>10pm - 11pm</td>
<td>36</td>
<td>89</td>
<td>125</td>
</tr>
<tr>
<td>11pm - 12am</td>
<td>36</td>
<td>89</td>
<td>125</td>
</tr>
</tbody>
</table>

"Assuming the essential representativeness of the sample, any 'within cell' statistic may be multiplied by the estimated population of households in the market (315,000) to obtain an estimate of the available in-the-home audience in that category.\"
Film Report
(Continued from page 86)

Clyde Bruckman and Harold Goodwin. Negotiations have already started for release in South America and Europe.

Sterling Television Co., New York, has acquired from The Michelangelo Co. exclusive rights to "The Titan." Robert Flaherty's Academy Award winner based on life of Michelangelo.

Production

Maurice Kossol Productions, Hollywood, is preparing a half-hour TV film series, Roaring Twenties--U.S.A., for mid-July production. Based on the experiences of ex-New York detective, Barney Ruditsky of the Broadway gangster squad, each film will dramatize highlights in the lives of such underworld characters as Dutch Schultz, Lucky Luciano, Jack "Legs" Diamond, Waxy Gordon and Louis Buchalter.

Writing the scripts is Hal Biller, radio-screen writer, which Mr. Ruditsky will open and close with narration. One script is to be the director and Louie Diaz will be the associate producer.

Sam Hersh, president of Family Films, Beverly Hills, Calif., announces completion of the first group of 13 Living Bible films, produced in color for release in color and black and white. The 15-minute lesson units portray events in the life of Christ. Nelson Leigh portrays Christ in the films and Edward Dew is the director. According to Mr. Hersh, these are the first films using the literal text of the modern English of the revised standard version of the Bible. Release dates are set for September.


Gene Autry's Flying A Television Co., Hollywood, is producing 13 half-hour TV film series, Death Valley Days, for Pacific Borax Co., New York (20 Mule Team Borax), sponsor of the radio version. Stuart and Darrell McGowan, motion picture producer and director, have been signed to serve in these capacities with Ruth Woodman adapting scripts. McCann-Erickson Inc., New York, is the agency.

Bing Crosby Enterprises, Culver City, has started production on its recently-acquired Bret Harte short story, "Tennessee's Partner," for inclusion in a repeat, a half-hour TV film series. Jack Patrick wrote script adaptation for producer-director, Bernard Girard.

Supporting roles assigned to Dennis Ross, Howard McNear and George Pearson in "The Gentle Years," first in Ethel Barrymore Theatre half-hour TV film series being produced by Interstate Television Corp., Hollywood, a subsidiary of Monogram Pictures. Walter Paterson is directing the first film, which is narrated by Ethel Barrymore. Will Jason directs from an original script by Jack Ruben and Jameson Brewer. Producer is Lee Savin.

Three more films will soon go into production for CBS-TV Schlitz Playhouse of Stars with directorial duties assigned to Edward Mann by producer Edward Lewis. Virginia Field and Willard Parker co-star in "Mr. and Mrs. Trouble," now being filmed. Irene Dunne narrates the half-hour series.

Lou Lilly Productions, Hollywood, has been formed by Mr. Lilly, production supervisor and scenario department head for Jerry Fairbanks Productions, to film TV programs and commercials. Headquartered at KTTV (TV) studios, production starts immediately on a 13-hour television situation comedy TV film series, The Boy Friend, featuring screen actor Todd Karns.

Six more half-hour films in Kellogg Co.'s Wild Bill Hickok TV series, filmed by William F. Breidy Productions, Hollywood, get underway June 18. Guy Madison and Andy Devine head the cast.

Film People

Walter Klinger, in charge of sales for Scandinavian-American Television Co., Beverly Hills, has returned from Copenhagen where the firm is filming Hans Christian Andersen TV series. Already completed are "Emperor's New Clothes," "Little Claus and Big Claus," "Simple Simon" and "The Tinderbox." Mr. Klinger is arranging for distribution on 26 series which are to be ready for fall release. Recently added to company is Reginald Wyer, head cameraman for Seventh Seventh, quartet and trio.

Roland Reed, head of Roland Reed Productions, Culver City, Calif., is abroad for six weeks to study the feasibility of television film production outside of the United States. With several proposed TV film series in mind. Mr. Reed will tour England, Italy, Sweden, France and Norway inspecting studios and facilities.

Arthur B. Canning has joined the George F. Foley TV packaging and production firm as a sales representative. Formerly an account executive with Newell-Emmett Co. and divisional sales manager of the Brown Co., Boston, Mr. Canning will handle such programs as Tales of Tomorrow, Mr. George Galt Sow and Coast Guard Cadet on Parade.

Arline Judge, former screen star, is to make her TV film debut in Krey Drake series being produced by Hafner-Halperin Inc., Culver City. She will portray female fatale to Sterling Hayden's detective.

Hedy Lamarr has been signed for 96 half-hour television films to be produced in color by Victor Pahlen and associates in Mexico City. The series, titled Great Loves, will feature Miss Lamarr as the feminine partner in famous love stories. Production is scheduled to start July 1. Each film is budgeted in excess of $20,000, it was reported. In addition to her salary, Miss Lamarr will also share in the profits from the venture. Director of the series is Edgar Ulmer.

William Castle, contact director for Columbia Pictures, is loan to Pennant Television Productions Inc., Hollywood, as alternate director with Harold Schuster on Date With Destiny, half-hour TV films.

Headline Club Meet

WILLIAM RAY, director of news and special events at NBC Chicago, speaks to the Chicago Headline Club, chapter of Sigma Delta Chi journalism fraternity, at a dinner meeting tomorrow (Tuesday) night. He will appear in a forum on news coverage plans for the upcoming political conventions in Chicago with Charles Hacker, Republican Convention manager, W. Neil Roach, Democratic Convention manager, and Alvin Orton, AP chief in Chicago.

EDGAR BERGEN, star of CBS Radio Edgar Bergen-Charlie McCarthy show, starts first of several night club engagements, June 21, to break in material for next season's TV appearances.
Radio Needs Muscle

(Continued from page 32)

be largely neglected by TV, partly because of commercial demands on TV time and partly as a simple matter of TV economics.

Don't get me wrong. TV is a marvelous medium. And like radio it is a great challenge to those of us working at it. I want to see both mediums prosper. But TV is a glamour boy. If you're wed to him alone, he can get real wearisome and demanding. Radio might be compared to the unglamorous husband who has been bringing home the bacon but may get unbearably dull at times. Fortunately it's permissible to be bigamous and wed to both, and both will be welcome under the same roof.

And fortunate indeed are those station owners who have a stake in both mediums, for they can complement each other. TV can bring the complete sight and sound, at a price, but may never be able to economically operate locally as radio does with its opportunity to do more things less expensively and with less advance planning.

From the station's viewpoint, it's less trouble to sit on one's fat fanny and just take network feeds, only now that the feeds are largely sustaining, the fanny is going to thin out. So since it's going to thin out anyway, why not replace the fat with a little muscle. Programming muscle, that is.

The lack of network night comfort which station owners have given radio stations this opportunity for a new start, and it is to be hoped that the chance isn't muffed. Currently national spot business is pretty healthy, so stations have a far better start than when they originally began, for national station representation hadn't yet been formulated, and station income was of the most haphazard variety. How long national spot will now prevail as a major source of income will depend on radio's appeal to the public. As TV continues its inroads on public attention via inevitable expansion, radio must have good sound business reasons for survival. Despite its record of frequent impressions at low cost, a dwindling radio audience will of necessity become suspect under the eagle eyes of the agency research boys.

So it is to be hoped that the industry just doesn't sit around and fret too much about possible network rate cuts with a percent of a percentage involved. Some rate cuts may be inevitable, and many adjustments may be in the offing. It certainly is no time for crying, but a time for displaying some of the guts that built radio in the first place. Radio stations might well invest in more programming people—give bonuses to employees who are alert and come up with suggestions for feasible local programs and program stimulants. A revival of the imagination and drive that pioneered the industry will certainly please the most important friend and ally the radio station has—his representative—for certainly they have a mutual interest in making the station's audience attractive to the card buyer, who is always very jealous of his dollar's buying power.

Whether prosperity continues for radio, or whether austerity sets in, the medium should put its house in order by doing the things it does best, plus the things that TV is least apt to do. Tune-in incentive should be heightened, if radio will again become a more integrated part of the community.

Radio has to stay. We can ill afford to lose such a medium. True, radio is on a reducing diet not of its own choosing, but it will eventually become a harder hitting, leaner looking fellow, and will be healthier and more attractive.

BUSY Drue Smith (behind microphone), who has joined WAPO Chattanooga, Tenn., from WDDO same city, has signed Quaker Oats Co. for sponsorship of a quarter-hour segment of box 45-minute morning show, Drue Smith & Bee Blee, which Quaker extended six months for Aunt Jemima all-purpose family flour at the end of the original 13-week contract. Arranging for the show were (1 to r): Walter H. Stamper Jr., WAPO salesman; Nelson Krepps, WAPO production and promotion manager; Fred Kerns, Quaker official; Drue Smith and her show partner, Bee Blee (Bernard Brown), and Ramon Patterson, WAPO owner. Other WAPO shows conducted by Drue Smith are Party Line, sponsored every afternoon by the Electric Power Board of Chattanooga, and House Party, sponsored Sunday afternoon by Miller Bros. department store, Chattanooga.

New Business

(Continued from page 16)


TONI Co., Chicago, appoints Weiss & Geller, that city, for Prom home permanent.

Cock 'n Bull Products, L. A. (ginger beer), names Leonard Shane Agency, that city. Radio-TV will be used.


Music for Portland Committee, Portland, Ore., appoints House & Leland, that city.

Magic Pantry Co., L. A. (mfrs. home freezers), appoints Factor-Breyer Inc., that city. Media includes radio-TV.

Ad people . . .

HALE R. TALBOT, assistant advertising manager, Pure Oil Co., Chicago, promoted to advertising manager.

JOHN B. HOLMES, former media director, McCann-Erickson, Chicago, named advertising manager of Hertz Driv-Ur-Self System there.

KARL F. DINNAUER, advertising manager, W. A. Sheaffer Pen Co., Fort Madison, Iowa, named assistant to GRANT F. OLSON, vice president in charge of advertising, foreign service and defense production.

DON A. REED, assistant public relations director, appointed assistant to Mr. Dinnauer.


J. CALVIN AFFLECK, sales promotion manager, Receiver Div., Allen B. DuMouit Labs., named advertising manager in addition to present duties.

WILLIAM H. HARR promoted to marketing service manager, Lever Div., Lever Bros. Co., N. Y.

DOLLY REED, beauty editor, McCall's magazine, joins advertising department, Sales Builders Inc., L. A. (distributors Max Factor Hollywood make-up and Signature products).
ACLU Transfers

ACLU Urges Hearing Be Held

INFLUENCE of Anaconda Copper Mining Co. in the affairs of Montana was cited last week by the American Civil Liberties Union in a letter urging FCC to hold a hearing on the proposed transfer of control of KFBB Great Falls, Mont., to Fairmont Corp., wholly-owned Anaconda subsidiary.

ACLU contends approval of the transfer without a hearing would violate the civil liberties principle of diversification in the ownership and policies of the media of mass communication. ACLU noted Anaconda already owns or controls six Montana newspapers and has an interest in a seventh.

The transfer application, filed with the Commission early this year, requests approval to acquisition of control of KFBB by Fairmont Corp. through purchase of 51% interest for $187,000 from Fred Birch [B&T, Feb. 8]. Mr. Birch would retain a minority interest. KFBB is assigned 5 kW fulltime, directional night, on 1310 kc.

Up Plans

Underway for Convention

FINAL U.P. plans for political convention news coverage, on behalf of member radio stations, have not been drawn, but will be effected on a scale corresponding to reporting for newspaper members, which calls for a "record strength" staffing, John J. Madigan, U.P. radio news manager, has announced.

News for TV station members will be filed over special TV script wire, it was reported, with film coverage by United Press Movietone News to be processed specially in an on-scene plant. TV coverage is to be headed by William C. Payette, U.P. television manager, assisted by Chiles Coleman, southern division news manager, William R. Higginton of the Washington bureau, and John Zichang and Charles Schuman of New York Movietone bureau.

Presentations of honorary plaque have been made to WGAR Cleveland by 4th Group, Ohio wing of the Civil Air Patrol for "outstanding contributions to the field of aviation."
L. O. Langworth's newest show, This Is the Hour, 60 minutes daily of boulevard show tunes, light classics and songs from movies, is drawing favorable sponsor and audience reaction, according to C. O. Langworth, Lang-Worth president. Mr. Langlois says that This Is the Hour was especially designed as a show case for commercial spots and that it is the first of five new shows of broad popular appeal being added at monthly intervals for release to the Lang-Worth Transcribed Program Service.

BILLBOARD PLUGS RADIO
OPENING of new super highway to Virginia Beach has prompted WCAV Norfolk, Va., to contract for three outdoor billboard locations on the new highway. Billboards will be used to plug station's summer resort programming. Business was placed through John Maglaughin Advertising.

FIRST HAND ACCOUNT
KOREAN airlift assignment has been taken by Esther Van Wagoner Tufy, Washington correspondent for 300 newspapers and 21 radio stations. Objectives are to pick up a GI wounded at the front and fly back with him to the homefront. Report written by Mrs. Tufy deals with her experiences and those of Douglas MacKissock, the wounded soldier.

WHAS-TV INTERNSHIP
FOUR radio arts majors at the U. of Kentucky have been selected by WHAS-TV Louisville for a 10-weeks summer TV internship at the station. The program will offer the students working experience with WHAS-TV, co-sponsor with the university of the training plan.

‘WLIB JAMBOREE’
ENTIRE three hours of WLIB Jamboree on WLIB Leesburg, Fla., has been sold to Howard & Ferguson Inc., distributor for Shell Oil Products, and 21 area Shell dealers. Heard from 5-8 p.m. Saturday, WLIB Jamboree is a hillbilly request show. J. Allen Brimmer is producer.

BUSY BEE PROMOTION
HONEY colored promotion folder has been distributed by Beehive Network consisting of KSL Salt Lake City and KSUB Cedar City, Utah, and KEEP Twin Falls, KKEY Pocatello and KID Idaho Falls, Ida., announcing that business wise “Everything's humming here!” Copy points out that network's outlets in Utah and Idaho have a potential audience of 45,700, more radio families than any competing radio network.

‘MUSIC TO MOW BY’
MUSIC to read by, music to dine by and music to buy by has always been featured by WCCS Hartford. Now it has Music to Mow Your Lawn By, a new program sponsored by the Hartford Equipment Co. The firm offers to mow the lawn for the lucky listener who can identify the "Mower Mystery Melody." Come winter, says Walt McGowan, WCCS news editor, and listeners probably will hear music to shovel snow by.

BEST MICHIGAN TALENT
BEST Michigan amateur teen-age vocal talent will be aired by WJR Detroit this summer. Talent hunt is being staged by WJR and the Junior Chamber of Commerce. Don Large, WJR choral director, will visit the entire state and will act as a judge in all regions. The WJR mobile studio will be used for most outstate programs. Broadcasts are being handled by Ron Gambler, director; Donn Chown, script writer, and Jim Garrett, m.c.

GEORGIA SONGWRITERS
YOUNG Georgia songwriters are being given a chance to introduce their works by WSB Atlanta. Each day, a Georgian's tune is aired. At the end of the month a champion song will be selected, recorded and forwarded to a publisher for consideration.

SPOT GETS RESULTS
MATCHING a current spot announcement from Jeckson Varieties on WERE Cleveland dollar-for-dollar with an ad in newspapers for Mothers Day last year, the Davis Restaurant in Cleveland and Palm Beach, 85% more business this year than the previous one, according to station reports. Show is aired on Saturday night and is written, produced and broadcast by Isadore Schoen, one-time program director at WEVD New York.

PRIMARY COVERAGE
CAMERAS were taken into the city room of the Greensboro Daily News by WFMY-TV Greensboro, N. C., to cover the May 31 Democratic primary. Arthur C. Stringer, promotion manager, said, "We are very proud of the five-day fair coverage which I am sure marks a 'first' in the Carolinas if not in the entire South." Gomer Lesch was in charge of the TV operation.

AIDS SHRINERS' EXPOSITION
SHRINER'S Exposition at Pleasure Beach, Bridgeport, Conn., was help to success by WICC Bridgeport's Wallie Dunlap and Bob Hembree. Of the more than 80 exhibitors in the five-day fair reported favorable business. Paid admissions were estimated unofficially at $80,000, with all proceeds going to the Cerebral Palsy campaign.

STATION'S SALES FOLDER
SERVING a market rather than selling it is topic of promotion piece issued by KMGM Omaha, Neb., and KXXX Colby, Kan. Experienced farm programming, copy points out, leads to sales. Reprint of a letter from Ball David Davids Adv., Denver, giving results of survey conducted by the agency which placed KXXX on top in radio listenership, is featured in the brochure.

HEALTH PROGRAMS
NEW radio series giving news behind the news of progress in health, medicine and science began June 7 on NBC, Your Key to Health, scheduled for weeklies. Other programs, stars Jane Froman, relating health feature stories, and Ben Grauer reporting health news. Series is being presented in cooperation with Health Information Foundation.

KIDDER, PEABODY & Co.'s mutual funds department, New York, is testing series of one-minute commercials via WGHF-FM New York. Firm has also extended Your Key to Health, scheduled on WOR same city every Sunday through July. Doremus & Co., N. Y. is the agency.

CONCISE PROGRAMMING
EFFORT is being made by WAAM (TV) Baltimore to give Marylanders complete news, sports and weather information. Three consecutive five-minute programs are being presented each weekday evening. Ted Jaffe, Nick Campe- fero, and Bill Watson will disperse news, sports and weather information, respectively, in the programs, The Newsman, The Sportsman and The Weatherman.

TV'S SERVICE STRESSED
STORY of community service TV has been told by WENW'S (TV) Cleveland in brochure treating station's public service activities. These is a pictorial account of efforts of the station in cooperation with religious, civic and educational leaders to utilize the medium to its best advantage. "Booklet's introduction of "Telethon" is most fascinating. All the arts of sight and sound—can be the clearest, brightest light to illuminate our world today."

SPOTS INCREASE
TO reach Southern California swing workers, Orby's Women's Apparel Store, L. A., purchased some spot announcements on Alxa Cooper Show on KLAC Hollywood six times weekly. Results are so gratifying that store started 32 spot announcements per week for 52 weeks. Agency for Orby's is Joyce True Adv., Santa Monica.

‘QUEEN TO TOKYO'
AUDIENCE for July 23rd broadcast of MBS Queen for a Day must be composed of women with sons or husbands serving with Armed Forces in the Far East. The Old Gold cigarettes sponsored show will air on QUEO, via Philippine Airlines, for an eight-day visit with son or husband. Military leave will be granted as soon as possible. On her return home, winner will have stop-overs in Manila and Honolulu.

WORC TREASURE HUNT
TREASURE hunt was sponsored by WORC Worcester, Mass., for the night ago. Clues were broadcast by Dick Dowling leading participants along a circuitous route which finally ended at the new WORC studios. Mrs. Muriel Porter, first to reach the prize, won $100. Other people finding the finishing point were awarded merchandise prizes.

SALES FORECAST
SMARTTEST place to spend the summer is at WCAU Philadelphia, according to promotion folder released by that station. Copy builds up idea that wherever you go WCAU goes too. Reader is advised to "put your sales story on WCAU where there's never any vacation from listening or buying."
Pay Raises

WSB Okays for CBS N. Y.

An across-the-board salary increase of 7 1/2% for CBS New York employees in the labor grade category and on the payroll March 31 was approved by the Wage Stabilization Board last week.

Several hundred employees of CBS and three of its divisions were affected—CBS Radio, CBS Television and CBS Labs.

Spokesmen for the company said it was trying to pay the retroactive adjustments last Friday, but that because of time limitations some employees might not get the extra money until next Friday. Additional adjustments for overtime put in since March 31, they said, will be paid “at the earliest possible date.”

The 7 1/2% cost-of-living increase is based on salaries as of March 31. CBS spokesmen said it was accepted by the employee group of the Employee-Management Committee early in April and then submitted to WSB for its approval.

CD EXHIBIT

KCBQ Airs Preview

PREVIEW broadcast by KCBQ San Diego of the traveling federal civil defense exhibit brought impressive response from listeners.

Charles E. Pearce, CD official, commended the station for “the extremely inspiring program. Your timely half-hour broadcast indicates the great power of radio in arousing public interest.”

KCBQ News Chief John Halvorsen toured the exhibit with visiting officials and workmen who were setting up the displays. At the request of Mr. Pearce, KCBQ sent the program tape to Washington as a guide to other stations planning similar programming.

Interim dividend of 12 1/2 cents a share on common stock has been declared by directors of Capitol Records payable June 25 to holders of record June 14. Also declared a regular quarterly dividend of 65 cents per share on $2.60 cumulative convertible preferred stock payable July 1 to holders of record June 15.

Washington’s

SHEPHEARD NAMED

Heads Marketing Assn., Unit

John E. Shepheard, research director, Fletcher D. Richards Inc., has been elected president of the New York Chapter of American Marketing Assn. for the coming year, AMA announced Thursday.

Other officers for the 1962-63 season include: John Coleman, supervisor of consumer research, General Foods Corp., vice president; Philip Agriskim, assistant director of Advertising Research, Cowles magazines, treasurer; Caroline Garness, associate director of marketing research, Woman’s Day magazine, secretary; Melvin J. Davis, assistant research director; Cecil L. Presnery, assistant secretary; Ernest E. Engel, market research department, Thomas J. Lipton Inc., assistant treasurer.

Edward B. MacDonald, manager of media research, Young & Rubicam, and Charles W. Smith, associate manager, McKinsey & Co., were elected directors for two years; Margaret C. Boos, research director, D’Arcy Advertising Co., was elected a director for one year.

Chapter board members serving the second year of two-year terms are: Donald B. Armstrong Jr., vice president; McCann-Erickson; Allen B. Sikes, service manager, ANPA Bureau of Advertising; William A. Reynolds, head of copy and media research, BBDO. Out-going Chapter President A. Edward Miller, director of marketing research, Life magazine, will serve ex-officio on the new board.

BOARD of directors of Admiral Corp. have declared a regular quarterly dividend of 25 cents per share on stock outstanding payable June 30 to stockholders of record June 16.

Gates

Your one source supply for all broadcasting equipment needs

These offices to serve you

Quincy, Ill.
Tel. 8202

Houston, Tex.
Tel. 8536

Washington, D.C.
Tel. Metropolitan 0522

Montreal, Que.
Tel. Atlantic 9441

New York City.
Tel. Murray Hill 9-0200

Broadcasting • Telecasting
June 5 Applications

ACCEPTED FOR FILING

Extension of Completion Date

KWB Richmond, Ind.; KBIZ Ottumwa, Iowa; WJON St. Cloud, Minn.; WBBB Freeport, N. Y.; WVOS LIBERTY, N. Y.; KVOS Ardmore, Okla.; WDXB Chattooga, WDXE LAWRENCEBURG, Tenn.; WAFV KALISPELL, Mont.; WDYN ADAMS, Wis.; WJRO KANSAS CITY, Mo.; and WAFP ALTAMONT, Ill.

AM—1150 kc

WNOE Orangeburg, S. C.—To change from 1450 kc to 250 w to 1550 kc 250 w in S. D. to install new transmitter and studio location. Extension of 44 hours.

WCAT Rapid City, S. D.—Mod. license to change hours of operation from daily 11 a.m. to 11 p.m. to daily 12:30 p.m. to 1 a.m. MST.

WMVO Mt. Vernon, Ohio—License to reissue to WMVP new Frequencies 53.1 mc (Ch. 227).

WEMP-FM Milwaukee—Mod. license to change from 94.1 mc (Ch. 221) to 93.3 mc (Ch. 227).

License Renewal

Following stations request renewal of license:


APPLICATION ACCEPTED

Extra copies of this 196-page printed report are available at $3.00 each.

This complete, easy-to-read volume shows the entire city-by-city breakdowns for all 2,053 proposed stations in 1291 communities.

For extra work copies, tear copies, library copies send the coupon below. Limit of 10 copies is limited to order your copies now.

BROADCASTING • TELECASTING

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Washington 4, D. C.

Please send □ copies of the Final Television Allocations Report at $3.00 each.

□ M/O, check □ please bill Name

Company

Street

City Zone State

Page 98 - June 16, 1952

JUNE 5 THROUGH JUNE 12

FCC actions

JUNE 5 THROUGH JUNE 12

JUNE 5 THROUGH JUNE 12

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL—station-to-transmitter link

ANT—antenna

cond—conditional

D-day

LS—local sunset

N—night

mod—modification

sat—satellite

vis—visible

un—unlimited

hours

antennas and transfers, accompanied by a round up of new stations and transfer applications, begin on page 103.

AM—1150 kc

KRCN St. Cloud — To change from 1250 kc to 1550 kc, install new trans. and DA-DFR.

AM—1300 kc

KVAK Yakima, Wash.—To change from 1600 kc 250 w to 1550 kc 1 kw, install trans. and DA.

APPLICATIONS DISMISSED

WGAR Cleveland—DISMISSED CP to FMANT on east tower of directional

KDKD Clinton, Mo—DISMISSED CP to install new tower and trans. on same conditions.

June 10 Decisions

By BROADCAST BUREAU

FM—53.3 mc (Ch. 227)

WEMP-FM Milwaukee—Grant of license to change frequency to 93.3 mc (Ch. 227).

By Remain Silent

WDAJ Grove City, Pa.—Granted request for authority to remain silent from June 7 through Sept. 20, to observe summer vacation.

KAPK Minford, La.—Granted license for new AM 1230 kc 5 kw.

AM—1250 kc

WTM Wash. Point, Ga.—Granted license covering increase in power, installation of new trans. and change in studio location.

AM—1320 kc

WBW Pickayuna, Miss.—Granted license covering increase in power, installation of new trans. and change in ant. system; 1200 kc 5 kw D.

AM—1320 kc

WNMC Monroe, Ala.—Granted license for new AM 1350 kc 5 kw.

AM—1570 kc

KVIM New Bern, N. C.—Granted license for new AM 1370 kc 1 kw.

Extension of Completion Date

WSDK Saginaw, Mich.—Granted extended date for completion of stations now due Sept. 15.

WGA-C Fitchburg, Mass.—Granted temporary renewal following license extensions were issued on a temporary basis to R-1-21.

Custom-Built Equipment

U. S. RECORDING CO.

1211 Vermont Ave., Wash., 5, D. C.

Sterling 3626

TOWERS • TOWERS • TOWERS

AM • FM • TV

Complete Installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbus Blvd.

Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

P. O. Box 1072

Kansas City, Mo.

DAVID & BARBEAU

TELEVISION PROJECT CONSULTANTS

601 S. Willow

TOWER PLANNING & OVERALL GUIDANCE

F. O. Box 976

Schenectady, New York

SERVICE DIRECTORY

JACKSON 5302

P. O. Box 7037

Kensico, N. Y.

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

BROADCASTING • TELECASTING

JUNE 11 Decisions

By COMMISSION EN BANC

AM—1230 kc

KSEY Seymour, Tex.—Designated for hearing application for mod. of license to increase to Remain Silent.

AM—1300 kc

KINZ Kinston, N. C.—Granted petition for dismissal without prejudice of application.

KWEF Houston—On Commission's own motion, removed from hearing and rescheduled to pending file KTVF application.

KAPX Columbus, Ga.—Granted petition to amend application to change corporate name of applicant from KAPX, Inc. to Down & Farias, Inc., and to retain application, as amended, on the docket.

WLAC Nashville—Granted petition for rehearing on the occasion to take notice of information submitted to the Commission in the proceedings of the hearing on the aforementioned petition. By Hearing Examiner Fanny N. Litvin.


CR—application for renewal of license of synchronous amplifier in Silver Spring, Md.
WANTED

WANTED TO BUY COMMERCIAL FM STATION

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCE *

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCE *

RUSSELL P. MAY
John A. Moffat, Associate
1422 F St., N. W. Kellogg Bldg.,
Washington, D. C. Republic 3984
Member AFCE *

George C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCE *

George E. Gautney
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

Weldon & Carr
Washington, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCE *

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 608

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

William E. Benns, Jr.
Consulting Radio Engineer
3738 Kenosha St., N.W., Wash., D. C.
Phone Olney 8071
Box 2468 Birmingham, Ala.
Phone 6-2692
Member AFCE *

Raymond M. Wilmotte
1469 Church Street, N.W. December 1231
Washington 5, D. C.
Member AFCE *

Walter J. Stiles
Consulting Television Engineer
14250 Aztec, San Fernando, California
Phone 4-9906
1063 Loyalty Building, Portland, Oregon
Atwater 4282
Washington, D. C.—Republic 6160

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCE *

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCE *

William L. Foss, Inc.
Formerly Conlon & Foss Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

Lynne C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W. EX. 8073
Washington 5, D. C.

Robert L. Hammett
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

Bernard Associates
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NORMANDY 2-6715

Jansky & Bailey
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
Member AFCE *

Mcintosh & Inglis
1216 Wyatt Bldg.
Washington, D. C.
Metropolitan 4477
Member AFCE *

John Creutz
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCE *

Guy C. Hutcheson
P. O. Box 32 AR 4-8721
1100 W. Abram
Arlington, Texas

Walter F. Keen
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTO #3352
Member AFCE *

Harry R. Lubcke
CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
Hollywood 28, California

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

Raymond M. Wilmotte
1469 Church Street, N.W. December 1231
Washington 5, D. C.
Member AFCE *

Walter J. Stiles
Consulting Television Engineer
14250 Aztec, San Fernando, California
Phone 4-9906
1063 Loyalty Building, Portland, Oregon
Atwater 4282
Washington, D. C.—Republic 6160

JUNE 11 APPLICATIONS ...

LICENSEE FOR CP
WHIL Medford, Mass.—License for CP which authorized new AM.
Change ERP
KWPM-FM West Plains, Mo.—Mod.
CP which authorized new FM to change from 1.15 to 3.42 kW, change trans. output from 1 to 3 kw and ant. height above average terrain from 130 to 128 ft.
WMRN Marion, Ohio.—Mod. CP which authorized new FM to change ERP from 1.6 to 21 kw.
License Renewal
Following stations request renewal (Continued on page 108)

June 16, 1952 • Page 99
Help Wanted

Managerial

Managerial post open at KGAE, Salem, Oregon. Good news, conditions. Contact Gordon Allen.

Very successful, highly rated midwest independent station seeks manager immediately to handle carry management load. State qualifications and salary requirements separately. Please. All transcriptions, photos, etc. sent to box numbers are at owner's risk. Broadcasting & Telecasting expressly repudiates any liability or responsibility for their custody or return.

Salesmen

Time salesman for Texas station. Salary plus percentage. Experience necessary. Box 316P, BROADCASTING & TELECASTING.

Progressive salesman wanted immediately to sell 5000 watt non-directional day-time 1600 watt directional night-time station with network affiliation in southeastern city. Exceptional opportunity for man with good radio background and a proven sales record. Send complete resume plus photo with reply. Box 425P, BROADCASTING & TELECASTING.

Experienced man wanted by independent in competitive southern market. No hot shots or fly-by-nights. Performance insures permanence and good commission. Box 318P, BROADCASTING & TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas, salesmanship, and good contacts in New York. Good housing. Wire or phone KPHR, Livingston, Montana.


Announcers


Announcer-engineer, announcer, first phone must be top quality announcer. Carl Conwell, Operator, Abana Broadcasting, 602 N. Abraham, Bloomington, Ill., BROADCASTING & TELECASTING.

Good announcer who has experience at copywriting in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 324P, BROADCASTING & TELECASTING.

Young combo man, first phone, seeking varied experience in live Wisconsin city. Emphasis on announcing and commercial copy. Opportunity for promotion. Write Box 326P, BROADCASTING & TELECASTING.

Professional independent has opening for announcer with spots experience. Send full resume. Box 328P, BROADCASTING & TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be married, family man. Box 330P, BROADCASTING & TELECASTING.

Announcers with first phone, one as chief, at independent station, both spots and voice-over work. Excellent opportunity of working into program director. Good salary, benefits. Box 332P, BROADCASTING & TELECASTING.

Opportunity male copywriters. Some announcing. Submit samples. Box 350P, BROADCASTING & TELECASTING.

Newman to become member of Ohio Christian Network news staff. Must have: experience in gathering and writing news and in editing wire copy; ability to broadcast news in an attractive, marked manner. We want a high caliber, experienced man capable of handling news operations. Send full background first letter. No auditing. Box 354P, BROADCASTING & TELECASTING.

Combination radio writer and producer capable of writing and producing dramatic and non-dramatic copy. Experience in writing and producing similar shows. Must have experience. Excellent opportunity with large station in prominent city. Additional money and time for writing. Give details of education and experience. Write Box 355P, BROADCASTING & TELECASTING.

Program director—farm operation under new management. Am interested in men who produces listenable shows, handles all phases of operations. Contact KMMO, Marshall, Missouri.

Production—programming copy writer. Your salary is $700 per month. We do need two or three years experience in turning out letter. Good opportunity in station of small market business. If you need a better opportunity in this field, write Mr. John Connell, KNCM, Moberry, Missouri.


Situations Wanted

Managerial

If you're building a new station, or want a job in any way, you can bring along all or say part of a very intelligent staff of one I've just sold, including engineers, announcers, salesmen. Writers. Have been in radio 20 years as executive and owner, doing most of my own selling and heading many civic organizations. Excellent opportunity for sale man. You get it. No charge for blind ads. Box 363P, BROADCASTING & TELECASTING.


General manager. Ton admin and sales manager of 100,000 watt Tennessee station. For years of experience in sales management, major companies, leading markets. Five years sales manager with 5 kw in Southern largest market. Currently managing Mutual outlet. Main man. BS and MBA Degrees from all leading universities. Will take all new number which will stand investigation. Best references. 3 years with Red Coat, Virginia. Winona, West Virginia, 411 FBL, BROADCASTING & TELECASTING.

Young family man, five years selling, knows radio and wants a commercial program manager job in the South. Moved to the West from New York. Will work in west. Box 415P, BROADCASTING & TELECASTING.

Salesmen

Salesman experienced all phases radio. Great opportunities. Network and independent work. First phone employed, married veteran. West coast only. Box 420P, BROADCASTING & TELECASTING.

Announcers

Announcer—4 years experience. All phases. Excellent voice, good copy writer. Intelligent news. Draft exempt. Box 422P, BROADCASTING & TELECASTING.

Capable announcer with year's experience in television and/or radio. Preference to midwest. Write Box 426P, BROADCASTING & TELECASTING.

Help Wanted (Cont'd)

Copywriter-engineer. Must write copy that grabs attention, will sell product, and will sell product. Box 353P, BROADCASTING & TELECASTING.


Announcer with emphasis on news and DJ. Good pay and a pleasant atmosphere. Write to Box 440P, BROADCASTING & TELECASTING.

Compliment combination-engineer, Send qualifications, photo. audition. KOH, Delano, California.

Wanted: Staff announcer who can also do good newscast. Please send complete resume and all requirements to KFRR, Great Falls, Montana.

Announcer—1st class engineer. Immediate opening with KPAN, Hereford, Texas.


Announcer-engineer, immediately with first phone license. 356 watt Mutual Daytime and 4600 watt Nighttime station in northern Virginia. $600 per month, 40 hour week, overtime after 40 hours. Must be able to handle full day's work while on the air. Raises on merit. Send all details to Ken Gordon, WFFR, Front Royal, Virginia.

Wanted—Combination for night shift. emphasis on announcing. $750 weekly. Walt Gaines, WIEL, Elizabeth, N. C.

Experienced announcer for 250 w independent. Salary commensurate with ability. Good auditing and salary expected to WJFD, Las Vegas, Nevada.

Engineer-announcer (first phone) to handle staff at mountain top trans- mission. Studio of 325 watt XP, Minnesota, 500 watt, KCMO, Kansas City, Mo. See August, 1951 Radio News, page 17, for detailed description. Applications should be addressed to Karl E. Oster, Manager, Address Box 546, Charlotte, N. C.

Announcer with first class ticket. Good pay. Excellent working conditions. Apply to Station WPVU, Pulaski, Virginia.

Help. Morning man moving up to larger station. Immediate opening. Need good air man to start at $80.00, must have first phone. Contact Manager, WHAY, Princeton, Indiana.


Technical

First class engineer. No experience required. Virginia network station. Box 730P, BROADCASTING & TELECASTING.

First class engineer, key position. $90.00, forty-four hours per week. State qualifications. Box 358P, BROADCASTING & TELECASTING.

Immediate opening for first class opera- tor who can handle all necessary. South Carolina. Box 359P, BROADCASTING & TELECASTING.


Immediate opportunity—Experienced transmitter man with experience. Submit qualifications, Box 270P, WSTC, Atlantic, South Carolina.

Opportunity male copywriters. Some announcing. Submit samples. Box 350P, BROADCASTING & TELECASTING.

Program director—farm operation under new management. Am interested in men who produces listenable shows, handles all phases of operations. Contact KMMO, Marshall, Missouri.

Production—programming copy writer. Your salary is $700 per month. We do need two or three years experience in turning out letter. Good opportunity in station of small market business. If you need a better opportunity in this field, write Mr. John Connell, KNCM, Moberry, Missouri.


Situations Wanted

Managerial

If you're building a new station, or want a job in any way, you can bring along all or say part of a very intelligent staff of one I've just sold, including engineers, announcers, salesmen. Writers. Have been in radio 20 years as executive and owner, doing most of my own selling and heading many civic organizations. Excellent opportunity for sale man. You get it. No charge for blind ads. Box 363P, BROADCASTING & TELECASTING.


General manager. Ton admin and sales manager of 100,000 watt Tennessee station. For years of experience in sales management, major companies, leading markets. Five years sales manager with 5 kw in Southern largest market. Currently managing Mutual outlet. Main man. BS and MBA Degrees from all leading universities. Will take all new number which will stand investigation. Best references. 3 years with Red Coat, Virginia. Winona, West Virginia, 411 FBL, BROADCASTING & TELECASTING.

Young family man, five years selling, knows radio and wants a commercial program manager job in the South. Moved to the West from New York. Will work in west. Box 415P, BROADCASTING & TELECASTING.

Salesmen

Salesman experienced all phases radio. Great opportunities. Network and independent work. First phone employed, married veteran. West coast only. Box 420P, BROADCASTING & TELECASTING.

Announcers

Announcer—4 years experience. All phases. Excellent voice, good copy writer. Intelligent news. Draft exempt. Box 422P, BROADCASTING & TELECASTING.

Capable announcer with year's experience in television and/or radio. Preference to midwest. Write Box 426P, BROADCASTING & TELECASTING.
Situations Wanted (Cont’d)

Three-piece hillbilly band, headed by experienced announcer, seeking job with Hillbilly band. Will play in the west. Very versatile, exceptionally good hillbilly singing. Write, tape or phone. Box 338P, BROADCASTING TELECASTING.

Combination man. Two years experience. All phases of station operation. Must be willing to operate immediately. Box 367P, BROADCASTING TELECASTING.


Singing announcer. Experienced, usually disc jockey, newscaster, sportscaster, and play-by-play. AB, CD and MM available. Married veteran. Box 389P, BROADCASTING TELECASTING.

Experienced announcer, MC. Strong in music, news, sports. College graduate. Versatile announcer. Single, excellent writer, even when necessary. Box 390P, BROADCASTING TELECASTING.

Top sports克服or available due to live broadcast brought into major league city, cutting game to eastern states. Box 405P, BROADCASTING TELECASTING.

First phone. No station experience. Technical school graduate. Married veteran. Box 411P, BROADCASTING TELECASTING.

Announcer. Intelligent news, good commercials and disc work. Prefer New York, but any city will do. Box 424P, BROADCASTING TELECASTING.

Announcer. Thoroughly experienced in all phases of news. Excellent voice, Dr. draze immediate employment. Night shift preferred. Box 424P, BROADCASTING TELECASTING.

Announcer. Experienced, veteran, single, 28, neat, sober. Specialize morning DJ. Also news and sports. Have done copywriting, programming, log writing. Box 425P, BROADCASTING TELECASTING.

Announcer. Experienced young announcer desires permanent position with topflight station. Has done every job in radio, dj, news, etc. Free to travel. Draft exempt, single. Must be available immediately. Box 430P, BROADCASTING TELECASTING.

Announcer. Experienced young announcer desires permanent position with top flight station. Has done every job in radio, dj, news, etc. Free to travel. Draft exempt, single. Must be available immediately. Box 430P, BROADCASTING TELECASTING.

Announcer. Experienced veteran, single, 28, neat, sober. Specialize morning DJ. Also news and sports. Have done copywriting, programming, log writing. Box 425P, BROADCASTING TELECASTING.

Announcer. Experienced, veteran, single, 28, neat, sober. Specialize morning DJ. Also news and sports. Have done copywriting, programming, log writing. Box 425P, BROADCASTING TELECASTING.

Announcer. Thoroughly experienced in all phases of news. Excellent voice, Dr. draze immediate employment. Night shift preferred. Box 424P, BROADCASTING TELECASTING.

New York newspaperman (you’ll recognize byname) turned broadcaster. Experienced deep voice—wants newcastership with metropolitan station, part or full time. Background includes special events, announcer when to call copy and continuity writing. Box 434P, BROADCASTING TELECASTING.

Top-flight news—sportscaster desires change to larger radio-TV market. Has done every job in radio, all sports including hockey, ski-jumping, baseball, horse racing, football. Prefer capable, thoroughly reliable. Refer- ences considered. Box 435P, BROADCASTING TELECASTING.


Announcer-engineer, 1st phone, fine voice, might do anything. Prefer eastern, etc. Prefer middle east. Will write or wire. Box 440P, General Delivery, Bridgeport, Conn.

Chief engineer to take charge of pro- gramming, execution, station promo- tion in southwest portion of U. S. Heavy experience in construction and all phases of station operation (including construction) at 5 kW directional. Extensive knowledge of television circuits and techniques. In- cludes experience in the field. Will interview about July 17. Box 434P, BROADCASTING TELECASTING.

Present chief engineer desires to transfer to town where TV station is located. Wishes to stay in California. Prefer coastal city. Has done all phases of station operation and maintenance. Salary not as important as opportunity. References available. Box 435P, BROADCASTING TELECASTING.

Announcer. Experienced announcer, five years with NBC affiliate in midwest. Part of time spent in magazine work. Box 461P, BROADCASTING TELECASTING.

Box from four years experience in all phases. CBS trained. Board, re- mote. Box 450P, BROADCASTING TELECASTING.

Sports, news or combination post with local TV station in large city. Must be welldressed and speak with ease in public. Will consider. Box 460P, BROADCASTING TELECASTING.

Announcer. Excellent voice, plenty of experience, including air work. Married and very reliable. Box 461P, BROADCASTING TELECASTING.

Announcer, experienced announcer, five years with NBC affiliate in midwest. Part of time spent in magazine work. Box 461P, BROADCASTING TELECASTING.

Engineer. Married veteran with first wife aged 17, plus 2 years thorough radio, communica- tion experience. Box 467P, BROADCASTING TELECASTING.

Announcer. Experienced announcer, five years with NBC affiliate in midwest. Part of time spent in magazine work. Box 467P, BROADCASTING TELECASTING.

Engineer. Married veteran with first wife aged 17, plus 2 years thorough radio, communica- tion experience. Box 467P, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

Production-Programming, Others


Employed continuity woman seeks ad- vancement, also college graduate. Disc, copy, on request. Box 355P, BROADCASTING TELECASTING.

Experienced program director for small market AM station. Practical, working knowledge of TV. Box 365P, BROADCASTING TELECASTING.

Presently employed metropolitan sta- tion. Seeks opportunities for versatility. Box 365P, BROADCASTING TELECASTING.

Femme continually writer, with two years voice-over experience including on air work is interested in position with defi- nite programming or as woman’s director. Midwest only. Box 409P, BROADCASTING TELECASTING.

Radio-TV program continuity director. Experienced-employed. My programs attract audiences; my copy creates customers; my present salary is below market. Box 409P, BROADCASTING TELECASTING.

Top local news reporting, special events, documentaries. Member NABN, Sodox, ISAX. Prefer large market. Box 410P, BROADCASTING TELECASTING.

Versatile announcer. Thirty years experience in all phases of broadcasting. Prefer immediate. Box 411P, BROADCASTING TELECASTING.

CPW (genuine)! Know programming, ad- vertising, overall station operation. Prefer New York. Box 412P, BROADCASTING TELECASTING.

Program director. Thoroughly experienced, family man with top refer- ences. Disc or experience including on air work is interested in position with defi- nite programming or as woman’s director. Midwest only. Box 409P, BROADCASTING TELECASTING.

Production manager or assistant. Presently employed. Married. Box 410P, BROADCASTING TELECASTING.

Newscaster, experienced. Will work through short on experience, sound background from coast to coast. Includes experience in magazine work. 1951 journalism grad- uate. Box 411P, BROADCASTING TELECASTING.

Available now: program director-morn- ing man, New York area. Box 412P, BROADCASTING TELECASTING.

Television

Situations Wanted

Managerial

TV station manager. Creative, prac- tical, personality fitted to handle all phases of radio, TV, local station, net- work assignments. Base New York. Thoroughly experienced. Four years heavy TV experi- ence behind major network desk. Box 415P, BROADCASTING TELECASTING.

Program manager. Desires position with high-impact station with good sales potential. Box 415P, BROADCASTING TELECASTING.

Production manager. Desires job involving production, operation, planning television. Desires change to pro- fessional opportunity. Box 415P, BROADCASTING TELECASTING.

Program director. Very experienced, knowledgeable of all phases. Will travel. Box 415P, BROADCASTING TELECASTING.

Engineer. Experienced, single, 26, vet- eran. Prefer southern New York, Penn- sylvania, Ohio. Box 421P, BROADCASTING TELECASTING.

Announcer-engineer, first phone. Fine voice quality. Seventy-five minimum. Wishes to go into sales. Box 421P, BROADCASTING TELECASTING.

Engineer-operator. Experienced in con- tinuity, and directing network shows, etc. Eastern states. Box 461P, BROADCAST- ING TELECASTING.

4th phone, some experience, 24, single, draft exempt, engineer only. Available immediately. Request personal interview. Box 461P, BROADCASTING TELECASTING.

5,000 watt radio station in Picayune, Mississippi (for $10,000). Will accept cash or securities or combination. Box 381P, BROADCASTING TELECASTING.

(Continued on next page)
For Sale (Cont'd)

SOUTHWEST: 1900 watts. Neta $5,000. Month. Ideal opportunity in fast-growing area. Box 228P, BROADCASTING • TELECASTING.

Eastern fulltime independent. Single station market. 69,000 population. Controlling area. Box 229N, Local Ownership • TELECASTING.

Equipment, etc.

Two new GE 3 kw FM amplifiers; one GE 250 watt exciter. All expert packed. Very reasonable price. Box 348P, BROADCASTING • TELECASTING.

Midwest Independent
$100,000.00

One of the very successful midwest independent with a consistent record of increases in gross and profits. Above average plant and equipment. Delivered free and clear plus more than $30,000.00 in cash and accounts receivable.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C. CHICAGO SAN FRANCISCO
James W. Blackburn Ray V. Hamilton Lester M. Smith
Washington Tribune Trig. 325 Montgomery St.
Sterling 4241-F Delaware 7-2755 Eureka 2-5612

Help Wanted

CALIFORNIA VHF TV APPLICANT

Wanted:

REL model 646-B FM receiver. Also one GE 250 watt FM transmitter. Model 500D. Both complete. BROADCASTING • TELECASTING.

Equipment, etc.

Box 293P, BROADCASTING • TELECASTING.

Help Wanted (Cont)

For Sale (Cont'd)

TV TRANSMITTER

Now in operation and available for inspection.

RCA TT-5A TV Transmitter, including:

1 set of new spare tubes
control console
side band filter
duplexer, and other
essential equipment

(If interested, suggest immediate attention as equipment will be disposed of as soon as possible)

Write to: KPIX
Al Towne
Director of Engineering
San Francisco

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have wanted General, Commercial and Program Managers; Chief Engineers, Disk Jockeys and other specialists. Delays are costly; sell us your needs today.

HOWARD S. FREITZ
TV & Radio Management Consultants
725 Bond Bldg., Washington 5, D. C.

Employment Agency

BROADCASTING • Telecasting

STATIONS

Although we are slow in meeting the heavy demand for combination stations it is more and more possible for us to meet your needs in such fields as—Management, Sales, Production, Announcing, and Straight Engineering.

COMBINATION ANNOUNCER-ENGINEERS:

Seeking to relocate? Write to us for Application Forms. Many changes are opening in your field. Our fee—ONLY one week's salary. NO OTHER CHARGES.

Broadcast Management Services Co.

17 East 48th Street, New York 17, New York
PL 5-1127
E. C. Lobel, Licensee
FCC Actions  
(Continued from page 99)

New Applications  

AM APPLICATIONS  

Richmond, Ky.—Richmond Best, Co., 1390 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJBX Danville, Va.—Granted re- issuance of control for John S. Meade to Virginia-Carolina Best, Co., 1260 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WVUA Morgantown, W. Va.—Granted reissuance of license to WMAZ Radio, Inc., 1230 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WYUK Westland, Mich.—Granted reissuance of license to WMJX, 1490 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WQXR Greenwich, Conn.—Granted reissuance of license to WQXR-AM, 900 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJOD Madison, Wis.—Granted reissuance of license to WJOD, 1410 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJFJ Waukesha, Wis.—Granted reissuance of license to WJFJ, 1480 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJW Cleveland, Ohio—Granted reissuance of license to WJW, 1190 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJZJ Jackson, Miss.—Granted reissuance of license to WJZJ, 1350 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJYD Jacksonville, Fla.—Granted reissuance of license to WJYD, 1390 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJYJ Jacksonville, Fla.—Granted reissuance of license to WJYJ, 1490 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJYU West Palm Beach, Fla.—Granted reissuance of license to WJYU, 1490 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

WJYV Miami, Fla.—Granted reissuance of license to WJYV, 1210 kc., new full-time station, cost $12,388, first year operating cost $60,208. Commissioners granted applications to WJDK, Clarksville, Ind., and WJEF, Anderson, Ind., for new stations. §15 1/2.

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Sixth Report Taken to Court

(Continued from page 82)

The petition further challenges the legality of the FCC show cause order to change WLWC from Channel 3 to Channel 4 since it precludes comparative consideration of both show cause orders equally on the request for Channel 4 at Brad- dock.

The petition asks the court to "determine and declare" that the Sixth Report was filed too late, as it denied the allocation of Channel 4 to Braddock or in so far as it modified the assignment of Channel 4 to WLWC.

The Sixth Report asks the court to remand the matter to FCC "with instructions to reconsider such assignment on reasonable and law- ful grounds."

WISC appeals to the court respecting FCC's failure to allocate UHF Channel 21 for commercial broadcasting at Madison and failure to allocate VHF Channel 3 there for noncommercial educational use. WISC earlier had protes- ted the inter-mixure of VHF and UHF for commercial telecast- ing on the ground it would preclude "truly competitive" commercial service. The other two UHF chan- nels identified there are Channels 27 and 23.

WISC contends FCC erroneously considered its "objections to inter- mixture" in place of the station's "standards and purposes of the allocation of channels at Madison and hence was denied full and fair hearing.

FCC's failure to assign VHF Channel 3 to education at Madison is attacked by WISC as being con- trary to the Commission's "awarded policy" to assign VHF to educa- tional use and to an educational center. "In 21 com- munities the Commission has re- served a VHF channel for educa- tional use where only one VHF channel has been assigned. These 21 communities include 16 com- munities in which UHF channels were available for assignment to educational use, but the appeal ob- serves. It asks that the matter be remanded to FCC for reconsidera- tion. Taking a position similar to that argued by WLOA, KXOL in its appeal contends the Commission vio- lated the Administrative Procedure Act when it failed to give due

this proceeding to a questioning game in which petitioner had, at its peril, to guess which of the infi- nite number of technical standards the Commission might adopt—simultaneously with its decision on allocation of channels—and to base its participation therein on such guess.

The WLOA appeal challenges the legality of FCC's use of "assignment spacing" (city-to-city) rather than "facility spacing" (transmitter-to-transmitter). WLOA argues the Sixth Report therefor elevates administrative convenience above the substantive standards of the Communications Act and defeats the public inter- est."

"Reconsider Such Assignment"
notice and full hearing on its unexpected action assigning Channel 5 to Alexandria, La., instead of Lafayette.

KVOI, also attacks FCC’s failure to give adequate legal notice through failure to adopt technical standards before requiring the party to show cause. In the table of city-by-city allocations.

"Independent of considerations of notice," the petition asserts, "FCC’s action favors persons interested in a channel at Lafayette since it has a population of 35,000 while Lafayette has only 34,000 is arbitrary and capricious."

KVOI Assertions

KVOI further asserts that Secs. 309(a) and 307(b) of the Communications Act of 1934 and the FCC’s Sixth Report since its pending application for Channel 5 cannot be considered with the channel removed.

"What the Commission has done in its rule making proceeding," KVOI asserts, "is to prejudice the petitioner’s application without giving reasonable opportunity for the full airing of the issue at hand, by means of its rightfulness of holding, that all facts relevant to the decision of the applications by the petitioner and the public in the application for Channel 5 should be used in Alexandria rather than in Lafayette."

In its appeal, WLAN contends that FCC’s show cause order switching WGAL-TV from Channel 4 to Channel 8 unlawfully deprives it of comparative hearing in its application for Channel 5.

The petition notes that the memorandum opinion and order dismissed WLAN’s protest of the FCC proposal to switch WGAL-TV to Channel 8 on the ground that the protest was filed before the final assignment of the channel at Lancaster and before WPOL-TV in petition, in common with all pending applications, would have to be amended to conform with the new rules and regulations or be dismissed.

Final assignment of Channel 5 there was described as 30 days after publication of the Sixth Report in the Federal Register, hence WLAN could amend its application and again bring the question of whether it was entitled to comparative hearing with WGAL-TV respecting Channel 8, the petition recalls from the memorandum opinion of the Commission.

WLAN Argues

WLAN’s appeal argues that the Commission “has arbitrarily failed to consider all of the channels relief” recited by WLAN in its petitions. “More particularly, the Commission has failed to consider how the matters of the petitioner’s request that (1) the order to show cause (re WGAL-TV) be set aside and (2) the petitioner’s applications be accorded a comparative hearing for Channel 8 Channel 8 at WGAL Inc.”

WLAN contends the order to show cause issued to WGAL-TV is invalid to the extent that it purports to decide what WGAL-TV shall operate on Channel 5, if that channel is assigned to Lancaster, in a rule making proceeding which can decide only the communities to which channels shall be assigned. Any advance decision that WGAL Inc.’s subsequent application for Channel 8 must be granted deprives any timely applicant for the same channel at Lancaster of its hearing rights under 309(a) of the Communications Act and the Ashbacker case.

Meanwhile, WLAN filed with FCC another petition for comparative hearing of its application with that of WGAL-TV for Channel 5. The petition also asked that WGAL-TV’s license renewal application, filed in late April, be included in the proceeding.

WGAL-TV in turn filed with the Commission its opposition to the earlier WLAN petition for reconsideration. WGAL-TV asks FCC to dismiss the WLAN request “because it is based on a nonexistent reason which has not been previously considered by the Commission.”

WGAL-TV charges WLAN “has consistently in all of its subsequent actions and pleadings misconstrued this type of proceeding and has been attempting to confuse and confound the issues.”

WGAL-TV contends “it is to be noted the Commission announced at the outset that the proceeding under the show cause order respecting WGAL-TV was a proceeding under Sec. 303(f) and 312(b) of the Communications Act. . . . This was not a proceeding under Sec. 309.”

WGAL-TV further argues that Peoples Broadcasting Co.’s petition for reconsideration, in addition to being repetitive, should be dismissed because, in part:

(a) Peoples seeks for its own peculiar and selfish reasons to discriminate against and reduce an existing license, WGAL-TV, with hundreds of thousands of dollars invested in its pioneering operations in television, over the past several years, to the status of a new applicant for a television station.

(b) Peoples forgets and fails to recognize that two engineers are serving in its behalf at a hearing in this proceeding, one of whom was not interested in pioneering a VHF channel in Lancaster if a VHF assignment was not available. . . . Furthermore, seeking VHF Channel 21 now available . . . Peoples prefers to: (1) exhibit the testimony of its engineers; (2) restate its indefensible position now foreclosed by the entire Sixth Order of the Commission, its assessment of the entire Sixth Order of the Commission; (3) consider all applications for VHF allocations covering the whole country. The filing of all of the entire Sixth Order by the Commission without any chicanery therefore is too frivolous to be worthy of serious consideration.

Alexandria Broadcasting Co., new TV applicant at Alexandria for Channel 11, in its opposition and request for dismissal of the petition for reconsideration filed by KVOI, argues that if KVOI has any right to have its application for Channel 5 acted upon, then Alexandria has the equal right to consideration of its bid for Channel 5.

The Sixth Report deleted Channel 11 from Alexandria, substituting Channel 60.

Alexandria Broadcasting, answering KVOI’s claim of no prior notice to the channel changes, observes the legal requirement of identity between proposed regulations and the regulations as finally adopted. Such a requirement would defeat the very purpose of the rule-making proceeding.”

Petitions FCC

Since KVOI did not file comments on the allocation proposals within the deadlines set by FCC, Alexandria Broadcasting contends that KVOI appears to have “overstated” its claim to procedural rights.

Meanwhile, the State Radio Council of Wisconsin, through Gov. Walter J. Kohler Jr., last week petitioned FCC to amend its allocation of VHF Channel 1 at Madison so as to reserve the low VHF facility for noncommercial, educational use rather than UHF Channel 21 [BVT, June 9]. It is the first of five petitions to seek reserved allocation of VHF channels for educational use also at Eau Claire, Green Bay, LaCrosse and Wausau. These channels are reserved in those cities now.

In a brief, supplementary petition to its earlier request for reservation of Channel 3 rather than Channel 21, WITC last week also points out “that the open and forceful statement of its position by the State of Wisconsin now brings its case into line.” In these proceeding into full accord with the Commission’s announced allocation policy “to reserve VHF channels where possible in major educational centers.”

In other quarters, more educators were reported working toward use of reserved channels. On Tuesday, joint sponsorship by several counties of an educational TV station in Tampa, Fla., where Channel 3 is reserved, was explored by educators. Principal speaker was Dr. J. Keith Tyler, Ohio State U., JCTC member.

One plan drafted by a committee under the chairmanship of Denton L. Cook, superintendent of Plant City schools, calls for establishment of a five-county program to divide the costs among the respective counties. Construction cost was estimated at about $260,000 with operating costs per year ranging from $60,000 to $250,000 depending on the hours of operation. A similar area meeting was held among local educational representatives in Milwaukee on June 3 while a like session is planned at Baltimore June 19.

More than 100 Iowa educators met June 9 at the WOI-TV studios on the Iowa State College campus at Ames to further explore the utilization of television in enriching the school curriculum. The conference was sponsored by WOI-TV in cooperation with the Iowa Department of Public Instruction. Martha Gable, director of radio and TV education in the Philadelphia public schools; Dr. Franklin Dunham, chief of radio and television, U. S. Dept. of Education, and Richard B. Hull, Radio-TV director of Iowa State College, were featured speakers. Miss Gable also produced a demonstration tape similar to those used in the Philadelphia school system.
McCONNELL SAYS TV RIGHTS ARE CLEAR

NBC PRESIDENT Joseph H. McConnell, in Friday evening address before North Carolina Bar Assn., at Wrightsville Beach, N. C., urged legal profession to use its great influence to oppose any restrictions on television reportage of matters of public interest. Mr. McConnell said he recognized that there are proceedings which "should be held in close doors" to protect the national interest or private rights.

"But," he declared, "where the public is physically admitted, we must assume that public attendance is proper. In these cases the only limitation on the number of people who can attend is a physical limitation. Television gets rid of this limitation. It permits everyone to attend. And we must stand on the basic principle that wherever the public is admitted the television camera should be admitted, so that all can see."

WMAW NOW WCAN

WMAW Milwaukee has become WCAN, with approval of FCC. Following transfer of station May 15, call letters of 5 kw regional were shifted. Station, ABC affiliate, operating on 1250 ke, was sold by Midwest Broadcasting Co. stockholders, headed by Clifford Randall, to group headed by Alex Rosenman, formerly vice president of WCAU Philadelphia, and Lou Poler, owner of WPWA Chester and part owner of WARL Arlington, for $355,000. Mr. Rosenman has taken over as direction of station as president and general manager. He replaced Jack Bundy, who resigned.

'MR. BEATS WACOLTT'

MILLION and half people in Chicago in 500,000 homes saw Charles-Walcott fight, which earned rating of 43.4, according to June Videorex. First hour rating of 46 slumped to 35.1 after picture and sound were lost. Also by Chi-

cago, Gen. Eisenhower had 3 rating on Tuesday morning press conference from Pentagon, 12.8 on Wednesday night Abi-

dene speech, and 7.2 on Thursday morn-

ing press conference. Chicago top 10 for June were: I Love Lucy, 50.5; Charles-

Walcott fight, 43.4; What's My Line, 37.3; boxing on Wednesday night, 35.2; Red Skelton, 36.1; Talent Scouts, 35.2; Godfrey & Friends, 34.4; My Friend Irma, 27.1; The Web, 26.5; Strike It Rich, 26.1.

MARYLAND-D. C. STATIONS HOLD SPRING MEETING

MEMBERS of Maryland-District of Columbia Broadcasters Assn. opened two-day spring meeting Friday at Ocean City, Md., with 60 members and wives attending.

Jack Burrick, WBEE Baltimore, president of association, said medium hasn't even scratched surface of promotional potentialities in showing advertisers value of medium. He compared broadcast advertising to promotional job done by newspapers and magazines. Describing work of new association, he said it obtained passage of bill giving some measure of libel protection in political talks but added that political maneuvering had softened bill some what in legislature.

Progressive Party Challenges Sponsored Political Coverage

LEGALITY of sponsorship of radio-TV coverage challenged by Progressive Party Friday in letters sent to FCC and to Attorney General McGranery. Letters also accused networks of discriminating against the Party, charged that the networks had scheduled extensive coverage for each of major party conventions and 15 minutes for Progressives', spokesman claimed — and asked FCC to act before Progressives convene July 4, 5, 6 (also see early story page 29).

Citing Westinghouse sponsorship of CBS Radio-TV convention coverage, Philco's on NBC radio and TV, and Admiral's on ABC radio-TV, C. B. Baldwin, party secretary, told attorney general that "sponsoring of these programs" violates Federal Corrupt Practices Act and that "the conduct of these corporations constitutes a violation" of Hatch act. Corrupt practices act, he said, forbids this type of contributions or expenditure "in connection with a political campaign"... he said to select candidates. Hatch act, he continued, forbids purchase of goods or advertising if proceeds are used "directly or indirectly injures to the benefits of... any candidate... or any political committee or other political organization." Mr. Baldwin asserted: "It is perfectly evident that the sponsorship of these programs by these corporations, thus making such extensive coverage of the convention possible, will inure to the benefit of both the candidates and the political organizations involved."

Mr. Baldwin also said "it is our understanding that there is an implicit condition in the contract between the networks and these advertisers that coverage on this program be given only to the views and candidacy of those on the Republican and Democratic ticket, and that no coverage be afforded to the Progressive Party and its candidates." Such condition, he told FCC, would violate political broadcast section of Communications Act.

Letter to attorney general, asking "investigation and prosecution," named NBC, CBS, and ABC networks and their respective convention sponsors. Letter to FCC, charging "discrimination," said "all of the major networks" announced plans for full coverage of Republican and Democratic conventions but that Progressives' convention will suffer "virtual blackout" unless present coverage plans are changed.

David Rein, Progressives' Washington at-
torney, said party's reliance on equal-oppor-
tunity clause of Communications Act got strong support from FCC's recent decision holding demand of William R. Schneider, St. Louis attorney, who had entered New Hamp-
shire and Oregon preferential primaries as candidate for GOP Presidential nomination, for time on CBS Radio Network [B&T, June 9, 2]. CBS Radio announced Friday its Presi-
dential Profiles series would be extended one week to permit broadcast by Mr. Schneider (Thurs., 10:30-11 p.m. EDT).

In other political coverage developments, Robert C. Doyle, ABC producer and director, was named executive producer for pooled port-
ions of Democratic and Republican convention pickups. He will be assisted by TV director named by each TV network covering conventions.

Meanwhile, United Press announced that, whereas, final details are yet to be worked out, UPI's coverage of Chicago conventions will call for "record strength" staffing. News for television station members will be filed over special TV script wire, with film coverage by United Press Movietone News to be processed specially in on-scene plant (see story, page 55).

PEOPLE...

J. E. BAUDINO, vice president and general manager, Washington's Radio Stations Inc., elected to EMI Board to serve until October, completing unexpired term of late Walter C. Evans, WBS president at time of his death May 28 [B&T. June 2].

RICHARD ASH, formerly with Getschal & Richard and Elaine Thompson Co., N. Y. advertising agencies, has joined McGraw Assoc., that operates radio and TV program producers, as co-partner in charge of sales.

SYDNEY JURIN has been named national sales manager for Majestic Radio & Television, Div. of Wilcox-Gay Corp., N. Y., having for-

merly served with Pilot Radio Corp. and Tele-

Tone Radio Corp. in similar capacity. To be in charge of sales of company's radio and TV receivers, Mr. Jurin, along with Harold Ash- 

bach, Majestic vice president, has begun seven-week tour of major TV markets to pro-

mote summer sales.

JAY RUSSELL, formerly DuMont TV Net-

work publicity director in Pittsburgh, has joined Sidney Koretz & Co., Newark agency, as director of radio-TV.

WILLOUGHBY (BILL) WALSH, staff mem-

ber of DuMont TV Network's accounting de-

partment since 1947, named network purchasing agent, succeeding late Roy Skaar.

ROLAND P. S. CAMPBELL, product man-

ager in charge of Post Cereals sales and advertising, division of General Foods, joins Andrew Jergens Co., Cincinnati, in charge of Jergens and Woodbury advertising and public relations.

WILLIAM F. MILLER, for past year New York sales representative for CBS-owned KMOX St. Louis, named general sales manager of network's WCBS New York, effective today (Monday).

TRUMAN STATISTICS

CAPITAL confusion hit new high last week when President Truman, answer-

ing news conference query on stamping 
pads, said I. S. has 47 million TV set. 

This type of TV coverage was 

shown to have 

million receivers. Wrapping it up, Chief 

Executive said TV ownership shows how prosperous nation has been in last few 

years.

Page 105 • June 16, 1952
ANNOUNCES
THE APPOINTMENT OF
The Bolling Company
AS
NATIONAL SALES REPRESENTATIVES
AS OF
JUNE 1, 1952
Newspaper Survey Develops Startling Lesson in Midwest Time-Buying

COLUMBIA CITY, IND.—A market survey of Whitley County, Ind., recently completed by the Columbia City Post, indicates that Whitley County families listen to WOWO almost twice as much as to all other stations combined.

Interviewers found that Whitley County families listen to WOWO almost twice as much as to all other stations combined.

Since Whitley County lies within shopping range of Fort Wayne, it was expected that Station WOWO would figure prominently in replies to the question "What stations do you listen to most?" But the preferences expressed in the survey were even more one-sided than had been anticipated.

Listed in the survey were 2,232 families with radios and only 40 without (better than 98% ownership).

This typical survey of a typical county underscores the fact that WOWO is simply indispensable in reaching the rich tri-state area centering in Fort Wayne. A powerful signal and popular programs, aided by continuing promotion packed with local color, keep thousands and thousands of sets tuned to the WOWO wavelength, from the early-morning Farm Show till post-midnight sign-off.

Fire Prevention Award Again Won by WOWO

For outstanding public service in Fire Prevention, the National Board of Fire Underwriters has again named WOWO the winner of its Gold Medal award. This makes a total of two gold medals and two honor citations presented to WOWO by the NBFU since 1945.

"Five Alarm Follies," a puppet performance presented in schools throughout the Fort Wayne area, spearheaded WOWO's 1952 fire prevention activity.