Cavalier renews co-sponsorship of "BROADWAY TV THEATRE"

R. J. Reynolds Tobacco Co. picks up Cavalier option four weeks ahead of time—to extend run through summer—on television's top dramatic show...original

Broadway hits, presented live, five nights a week, reaching more homes per dollar than any other TV drama.
Go where there's GROWTH...

GO WHAS!

FARMING IN KENTUCKY IS BIG BUSINESS!

There's more to the Kentucky Farm Story than last year's record crop! There's the story of tractors and trucks... 59,193 tractors were in use in 1950; an increase of 142.5% over 1945! 50,032 farm trucks were in use in 1950; up 102% over 1945! From 1939 to 1949, farm gasoline and other petroleum fuel and oil purchases increased 410%... and tractors in use were up 396%!

That's a lot of tractors, trucks and petroleum fuel! FARMING IN KENTUCKY IS BIG BUSINESS!

GO WHAS!

No other station, or group of stations in this market can match the audience delivered by WHAS... seven days a week; morning, afternoon and night. WHAS farm programs have an average listenership 329% greater than that of the next highest rated station. (Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

WHAS
Louisville, Kentucky

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago
WKMH GETS RESULTS!

1253 Orders from 18 Spot Announcements
(Letters Contained an Average of $1.75 for a Total of $2,192.75)

WHERE DID THESE ORDERS COME FROM?

79 Michigan Cities Including:
- Detroit
- Dearborn
- Pontiac
- Mt. Clemens
- Monroe
- Ann Arbor
- Saginaw
- Flint
- Bay City
- Port Huron

36 Ohio Cities Including:
- Toledo
- Fremont
- Sandusky
- Tiffin
- Findlay
- Lorain
- Mansfield
- Fostoria
- Norwalk
- Cleveland

For Coverage of METROPOLITAN DETROIT
SOUTHEASTERN MICHIGAN and NORTHERN OHIO

BUY
WKMH
1310 ON THE DIAL
5000 WATTS • 1000 WATTS
DAYTIME • NIGHT

Affiliated with WKHM Jackson, Mich.

SEE YOUR LATEST PULSE AND YOUR HEADLEY REED MAN

In the Great
DALLAS-FORT WORTH
VIEWING AREA
KRLD-TV

I. The best picture and audio signal in North Texas... Survey of 750 Television dealers.

II. 10 out of the first 15 Television shows in the Dallas-Fort Worth area are on KRLD-TV. Current Videodex. (Individual Stations)

III. More local and retail advertisers than all other stations in Dallas and Fort Worth combined. "Rorabaugh"

IV. Telephone Answering Services report KRLD-TV produces the same number of calls in Fort Worth as Dallas, in proportion to population.

V. Exclusive programming... KRLD-TV is the only TV station to televise the great Columbia Television Network programs in Dallas-Fort Worth and contiguous areas.

VI. Texas' Most Powerful Television Station on low Channel 4.

KRLD-TV becomes a basic, inter-connected member of the COLUMBIA BROADCASTING TELEVISION Network.

Programs direct from New York, Los Angeles... and the momentous Democratic and Republican conventions at Chicago will be telescop by KRLD-TV.

See More on Channel 4.

The Branham Company, Exclusive Representative
John W. Runyon, President
Clyde W. Rembert, Managing Director
PRESSURES of advertisers and agencies for lower radio rates now being turned also against proposals that daytime rates be boosted as partial offset for widely expected cuts in network nighttime charges. Group of major agencies, who contend daytime charges should be reduced, too, though probably not as much as nighttime rates, is seeking permission to appear and present arguments when CBS Radio affiliation and CBS stations, July 12, to consider network radio problems. Another request for "outside" participation—by NART—was rejected by affiliates' group on theory these are in-the-family meetings.

IS THERE change in Detroit affiliation of CBS upcoming? CBS, it's learned, is making coverage survey of Detroit area presumably against day it negotiates with WJR for contract renewal. Station gets network's highest rate—full rate minus usual sales commissions, amounting to about 50% of card rate. This as against maximum 37 1/2% for major market stations carrying full schedules.

DON'T WRITE off deal involving KCMP Los Angeles in not-for-profit future. Transaction in neighborhood of $1 million is entirely possible, either with NBC which is only network not owning Los Angeles key, or syndicate headed by John McNell, former ABC executive and now with Doherty, Clifford & Shenfeld, national advertising agency, or group headed by Robert O. Reynolds, vice president-general manager and part owner of KCMP.

NEWS OF SALE of NBC's KDA Denver may come any day. Network officials were said Friday to be still undecided whether to sell, but it was acknowledged they'd had several "flattering" offers—one of which led President Vice President Joseph V. Heffernan to Denver for negotiations earlier in week. Among bidders: Bob Hope and Denver Mayor Quigg Newton, for one; Don Searle and Herbert Holland (owners of KMMJ Grand Island, Neb., and KXXX Colby, Kan.), for another [CLOSED CIRCUIT, June 9, May 19].

BROADCASTERS in South have been alerted to plan of NABET-CIO to undertake "Operation Dixie" looking toward organization of technical and programming staffs. Report reaching them is that $300,000 war chest has been established and that 35 to 40 organizers will be assigned in area.

NEW TWIST to proposals for amendment of FCC temporary processing procedure to get big cities off bottom of city priority listing will be suggestion that cities with applications in hearing prior to freeze be given preference. Pioneer applicants would gain indirect equity at least for efforts. Request expected to be made today (Monday), deadline for petitions for reconsideration of Sixth Report lifting TV freeze. Several other bids for rehearing also expected today (see page 68).

FURTHER evidence that TV towers won't be major menace of navigation—as feared by aviation groups when FCC issued Sixth Report heralding 2,000 stations and 2,000-ft. antenna.

(Continued on page 6)

**BROADCASTING • Telecasting**

---

**Martin quits Crosley, joins General Teledisco**

DWIGHT D. MARTIN, vice president and assistant general manager of Crosley Broadcasting Corp., resigning to become vice president of General Tire & Rubber Co.'s radio-TV subsidiary, which today (Monday) officially changes name from Thomas S. Lee Enterprises Inc. to General Teledisco Inc. Announcement of his appointment by General Teledisco, being released today, does not specify his duties except to say that he will be vice president and general officer. He has been especially active in TV.

General Teledisco is licensee name of WOR New York radio and TV properties, which were acquired by General Tire early this year. New General Teledisco is incorporated under California laws, encompasses all General Tire broadcasting properties: Don Lee and Yankee networks, controlling interest (about 55%) in Mutual, plus WOR stations.

**K & E resigns Kellogg**

KENYON & ECKHARDT, New York, Friday resigned estimated $3 million Kellogg Co. account, effective Oct. 1. Leo Burnett Agency, Chicago, is expected to pick up some of Kellogg business since it already handles part of it. It was understood that K & E may have another cereal company to service in near future.

---

**Without Discounts**

ADVERTISERS in May spent $28,696,746 for time on national and network TV and network radio, rise of 7.9% over broadcast network time sales of $50,568,029 in same month last year, according to figures released today (Monday), by Publishers Information Bureau, which reports its figures in terms of gross time sales, calculated at one-time rate, before discounts of any kind.

Combined gross of four nationwide radio networks for May totaled $13,994,919, decline of 15.6 percent from May 1951 gross of $16,576,895. Concurrently, time sales of four TV networks totaled $14,701,827 in May of this year, increase of 46% over gross of $10,021,134 for May 1951.

Network-by-network tabulations of PIB for May...

---

**Business Briefly**

PONTIAC HOUR SHOW • Pontiac dealers signed for 15-week series of full-hour evening shows, Pontiac Film Theatre, on WCBS-TV New York, starting Tuesday (5 p.m. Purchase represents estimated $175,000 in billings. Agency, MacManus & John & Adams, New York.

HARRIS MAY EXPAND • Harris Chemical Co., Cortland, N. Y. (Fly-Ban insecticide), currently in two-week radio spot campaign, will expand to 40 or 50 markets if test is successful. Marfree Agency, N. Y., is servicing. NAMIE AGENCY • Economics Lab., St. Paul (Siouxlax household cleaner and electra-sol dishwasher compound), names Scheider, Beck & Wopcha, N. Y., as its advertising agency. Account formerly serviced by Cunningham & Walsh.

SWANSDOWN MAY EXPAND • General Foods, N. Y. (Swansdown cake flour), which is sponsoring the Second Mrs. Burton on CBS Radio (2:15 p.m., five times weekly), is considering possibility of increasing station lineup or adding another network radio show to combat competitors' increasing use of daytime radio.

SEABROOK LOOKING • Seabrook Farns, Bridgeton, N. J. (frozen foods), through its agency, Hilton & Riggo, N. Y., asking for half-hour radio availability in about 110 markets. Campaign will start mid-August.

---

**Network Sales Up**

May and January-May, this year compared with last, show:

<table>
<thead>
<tr>
<th>NETWORK RADIO</th>
<th>May 1952</th>
<th>May 1953</th>
<th>Jan.-May 1952</th>
<th>Jan.-May 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
</tr>
<tr>
<td>CBS</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
</tr>
<tr>
<td>MBS</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
</tr>
<tr>
<td>NBC</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
<td>$14,701,827</td>
</tr>
</tbody>
</table>

TOTAL: $68,408,661 $68,408,661 $68,408,661 $68,408,661

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th>May 1952</th>
<th>May 1953</th>
<th>Jan.-May 1952</th>
<th>Jan.-May 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
</tr>
<tr>
<td>CBS</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
<td>$1,794,919</td>
</tr>
</tbody>
</table>

TOTAL: $7,184,736 $7,184,736 $7,184,736 $7,184,736

---

**For more at DEADLINE turn page**

June 23, 1952 • Page 5
THREE MORE PROTEST SIXTH REPORT; FCC REPIES

THREE MORE petitions for reconsideration of FCC's Sixth Report to lift TV freeze were filed with Commission Friday. FCC concurrently made public its reply to protest of Pittsburgh Mayor David L. Lawrence respecting failure of Commission to allocate more VHF channels to that rugged terrain area (see story, page 53). Letter includes new war of words between Comrs. Robert F. Jones and George E. Sterling.

Chesapeake Television Broadcasting Inc., Baltimore TV applicant, seeks resubmission of UHF channels there and in Harrisburg and Reading, Pa., to make channels workable in area. Firm points out UHF allocation in area overlooks minimum spacing provisions and contends site to south of city which meets minimum separation prevents inadequate coverage because of terrain.

WFOX Milwaukee, TV applicant prior to freeze, seeks “same procedural and substantive rights” on Channel 12 as it had on Channel 8, for which it went through hearing and, with the applicant withdrawing, FCC in 60-day freeze was granted just days before September 1948 freeze order. Otherwise, WFOX asks restoration of four VHF channels there. FCC now assigns three VHF (one reserved) and three UHF. WJDX Jackson, Miss., challenges legality of Sixth Report in establishing zone system and wider spacings in Zone III than proposed in earlier Third Report. WJDX asks modification of order to switch city to Zone II and removal of VHF Channel 3 there.

FCC told Mayor Lawrence it couldn't comment on VHF allocations at Pittsburgh since case has been appealed to courts and is also before Commission for reconsideration. Pittsburgh as well as other major cities in priority list, FCC indicated. Comrs. Jones, however, in separateview charged letter constituted amendment of processing procedure since FCC said Group A and Group B applications would be processed simultaneously. Thus, he argued, some Group B cities with multiple services would get still more before Pittsburgh got second service or some Group A cities with vast services. Opposing, Comr. Sterling, in additional view, opposed Comr. Jones' holding letter constitutes no amendment of procedure since simultaneous processing of A and B applications was provided in Sixth Report.

ABC SIGNS EIGHT

SIGNING of eight new affiliates reported by ABC Radio on Friday, bringing total to 326. They were listed as:

KCPQ Phoenix, Ariz. (1230 kc, 250 w), owned by Deardoff Broadcasting Co., and managed by A. S. Holm; KCPG Clifton, Ariz. (1400 kc, 280 w), licensed to Saguaro Beach Co., with Chet Darwin as manager; KGAN Kingman, Ariz. (1230 kc, 250 w); KCLF Flagstaff, Ariz. (1290 kc, 125 w); KCLB Williams, Ariz. (800 kc, 500 w daytime, 1 kc night); KCLT Tuscon, Ariz. (500 kc, 500 w daytime, 1 kc night); KCLD Burbank, Ariz. (1000 kc, 1000 w daytime, 1 kc night); KCLM Tucson, Ariz. (1000 kc, 1000 w daytime, 1 kc night); KCLZ Sierra Vista, Ariz. (500 kc, 500 w daytime, 1 kc night), owned by Blackstone Beach Co., with M. E. Danbom; KGCA Los Angeles, Calif. (1360 kc, 1 kc daytime, 1 kc night); owned by Los Angeles Broadcasting Co., managed by Jim Honey; WWDW Dawson, Ga. (960 kc, 1 kc daytime, 1 kc night), owned by Dawson Beach Co., managed by W. C. Woodall Jr.; WARD Fort Pierce, Fla. (1380 kc, 1 kc), owned by Hurricane Beach Service, managed by Claude C. Williams Jr.; WABU Union, S. C. (1400 kc, 1 kc), owned by Union-Charlotte Beach Co., managed by C. P. Stirling.

In this Issue-

Regular commercial sponsors are figuring out how to adjust their schedules to the disruptions that are bound to be caused by freeze revision committees of the political conventions. And the Democratic Party has made contracts for radio-TV network time next fall. The political season is both help and hazard to broadcasters. Page 28.

NBC moves toward reintegration of radio and TV. Pat Weaver is put in charge of both radio and television networks, and Frank White becomes general manager of both. Meanwhile, CBS Radio affiliates committee, planning strategy for July 1-2 meeting of all CBS Radio affiliates in New York, swears to resist any rate reductions. Page 27.

House passes McFarland Bill with some important changes from version that the Senate passed. One is an amendment to make broadcasters immune to libel suits arising from political broadcasts. Some other discrepancies between House and Senate measures will have to be ironed out in joint conference committee. Page 25.

Wise sponsors will buy both radio and television, the "best unduplicated buy an advertiser can make," Edward D. Mason, NBC vice-president in charge of TV sales and operations, tells American Marketing Assn. Page 26.

Tall TV towers won't be the navigation hazard that aviation interests feared they would be. A study in preparation for the industry-government committee investigating this question shows that most new telecasters will have to put up towers tall enough to interfere with the airways. Page 63.

TV applications and arguments over the processing procedure proposed by the FCC are on the increase. Commission denies petition to amend its processing plan and says it will stick with its priority procedure for now. Page 27.

This week broadcasters will come to their own defense in the radio-TV morals hearings of the House subcommittee which two weeks ago saw a demonstration of the "hootchie kootchie" by a Congressman who said he had seen it on TV. Page 28.

After-midnight broadcasting is attracting listeners and sponsors. Here's a special B & T report on 24-hour-per-day radio broadcasting. Page 25.

Upcoming

June 22-26: Advertising Assn. of the West, Olympic Hotel, Seattle.
June 22-26: RTCA Convention, Palmer House, Chicago.
(Other Upcomings page 44)

Page 6 • June 23, 1952

Closed Circuit

(Continued on page 5)

nass—continued in fact that nearly half of 1,200 communities assigned channels have populations around 10,000. Such cities economically can’t support big power, tall tower stations, observers point out. Statistics of towers currently planned also show majority above 1,000 ft. (see story page 53).

AMICABLE solution expected soon in only major problem thus far tossed into lap of NARTB Code Review Board. Details still under wraps but it’s known there aren’t any neatline or morals involved.

LOOK FOR ANNOUNCEMENT this week that one of major radio-TV set manufacturers is taking steps to help non-commercial educational television get off ground on nation-wide basis, coupled with plan looking toward raising multi-million dollar fund for similar purposes through manufacturers in number of fields.

SPACE accommodations for independent stations desiring to cover political conventions no problem but cost factor poses obstacle. As with networks, stations must bear facilities installation costs. National Committee’s formula was to pro-rate costs based on number of indies wanting in. Some have dropped plans, however, with resultant higher tab for others. Plan to parcel out space set off by sound-proof curtains.

LAPPULL of political time lost by major network when all its brass happened to be in “in conference” or “busy” while buyer cooled heels in reception room, and finally went across street.

THERE’S TALK that Harris subcommittee of House investigating morals of radio-TV programs is thinking seriously of inviting advertising and talent agencies to answer charges of “offensive” performers and shows. Some committee members also understood to be impressed with “dry” testimony, sounding phony and “sell” of beer and wine commercials, want to ask agency men who’s responsible—they or advertisers.

GENERAL FOODS, N. Y., through Young & Rubicam, N. Y., late Friday was still trying to clear daytime strip on CBS Radio for sponsorship of Bing Crosby by Jell-O. Talent figure said to be in neighborhood of $32,000. For radio time not acceptable to all sides, GF-Crosby negotiations probably will dissolve and advertiser will be forced to start again with another show.

STORM CLOUDS are gathering over FCC proposal to relax transmitter operator rules, permit remote operation of some transmitters (B&T, June 1st). It’s between operator vs. engineer charges as comments begin to flood FCC, NARTB and unions. Management says technical help is short, wages forced disproportionately high. Engineers, seeking tougher rules, say stations want cheaper operation, bigger profits. Watch for this argument against relaxation: Unattended transmitters will be wide open to enemy sabotage.

PRIVATE study of TV program sources understood to show no network produces even half of commercial programs on its facilities, with one said to own “own” less than 5%.
All It Took was a Hot Lick...

... And Joshua really "sent" Jericho—tumbling, that is.

KOWH swiped the page from history and tried it on the Omaha, Council Bluffs area. Darned if it didn't work! Popular music "hath charms" ... especially when served up a la KOWH, garnished by program techniques that have placed KOWH first in the nation! For an idea of how many walls are being penetrated by KOWH, glance at the below Hooper share-of-audience chart averaged for October, 1951-April, 1952, 8 A.M.-6 P.M., Monday through Saturday.

Largest total audience of any Omaha station, 8 A.M. to 6 P.M., Monday through Saturday! (Hooper, Oct., 1951 thru April, 1952.)

Largest share of audience, in any individual time period, of any independent station in all America! (April, 1952.)

"America's Most Listened-to Independent Station"

General Manager, Todd Sterz; Represented Nationally By The BOLLING CO.
PROMOTION IS

BIG BUSINESS AT WGY

Sponsors using WGY have the benefit of tremendous support for their sales messages through the station’s many promotional activities.

AUDIENCE PROMOTION:
- WGY publishes Mike and Camera monthly and distributes it to an up-to-date mailing list containing over 20,000 subscribers.
- Over 900 hard-hitting promotional announcements are scheduled each month.
- Over 10,000 lines of advertising are placed in Albany and Schenectady newspapers each month.
- One minute movies of station artists are shown on WGY’s sister station – WRGB.
- Motorists on area highways have their attention called to the station by seven 8' by 24' colorful scotchlitte billboards.
- WGY artists are furnished with promotional postcards on which they answer their large volume of mail.
- The complete WGY program schedule is carried in 14 area dailies having a circulation of 332,934 and in three Sunday papers with a circulation of 217,797.
- Many remote broadcasts are conducted throughout the year, including several from N.Y.S. Fair and County Fairs in the area.

MERCHANDISING:
- Dealer letters and postcards are mailed on request to 1,436 grocers and 299 druggists.

WGY IS A TOP PROMOTIONAL BUY! The extensive promotional activities insure a maximum audience for all sales messages broadcast by this pioneer station which serves 840,000 radio families in 53 counties in Eastern New York and Western New England.

-810 on your dial
50,000 Powerful watts
affiliated with NBC

A GENERAL ELECTRIC STATION

Represented by
NBC Spot Sales

BROADCASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 1024

IN THIS BROADCASTING

Agency Beat
All-Readers Art
FCC Actions
FCC Round Up
Feature of Week
Film Report
Front Office
New Business
On All Accounts
Open Mike
Our Respect to
Programs, Promotion, Premiums
Strictly Business
Telestatus
Upcoming

TELECASTING Starts on page 61

WASHINGTON HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

EDITORIAL: ART KING, Managing Editor; EDWIN H. JAMES, Senior Editor; J. Frank Beatty, Earl B. Abrams, Associate Editors; Fred Fitzgerald, Assistant Managing Editor; Dave Berlyn, Assignment Editor; Lawrence Christopher, Technical Editor. STAFF: Harold Hopkins, John H. Kearney, Patricia Kletty, John Osborn, Keith Trantow. EDITORIAL ASSISTANT: Pat Nickens, Don Mortimer, John B. Henry, Hilda Toler. GLADYS H. L. Hall, Secretary to the Publisher.

BUSINESS: MAURY LONG, Business Manager; Winfield R. Levi, Sales Manager; George L. Dant, Advertising Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schade, Ernest Astor, Joan Sheehan, B. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Bruce Westrom, Assistant Auditor.

CIRCULATION AND READERS’ SERVICE: JOHN P. COSGROVE, Manager; Doris J. Busching, Ruth D. Ebert, Ernest Kanelopoulos, Elwood M. Stoe, Edward McDonald.

NEW YORK BUREAU

408 Madison Ave., Zone 23, Plaza B-1555; EDITORIAL: Rufus Craiter, New York Editor; Florence Small, Agency Editor; Dorothy Munro, William Ruschi, Liz Thackston. Bruce Robertson, Senior Associate Editor. ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU

350 N. Michigan Ave., Zone 1, Central 6-4115, William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, HEmsted 8181; David Glickman, West Coast Manager; Marjorie Ann Thomas, TORONTO: 417 Harbour Commission. EMpire 4-0714; James Montagnes.

Annual subscription for 52 weekly issues $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.
Annual subscription to BROADCASTING TELECASTING including 54 issues $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue $5.50 per copy; 53rd and 54th issues $5.00 per copy.
Address Change: Please advise promptly, giving both old and new addresses, to maintain uninterrupted delivery.

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: Broadcasting — The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1935 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office
Copyright 1952 by Broadcasting Publications, Inc.
In this election year, something besides the weather is going to be HOT in Arkansas! Folks down here like their politics at a boil and their politicians "pouring on the heat"! It makes for more interesting elections just as it makes for a more enlightened electorate.

With five men in the race for governor, with a Congressional seat at stake, with other state, county and local offices being contested for ... summer in Arkansas will surely be "Hot and Unsettled!"

KLRA will cover the state political scene from all angles. Only KLRA with the state's only full-time News Department (soon to be implemented with special personnel), is in position to fully report the news of politics as well as the usual run of events.

Special coverage of the Democratic Primary on July 29, as well as the Run-Off Primary on August 12, has been planned. The general election in November will be covered by CBS on a national scale and by KLRA on a state-wide basis.

Gubernatorial candidates will be heard on special public service broadcasts as well as paid political time. Significant, we believe, is the fact that the first gubernatorial candidate to make his opening address chose KLRA alone of the Little Rock stations to carry his message to Central Arkansas.

The National Conventions of both parties will be completely covered by CBS Radio under the sponsorship of Westinghouse. This is an ambitious coverage, and Arkansas will be listening avidly, because the choice of both Republicans and Democrats will be important to the people of Arkansas. KLRA, which has proven itself "Arkansas's Listening Habit", is proud of the fact that it is "CBS Radio for Arkansas".

So there will be no "summer slump" in listening to KLRA this summer (there NEVER has been!) but advertisers with a message for this up-and-coming market will get MORE VALUE than ever with a schedule on KLRA.

For the Complete KLRA Story Ask any O. L. Taylor Company Office
Chary of Charity

EDITOR:

Your report on "Free Plugs" in the June 9 issue of Broadcasting is welcome coverage of a most irritating income loss to radio stations and networks—but it stopped short of the most serious "steel" of all.

You failed to mention the fact that one entire industry depends almost entirely for its success on radio—and spends only pennies for paid advertising on the air while pouring literally thousands into newspapers and magazines ... and thousands more into the palms of individuals on the talent payrolls of the nation’s stations.

Of course, I mean the phonograph record folks. For 25¢ or less—the manufacturing cost of one of their discs—they can "buy" a minimum of three minutes of commercial devoted entirely to their product. And when you hear some of the DJ's slobbering over a platter that arrived a day ahead of the rest, you realize that the cash value of these "commercials" runs into staggering figures...

The interesting thing about it all is the fact that any group of stations in a sizable area could torpedo the whole "steal" in 30 days. All it takes is a little organized effort. No label mentions, for example. Some judicious "knocking" of pet releases. The omission of a major label for a month—from all stations, all programs. Tearing up all these "top ten" reports and those return postcards from the publicity departments. If that treatment doesn't slam sales down and scare up some fast, legitimate advertising dollars, then our medium is no good in the first place and the record people are simply being charitable, sending out all those "free" records!

It will be suggested that my interest in this subject stems from my connection with the transcription library field. Not at all. Long before I reached here, I was pounding away at this "steal", in company with a lot of self-respecting operators who learned long ago that "you can’t sell it if you give it away."

Maurice B. Mitchell
Vice President
Associated Program Service
New York

Fudd's No Dud

EDITOR:

OUR COMPLIMENTS ON THE SERVICE RENDERED THROUGH "BUSINESS BUILT BY RADIO." IF AVAILABLE, PLEASE SEND US BILL US FOR 100 ADDITIONAL COPIES.

GEORGE M. BURBACH
GENERAL MANAGER
KDY St. Louis

EDITOR:

Your dissertation on "Eustace T. Fudd" really hits the mark and certainly, in my estimation, should take its place among the masterpieces of radio promotion...

John E. Bernhard Jr.
General Manager
WFOY St. Augustine, Fla.

EDITOR:

"Radio Is No Damn Good" is a fine job handled with your usual high quality ... and should be most effective. What’ll reprints run? ... want to use it as soon as possible.

Ralph J. Robinson
General Manager
WACE Chicopee, Mass.

EDITOR:

Congratulations on the collection of radio success stories and the excellent form in which you have presented them.

Can you please send me an additional 25 copies and bill us.

Del Leonard
Promotion Manager
KDYL Salt Lake City

War or Peace?

EDITOR:

I see in your June 9 issue that you have declared a state of war exists: "Research Wrangle—Nielson, SAMS Battle." Please tell me who invaded whom. All I know is that we announced we were going business producing a very up-to-date new kind of coverage service, NCS.

There was a time when we had hoped a single combined service (Nielson-SAMS) might have been offered to the industry, but SAMS preferred to fan the embers of a once live BMB, rather than tackle the real problem of answering radio and TV's currently different problems on coverage and audiences. So we went on alone to research the problem and develop NCS.

Way back in R.B. (before Baker), BMB said no to personal in-

(Continued on page 10)
Yankee Home-Town Food Show is the sensation of New England food shows — and for good reasons:

1. It’s a great show featuring Ruth Mugglebee, Woman’s Editor Boston Record-American and Sunday Advertiser and Bill Hahn, Yankee Radio and TV Personality —

   **Monday thru Friday, 1:15-1:45 P.M.**

2. It reaches locally into more places where volume sales are made than any other food show.

3. The merchandising plan is exclusive and distinctive in New England. Renewals prove the high selling impact of this show.

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

---

**THE YANKEE NETWORK**

DIVISION OF THOMAS S. LEE ENTERPRISES, INC.

21 BROOKLINE AVENUE, BOSTON 15, MASS.
By any measure WGAC is first
COVERAGE:

With 5,000 watts on 580 k.c. WGAC and only WGAC blankets the twenty county, 500,000 population, four hundred million dollar Augusta Retail Trading Area, with an average daytime penetration of 71% and with 80% more listeners than its nearest competitor (Broadcast Measurement Bureau Study No. 2).

RATINGS:

WGAC captures first place in 47 of 52 quarter hours daily, Monday through Friday, 7 A.M. to 8 P.M., in the Augusta Retail Trading Area (Pulse, January 1952).

ADVERTISING:

More local and national spot advertisers spend more money on WGAC than on any other Augusta radio station.

MAIL PULL:

Always Augusta's top mail pull station, WGAC demonstrated its marked superiority in this category last Christmas when, to eliminate confusion among the small fry all four Augusta radio stations carried the same Santa Claus at the same time. WGAC accounted for a fat 40% of the total mail response:

<table>
<thead>
<tr>
<th>Station</th>
<th>Letters</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGAC</td>
<td>2,174</td>
</tr>
<tr>
<td>Station B</td>
<td>1,345</td>
</tr>
<tr>
<td>Station C</td>
<td>1,003</td>
</tr>
<tr>
<td>Station D</td>
<td>489</td>
</tr>
</tbody>
</table>

Right now? Typically, Busby's Bargain Block is averaging 1,000 letters a week in response to its Mystery Tune contest on WGAC.

TOP TALENT:

WGAC's local personalities capture first place in the 1952 Pulse ratings whenever they are on the air:
1. Claude Casey and the WGAC Sagedusters at 7:15 A.M., 12:15 to 1:00 P.M. and 6:30 P.M. daily.
2. Joyce Hayward, who conducts Augusta's only women's program, 1:15 to 2:00 P.M. daily.
3. Hugh Grant, former U. S. Minister to Albania and Thailand, and Augusta's only news commentator, at 7:00 P.M. daily.
4. Warren Hites, WGAC's star newscaster, at 7:00 A.M., 7:55 A.M., 8:30 A.M. and 12:00 Noon daily.
5. Farmer Chambers, Richmond County Agent and Augusta's only farm commentator, 6:15 A.M. daily (not rated because of early hour).

COMMUNITY ACTIVITIES:

WGAC, its personnel and its management are active in nearly every phase of Augusta's civic life. Included on its staff are the Chairman of the Augusta Chapter of the American Red Cross, the President of the Civitan Club, the Chairman of the Hospital Entertainment Committee of the Red Cross, the Campaign Chairman and Treasurer of the Boys' Club of Augusta, the Chairman of the Scrap Mobilization Committee of the Augusta area and members of the Boards of Directors of the Community Chest, the Red Cross, Boys' Club, Kiwanis Club, the American Businessmen's Club and the Merchants' Association.

COMMERCIAL:

By any measure, by any yardstick, WGAC is the Augusta area's first station. No matter what measurement you prefer, we've got it. For results, use WGAC. For action, see our

NATIONAL REPS:

Averv-Knodel, Inc.—New York, Atlanta, San Francisco, Los Angeles and Chicago.

in the Augusta area

WGAC
AUGUSTA, GA. • 580 KC • 5,000 WATTS D • 1,000 WATTS N • ABC NETWORK

BROADCASTING • Telecasting

June 23, 1952 • Page 13
MARVIN FRANK, executive vice president, W. B. Doner, Chicago, elected president.

PENELOE SIMMONS, radio-TV timebuyer, Federal Adv., N. Y., to Foote, Cone & Belding, same city, in same capacity.

ROD MCKENZIE, Sherman & Marquette Inc., N. Y., elected vice president and account supervisor.


NICHOLAS B. BJORNSON, Levenson Bureau, Phila., to Gray & Rogers, that city, in copy department.

RICHARD S. OLMSTED to Cecil & Presbrey Inc., N. Y., as assistant account executive. NORMAN WEXLER, Brooke, Smith, French & Dorrance, to C&P's copy staff.

GAR W. YATES, vice president of Rogers & Smith, Chicago, and HOWARD N. SMITH Jr. of Dallas office, elected to board of directors.

DUDLEY D. CARROLL, manager of N. W. Ayer & Son, Honolulu, returns to Philadelphia office, replaced by JAMES P. SMITH. FRANCIS M. WATERS, assistant to president, Assn. of National Advertisers, to agency's New York office on public relations staff. DIRK A. WATSON returns to latter office in radio-TV department after tour of duty with Navy.

M ARVIN FRANK, executive vice president, W. B. Doner, Chicago, elected president.

PENELOE SIMMONS, radio-TV timebuyer, Federal Adv., N. Y., to Foote, Cone & Belding, same city, in same capacity.

ROD MCKENZIE, Sherman & Marquette Inc., N. Y., elected vice president and account supervisor.


NICHOLAS B. BJORNSON, Levenson Bureau, Phila., to Gray & Rogers, that city, in copy department.

RICHARD S. OLMSTED to Cecil & Presbrey Inc., N. Y., as assistant account executive. NORMAN WEXLER, Brooke, Smith, French & Dorrance, to C&P's copy staff.

GAR W. YATES, vice president of Rogers & Smith, Chicago, and HOWARD N. SMITH Jr. of Dallas office, elected to board of directors.

DUDLEY D. CARROLL, manager of N. W. Ayer & Son, Honolulu, returns to Philadelphia office, replaced by JAMES P. SMITH. FRANCIS M. WATERS, assistant to president, Assn. of National Advertisers, to agency's New York office on public relations staff. DIRK A. WATSON returns to latter office in radio-TV department after tour of duty with Navy.

A BRIEF newspaper career on the San Francisco Examiner served as the portal for entrance into the agency field for Maury Baker, radio-TV director of the San Francisco office of BBDO. Born at Salt Lake City in 1915, the son of a newspaperman there, Mr. Baker was graduated from the U. of California, but admits he learned more as managing editor of the informal Daily Californian than he did in the halls of learning. His newspaper work led to general assignments and beat work on the Examiner. When World War II began slandering city room staffs, he joined the advertising department of Associated Oil, and shortly afterward was appointed assistant director of public relations for the western division of the American Red Cross.

After an interim of three wartime years as a commissioned officer in the China-Burma-India theater, he entered radio with KGO San Francisco, ABC's owned and operated station there. When ABC opened its extensive television plant, Mr. Baker took over promotion and publicity operations.

"The pace was fast, but the pre-conditioning in so many fields has come in mighty handy since I've been with BBDO," Mr. Baker says. He joined BBDO in June, 1951. Not so much an account man as he is a radio-TV specialist, Mr. Baker works on all accounts at present active in the broadcasting media. These are Standard Oil of California, Gallo Wine, Pacific Telephone, MJB Coffee, and Circus Foods.

In 1949, Mr. Baker won a national award for his promotional and advertising activities with KGO-TV. He is a member of Alpha Delta Sigma and a long-time member of the San Francisco Press Club.

Married in 1945, he is father of two sons, ages 6 and 1. He lives in Palo Alto.

Although Mr. Baker is an enthusiastic booster of both radio and television, he admits: "TV grabbed me by the ears when ABC first opened its San Francisco video plant. It hasn't let go yet."
LEONARD H. RUSSELL, supervisor of research operations, Young & Rubicam, N. Y., to Warwick & Legler, same city, as director of research and member of plans board.

EARL WENNERGREN, William Kostka & Assoc., Denver (public relations firm), joins MacGruder-Bakewell-Kostka Inc., that city, as radio director. He succeeds JOSEPH W. PALMER, who transfers to Oil Industry Information Committee of American Petroleum Institute as representative, that city.

PAUL BRILLMAN, Electrical Distributing Co., Portland, to James Emmett Adv., that city, as account executive.

RICHARD MARSHALL, junior account executive, Foote, Cone & Belding Inc., L. A., named media manager.

VINCENT P. BLACK, Perfex Corp., Milwaukee, to Grant Adv., Detroit, as vice president serving as account executive on Chrysler Airstemp, Udylite Corp. and Frederic B. Stevens Inc. accounts.

LEONARD S. NAURISON, Thomas & Delehanty Inc., N. Y., to S. R. Leon Co., same city, as account executive.

DALE PLUMB, Vancouver (Wash.) Sun, to Showalter Lynch Adv., Portland, as account executive.


FRAZIER NOUSSAN, J. Walter Thompson Co., Chicago, to Ruthrauff & Ryan, that city, as director of public relations and publicity.

DONALD A. BENJAMIN, Geyer, Newell & Ganger, N. Y., to Grant Adv., N. Y., to handle eastern area public relations for Dodge Div., Chrysler Corp.


POULY PREDMORE, Aerogram Studio, Hollywood, joins Blitz Adv., Portland, as chief copywriter.


PHIL LAVEN, Tintair Co., N. Y., to Action Adv., Memphis, as division manager supervising offices in central and mid-southern states.

SAM HERMAN, assistant copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler, that city.


MORTON & CLYDE, Portland, changes to HENRY J. MORTON Co. with sole ownership purchased by HENRY J. MORTON from VELMA CLYDE, who has resigned because of ill health.

HIXSON & JORGENSEN Inc., discontinued San Francisco office with accounts transferred to Los Angeles headquarters.

RUPERT ARNOLD Adv., L. A., moved to new headquarters at 439 S. Western Ave. Telephone is Dunkirk 2-4409.
terviews (and it was my voice that was used). There just wasn't a well-trained available Nielsen field staff that could tackle such a job; and, anyway, it wasn't necessary to get answers from non-owners, radio owners and TV owners in proper proportions. Nor had anyone developed the "family edit" to insure full interview cooperation. But times have changed.

NCS has to find all those missing pieces of radio (and TV) listening —in the living room, up in the back bedroom and yes, out of home, too. And we don't want any "forgetting" or "exaggerating." Our Audimeter will help us there because we have the perfect check in what these machines record against what the same homes report. The machines must be pretty good or NRI and NTI subscribers wouldn't use them for programs, far more demanding than circulation measure-

ments. And as for programs, Page 5 of our ballot only goes to a sub-
sample and isn't used for station coverage any way regardless of what SAMS would like to think. These trade press "wars" get worse every 20 years. We have a job of helping radio and TV and that's battle enough. How about a crusade instead of a civil war for a change.

John K. Churchill, Vice President, A.C. Nielsen Co. 

[EDITOR'S NOTE: Mr. Churchill, who once was director of research of RMB, is advised that if war exists, BROAD-
CASTING • TELECASTING did not declare it.] * * *

Thank-You Note
EDITOR: At this time it is possible to examine the results of our efforts in obtaining cooperation from the radio and television industries for our 1952 crusade.

During the month of April, Cancer Crusade Month, and the early part of May, into which the crusade was extended, the radio networks gave us 240 appeals as compared with 240 last year. For the same period, the television networks gave us a total of 156 appeals as compared with 135 last year. We had three simulcasts, 12 radio and 18 television integrations, and 10 advertisers using national spot radio gave us mentions running well above 200. In radio there were four network programs devoted either completely or mostly to the American Cancer Society and in television there were seven fea-
tures.

The figures I gave above are for network cooperation, but our field representatives tell me of areas throughout the country where it was impossible to avoid hearing the subject of cancer throughout the month of April.

We are grateful to you for helping us tell the industries of our crusade and we are thankful to the good men and women in radio and television for helping so admirably in the fight to control cancer.

Walter King
Dir. of Radio-TV
American Cancer Society
New York

in the public interest . . .

IN an all-out safety drive, WABJ Adrian, Mich., 27 months ago enlisted 13,000 students in 11 high schools and more than 100 grade schools in Lenawee County, awarding pennants and students' "safety" buttons in the case of schools with no accidents for a month. Weekly Safety Quiz is recorded in various schools for broadcast and Mon-
Fri. Safety Story Lady promotes safety.

Share-Ride Service
DURING transportation strike, WGSM Huntington, L. I., secured transportation to New York for 200 commuters through morning disc jockey Bob Murphy, who acted as intermediary between the strike-bound Nassau-Suffolk commuters and 53 car owners who offered rides during the program's 6:15-
9:15 a.m. period.

Air Raid Instructions
AIR RAID test alert in Hartford, Conn., found WDRB there ahead of time with a mobile unit cruising the streets giving instructions to listeners on what to do when the sirens went off. In the mobile unit were Station Manager Walter Haase, a civil defense public re-

lations official and announcer Leif Jensen.

WBAL Aids Reunion
AFTER a 20-year separation, Navy seaman Robert Phipps and his father, Ralph Hamblin of Geneva, N. Y., were reunited last Monday on WBAL-TV's Today (Mon-Fri., 7-9 a.m. EDT and CDT). Seaman Phipps had written to news commentator Archdale J. Jones of Baltimore News Post's WBAL, seeking aid in locating his real father, whom he had not seen since his adoption as an infant by another family. Knowing only that Robert had been 21 years ago in Waterloo, N. Y., Mr. Jones enlisted the aid of his radio audience and followed tips until he located Mr. Hamblin in Geneva, N. Y. Until their belated introduction during the program, neither Seaman Phipps nor Mr. Hamblin knew the reason for his invitation to appear on Today.
Ray Henle has a long, sincere and requited affection for the political genus. It goes back to his first years in Washington and one of his first big political stories — when President Coolidge chose not to run. In the intervening years, Henle has covered every convention and traveled extensively with each president as well as candidates Landon, Willkie and Dewey.

As editor-in-chief of THREE STAR EXTRA, his understanding of and continuing interest in politicians stands him in good stead.

With Albert Warner as expert on international affairs, Ned Brooks covering domestic news, and Henle on the Washington beat, the Sun Oil Company's THREE STAR EXTRA presents nightly the interpretations of three experts — each working in his special field.

Credit NBC with another unique format for broadcasting news, and credit NBC for having such eminently able newsmen as Henle, Warner and Brooks.

It's not easy to hold news leadership in both radio and television as NBC consistently does. It has to be done the hard way — by having a larger, more distinguished news force and by broadcasting more hours of news every week. That's why most people hear the news first and hear more of it from NBC.
Mrs. Muffin is no Myth ANYMORE!

- We're not lisping, either ... when we say there's no myth to Mrs. Muffin's capturing the interest and imagination of "the younger set" in New Orleans.

- Bright and early each Saturday morning, young ears are literally glued to their radios (WDSU, of course) between 8 and 9 o'clock. During these sixty magic minutes, Mrs. Muffin weaves fascinating stories ... as well as giving tips on health, safety, and good deeds.

- As proof of her magnetic personality, recently Mrs. Muffin received more than 6,000 letters during a single week. If sales to the "small fry" is your problem ... Mrs. Muffin can easily provide the solution!

- Don't ever be fooled by myths ... let WDSU show you real sales in the "Billion Dollar New Orleans Market."

---

New Business

**Spot • • •**


Rev. Percy Crosby planning to place radio version of TV show, "Young People's Church of the Air," in Los Angeles, Chicago and Pontiac-Detroit areas Monday through Friday. Agency: John Camp Agency, Ft. Wayne, Ind.

International Shoe Co., St. Louis, adds 45 stations to lineup on "Houdy Doody, NBC-TV. Company has 52-week contract for a quarterly hour, adding the new list to its current 81 stations. Agency: Henri, Hurst & McDonald, Chicago.


General Foods Ltd., Toronto (Swansdown flour), has started spot announcements on a number of Canadian stations. Agency: Baker Adv. Ltd., Toronto.

**Network • • •**

Naumkeag Steam Cotton Co., N. Y. (Piquet sheets and pillow cases), to sponsor Tuesday and Thursday segments of 15-minute Paula Stone Show on MBS, Mon. through Fri., 10:15-30 a.m. EDT effective July 22. Agency: Jackson & Co., N. Y.


Chevrolet dealers renewing Dinah Shore Show, Tues. and Thurs., 7:30-45 p.m. on NBC-TV for 1952-53 season. Agency: Campbell-Ewald, N. Y.

R. J. Reynolds Tobacco Co. (Camel cigarettes), to sponsor Pantomime Quiz as summer replacement for My Friend Irma beginning July 4 on CBS-TV, Fri., 8:30-9 p.m. EDT. Agency: William Esty & Co., N. Y.

Procter & Gamble, Cincinnati, to sponsor Boss Lady as summer replacement for Fireside Theatre from July 1 on NBC-TV, Tues., 9-9:30 p.m. Agency: Compton Adv., N. Y.

**Agency Appointments • • •**

Imperial Knife Associated Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.

Western Irrigation Co., Eugene, Ore. (Dry-Lift drain valve), and Meadowland Creamery Co., that city, appoint Coleman Adv., Portland.


J. Henry Helser & Co., Portland (investment counselors), names House & Leland, that city.


Adpeople • • •

Raymond K. Meffen, sales manager, Bymart-Tintair Inc, N. Y. (hair coloring), named director of newly created professional division.

Albert M. Behrens appointed coordinator of all firm's advertising, publicity and point of sale material.


J. J. Curtis, eastern regional manager, Johnson's Wax, named national accounts manager to coordinate company's advertising and marketing policies succeeded by R. W. Griffith. G. O. Potter of firm's Chicago office, appointed national accounts manager in charge of midwest and western areas.
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

AMERICAN RADIO SALUTES THE TEXAS CO. SERVING THE PEOPLE OF BUTTE AND MONTANA OVER KXLF

EACH STAR DENOTES FIVE YEARS OF CONTINUOUS RADIO SPONSORSHIP IN THE PUBLIC INTEREST.

The XL Stations

KXL PORTLAND KXLY SPOKANE KXLF BUTTE KXLL MISSOULA KXLJ HELENA KXLK Great Falls KXLQ BOZEMAN

347 Madison Avenue 6381 Hollywood Blvd. 79 Post Street 360 North Michigan
The Walker Company Pacific Northwest Broadcasters Pacific Northwest Broadcasters The Walker Company

RESULTFUL ADVERTISING on the XL Stations Pays Big Dividends Continuously.
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

In the Nation's Capital
Your Best Buy Is

First in Washington

WRC 5,000 Watts • 980 KC

Represented by NBC Spot Sales

feature of the week

FIRST SHOWING of cars "live" on television by a new and used car firm in the Philadelphia area is claimed by John B. White Inc., Ford dealer there.

Capitalizing on the new WCAU-TV studio's accessibility from ground level, permitting cars and trucks to enter the studio, the White company initiated "live" demonstrations in the commercial portions of its news show a week after opening of the WCAU center [B*T, June 2].

The firm's advertising agency, J. Cunningham Cox, reported the "live" demonstrations televised excellently with favorable consumer reaction. Firm plans demonstrations on all future shows.

Six cars, "television specials," are shown on each program, and the firm thus can keep track of sales attributed to TV.

Kept in this manner, the firm has been able to keep track of sales directly attributed to their TV expenditures. A company spokesman stated a "good number" of sales have been traced to television, of which the greater percentage were used cars.

Mr. Facenda, star of news program sponsored by John B. White Inc., helps "sell" a new Ford during a commercial.

strictly business

JACK HALEY

APPEAL to advertisers to join the TV industry in raising video's standards, made June 11 by NABTE Television Code Review Board Chairman John E. Petzer, probably will fetch a wholehearted approval from John W. (Jack) Haley, advertising manager of Narragansett Brewing Co. of Cranston, R.I.

Head of the brewing firm's advertising since 1933, Mr. Haley this year breezes through his 25th year in radio. His associates tag him "an extremely vocal proponent of good taste in radio and TV."

He is proud of the several occasions Narragansett and his other clients have been honored for excellence of entertainment. Narragansett, with its heavy use of radio and its pioneering advertising on television making it one of the biggest advertisers in New England, received a certificate of Merit from City College of New York in 1947.

A Brown U. man (treasurer, Class of 1919), Mr. Haley first appeared on radio as commentator, actor and commercial announcer on a wide variety of local broadcasts sponsored by firms with products ranging from chewing gum to public utilities.

He probably has established some sort of a record by writing, producing and being featured on Rhode Island Historian, one of radio's oldest commercial programs. Sponsored continuously by the Providence Institution for Savings, a Mutual Savings Bank, from 1927 through 1949, the weekly radio program was supplemented only with occasional newspaper institutional advertising.

Radio scripts of the Historian program have been printed in pamphlet form and widely distributed to request mailing lists, and four bound volumes still are in demand at libraries and schools—each has passed the 20,000 copies mark. Many have been printed in Braille.

Mr. Haley is in national demand (Continued on page 48)

It's Coverage That Counts!

Grandfather sure knew the value of coverage. He didn't take any chance of getting burned . . . and speaking of coverage, WBRE is the "must" buy to reach this 3rd largest populated market in Pennsylvania. Yes, it's coverage that counts and WBRE and only WBRE can deliver this mining-manufacturing market to you.
At the request of the Mutual Security Agency of the United States Government, Sam Schneider, KVOO Farm Director and President of the National Association of Radio Farm Directors will head a delegation of his co-workers on a six weeks' tour of Europe to help establish a more effective farm radio service on the continent.

An important part of Sam's work, in addition, will be to set up a GREENER PASTURES PROGRAM modeled after the highly successful KVOO Greener Pastures Program which has already been adopted in several South American nations.

Translations of this highly important and effective plan* have already been made available to European farm directors in order that they may be prepared to plan progressive steps toward its accomplishment when the American delegation arrives.

The success of the KVOO GREENER PASTURES PROGRAM is a source of pride to us and we are happy for the opportunity of sharing it with our friends in South America and Europe. The land is basic, whether here or any other place in the world. Let's all work to improve and restore it to its rich, original beauty and fertility.

*Your copy of this important Program is free for the asking. Just address your request to KVOO or your nearest Petry & Company office.
Like pork goes with beans

That's the way successful advertising goes 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

TOM TINSLEY, PRESIDENT    •    REPRESENTED BY FORJOE AND COMPANY

Page 22  •  June 23, 1952
In the feverish campaigning for the Presidential elections, political broadcasting will play hob with commercial schedules on radio and television throughout the summer and the fall. Regular sponsors are already making plans to adjust their spots and programs to the dislocation bound to be made by the broadcasts of next month's political conventions. And politicians have already entered the market to buy up time next fall.

**How Sponsors Plan To Meet Disruptions**

By FLORENCE SMALL

AN ESTIMATED seven to ten million dollars worth of radio and TV spot announcement schedules will be disrupted by the networks' coverage of the political conventions during July, with agencies split in their demands for either time-credit or substitute ("make good") time, the latter to be cleared with the agencies in advance.

The situation derives from the fact that the networks anticipate that during the conventions' key-note addresses and dramatic occasions like the first balloting, coverage will not be interrupted for station identification. However, during predictable convention action all the networks will strive for at least half-hour breaks in radio of the usual 30 seconds duration and at least one break during the hour in television.

**Disappearing Spots**

Thus, since the individual station on the network will be able most of the time to retain the 30 seconds for station identification, that revenue will not be unduly affected, but the stations still face the loss of the quarter-hour spot.

One of the first radio station representatives to query New York agencies on the problem last week was the O. L. Taylor Co. President Lloyd G. Venard sent letters to the agencies asking approval of a suggested method to be used in handling affected national accounts.

Mr. Venard's plan as expressed in his letter suggested that "if a national account is missed during the convention, the station is to run that announcement on the first break that is open. If for instance, an announcement is scheduled for 11 a.m. and is knocked out by the convention, it would run at the first open break."

Although it was too early for Mr. Venard to have received complete replies, B*T was able to spot (Continued on page 80)

---

**Democrats Already Are Buying Up Time**

By JOHN OSBON

FACTS for "excellent time periods" in radio and television have been corralled by the Democratic National Committee for the post-convention political campaign, it was revealed last week.

While actual sums were not specified, it was learned that the contracts involve "hundreds of thousands of dollars" covering basic time purchases on all major radio-TV networks.

In announcing that contracts have been signed, Committee Chairman Frank E. McKinney boasted that the Democrats, for the first time, had skirted time pre-emption problems at a great saving to the national committee—and incidentally minimizing the headaches of network executives later on.

The purchases cover basic time only on "all national networks" for programs to be broadcast and telecast starting next September and ending just prior to the election Nov. 6. The announcement came as the committee accelerated its Victory Chest drive to raise funds for radio, television and other media.

Results for radio-TV funds thus far this year have been striking.

Details were not available last week but will be released shortly so Democratic officials can coordinate state and local campaign plans with the national schedule. The Joseph Katz Co., Baltimore, has been instructed to push ahead on programs.

*Early Bird*

"I believe we have secured excellent time periods which will reach every city, every town, every community and rural area in the country," Chairman McKinney said. "By moving early, we have saved substantial sums of money. We plan to see that this time is used to achieve the maximum effect."

Thus, the contracts presumably were signed with ABC, CBS and NBC radio and television networks; with MBS, and with DuMont Television Network. There were some reports that commitments will approximate $1 million, give and take either way.

It was reliably learned the Democrats had purchased 10:30-11 p.m. Election Eve network segments.

Chairman McKinney pointed out that choice time periods were obtained early—"before commercial sponsors have signed their fall contracts." In a letter to Democratic party workers, Mr. McKinney explained:

> By contracting for this time now we are saving substantial sums which in previous campaigns we have had to pay to remove regularly scheduled sponsored shows to make way for political broadcasts. This expense—whatever amount it cost to produce the program—was in addition to the money paid to the network for the time.
> To give you some idea of what kind of money this involved, the production cost of many top television shows is as much as $6,000 or $9,000, over and above the cost of the network time.
> This year, however, we have been able to purchase choice time periods on television and radio before commercial sponsors have signed their fall contracts. If we had waited until late summer to sign these contracts we would have had to pay money running well into six figures to remove sponsored shows in order to get the same time we now have under contract.
>

Mr. McKinney noted that the Victory Chest drive [B*T, June 9] "is off to a good start," although most of the contributions have not been large and "it takes a lot of these contributions to meet the high cost of radio and TV time."

In fact, the radio-TV appeal bids fair to become "the most successful campaign" the party has ever conducted, he added.

The Democratic chairman assured party workers that emphasis on the radio-TV fund did not mean "we are going to rely only on those media." He proposed a "well-rounded publicity and advertising program, utilizing every medium of communication to the maximum that our legal campaign ceiling will permit."

*Fund Raising*

Mr. McKinney referred to the $3 million ceiling imposed on campaign expenditures during an election year under the Hatch Act. Early estimates placed radio-TV funds for the Democrats at somewhere between $1-$2 million.

"We will be able to do a better job in all [media] fields because we are moving early to raise our radio and TV fund to contract for basic national network time," Mr. McKinney observed. He called on party workers to send in any contribution (Continued on page 97)
ATTENDING the National Assn. of Radio & TV Station Representatives' Spot Radio Clinic luncheon in New York's Museum of Science & Industry June 16 were (left to right): Arthur McCoy, Avery-Knodel Inc.; C. L. Miller, president, C. L. Miller Co., honored guest; T. F. Flanagan, managing director, NARTSR, and Jones Scovern, Free & Peters Inc.

LBS VS. MAJORS
Trial Date Now Jan. 19

THE EXPIRING Liberty Broadcasting System was revived a bit last week as a Chicago federal district court judge set Jan. 19 as the trial date in the network's anti-trust suit charging conspiracy by major league baseball clubs.

Liberty's Chicago law firm, McConnell, Lutkin & Van Hook, on Tuesday requested and received a January trial date. The early date is expected to influence creditors so they may agree to continuance of the costly litigation.

Creditors of Liberty—toward whom almost $1 1/2 million is owed—will meet in Dallas July 8 to select the receiver. The network's credibility is expected to influence creditors so they may agree to continuance of the costly litigation.

PRAISE for patriotic services donated by radio and film talent in connection with radio programs of the Office of Price Stabilization was given by Sen. Hubert H. Humphrey (D-Minn.). He paid the tribute to their "patriotism and selflessness" in response to charges that broadcasters and artists were aiding OPS "propaganda" programs.

Sen. Humphrey's statement, introduced in the Congressional Record, pointed out that the people must understand the amount check inflation as well as maintain and expand production. He said:

I am confident that your contribution of talent and time has the appreciation of all Americans who fear inflation and desire to protect their economy. You and your associates have been criticized by a small handful of my colleagues for assisting your government. If helping your government in its anti-inflation program is to be considered controversial and political, then I say that we are only a step away from condemning any individual who desires to help his government carry out a program enacted by law through Congress.

HUMPHREY LAUDS Talent on OPS Shows

DORLAND ASSETS Liquidation Authorized

LIQUIDATION of the fiscal assets of Dorland Inc., New York, was authorized last week after the agency, with liabilities said to be $190,000, filed an assignment for benefit of creditors in New York County Court.

The authorization was given to A. Alan Belich, attorney for the assignee, at a meeting at which 32 of the agency's largest creditors—among them WOR New York ($29,260) and the DuMont TV Network ($25,000)—met to appoint a committee of five creditors. They are: Merrell Morgan, representing DuMont Network, Chauncey H. Levy, General Television-Radio; Muriel Henle, ABC; Joseph Lewis, Bingham Photo Engravers, and Leo M. Rogers, Rogers Engravers Co.

The creditors' committee also employed an accountant to go over the books and report to the committee within a fortnight.

Among the questions for the accountants to pursue are the relationships, if any, (1) among Dorland Inc., Dorland Adv. Ltd., and Dorland International, and (2) between Dorland Inc. and the Wesley Assoc. agency, which occupies office space with Dorland Adv. Ltd. and whose staff includes Dorland President Atherton Pettingell and Executive Vice President Walter Mass.

At the creditors' meeting, Eugene Roth, attorney for Dorland Inc. said that merchandising activities of radio-TV division under Harold Kaye were the main cause of the agency's financial break-up. He said Mr. Kaye was part owner of some of the companies that were delinquent in paying their bills.

Lewis Ulman, attorney for Mr. Kaye, who was not represented at the meeting, pointed out that in a settlement back in March Mr. Kaye paid Dorland Inc. approximately $15,000 and that there is still a possible rebate of $2,000 or so owed to Mr. Kaye by Dorland.

The original settlement of $15,000 was made, he said, after Mr. Pettingell stated in a letter during the Dorland-Kaye litigation that "we may have been in error with respect to the amount of $46,142.04, which we asserted was due... The figure alleged now appears to have been unduly large."

Clandestine VOA?

IS THE Voice of America violating the law of Japan? The Japanese Foreign Office and Radio Regulatory Commission, according to newspaper accounts, think perhaps VOA and Korean language broadcasts may run afoul of Japan's electric wave law. A section of that law stipulates that no license for operating a station shall be given to a foreign country. But the U.S. expressly demanded the right of broadcasts when it negotiated the security pact with Japan. Nipponese authorities hold the broadcasts are not intended for U.S. forces there but the local populace.

FRENCH SARDINE BUYS Godfrey Show Segments

FRENCH SARDINE Co. of Terminal Island, Calif., has bought two weekly quarter-hours of the simulcast of Arthur Godfrey's morning show on CBS radio and CBS-TV, effective Sept. 2, bringing to 16 the number of 15-minute simulcast segments already sold for this fall.

CBS-TV Network Sales Vice President Fred M. Thrower announced the purchase of the simulcast on Tuesday and Thursday for the firm's Starkist Tuna fish product, through Rhoades & Davis, San Francisco.

BAB CLINICS Management Units Held

SERIES of Broadcast Advertising Bureau clinics for station managers and sales managers was held in the East last week, with sessions at Philadelphia, Baltimore, Washington and Richmond, Va. Kevin B. Sweeney, BAB vice president, and Jack Hardesty, director of local promotion, made the tour.

Morning programs covered BAB's internal operations, with presentation of income distribution and jobs accomplished along with plans for the rest of the year. These plans include extensive advertising and retail sales promotion drives.

Afternoon sessions were devoted to sales discussions with station sales and program executives. BAB projects were described in detail.

DRAWN FOR BROADCASTING • TELECASTING BY DICK WANG

"Just think! In twenty minutes your appendix will be in practically every living room in the city!"
FIRST major revision of the Communications Act in 18 years is in the hands of Senate-House conferees this week, following passage last Tuesday of the House version of a Senate-passed McFarland Bill (S 858).

Only major amendment adopted on the House floor was a provision to exempt radio stations from damages for libel uttered by political candidates or their authorized spokesmen. This was offered by Rep. Walter Horan (R-Wash.). The amendment would forbid stations from charging political candidates more than the comparable commercial rate.

Horan amendment was adopted 92 to 27, after the House defeated by 59 to 37 an amendment offered by Rep. Joseph P. O'Hara (R-Minn.) which would have permitted stations to operate for a primary, general, or other election, or political purposes, if permitted in writing by such candidate to specify subjects or materials to be used in a broadcast station, such licensee may be held liable for certain opportunities in the use of such broadcast station. A conference committee, composed of House and Senate conferees, will meet later to consider the Senate version of the House-passed bill, as well as the Senate version of the House bill.

This motion, and the debate preceding and following it, brought the admission from the bill's managers—Reps. Oren Harris (D-Ark.) and J. Percy Priest (D-Tenn.)—that the newspaper provision does not bar the FCC from turning down a newspaper applicant if in its judgment a favorable grant would contribute to monopoly in the dissemination of news in the community involved.

One of the provisions which was believed to have been at the root of the White House's objections to the McFarland bill, and which led to its removal from the House schedule two weeks ago (BT, June 16).

Bill as passed by the House follows the general outline of the legislation passed in February 1951 by the Senate with several important changes (see summary of principal points below).

Senate-House conferees are scheduled to meet this week behind closed doors. No major changes are expected to be made to the McFarland bill, although it was said two weeks ago that the FCC had "reached the White House which had indicated that certain provisions be adjusted."

Fact that the only attempt to "soften" the bill was made by Rep. Sheppard surprised industry observers. The four-and-a-half-hour debate produced no opposition to the bill. Most of the time was spent on the newspaper section and the political censorship amendment.

Representing the Senate in the conference committee are Democratic Sens. Ernest W. McFarland (Ariz.), author of the bill; Edwin C. Court (Col.). Helen G. Smith (N.Y.), and Republican Sens. Charles W. Tobey (N.H.) and Homer E. Capehart (Ind.).

Representing the House are Democratic Reps. J. Percy Priest (Tenn.), Oren Harris (Ark.), Homer Thornberry (Tex.) and Republican Reps. Charles A. Wvolteron (N.Y.) and Carl Hinshaw (Calif.).

Agreement Seen

Little difficulty is expected in "compromising" differences between the House and Senate bills. Broadcast spokesmen are hopeful that the provisions relating to suspensions, cease and desist orders and fines will be eliminated. They also believe that the provision regarding the purchase of the apparatus or equipment of unsuccessful applicants for license renewal by the successful grantee can be deleted. They feel that the language of the House amendment referring to political charges will be clarified.

Spokesmen for major broadcasters also are hopeful that House conferees will accept the Senate provision eliminating the double jeopardy clause.

Most spirited debate was on the respective merits of the Horan and the O'Hara amendments. The former, which would exempt broadcasters from liability for libel uttered on the air by political candidates or their authorized spokesmen. The latter would have prohibited stations to censor political speeches for "defamation and obscenity."

The O'Hara amendment was defeated by a House which felt political candidates' speeches should be inviolate and that it was unfair to station owners to require them to give time to political candidates and forbid them to censor such talks, while at the same time permitting them to be sued for libel.

Adoption of the House amendment, despite stronger words from Mr. O'Hara. After raising the question of constitutionality, Mr. O'Hara declared: "I do not believe, and I assure you I feel, that this bill in any way whatsoever under the Constitution of the United States, and under the Constitution of the country as a whole, could pass the House."

Adoption of the amendment drew even stronger words from Rep. Clare E. Hoffman (R-Mich.): "This amendment...is an important compromise."

(Continued on page 86)
"BEST unduplicated buy an advertiser can make is the combination of radio and television," Edward D. Madden, NBC vice president in charge of TV sales and operations, said Tuesday in an address before the American Marketing Assn. meeting in Cincinnati.

Citing Nielsen figures on "an actual experience of last year," Mr. Madden reported that an advertiser sponsored a network radio program reaching 14.1% of all U.S. homes and a network TV show reaching 7.9% of the nation's homes, but with only 1/10th of 1% of all homes reached by both programs.

Duplicated Audience

"The important thing here is that the duplicated audience—the number of homes reached by both programs—is only 45,000 out of almost 10 million homes reached by the advertiser with this combination," Mr. Madden pointed out.

"Radio," he declared, "has too much basic circulation—and, in addition, secondary sets, portable and auto sets—to be passed over. It has too much grass roots penetration, too much advertising impact, for it to be omitted from any advertiser's schedule."

Answering critics who have charged TV with pricing itself out of the reach of most advertisers, Mr. Madden stated that "day or night, television gathers an audience for the advertiser at an economical cost per viewer. And its price is low in comparison with the cost of reaching people through the older visual media."

With these statements with figures showing that an average NBC-TV sponsored evening half-hour cost the advertiser $37.60, he concluded that while the reaches 11,192,000 viewers in 4,204,000 homes for an average cost of $3.36 per thousand viewers. The average NBC-TV daytime half-hour, costing $15,100 and reaching 4,224,000 viewers in 2,057,000 homes, delivers viewers at the price of $5.57 a thousand, he reported.

In contrast to these TV costs of $3.36 for an evening half-hour and $3.57 for a daytime half-hour per thousand persons reached, Mr. Madden said that a black-and-white page in Life costs $3.83 per thousand and a 500-line ad in the leading newspaper in 64 markets costs $5.17 per thousand. "The most economical medium is television," he noted, "which is substantially below either the largest magazine or newspaper advertising."

Realizing several years ago that as TV circulation increased, costs would also increase, NBC-TV "introduced new selling concepts of multiple participating sponsorship, which are making network television advertising available to moderate budget advertisers," Mr. Madden stated.

"They also enable advertisers with somewhat larger budgets to co-sponsor programs which they alone couldn't afford," he commented, reporting that of the 50 leading advertisers, 48 are using television and of those 48, "36 are using some form of participating sponsorship." In the next 50 advertisers, 35 are using TV and 19 some form of participating sponsorship, he said.

"Actually, what we're doing is making it as easy for the advertiser to buy TV as it is for him to buy space in magazines," Mr. Madden said. He pointed out that an advertiser who wants to reach housewives for a $15 minute of the "Kate Smith Hour" (Monday-Friday, 4-5 p.m.) for $12,454, at a cost per thousand of 82,977. A quarter-hour of "Howdy Doody" (Monday-Friday, 5:30-6 p.m.) costing $12,451, will deliver viewers (90% kids) at a cost of $1.39 per thousand. To reach the whole family, Mr. Madden noted, the advertiser can use as little as a five-minute segment of "Today" (Monday-Friday, 7-9 a.m.) for $2,352, or a cost per thousand of $1.36. The three advertisers who jointly sponsored the middle half-hour of Your Show of Shows paid $17,329 each a week, he said, reaching viewers at 85 cents a thousand.

"I'm not saying that you will not find advertisers who could increase the ratings of individual programs," Mr. Madden declared. "What I want to get across to you is that television advertising will not be frozen into the traditional patterns of network radio."

Asking, "Do these new TV selling concepts vitiate the soundness of advertising as a business?" he pointed out that "in radio you had the same advertiser sponsoring the same program in all instances of its least worthwhile after week in 13-week cycles. You had frequency and continuity of advertising impressions on a mass market of consumers."

"If you analyze that situation, you find it's made up of two important elements: One, the program-broadcasting, which was turning to the same station, on the same day, every week; two, the frequent and continuous advertising impressions the advertiser could make that the audience attracted by the program."

"These two elements—the mass audience and the frequent, continuing coverage—were doubled and will retain in the new selling plans television will develop. In many instances we will have to form working partnerships of exclusive advertising to meet the ad-vertiser identification with the program, as you had in radio."

Research organizations should review their radio evaluation methods

(Continued on page 97)

Page 26 • June 23, 1952

PROFIT SQUEEZE

Says NBC's Madden

BROADCASTERS, one of few industries to absorb rising operating costs out of profits, must avoid or minimize the squeeze between income and operating costs, Richard P. Doherty, NARTB employee-employer relations chairman, said at the NARTB. National Association of Broadcasters, meeting Friday at Nags Head, N. C.

At the same time, he said, radio seems to be the only industry content to reduce profits to pay higher costs of operation, the reason could be "devastating" if infation continues, he added.

John H. Smith, Jr., NARTB FM director, called on broadcasters to get FM out of the "foreign language class and into the great radio family" by talking "radio and TV" instead of "FM, AM and TV."

In his analysis of labor and operating costs, Mr. Doherty said the upward spiral will continue regardless of the political outcome of the November elections.

Inflationary forces have jumped the national income from $233 billion in 1947 to $328 billion in 1951. During the same period the revenue of the radio broadcasting industry rose by 30%. Radio stations and networks need a combined additional income of some $185 million if the industry is to get the same proportionate share of the nation's income as was received in 1946.

Lists Operating Problems

Operating problems of the broadcaster are shaped and influenced by broad and complicated trends, Mr. Doherty pointed out, such as these as: National policies which generate inflation; national tax programs which affect potential sponsor advertising budgets; national wage and employment patterns; nationwide union practices; national radio rate trends; national legislation which directly affects, or sets the terms of all radio and TV operations.

"Never before in the history of broadcasting," he continued, "has there been such a crying need for individual cities to work together outside operating services and aids if profit-making stations are to maintain their profits and 'red-ink' stations are to get into the black."

Referring to radio's absorption of rising costs out of profits, Mr. Doherty said:

"Newspapers and other lines of business have raised rates substantially the prices of their products or services to cover the steady upward march of costs. But when many businesses, who in their own business, know full well that the rate of higher costs upon prices virtually fail to realize that radio has been equally subjected to higher wages, higher costs of equipment, higher taxes, higher costs for services and in total, higher operating cost ratios."

NARTB's three-year campaign for better control of operating and labor costs has assisted a substantial segment of the radio and TV industry and has contributed greatly towards the improvement of the industry's profit margin.

"While freight and labor rates for radio and TV stations are high, these high operating costs result primarily from excessive payroll expenditures. While many stations operate with a labor content of between 24% and 25%, a figure of 15% is not unusual in some other industries."

Chiding management, he said: "The fault with many station managers is that they are content to sit complacently on their profit margins—many of which are not too fat—and ride out the 'liquidation' of radio broadcasting."

Established businesses don't die; they wither from managerial bankruptcy. We like to think of radio as one of America's younger industries; some of radio's management wants to act like old men sitting out the green beam. We are nothing wrong with radio that creative, courageous and competent management cannot solve."

"It's the recognition of FM broadcasting, Mr. Smith said "the great FM discovery" is being made in many more places, including radio manufacturing firms that have made fortunes about FM. At least two firms are resuming production of FM sets, he said.

AMOUNT of selling copy in 35-word commercial is demonstrated to William H. Waintroub & Co. executives Carlos Franco (1), head of radio and TV, and Les Blumcanth (r) by George Bocke Jr., Edward Petry & Co. New York salesman, in the Petry drive to sell more 20-second chain breaks. Copy was prepared for Kaiser-Frazer.
THE biggest problem facing net-
work radio—how to re-stabilize it—
was approached in separate but
significant moves last week by
the management of NBC and a group of
affiliates of CBS Radio.

○ NBC, to coordinate its radio and TV activities more fully, put
NBC-TV Vice President Sylvester L. (Pat) Weaver, Jr. in charge of
both the radio and TV networks and installed Frank White as vice
president and general manager of both, almost simultaneously start-
ings the promotion of using radio and TV in combination as the most
effective advertising buy.

○ Looking toward the July 1-2
"Crisis Conference" of CBS Radio
affiliates and CBS officials, members of the affiliates' steering commit-
tee met in an agenda session whose
report s'lave gave notice that the network
faces a scrap if and when it undertakes any major reduction in
rates.

The NBC realignment, calculated to result in "more use of radio in
both radio-only and television homes," as well as to radio and TV
come without warning. Announced by President Joseph H. McConnell
late Tuesday, it makes Mr. Weav-
er's abilities—recognized especial-
ly in the programming field—avail-
able to the radio as well as the TV
network, while giving both radio
and TV the benefit of Mr. White's broad experience in ad-
ministration and sales and also in
labor and talent negotiations and rela-
tions.

Mr. White, who resigned as presi-
dent of Mutual-May 31, joined NBC June 10 and had been
slated to head the network's pro-
jected television film division. This post went, almost simultaneously
with the McConnell report, to the White.
announcements, to Vice President Robert W. Sarnoff, who will be respon-
sible for all NBC film activities in-
cluding planning expansion of film syndication, reporting to Mr. White (see separate story, this
page).

Denny Status

The exact future role of Charles R. Denny, executive vice president of
NBC and acting head of the radio network, was not defined.

Officials said, however, that he would remain in an executive cap-
pacity.

President McConnell's statement of the goals of the Weaver-White
appointments—which represent a reversal of the concept which led
the network to separate its radio and TV operations a few years ago
—was as follows:

"Placing of the actual operating management of the radio and tele-
vision networks under a single, co-
ordinated control will benefit our audience and our customers. NBC
radio network listeners will gain access to the outstanding personal-
alties and attractions which have
made our NBC television network
such a success. The NBC television
audience will have the advantage of
an coordinated schedule of enter-
tainment and information pro-
rgram both on radio and television.

"We expect this coordinated
management to give new excitement
to our radio programming by bring-
ing into radio many of our tele-
vision stars and attractions. This will
benefit our audience in homes
which use radio as the primary
source of entertainment and infor-
mation. This same coordinated
planning will also offer television
homes a more exciting supplement-
ary program schedule on radio.
We expect the result to be more
use of radio in both radio-only and
television homes." Mr. McConnell also felt the new
arrangement would mean improved
services to advertisers using both radio and TV, and more co-
ordinated supervision and guidance for
NBC employees.

Almost simultaneously with the new appointments—which became
effective immediately—NBC's ap-
proach to advertisers began to
emphasize the advantages of co-
ordinated use of both radio and television as combined sales tools,
and authorities expected that this
would become standard procedure.

The 43-year-old veteran, who is
with NBC since August 1949, has
won reputation as a new-program
idea man. Some of the departures
from standard programming con-
ccepts which he has introduced at
NBC-TV are represented in the
Saturday-night Show of Shows,
with its rotation of stars, and
Today, the two-hour早-morn-
ing communications program.

He started his career with adver-
tising copy writing in Los Angeles
following graduation from Dart-
mouth College in 1936, moved next into radio program production with
CBS-Don Lee network, and
became program manager of Don
Lee's KFRC San Francisco, Mov-
ing to John Doe in 1942, where
he produced the Fred Allen Show for
Young & Rubicam. By 1938 he had
become manager of the agency's radio department. In 1943 he joined American Tobacco Co. and a year
later—at 31—he was its adventu-
res manager. After wartime service which started in 1941, he returned to American Tobacco in
1945, then went back to Y&R, where he was vice president in
charge of radio and television—the post he held before joining
White.

Mr. Weaver, who reports to Mr.
Weaver in the new organizational
structure, served both CBS and
Mutual before joining NBC early
this month. His entry into the
broadcast field came in 1937, when
he joined CBS as treasurer. In
1942 he was elected a vice presi-
dent and director, continuing also as treasurer until 1947 when he
was named president of the sub-
ciliary Columbia Records Inc. He
moved from CBS into the Mutual
pursuit and, under Mutual, made
substantial advances in MBS sales
were made under his three-year
administration.

CBS Radio Session

The CBS Radio affiliates' steer-
ing committee members met in De-
troit on Monday. Though the de-
tails of their plans for the July 1-2
sessions were not made public, it
was learned that they shared the
conviction that reductions in rates
are inevitable and that efforts to
occupy the limelight at the meet-
ings, in view of wide speculation
that CBS Radio is planning cuts—
will never stabilize radio, but in-
stead will lead to greater uncer-
tainty about the future.

The group, it was learned, felt
that officials of the networks tend
to rationalize the "inevitability" of
reductions in rates, and fail to
take into account the full vitality
that does exist in the medium. Stabili-
ization of the network radio situation can be achieved better by rate in-
creases, if anything, and by rejec-

(Continued on page 84)

NBC Reinforces; CBS Stations Buck Cuts

ROBERT SARNOFF Heads New NBC Film Division

ROBERT W. SARNOFF, vice president of NBC and director of Unit
Productions in its television network, last week was named head
a new NBC film division which will encompass all film activities of the
network including a projected expansion of film syndication.

Announcing creation of the new
division and the appointment of
Mr. Sarnoff to direct it, NBC Presi-
don Joseph H. McConnell said
"we at NBC be-
lieve that films
will play an ever
greater role in
the future of televi-
sion" and that
we intend to stay
in the forefront
in this field as
we have in other
aspects of televi-
sion."

In his new post
Mr. Sarnoff, who joined NBC-TV
as an account executive in network
sales in January 1946, will report
directly to Frank White, vice pre-
sident and general manager of the
radio and TV networks under the
reorganization which installed Syl-
vester L. (Pat) Weaver Jr., as vice
president in charge of both net-
works (see story above).

The new film division chief was
elected a vice president of NBC in
June 1951, and became director of

Broadcasting * Telecasting

June 23, 1952 * Page 27
THE "wee small hours" have meant big business for many station operators who have kept a surprisingly large listening audience entertained and informed between midnight and 6 a.m. Formats vary from a program including information on how fish are biting to that of a mysterious female disc jockey whose signature is "Lovingly Yours, Laura."

Joe McCauley interviews celebrities such as Rudy Vallee (r) on WIP Philadelphia, The Dawn Patrol.

Jim O'Leary, KCBO San Diego, Midnight to Dawn record man. Felix Grant, WWDC Washington, combines sales and public service.

Del from Dixie and Bob McKee alternate as emcees after midnight on WGN Chicago.

SALES LIFT

BROADCASTING after midnight can be successful, too.

Stations on the air 24 hours a day report happy sponsors and worthwhile revenue from the 12 p.m. to 6 a.m. segment of their operation.

Others admit that while extra-hour programming does not always pay its way in cash it is a prestige builder for the station and makes more ad sales in other time classifications.

Increased local and national spot business is making many a station manager take a second look at the possibilities of these usually "black out" hours.

Advertisers who have difficulty finding the time they want during daylight or early evening hours or who like a lot of time for a comparatively low rate are looking at this "neglected" period, too.

A baker's dozen station managers in all parts of the country who have operated 24 hours a day anywhere from one year to 20 were checked by BROADCASTING • TELECASTING. Here are some of their conclusions:

1. Favorite format: Records and news.
2. Average personnel: Disc jockey and engineer.
3. Typical sponsors: Local business (wishing to appeal to night listeners) and national advertisers (a good part of these per inquiry on some stations).
4. Success: Every station reported satisfactory listener reaction.

Of course there are many variations. While most stations prefer to keep to a format of popular music, chatter and regular news roundups, others have found variations that appeal to their markets. KFAC Los Angeles uses classical music instead of popular. WJW Detroit has a mystery girl disc jockey. WIP Philadelphia interviews celebrities. KDAL Duluth tells how fish are biting.

Proof that there is a substantial after-midnight audience has come from a number of sources. Advertisers who have reported a report in March of this year on a study of the New York market that showed one in every ten homes in that area uses the radio after midnight. The report indicated that on the average week-day 10.5% of all families used the radio from 12 to 1 a.m. ; 4.5% from 1 to 2 a.m.; 1.7% from 2 to 3 a.m.; 4.5% from 3 to 4 a.m.; 4% from 4 to 5 a.m. and .6% from 5 to 6 a.m.

Other markets with substantial swing shifts in listeners' activity report an even larger percentage of late night listeners.

Since stations checked included those in every part of the country and formats varied widely the following capsule reports should prove interesting to advertisers considering this time segment and to station managers who are thinking of expanding into late-hour programming.

WGN Chicago

The WGN 720 Club takes over promptly at midnight daily except Monday and continues to 6 a.m. Programming consists of records with five minutes of news each hour on the hour. First four hours of the show is devoted to popular music while the 4 to 6 a.m. period is made up almost entirely of hillbilly tunes.

Two personalities handle the show: Bob McKee, a staff announcer who became interested in the new and different selling methods needed for mail order commercials and Delores (Del from Dixie) Ward of Macon, Ga. Mr. McKee believes he is perhaps the only hillbilly announcer who ever went to Harvard. Miss Ward, with her soft southern voice, has a great following both above and below the Mason-Dixon line. The two alternate hours during the night.

Of course there is much variation here, too. Much of the program is seasonal advertising. Best results are obtained, WGN reports, from the 12 to 1 a.m. and 4 to 6 a.m. periods. Many advertisers are on a per inquiry basis. Advertisers participate in either 10 or 15-minute segments.

WIND Chicago

Beer and amusement advertising give a solid background of sponsorship for the midnight-to-morn-
WITH THE SWING SHIFT

Ted Jones presides over Night Beat on KNUZ Houston.

Frank Taylor is disc jockey for WCKY Cincinnati Nighthawks Club.

June 23, 1952 • Page 29

ing segment on WIND Chicago. The station started its extra-hour operation with a 22-hours-a-day schedule in January 1933. On Dec. 8, 1941 the schedule was expanded to 24 hours and has continued since.

The program first had the name Maestro's Mambo, but this was changed in 1936 to The Night Watch. Popular music on records is used, with five minutes of news each half hour.

While the program is not a big revenue producer for the station, continuance is felt worthwhile. Management of the station believes a large industrial population is necessary to make this type of program self-sustaining.

WCKY Cincinnati
The nighttime audience in the Cincinnati area is largely male, in the opinion of WCKY's management. The station has been on the air all night since 1947 with its Nighthawks program. To cater to men listeners WCKY plays pop with a sprinkling of pop hits until 4 a.m. with five minutes of sports highlights every hour. At 4 the format is changed with an hour of relaxing waltz music.

Frank Taylor, disc jockey handling the show, claims 5,000 members belong to the Nighthawks club. Most sponsors are mail order advertisers.

The late show boasts a number of outstanding success stories. One occurred last summer when the South Carolina Peach Growers' Assn. reported a bumper crop with few truckers coming into the market. The agency, Henderson Adv., of Greenville, S. C., bought a saturation schedule telling fruit truckers in what area the peaches were ripe. Agency and association were pleased with results.

While WCKY finds it difficult to make the late programming pay its own way with direct advertising revenue, management believes the public service it performs is worthwhile.

WSRS Cleveland
Newcomer to the 24-hour operation field, WSRS Cleveland is still experimenting with format and as yet has not investigated its commercial possibilities. In its sixth month on the station, the late shift is covered by one disc jockey who plays request numbers and makes dedications. Advertisers have been attracted to the program and are buying spot announcements. WSRS management is pleased by the mail count and listener response attracted.

WJR Detroit
Constantly successful in drawing vast amounts of mail is the WJR Detroit format of transcribed music with five minutes of news every hour from midnight to 5 a.m. The station employs four disc jockeys for the period, including Marty McNeely, Johnny Russell, Bill Barker, and Vic Cottes. Bob Conger reports news during the period while the disc jockeys keep listeners informed of the regional weather reports, road conditions and time.

The station has received mail from 43 states, six Canadian provinces, Alaska, Greenland, Cuba, Puerto Rico and New Zealand. One example of the program's pull came during a Chrysler-sponsored segment when an offer was made to give those who wrote in within 24 hours an automatic pencil. Although the offer was made on Sunday morning and many post offices were closed, 17,129 requests postmarked within the time limit were received.

While the after-midnight segment is currently unsponsored on WJR, station management believes it worth continuing because of the prestige and listener interest it builds. Interest in the program has been shown by several national advertisers because of its apparent pulling power and present favorable rates.

WWJ Detroit
From 2:05 to 6 a.m., WWJ Detroit listeners are soothed and entertained by the station's mysterious girl disc jockey, who signs herself, "Lovingly Yours, Laura." For more than a year she has spun discs and dispensed chatter six nights a week. On the seventh her counterpart, Lorraine, takes over. Beyond their voices the audience has no knowledge of who they are. Her secret identity, WWJ executives feel, adds relish to the program.

Laura does a five-minute news cast on the hour and between records chats anonymously about her family, friends, apartment, and the neighbors' dogs and children. Her voice has a practical side, however. It has sold such commodities as new and used cars, men's clothes, women's clothes, gasoline, river boat cruises, department store items and ale. When Laura makes a special show, an offer for a florist, his entire supply of special plants was sold out by 9 a.m. Her signature, "Lovingly Yours, Laura," has caught on in Detroit and listeners have given her name to favorite pets. Biggest thrill came when a man and his wife sent her a birth notice. The couple had waited for a taxi and the stork at the same time while they listened to her program. When the stork won, the baby was named for Laura.

The midnight-to-2 segment on WWJ is handled by Johnny King, an old showman and night club m.c. who uses show business for the basis of his between-record comments.

KDAL Duluth
So greatly did KDAL Duluth's audience seem to appreciate the station's first experiments with 24-hour operation and its Vacationland Calling program that it continued the plan after the vacation season. Since favorable comment has followed and actual loss is small in carrying the program through the months when there is little sponsorship, management plans to continue.

Decision to begin extra-hour programming came after a long, cold spring in 1950 threatened Minnesota's second greatest industry, the tourist business. KDAL checked schedules of other stations on 610 kc and found only one station, on the Atlantic Coast, operating after midnight. Assured of a big area of audience the station immediately started Vacationland Calling.

With Robert Daniels, an expert on fishing and woodcraft, in charge, format consisted of recorded music, time and temperature reports. Detailed descriptions of fishing conditions in Northern Minnesota lakes were given, plus information on camping sites and on the many resorts equipped for tourists. With in two weeks inquiries were received by the Minnesota Arrowhead Assn. and KDAL from 15 states as far south as Texas, and tourists started to arrive. It was estimated 70% of the early tourists on the Gunflint trail reported they had heard the program and became interested in the area.

Advertising during the vacation season has been brisk, much coming from hotels and merchants that profit from the influx of tourists. During the winter all-night filling stations and similar establishments have continued to use the program.

KNUZ Houston
Houston's only 24-hour station, KNUZ, programs its 12 to 5 a.m. segment with Night Beat, a music and news record show emceed by Ted Jones and its 5 to 7 a.m. segment with 100 Rancho. Write-ins and wires prove the popularity of both programs.

Good example of past-midnight (Continued on page 85)
ON HAND for signing of contract for Amoco's 10th year of sponsoring the Washington Redskins National Football league games on WMAL-AM-FM-TV Washington were (l to r) Ben Baylor, WMAL assistant general manager; K. H. Berkeley, WMAL vice president-general manager; E. F. Kolkhof, American Oil Co. advertising manager, and Joseph Katz of the Joseph Katz Co., Baltimore, Amoco's agency. In 1943, WMAL won the games for the only other station. This season outlet will feed 35 other radio stations and six other TV stations.

Advertisers to Meet Disruptions

(Continued from page 28)

the following approaches to the situation:

Best Foods and General Foods, through Benton & Bowles, New York, will be guided by suitable "make good" arrangements. In the case of a participation show, however, they will not consider a spot outside the show as a substitute fill-in. They will agree to retaining the spot in the participation show if the show as a whole is aired at a later or different time.

Spottery avoids advertisers such as Utica Club Beer, Four-Way Cold Tablets, Lydia Pinkham, Black Draft Beer, Groves Chill Tonic, will accept substitutes, providing the time is first cleared through the agency. If the agency—Harry B. Cohen—does not agree to the new time it would prefer credit.

On the other hand, an executive at a Young & Rubicam told B&T that "if the spots do not run as scheduled" its accounts will expect full credit and will not accept substitute time. Among the major spot advertisers that this policy applies to are Lipton Tea, Borden products, General Foods and International Silver.

At the Ted Bates agency, such summer advertisers as Minute Maid Coffee, American Sugar Refining, B & B Mushrooms and Carter products will ask for "credits" unless equally acceptable time is presented, a spokesman told B&T. As for Colgate-Palmolive-Perf, at the same agency, no definite plan has yet been formulated but C-F-P usually accepts "make-goods."

At Compton agency, clients such as Standard Coffee and Tea, Hubinger Starch, Goetz Beer and Crisco, will take omission credits during the summer months.

Dancer-Fitzgerald-Sample, New York, will also demand credits for its General Mills and Procter & Gamble spot omissions.

BBDO, New York, indicated that it had no firm policy but will leave it entirely to the account to say whether "make goods" or credit would be in order. "We will treat each one individually," a BBDO executive said. Among the agency's accounts which will be affected are Lever Brothers, Breeze, Bromo Seltzer, General Electric, Vick Chemical (TV only), Schaefer Beer, Polaroid Corp. and Johnny Mop.

S&CB, New York, on behalf of Arrid and Filbert will accept "make goods" within a reasonable time after the convention sessions but if time is not available shortly it will take credit.

Kenyon & Eckhardt, New York, has advised station representatives that the agency would like "make good" offers wherever possible for Kellogg Co. Agency will take "make goods" instead of credit when possible. Amazone Desserts are also using "make goods" in some cases and taking credits in others.

Cunningham & Walsh, New York, for Chesterfield Cigarettes will accept substitute time providing the "make good" is comparable to the original time scheduled—for example, before and after the convention.

Schiedeler, Beck & Werner, New York, expects to take credit in most cases, unless the "make good" is so attractive that it can't be turned down. Agency summer spot accounts are Muellers Products, Sterling Salt and A-1 Sauce.

WISMER QUITS

Redskins for N. Y. Giants

AFTER a nine-year association as radio-TV commentator with the Washington Redskins professional football team, Harry Wismer has resigned and will do the telecasts of the New York Giants' football games this fall, Jack Mara, Giants president announced last week.

Mr. Wismer, an MBS vice president, handles five shows a week from New York and gave this as the reason for making the change. Marty Glickman will continue to call the Giants' plays on radio.

Eastman-Kodak Plans

RAPID processing for 16mm Cine-Kodak film at its Chicago Processing Lab, in connection with film coverage of the national political conventions was announced last week by Eastman Kodak Co. There will be no extra charge for the special service during the conventions, it was added.

The company suggested that M. D. Louer, Eastman Kodak Co., 1712 Prairie Ave., Chicago, 16, be notified of intentions to use the laboratory facilities. The laboratory will remain open on weekends for prompt processing.

Convocation Conduct to Change

because of TV—India Edwards

POLITICAL conventions next month in Chicago will be tailored especially for television, with demonstrations cut down in order to hold the attention of viewers. India Edwards, vice chairman of the Democratic National Commit-tee, said last week.

In a speech prepared for delivery Saturday before the Sixth Annual Political Institute of the New York State committee's Youth Division at Hobart College in Geneva, N. Y., Mrs. Edwards noted that "continuous TV coverage will cause more deaths than have ever been reported in Chicago" (July 6 and 20, 7-9 p.m.). These special pre-convention programs, double the usual length of Meet the Press, will originate in NBC-TV convention coverage headquarters in Chicago. Show is sponsored by Revere Copper & Brass Inc., through St. George & Keys, New York.

CBS Radio Series to Trace Convention Strategy

To advise listeners when and where to expect the strategic moves of the Republican and Democratic national conventions, CBS Radio will broadcast a five-day series, You and the Political Conventions, June 30-July 4, 6:30-9 p.m. every night. The CBS Radio director of news and public affairs, and CBS Radio newsmen Charles Colling-wood, Grilling Banerof, Eric Sever- reid and Bill Shadell will be heard on the series, with Dwight Cooke as host.

GOP Film Unit Moves

To Chicago July 7

REPUBLICAN National Commit-tee is planning to move its TV film equipment to Chicago with the idea of "shooting" Republican Sen- ators and House members on the floor of the convention which opens July 7.

Sixteen-millimeter films will be processed in Chicago and aired to the Congressmen's local TV sta-tions without cost. Idea is to insert the 3½-5 minute clips during dull moments of networks' cover-age of convention.

Plan is dependent on acceptances from TV stations. Managers who desire the service can write to Ken Adams, director of TV films, Repub-li-can National Committee TV Studio, 210 First St., S. E., Wash-ington.

Studio produces six to eight pro-grams a week. Programs run from 9½ to 13½ minutes. Studio includes an Aureon film camera and associated equipment, it was noted by party spokesman in setting convention plans.

** Pre-Convention Radio-TV Developments

Spivak, Rountree Set Series; Expand 'Meet the Press'

LAWRENCE E. SPIVAK and Martha Rountree, owner-producers of Meet the Press and Keep Posted programs, will launch a new half-hour TV show, Nation's News Conference in a special pre-convention series on NBC-TV, starting July 1 (7 p.m.). Current plans call for the program to be telecast frequently during the conventions.

The program, said Mr. Rountree, owner-producers will present special full-hour Meet the Press shows on NBC-TV interviewing all leading candidates for the nomination on the nights before the Republican and Democratic conventions (July 6 and 20, 7-9 p.m.). These special pre-convention programs, double the usual length of Meet the Press, will originate in NBC-TV convention coverage headquarters in Chicago. Show is sponsored by Revere Copper & Brass Inc., through St. George & Keys, New York.

FELLOWS AT AWRT

Stresses Vote Messages

SUPPORT of the drive to bring out voters in the Presidential election was asked by NARTB President Harold E. Fellows in a June 20 address to the New England chapter of American Women in Radio & Television at the Hotel Statler, Boston.

Women in radio and TV can play a great part in the campaign, Mr. Fellows said, "because as a group, we are women than any other single professional group in the action. You have, therefore, special obligations in the field of citizenship."

NARTB currently is conducting a "Get Out the Vote" campaign.
Dear Mr. Shelley:

These few lines are just a “Thank You” note for the article concerning our son, Robert, which you received and so kindly wrote about. I feel somewhat out of writing to you for this but didn’t know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War. And since I’ve never had any special reason for writing to WHO before I’m going to take this opportunity to tell you how much our family enjoys your station and it’s the station most often listened to in our home. We can even tell when a strange announcer’s voice is heard. We enjoy all your entertainment and what I wouldn’t give to be able to play the piano like Bill Austin, sing like the “Chore Gang” and that guy, Gene Godt and his witticisms. I’ll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short we just enjoy all of WHO. Only one thing that we haven’t heard for a long time that we enjoyed a great deal, Jack Kerrigan’s singing. The last we heard of him he was in the office, too.

My “Thank You” has gotten quite lengthy but did want you to know how much we appreciated your thoughtfulness.

Mr. & Mrs. THOS. McCLELLAND
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association of the Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your radio station WHO.

We greatly appreciated the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry and to so interesting and so capably explain during his broadcast Wednesday morning, May 17th.

Thanks again for the splendid cooperation your Radio Station has given the Iowa Industry.

JOHN H. BROCKWAY
Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Ore., Calif., full length, then here in very south of Texas. We couldn’t get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 92° here during day. This is a nice place. Very pretty country—

Mr. & Mrs. Galen R. Gates
Val Verde Motel, Dorris, Texas

To WHO-all!

I am determined to write you a letter right now, and do you suppose I can find any paper? But I just wanted to tell you how much we enjoyed the WHO kids’ hour Saturday! Bud Hovland & Lucia congrats on baby! Jack Shelley — Song fellows — We love you! In fact we love all of you down there.

From all of us

SAMUEL (11)
KARL (10)
PETER (9)
TOM (8)
MIRIAM (4)
OLAF (3)
BERNICE (11 mos.)

Galt, Iowa

As a sophisticated, big-city advertising man, it may be difficult for you to realize what WHO means in Iowa Plus. Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from your customers, that WHO is giving a unique radio service to the millions of people in Iowa Plus.

More Samples from the WHO Mailbag

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,

L. R. Binder
Des Moines, Iowa

Gentlemen: This is a note of appreciation in behalf of the thirty-eight churches in the Presbytery of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,

HAROLD S. GILLEN
Secretary
Presbytery of Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

WHO
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

June 23, 1952 • Page 31
a BIG push
by a BIG group
put KBIG on

MY SINCERE THANKS TO...
The KBIG Staff

Emma Barberio, Accounting
Carl Bailey, Larry Berrill, John Haradon,
Gene McGeehee, George Sanders, Announcers
J. D. Edwards, Sam Margolin, Gordon Calcote,
C. B. Carlin, Bill Dalton, Roy Glanton,
Charlie Green, Engineers
Gloria Bizzarri, Carol Cook, Lois Haszillo
Phyllis Nungester, Shirley Wray, General Office
Cliff Gill, Operations
Alan Lasser and Stu Wilson, Program Department
Jeannette Huston and Peggy Wood, Publicity
Patti Kelly, Record Librarian
Bob McAndrews, Phil Dexhelmer, Carl Hill,
Wayne Muller, Joe Seideman, Sales Department

Our Test Boats and Their Skippers

Larry Wilson of the La Belle
Oscar Griffith of the Hurricane
Nick Nojokovich of the Bess Ross II

Our Contractor and Sub-Contractors

Herbert Lutz and Robert Larson and
The Austin Company
O. R. Benedict and O. R. Benedict Co., Excavation
Fischbach & Moore, Inc., Electrical Work
Carl W. Garson, Plumbing
Clifford Monk, Painting
Western Air & Refrigeration, Air Conditioning

Frank S. Smith, Concrete Block Work
Los Angeles Millwork Co., Millwork
California Glass & Mirror Co., Glazing
J. F. Holbrook Co., Water & Oil Tanks
Olcott's Inc., Flooring
R. W. Downer Co., Inc., Acoustical Installation
Owen Parks Lumber Co., Lumber
Cal Conrad, Landscaping
Anderson & O'Brien, Generator Installation

Our Equipment Suppliers

Robert Kuhl and Gates Radio Co.
William Whiteman and International Derrick &
Equipment Co. (Div. of Dresser Industries)
Moe Kudler and Speed Krogar and Advance Radio
Tower Co.
Robert Walker and General Electric Co.
Jack Frost and R.C.A. Radio Equipment Division
Robert Yorke and R.C.A. Record Division
Art DePaul and George Oliver and
Leo J. Meyberg Co.
Robert Thompson and Johnny Valardo and
Graybar Electric Co.
Robert Kronkright and Kierulf & Co.
Jay Eisman and Hollywood Radio Supply

Our General Suppliers

P. K. Wrigley, Arthur Meyerhoff, Malcolm Renton,
Orval Liddell and Santa Catalina Island Co.
Edgar Bergen and Peggy Purcell and Cal Interests
the air

Ken Wilson, Distributor, and Chris Craft Co.
James Plush and Glen Conrad and Long Beach Technical Junior College
Joe Quinn and United Press
Claude McCue and Clyde Wood and A.F.R.A.
George Mulkey and Harry Stillman and I.B.E.W.
Bob Meeker, Don Pontius, Carl Jewett, Tracy Moore and Robert Meeker Associates
Harry Timmins and Harry L. Timmins Co., Multigraphing
Bud Edwards, Jack O'Mara, Jimmy Vandiveer, Jim Jonson and John I. Edwards and Associates
James A. McKenna and Vernon Wilkinson, Attorneys
Andrew G. Haley, Attorney
Robert E. Ritch and George Adair and George P. Adair Co., Consulting Engineers
Jay Tapp and T. & T. Radio Measurements
Jim Wally and Jack Reader, Field Engineers
Catalina Transfer
Avalon Transfer
Ralph Baetz and Ralph Baetz Transfer

Without the help of all these people KBIG would never have been launched so successfully.

John H. Poole

JOHN POOLE BROADCASTING COMPANY, OPERATING

KBIG, GIANT ECONOMY PACKAGE OF SOUTHERN CALIFORNIA RADIO

And my thanks to our charter sponsors and their agencies, who showed their faith in KBIG by signing contracts before we commenced broadcasting:

Advertisers
1. Tom Ashbrook Dodge-Plymouth
2. Dr. Frederick Balles
3. Herman Clothing Co.
4. Best Motor Exchange
5. Carrell Speedway
6. California Air College
7. Catalina Inn
8. Catalina Steamship Company
9. J. B. Finch Furniture Co.
10. Four Seasons, Inc.
11. Gledhill Dodge-Plymouth
13. Good Housekeeping Furniture
14. Hoffman Auto Repair
15. Jersey Maid Milk Products Co.
16. Kaiser-Frazer Dealers Association
17. Fred Klein Mortgage Co.
18. Kramer's TV
19. Lee's Distributing Co.
20. Lloyd's of Avalon
21. Local Loan Co.
22. Los Angeles Daily News
23. Macy Jewelry Co.
24. Don Manchester's Parrot Cages
25. Media Agencies Clients Magazine
26. Leo J. Meyberg Co.
27. Murnat Motors
28. Arthur Murray School of Dancing
29. Native Daughters of the Golden West
30. Eddy Nelson Dodge
32. Northrop Aircraft, Inc.
33. O'Keefe & Merrill
34. Pacific Telephone & Telegraph Co.
35. Palomar Watch Company
37. A. P. Smiley & Son
38. Streamland Park
39. Thrifty Drug Stores
40. Troy Upholstering Co.
41. Vant-A-Hood
42. Vine Street Motors
43. Water Conditioning Co. of America
44. Earl Weatherford
45. Welch's Restaurants
46. West Electric Sewing Machine Co.
47. Western Airlines
48. Western Amusement Company
49. Western-Holly Appliance Co.
50. Wilton Hotel
51. Dean Witter & Co.

Agencies
1. Action in Advertising
2. Ad Associates
3. Bruce Altman Advertising
4. Arc Advertising Agency
5. Richard B. Atchison Advertising
6. Batten Barton Durstine & Osborn
7. Brooks Advertising Agency
8. Calkins & Holden, Carlcock McClinton & Smith
10. Al Carmona Advertising
11. Darwin H. Clark Advertising
13. Spence Fennell & Associates
14. Guild Baecon & Bongfili
15. Heintz and Co., Inc.
17. McNeil & McGeery
18. The Meyers Company, Inc.
19. Jack Mears Advertising
21. Dan B. Miner Co.
22. Mogge-Privetti, Inc.
23. Claire Rankin Agency
24. Roche-Eckhoff & Associates
26. Lisle Sheldon Advertising Agency
27. Jack Vaughn Advertising Agency
29. Welsh-Hollander Advertising
30. West-Marquis, Inc.
Meeting the Crisis (Continued from page 27)

tion of under-the-counter deals even though such an attitude might mean temporary loss of some business, it was contended.

George B. Storer of the Storer Broadcasting Co., one of the principal initiators of the July 1-2 conference, was named chairman for the July 1 meeting, which will be conducted by the affiliates themselves. Victor A. Sholls of WHAS-AM-TV Louisville, is slated to deliver the "keynote" address at the opening session. CBS officials will participate in the July 2 conferences.

Top executives are expected to be on hand, headed by Board Chairman William S. Foley, President Frank Stanton, and CBS Radio President Adrian Murphy.

The steering committee in its Detroit session rejected a request of the National Assn. of Radio and Television Station Representatives that NARTSR be permitted to take part in the July 1-2 sessions, to be held at the Ambassador Hotel, New York. The rejection, it was reported, was based solely on the belief that in these meetings the discussions would be more fruitful if participation is confined to the affiliates and the network alone.

Steering Committee

Steering committee members at the meeting were Messrs. Storer and Sholls; William Quarton, WMT Cedar Rapids; John E. Petzer, WIZO Kalamazoo; Hubert Taff, WKRC Cincinnati, and John F. Patt, WGAR Cleveland and WJR Detroit. Members unable to attend were Kenyon Brown, KFWF Wichita Falls, Tex.; Saul Haas, KIRO Seattle, and Ray Herndon, KTRH Houston.

In the discussion of rates, it was understood, there was some feeling that reductions may be justified in some cases, though this feeling was not shared by all members. Those who did indicate such a view, however, maintained that any reductions that might be made should be decided upon only on a case-by-case basis.

CBS Radio also was said to have come in for criticism for its renegotiation of affiliation contracts to obtain the right to change affiliates' network rates virtually at a moment's notice. Affiliates felt the network originally asked for this contract change so that it would be able to adjust quickly in case some other network reduced rates, and not for the purpose—which some affiliates now apparently suspect—of initiating a round of cuts itself.

D.C. BOXING BILL

Set for Senate Debate

BOXING COMMISSION for the District of Columbia will be cut in for 10% of any income from the sale of radio-TV and motion picture rights, as well as from general admissions if the Senate approves a House-passed bill (HR 5768) reported favorably last week by the Senate District Committee.

Bill was scheduled for Senate debate Saturday (June 21). It is based on the fact that the D. C. Boxing Commission does not have the power to collect a percentage of gross income, only of admissions. It was passed by the House last month.

In a letter to the Congress in 1951, former president of the D. C. Board of Commissioners John Russell Young stated that the impact of TV on the income of the local Boxing Commission has been "disastrous." He cited figures showing that the Boxing Commission's income has slumped from a high of $37,900 in 1944 to $13,031 in 1956 and $12,848 in 1951.

Population Rises

TOTAL population of the United States was approximately 156,602,000 as of May 1, 1952, according to Roy V. Peel, director of the Census Bureau. This figure, which includes armed forces overseas, is 3.6%, or 5,459,000 persons, above the April 1950 total.

RADIO-TV HEALTH

McDaniel Notes Growth

PUBLIC confidence in advertising has permitted the "healthy growth and development of both radio and television broadcasting" which in turn have been responsible for the growth of the set manufacturing industry, Glen McDaniel, president of Radio-Television Mfrs. Assn., told the annual conference of the Assn. of Better Business Bureaus, Friday at Swampscott, Mass.

Advertising, to be effective, must be honest, he said, adding that the economic soundness of many broadcasting operations would be imperiled if the public were to lose confidence in the advertising it sees and hears.

RTMA is encouraging and promoting improved ethical trade practices, Mr. McDaniel said, referring to current negotiations with Federal Trade Commission to expand the radio trade practice code to include television. He predicted the new code would contain clauses on color TV, adaptors for UHF, size of viewing screen and effectiveness of antennas.

Since the formation of RTMA in 1924, he said, only one case involving an FTC order against advertising of radio or TV sets has come to the federal courts, and this involved technical questions. He cited factors in TV set advertising, such as erratic behavior of electromagnetic waves.

At the same time, Mr. McDaniel said, radio set makers are entitled to indulge in time-honored "puffing" practices and cannot be expected to dwell on adverse or derogatory factors in advertisements.

Description of picture tube areas and diameters presents a special problem, he said.

Mr. McDaniel said RTMA's engineering standardization work has eliminated much public confusion.
All this...

DAVE SHANKS . . . AUSTIN'S BEST KNOWN FARM EDITOR . . . in
"Reuben's Radio Half-Acre"
6:30-6:45 A.M. Monday through Friday
   Sponsors: The Purina Dealers of Central Texas
   Safe-Way Farm Products

PAUL BOLTON . . . DEAN OF CENTRAL TEXAS RADIO NEWS EDITORS . . . in
"Straight Texas News" . . .
with emphasis on Austin and Central Texas . . .
7:30-7:45 A.M., Monday through Saturday
   Sponsor: The T. H. Williams Company

"CACTUS" PRYOR . . . AUSTIN'S OWN RADIO PERSONALITY . . . in
"The Austin Hoedown"
8:15-8:55 A.M., Monday through Saturday
   . . . for laughs, drama, music and SALES . . .
   "Cactus ain't a lady, but the ladies listen and buy!"
   Available for non-competitive one-minute announcements.

and CBS, too!

KTBC 590 on your dial
AUSTIN, TEXAS

"The Strongest Voice in the Capital of the Biggest State"

Represented Nationally by The O. L. Taylor Company
House Passes McFarland Bill

(Continued from page 25)

vitation to a foul, dirty, vilifying campaign over the radio."

And Rep. George A. Dondero (R-Mich.) added: "I think the amendment . . . is an invitation for the lowest kind of a political campaign."

Mr. Hoffman's interest in the amendment stemmed from his concern over the technicalities of legal sections "for damages against defam when uttered over the air. He has pending a bill to make liable the speaker who broadcasts defamation in the district in which the victim resides or where the defamation is heard.

References to discrimination against newspapers if radio stations are absolved of liability for defamation were answered by spokesmen for the amendment who pointed out that stations are licensed, that they are required to give equal treatment to political candidates and that they are forbidden to censor such speeches.

Potent support for the Horan amendment was furnished by Rep. John W. McCormack (D-Mass.), the House Majority Leader. He also led the fight for inclusion of the section prohibiting stations from charging candidates more than comparable commercial rates. He said:

Certainly, if we are going to do anything new about proper and justifiable protection of men and women who aspire to public office in the use of radio stations and television, now is the time to see that we are not charged more than the minimum commercial rate charged to others.

Mr. McCormack's sentiments were echoed by other House members.

Discrimination Point Debated

Import of the provision for protection of candidates against newspaper applicants around the greatest amount of debate.

Rep. Harris, was asked repeatedly whether the provision might be construed to hamstring the FCC from deciding against a newspaper applicant if a grant meant monopoly of the means of news dissemination.

Time and again, Mr. Harris and other members of the House Interstate & Foreign Commerce Committee answered that it did not mean that the Commission decided that a grant to a newspaper applicant might unduly concentrate the media of communications, it could decide against such a grant.

"The question of monopoly involved, where you have two applicants, then certainly the Commission could not say that it would be in the public convenience and interest to give to a station that would bring about a monopoly in this field," Mr. Harris asserted.

Exact meaning of the provision, in this light, was given by Rep. Perry N. Rhodes who is Whip and author of the provision:

I am just as strongly opposed as any member of the House to any proposition that would authorize and establish a monopoly in news gathering and news-dissemination agencies in community . . . but I feel that simply because an individual is a publisher of a newspaper, and applies for a license to operate a radio or television station, there should not in a sense be two barriers against him to liableness.

The public interest must always be dominant. I do not believe the public is best served by granting a monopoly to news gathering or news disseminating agencies.

Rep. Harris, in answer to other questions, emphasized that: "It was in no way to give any preference to newspaper applicants" that the provision was recommended.

Speaking enthusiastically for the amendment was Ohio publisher Rep. Clarence J. Brown (R.). He warned:

"I say to you that if the FCC, through an arbitrary ruling, can say an American citizen who happens to have an interest in a newspaper or magazine, who is engaged in the public business, shall be considered unfit to receive a radio or television license, then you can see that it might rule that if a man has red hair that he shall be considered unfit to own a radio station or to engage in television, or the Commission can say, if please, that if a man belongs to the Methodist Church or the Catholic Church, he is not fit to own a radio and television.

Similar sentiments were voiced by the Republican Minority Leader, Rep. James W. Martin Jr. (Mass.), also a newspaper publisher.

Clarifying questions were asked by Rep. Clifton B. McCall (D-N.C.), former owner of KBQ and the San Diego Journal.

Mr. McCall's comments for additional funds for the FCC: "Congress, I think, sometimes hearkens to penny-wise and pound-foolish in not providing the FCC with sufficient funds to operate efficiently and with good speed, and as a result of that we have caused a great deal of people the right to be in business who would otherwise be serving the public and making tax money for Uncle Sam.

FCC Legal Staff Scored

FCC's legal staff came in for castigating, as did some former FCC charism, by Rep. Eugene E. Cox (D-Ga.), long-time bater of the Commission. He urged the adoption of a provision to forbid practicing before the FCC for one year following resignation of com

modation and key staffmen. This provision was in the Senate version, but it is not in the House bill.

After relating the history of recent chairmen of the Commission, Cox declared, "I feel that the process of washing it out is very rapidly going forward."

In Mr. Harris's description of the bill, which he revealed had been under executive consideration by the House Interstate Commerce Committee for 23 days following the close of hearings, he pointed out that most "vital" portions related to separation of staff from commissioners. He said:

"The committee (House Interstate & Foreign Commerce) believes that this will have a very salutary effect on the operations of the Commission and will make it act in a manner similar to that of a court in these contested proceedings. The committee believes that the provision of the bill as to vital importance in guarding fair and open hearings in cases involving applications for licenses.

Matter of requiring stations to tape-record all programs was brought up by Rep. Albert P. Moran (R- Conn.). He referred to the WGY situation last year when it was alleged the New York disc jockey had "ad libbed" criticisms of a column in the Greenwich Time. (E. T. Oct. 29, 1951). Attempts by the editor of the newspaper to ascertain what was said were fruitless, Mr. Moran said, because the station had no tape recording of Mr. Gray's remarks.

Reason for the inclusion of the provision requiring a successful applicant to purchase the equipment of the unsuccessful applicant, where the latter is a licensee, was given by Rep. Carl Hinshaw (R-Calif.) in answer to a question by Rep. James G. Donovan (D-N.Y.).

He said FCC granted WKJS Gary, Ind., which deleted WPCV through an arbitrary ruling, a default of the latter. Subsequently, the Supreme Court upheld the right of the FCC to act in this manner in 1933, Mr. Hinshaw said.

ABC AGAIN ASKS

Denial of KOB Requests

ABC on Tuesday petitioned the FCC again to dismiss pending applications of KOB-AM-TV Albuquerque for modification of permit to operate on 770 kc. ABC's WJZ New York is the clear channel outlet assigned 770 kc.

The ABC petition for dismissal of KOB's application for transfer of ownership from T. M. Peppard to Time Inc. and Wayne Coy was denied by the FCC on May 28 (B&T, June 2), the transfer of permit was granted and the FCC was notified June 13 that the transfer transaction had been made.

A new petition on Paragraph 4 of the FCC memorandum in the order of May 22, granting permission for the KOB sale.

The paragraph stated in part that "whether the Albuquerque applications should be dismissed is not properly before us at this time since, as a matter of law, we cannot say that the corporate licensee is now owned by new parties. We therefore must deny that portion of the petition seeking dismissal of the pending Albuquerque applications and we do so without passing upon whether, in the event the transfer is consummated, those applications would be dismissed by us."

The ABC petition Tuesday stated KOB had been given 11 years of special service authorizations for "temporary" operation on 770 kc. In its memorandum opinion May 28, the FCC conditioned its approval for the transfer to whatever action the Commission may take to carry out the mandate of the U.S. Court of Appeals to reconsider KOB's status on 770 kc.

ABC AGAIN ASKS

Denial of KOB Requests

ABC on Tuesday petitioned the FCC again to dismiss pending applications of KOB-AM-TV Albuquerque for modification of permit to operate on 770 kc. ABC's WJZ New York is the clear channel outlet assigned 770 kc.

The ABC petition for dismissal of KOB's application for transfer of ownership from T. M. Peppard to Time Inc. and Wayne Coy was denied by the FCC on May 28 (B&T, June 2), the transfer of permit was granted and the FCC was notified June 13 that the transfer transaction had been made.

A new petition on Paragraph 4 of the FCC memorandum in the order of May 22, granting permission for the KOB sale.

The paragraph stated in part that "whether the Albuquerque applications should be dismissed is not properly before us at this time since, as a matter of law, we cannot say that the corporate licensee is now owned by new parties. We therefore must deny that portion of the petition seeking dismissal of the pending Albuquerque applications and we do so without passing upon whether, in the event the transfer is consummated, those applications would be dismissed by us."

The ABC petition Tuesday stated KOB had been given 11 years of special service authorizations for "temporary" operation on 770 kc. In its memorandum opinion May 28, the FCC conditioned its approval for the transfer to whatever action the Commission may take to carry out the mandate of the U.S. Court of Appeals to reconsider KOB's status on 770 kc.
"SUCCESS STORY"
19th ANNUAL PERFORMANCE
starring
ORIGINAL CAST
★ H. V. Holmes, president of S. G. Holmes & Sons, clothiers, Tulsa, Oklahoma.
★ R. P. (Bud) Akin, senior account executive, the KTUL Sales Staff.

KTUL Offers Advertisers A Tradition of Confidence Based on Years of Consistent RESULTS

KTUL has MORE LOCAL PROGRAM SPONSORS than ALL OTHER TULSA network radio stations COMBINED.

LOCAL ACCEPTANCE is the "GRASS ROOTS" TEST of a Radio Station's SELLING POWER!

Get the KTUL story from your nearest AVERY-KNODEL, Inc., office.

KTUL RADIO
CBS Radio Network

The AUDIENCE ACTION STATION

JOHN ESAU—Vice President—General Manager

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

This oft-repeated scene has become a tradition between Clothier H. V. Holmes and KTUL Account Executive R. P. (Bud) Akin. For the 19th consecutive year, these two men have swapped signatures on KTUL advertising contracts. The satisfaction is obviously mutual.
**MORAL TONE OF RADIO-TV PROGRAMS**

Industry prepares for 'Day in Court'

Moral tone of radio-TV programs will be defended June 25 and 26 when broadcast representatives appear before the Harris subcommittee investigating "immorality" and "offensiveness" on radio and television.

The right of broadcasters to self-regulate themselves is also expected to be urged when NARTB and network officials take the stand before the House subcommittee, headed by Rep. Oren Harris (D-Ark.).

Committee was set up under a resolution by Rep. E. C. Gathings (D-Ark.) which authorized a probe of radio-TV programs.

Expected to be the first industry witness is John E. Fetzer, chairman of the NARTB Television Code Review Board. Mr. Fetzer is owner-operator of WKZO-AM-TV Kalamazoo and WJE-F-AM-FM Grand Rapids, Mich.

Other NARTB witnesses will be Harold Fellows, president; Thad H. Brown, TV director, and Ralph Hardy, government relations director.

CBS is scheduled to be represented by Jack Van Volkenburg, president of CBS Television; NBC by Charles R. Denny Jr., executive vice president.

Gordon P. Brown, WSYA Rochester, N. Y., who proposes to set up American Assn. of Affiliated & Independent Radio & Television Broadcasters to take advantage of the FCC's rebroadcast rule, has requested a chance to testify following NARTB's appearance. His topic would be radio monopolies and network influence on the type and character of programs as well as FCC's past views on networks.

Brewers Foundation also is expected to have a witness testify in rebuttal to complaints of temperance leaders that beer and wine ads are blatant and repetitive.

A subsequent session will be scheduled for FCC officials, it is understood. The Commission already has furnished the subcommittee with a breakdown of complaints in its files.


Mr. Meeman's editorial took advertisers to task for appealing to the "common denominator . . . which is pretty common." This is how Mr. Meeman reasoned: "In choosing programs the advertisers are motivated by these desires: (1) to get the attention of the largest possible number of viewers (2) to persuade them to buy their goods (3) to get the viewers to think well of the company which offers the product."

Mr. Meeman did not think the last factor looms large in the advertiser's mind as a matter of course.

After reciting the great potentialities of TV, Mr. Meeman closed with these words: "We are allowing the one-way medium of television to be shaped by the desire for entertainment and the gratifying of our whims."

"Not only is there too much entertainment and sex on TV, but it is provided by the same source as provide entertainment for night clubs and the sophisticated Broadmoore and colleagues. We aren't suited for the family at all."

When Rep. Gathings sponsored the investigation of radio-TV programs, he also asked for a probe of pornography in books, magazines and comics.

This week, the special committee to study the morals of printed media was awarded $25,000 by a House Administration subcommittee. The sum must still be approved by the full committee and then by the House.

Appointed to the special committee, which Mr. Gathings heads, were Democratic Reps. Reva Beck Bosone (Utah), Emanuel Celler (D-N. Y.) in a speech before the Democratic National Convention, Edward H. Rees (Kan.), Louis E. Graham (Pa.), Katherine St. George (N. Y.) and Carroll D. Rearns (Pa.).

**TRIAL EXAMINERS**

Celler urges 'Quality'

Call for "high quality decisions, concisely reasoned and expeditiously rendered" was made by Rep. Emanuel Celler (D-N. Y.) in a speech before the Federal Trial Examiners Conference annual dinner in Washington two weeks ago.

Discussing the Administrative Procedure Act, which set hearing officers apart from the agencies in which they work, Mr. Celler said:

We are interested in the maintenance of complete independence and freedom of decision on the part of the administrative hearing officer. We owe an obligation to the people who are subject to punishment (late fee, for example). Investments in radio, television, air lines, railroads, motor carriers or securities are daily subject to regulation and adjudication by administrative agencies to insure that these agencies do not control the decision of their hearing officers through hope of reward through selective promotion, or through impoundment of sanctions by discriminatory assignment of cases, or, worse, through the heavy budgeting of impoundment so as to cause reduction in the time examined.

It is important that the hearing agency not be in a position to influence the trial examiner functions. . . .

Mr. Celler, who is chairman of the Senate Judiciary Committee, also made a plea for reasonable haste in decisions:

Justice before the heavily burdened administrative officers is often delayed. Applicants often depend upon the rendition of a final decision within a reasonable period. An applicant for a television license or an airline route who must wait five or more years before the ultimate result is known may not be in a position to earn his resources for such a period. Delay without good reason is a "hates" . . . [not the "havenots." 

**EARLYBIRD**

GRASSROOTS COMMENTATOR

Holds 55% of the 7:00 A.M. audience* in

ROCKFORD, ILLINOIS

No. 2 MACHINE TOOL CENTER IN THE NATION

— John J. Dixon

— another reason why

NATIONAL ADVERTISERS

buy more listeners per advertising dollar on

WROK-AM-FM

* CONLAN SURVEY—1952

Page 38 • June 23, 1952

**ABC PROGRAMS**

Summer Changes Announced

DETAILS of ABC radio's summer program format re-alignment, higher-listening hour block of hillbilly music and commentary effective June 30 [BT, June 16], were announced last week by Harry A. Reeg, vice president for radio programs.

Evening lineup changes will bring The Mayor of Times Square, featuring band leader Vincent Lopez, to the 8:30 p.m. June 25th spot beginning tomorrow (Tuesday) and a weekly half-hour of sentimental songs in the 8:30-9 p.m. slot, beginning the following Monday, under the title, Valentinio, starting July 2.

Postmark U. S. A. moved into the 8:30-9 p.m. slot last week, featuring Jimmy Blaine in a new type audience participation show, and Summer Cruise, a program of light classical and musical comedy music, was to take over their June 25th slot beginning Thursday, July 3.

Bart Borden, described as "a latter-day counterpart" of O. Henry, will be presented Thursday 8:30 p.m. beginning July 10.

Evening programming for your sustenance, will start at 5 p.m. with Big Jon and Sparkie from 5-5:30, followed by Fun Factory in the 5:30-5:50 p.m. slot. World Film" will be held at 5:50-5:55 and a sportscast featuring Frankie Frisch will be aired from 6:55-6 p.m.

Mid-afternoon programming will offer a sustaning hillbilly musical program with Tennessee Ernie from 2:30-4 p.m. Monday through Friday. The following half-hour, featuring commentator Cal Toneys will be sponsored by General Mills (Monday - Friday). Additionally, General Mills for Pure Snow, Rex and other products, will sponsor the Bill Ring Show, new 15-minute program of western and country-style music, in the 12:30-12:45 p.m., EDT time slot, effective June 30.

Bouncing out of the afternoon, the network will present pianist Ronnie Kemper from 4:30-4:45 p.m., followed by a new commentator Dean Cameron, from 4:45-5 p.m.

Coincident with its new afternoon programming, the network will offer, effective June 30, a new forenoon series, Top of the World, featuring Tom Day as commentator, 11:15-11:30 a.m., EDT.

**WILLSON RADIO-TV PLAN**

WHAT is believed to be the first comprehensive television spot campaign where the major networks is being inaugurated by Willson Products Inc., Reading, Pa., and Willson Radio, will include radio and TV during the summer months, covering 20 major markets on TV immediately before the Fourth of July and participating in Stop the Music jingle spot on ABC radio network, 5 p.m. Sunday. Agency is Beaumont, Helser & Sperling Inc., Reading.
where are these 24 million listeners?
Now, for the first time, timebuyers will know where are the 24,000,000 car radios...

THE 1952 BROADCASTING-TELECASTING MARKETBOOK

will contain a county-by-county listing of automotive registrations. This is the information that buyers have requested. These are the figures that key radio research men have said will be used throughout the year.*

Automotive listening has become a basic part of total radio circulation. Automotive listening is big. Automotive listening is adult. Automotive listening today is an important factor in buying and selling radio time.

The big push is on out-of-home and automotive listening. Hook your promotion to a car—24,000,000 of them. Put your sales into high gear and reserve space in

THE 1952 BROADCASTING-TELECASTING Marketbook today!

*These facts are also to be included in the 1952 Marketbook that will be used throughout the year.

Spot Rate Finder • Radio Homes • Foreign Language Markets • State Maps • and other features
RELAX RULES
Md. - D. C. Council Endorses

PROPOSED relaxing of its operator requirements rules by FCC [B&T, June 9] was endorsed by the Maryland-District of Columbia Broadcasters Assn. at its June 13-14 meeting at Ocean City, Md. The association adopted a resolution approving the plan, long advocated by NARTB.

Next meeting of the group will be held in November at Baltimore. Jack Surrick, WFBR Baltimore, association president, presided at the weekend sessions [B&T, June 16].

In a sales clinic, John S. Hayes, WTOP Washington, laid down five rules for sale of time to retailers, explaining that retailing is the only major industry in Washington aside from the government.

First, Mr. Hayes said, the station must understand the retailer's selling problems, including items to be sold, type of customer to be reached, local, and appropriate media.

Second, he continued, the retailer must be indoctrinated with knowledge of the radio medium since he is newspaper conscious and his advertising employers are generally newspaper-trained. "I think you will find that many times you personally in simply discussing radio, the makeup of radio audience, the intricacies of radio research, and tricks of radio copy and presentation with every retailer with whom you come in contact, will in the long run pay dividends."

Community Action Urged

Mr. Hayes urged stations to be active in community affairs, so the community-minded retailers will think of the broadcaster when he has a sales problem. Fourth, he said, the account must be well serviced since retailing is a day-by-day operation and the retailer expects a day-by-day interest in his radio advertising.

Retailers are bound to find out what you charge for your facilities, he added, urging that time be sold by the rate card.

William T. Stubblefield, NARTB station relations director, discussed future trends in broadcasting and telecasting at the closing luncheon session. A check of transmitter manufacturers, he said, indicated that no UHF transmitters are in production.

Attending the two-day meeting were E. K. Jett, WMAR (TV) Baltimore; Mr. Surrick; Charles E. Smith, WTBO Cumberland, secretary-treasurer; Charles J. Truitt, WBOS Salisbury, vice president; Mr. Hayes; Ed Gross, Sydney Hollander Co.; R. C. Embury, WITH Baltimore; William Cochran, DuMont; Frank Stearns, Associated Press; Norman Reed, Herman M. Paris, WWDC Washington; H. E. Gahan, WAAM (TV) Baltimore; E. S. Clammer, R. L. Haeless, RCA; Bert Hanauer, WFBR Baltimore; Rudy Frank, WLUM; Richard Conn, WBHF Haven, Conn.; Ed Tracy, RCA; Frank Barnes, William Cody, General Electric Co.; FCC Comr. George E. Sierling; Leslie H. Pearle Jr., WBAL Baltimore; Eugene Juster, WBO Washington; Maury Long, Broadcasting • Telecasting • Thomas Magazine, WCEM Cambridge; Sheldon Earth, WMDM Baltimore; Charles W. Irwin, WASA Havre de Grace; Howard Bell, Vincent Watselwick, Robert Church and Mr. Stubblefield, NARTB; J. W. Paulsgrove, WJZJ Hagerstown; Joseph L. Brechner, WGAY Silver Spring, Md.; Kerr Sparrow, BMI; Allan W. Long, WMFD Frederick; D. L. Provost, WBAI Baltimore; Richard Rudolph, WITF Baltimore; William B. Ryan, Broadcast Advertising Bureau; Roy H. Knotts, WCUM Cumberland.

NABET WRITERS
May Strike in Chicago

ABC and NBC Chicago have been notified staff newswriters, members of the National Assn. of Broadcast Engineers and Technicians (CIO), will strike if contract negotiation agreement has not been reached July 1.

The newswriters, who recently bailed from Radio Writers Guild (independent) to affiliate with the engineers union, seek $130 weekly for staff writers employed more than one year, $110 weekly for beginners, name credits on commercial shows and commercial fees, as well as a one-year instead of a five-year escalator.

Under terms of the old RWG contract, which expired May 31, beginners received $325 monthly with a maximum of $600 over a five-year period. Companies reportedly have offered to raise the minimum to $350 and the maximum to $1,500.

George Smith, president of the Chicago local, is representing the newsmen, five at ABC and eight at NBC. WBBM (CBS) and WGN (Mutual) are excluded because they do not belong to NABET. Attorneys Walt Emerson and Tom Compere represent ABC and NBC, respectively.

TSN's 20th Affiliate

KTBB Tyler, Texas, on June 29 will become the 20th affiliate station of the Texas State Network, according to Gene L. Cagle, TSN president.

BOARDWALK GROUP at the Maryland-D. C. association session, held at Ocean City, Md. (1 to 7): Jack Surrick, WFBR Baltimore, president; Joseph L. Brechner, manager, WGAY Silver Spring; Herman M. Paris, WMDC Washington; FCC Comr. George E. Sterling; Charles E. Smith, WTBO Cumberland.

CRIME HEARINGS
Chicago Okays Some Casts

MAJORITY of Chicago City Council's nine-man Emergency Crime Committee last week voted to permit broadcasting and telecasting of committee hearings, which have been opened to the public. Still banned to broadcast newsmen, however, are the more informative and colorful sessions in which subpoenaed witnesses will testify in the campaign to rid the city of crime. First meeting open to radio-TV newsmen is July 14, when committee policies and procedures will be set.

Although one broadcast concession has been made by the council, bigger ones are sought by militant newsmen, including Bill Ray, news director at WIR who formerly headed the Freedom of Information Committee of the Radio News Directors, and Sigma Delta Chi, professional journalism fraternity. They protest discrimination in favor of newspapers.

The council's closed-door stand on broadcasting presumably is a declaration by a majority of the Chicago Bar Assn., who say witnesses can object to radio and TV on constitutional grounds.

HOWARD FIRM
Is Formed in New York

FORMATION of Sandy Howard Productions, New York, television and radio packaging firm, was announced early last week by Sandy Howard, president. Company is located at 152 W. 42nd St., New York, N.Y., Telephone: Bryant 9-6286.

As its initial project, the new firm has taken over complete production of WOR-TV New York's daytime children's show The Merry Mailman, starring Ray Heatheron. Under terms of contract with station, SHP will also handle promotion, publicity, sales, and act as licensee on profit-sharing basis for merchandising the program. Additionally, SHP has been authorized by WOR-TV to handle production of the new Dave Elaine's Curiosity Shop (WOR-TV, Sun., 8-8:30 P.M. EDT).
Well, What Do You Know?

Do you believe in a bunch of old tales about lightning—about how it's attracted by cats or the warmth of cattle . . . how it never strikes in the same place twice . . . or how it's liable to turn milk sour? Lots of people often do—but they're wrong.

Dad Hawkins inspired this column today. He's really studied up on lightning since his own cow barn was struck that time.

"Trouble is, most of us don't know half enough about the subject," Dad says. "And about half of what we do know is false!"

From where I sit, Dad's statement applies to a lot of things besides lightning. Too many people think they know their neighbor's wrong when he votes for his candidate instead of theirs. Some people even resent our right to enjoy a friendly glass of beer if and when we choose. Opinions based on misinformation and prejudice, instead of being "grounded" on true facts can cause more damage than lightning ever did.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Gee I Want to Hear . . .

GLs in England are soon to hear a recorded tape taken directly off the air from WSPD Toledo. Cpl. Frank Roach, native Toledoan, wrote to WSPD, requesting a "reeling off of several of your programs—and include the commercials. Here in England, radio just isn't the same—as good—and we're homesick for American radio and commercials." In response, WSPD taped segments of the noon newscast featuring Jim Uebelhart; the Sidewalk Interview program of John Saunders, and of Petticoat Partyline, a disc jockey show m.c'd by Emerson Kimble.

MULTIPLE SETS

Double One-Radio Homes

THERE are twice as many multiple-set radio homes (96.1%) as there are single-set homes (33.9%), according to "Extra Sets," a brochure released last week by BAB. Reporting on a survey of 5,000 families in 20 metropolitan areas conducted last January by Pulse Inc. covering the number of radios and their location in the home, "Extra Sets" reveals:

"There are more families with two radios (37.1%) than with one radio (33.9%) and nearly as many families with three or more radios (29.0%) as there are with one radio. More than one home in ten (10.8%) now has four or more radios.

"Today's radio family is a two-radio family." On the average, each family would own 2.11 radios.

"Radio-television homes have more radio sets than radio-only homes"—2.34 to 2.11.

Other findings of the BAB-financed study indicate ownership of extra sets tends to parallel the family's economic status, that there are more radios in outside living rooms than in them, with roughly half of all radio homes having sets in bedroom and kitchen, and that the distribution of sets in TV homes is "significantly different" than in radio-only homes.

The survey did not count auto radios nor sets not in regular use in the home.

The brochure was announced Monday by Kevin B. Sweeney, BAB vice president, at a BAB sales clinic at Philadelphia's Barclay Hotel, attended by 86 management and sales representatives of member stations in eastern Pennsylvania. Another BAB clinic was held Thursday at the Hotel Statler in Washington, D. C., and a third Friday at the Jefferson Hotel, Richmond.

The schedule calls for 27 more BAB clinics, with the chairman-ship rotated among William B. Ryan, BAB president, Mr. Sweeney and John F. Hardesty, director of local promotions.

SINGLE RATE

WMDN Begins New Policy

WMDN Midland, Mich., last week announced a new single rate policy for national and local accounts during all hours.

Joseph A. Sturgeon, WMDN general manager and news director, said that studies and tests "satisfied me that all time was equally valuable, and that local stations could and did hold their audiences with the right programming. And the advertiser could expect returns on his advertising dollar in proportion to the placing of his messages at the proper times."

BROADCASTING • Telecasting
Vic Radio Profit Diehm Says:

"Time Buyers Meet My 'Airem!"

WAZL... What a beautiful buy! She has the figures to prove it, too! From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3% and 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

WHOL... Speaking of beauties - here in this Allentown, Pa. trading area there are 6 stations, but the one that always wins the popularity contests is sound, solid and sales-wise WHOL. Want to measure her figures against the other five? Just drop me a note. I'll give them to you.

WHLM... In my "airem" this lovely blossom from Bloomsburg, Pa., is one of my favorites. And why not? She covers a prosperous manufacturing and farming area far in the lead of other stations, and this is her 5th straight year for major league baseball.

WIDE... Here is the newest member of my "airem". She hails from the Biddeford-Saco Old Orchard Beach area of Maine. She is the "must-listen" to station in a prosperous manufacturing center and the leading resort section of that great state.

WAZL
HAZLETON, PA. NBC-MBS
(Represented by Robert Meeker Associates).

WHOL
ALLENTOWN, PA. CBS
(Owned and Operated by Harry L. Magee).

WHLM
BLOOMSBURG, PA.
(Biddeford-Saco, ME. MBS-YANKEE
(Represented by Edward Devney).

HAZLETON, PA. NBC-MBS
ALLENTOWN, PA. CBS
BLOOMSBURG, PA.
BIDDEFORD-SACO, ME. MBS-YANKEE
KINGAN RADIO Pays Off in Results; Godfrey Show Renewed

KINGAN & Co., whose first investment in network radio last fall involved more money than the company had been spending in all media, found the investment paid off in sales results, Kingan Sales Vice President N. Bruce Ashby reported last week.

His statement came with the announcement that Kingan is renewing King Arthur Godfrey and His Round Table on CBS Radio (Sunday, 6-7:30 p.m. EDT) for another 52 weeks, starting in October [B*], June 9). Warwick & Legler, New York, is the agency.

"The CBS Radio network program has paid off for Kingan or we would not have renewed at this time for our coming fiscal year," Mr. Ashby asserted.

When Kingan embarked on the Godfrey Round Table series in October 1951, the most company executive said, "there still were a number of major points where we had inadequate or no distribution on our consumer identified products."

Since then, he continued, "Definite gains have been made in all classes and types of retail trade handling meat products, from the independent operator right through the large corporate chains."

In this connection, he said:

"Some of the specific advantages that have been gained through the combination of Godfrey and His Round Table, CBS Radio and Kingan merchandising are a definite pin-pointed attack on selected consumer identified items on which we have desired to expand distribution and volume... The Godfrey personality and our particular type of program has been very well adapted and very well used for point-of-sale merchandising material and in-store promotions. Local CBS radio stations have been very cooperative in helping make the promotions successful.

"Finally, of course, the sales results warranted renewal. I attribute these sales results to an excellent sales job by Arthur Godfrey over the air and a well-coordinated selling and merchandising job by CBS, Warwick & Legler, and Kingan."

Mr. Ashby pointed out that when Kingan undertook Round Table sponsorship, "the program called for a major investment, in network radio alone, greater than total company expenditures for all types of advertising during recent preceding years," and that Kingan officials "obviously" feel their decision "was sound."

The Round Table series consists of recorded highlights from the Godfrey morning programs, integrated into a weekly half-hour show and presented at a time suitable for listening by persons unable to hear the morning shows.
Want to buy spots for less than in 1946? Well, the place is Memphis, and the Station is WREC—where your advertising actually costs 10.1% less than in 1946.

That's because more people are hearing your message—the area has grown, and also—WREC has the highest average Hooper rating of any Memphis radio station.

Ask salesmen who travel the huge WREC territory—ask advertisers on WREC. They will tell you from experience your spot on WREC is a wonderful spot in a thriving area completely covered by WREC.

WREC

REPRESENTED BY THE KATZ AGENCY

MEMPHIS NO. 1 STATION

AFFILIATED WITH CBS, 600 KC, 5000 WATTS
Continental
BROADCASTING EQUIPMENT
is custom-built to your requirements

For broadcasting equipment individually engineered to meet exact station requirements, put CONTINENTAL skill and experience to work on your next installation.

CONTINENTAL specializes in the production of all types of antenna phasing equipment, and each layout is specifically designed to meet the requirements of the particular directional array involved.

A typical Phasing Control and Power Division Unit

by CONTINENTAL is shown above. This modern unit was manufactured especially for Radio Station KWTO, Springfield, Mo. It is housed in a new style, unified, all-aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

\[\text{INFOGRAPHIC: Continental Electronics MANUFACTURING COMPANY} 4212 S. Buckner Blvd. Dallas 10, Texas\]

‘GREEN CAMPAIGN’
WTMA Builds Used Car Sales

WTMA Charleston, S. C., is credited with making a success of a campaign which ties the wearing of green hats by salesmen to the idea of saving used-car buyers “on the long green.”

Advertising stunt was staged by Frank Norris Motors of Charleston. Manager Bevie L. Machen equipped his used-car salesmen with green hats. With Ralph J. Shade, WTMA account executive, he worked out a system of spots. Spots included teasers and then a continuing series of telephone conversations between WTMA announcer Red Munro and automobile salesmen.

Norris used-car sales jumped about 100% the first month, WTMA reports, and each succeeding month has brought continued increases.

WTMA Sales Manager Grange S. Cuthbert Jr., wore a green hat as a gag and in one afternoon picked up three prospects for the automobile agency, station observers.

Mr. Machen comments, “The man-in-the-green-hat campaign, conducted by WTMA for Frank Norris Motors, was one of the most successful advertising campaigns we ever tried. The enthusiasm generated among our own salesmen and the public was of the highest order of any campaign yet undertaken.”

NEW WISN CENTER
Planned on Milwaukee Site

ERECTION of a radio-television center will be carried out by WISN-AM-FM at a downtown site which the station has purchased on West Wisconsin Ave., Milwaukee’s main thoroughfare, at N. 18th St., according to Harry D. Peck, manager.

The $120,000 sq. ft. site cost $145,000, Mr. Peck said. He said plans now are on the drawing board for the new center, which will house all broadcasting and telecasting activities and offices. WISN is a division of the Hearst Corp.

NU-NBC INSTITUTE
57 Enroll for Session

SIX-WEEK professional session in radio and video training which begins today (Monday) at the 11th annual Northwestern U.-NBC Summer Institute has 57 enrollees from 25 states and three foreign countries.

Of the students, 15 are employed at broadcasting stations, and a smaller number work in broadcast departments at educational institutions. Foreign students include one from Italy, two from Canada and one from the Philippines.
$50,000 a day—
for waiting!

These manufacturers are waiting.
In their factory, the production line has halted, the men are idle. And every day of this inactivity is costing them $50,000—and more!

What happened? One small breakdown in an important machine has stopped the works!
Even though replacement parts are hundreds of miles away, there's one way they could cut those days of waiting to home. It's an answer that is saving thousands of manufacturers thousands of dollars every day.

That answer is—Air Express!
Air Express speed means production line speed. Whether your business is factories, films, or food, you can profit from regular use of Air Express. Here's why:

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

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

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

Call your local agent of Air Express Division, Railway Express Agency.
PLANNING next fall's United Red Feather campaigns, to receive support by all networks, are (1 to 7) Sylvester Weaver, NBC-TV vice president; Joseph Allen, Bristol-Myers vice president and chairman of the Rocks-Red Feather Films Committee, and Charles Donny, NBC executive vice president.

milestones...

► STARTING his 25th year in broadcasting on June 12 was C. L. (Chet) Thomas, KXOK-AM-FM St. Louis. He began at WLW Cincinnati and became general manager of KXOK in March 1943.

► JOCKO MAXWELL, sports director of WWRL Woodside, L. I., billed as the nation's first Negro sportscaster, observed his 20th anniversary in radio last Saturday. He started in 1932 on the former WNJ Newark with a morning sports program. After WNJ ceased operations, he moved in 1937 to WNYL, where he conducts a weekly Spots Digest. He also writes a weekly sports column, and magazine articles and is author of a book.

► HOUSEWIVES took over at the 10th anniversary of Edith Hansen's radio homemaking on KMA Shenandoah, Iowa, June 6, when more than 1,200 honored her at the station auditorium. A Shenandoah housewife, Mrs. Hansen's radio programs heard today on 54 radio stations throughout the country. She started on KMA, Edward May, president, KMA, presented her with an engraved silver tray. Also taking part in the festivities were J. C. Rapp, president, and A. W. Ramsey, vice president, Tidy House Products Co. Mr. Rapp is a former general manager of KMA, Mr. Ramsey a former sales manager at the station.

► TWELVE-year-old Quiz Kids will be feted at Chicago's Bismark Hotel on the program's June 26 birthday. Host is Louis G. Cowan, owner and originator of the radio-TV package. Joe Kelly, m.c., and Mr. Cowan will greet more than 400 former and present program kids. Show will be tape-recorded for broadcast on its CBS Radio Saturday time period.

WOB NEW YORK supplied about 30 portable radios to Ebbets Field, Brooklyn, last Thursday, when some 400 blind persons attended Dodgers-Cubs game as guests of Dodgers.

SUMMER MUSIC Replaces MGB Shows on MBS
MUSICAL SHOWS have been picked by Mutual as summer replacements for the MGB productions which occupy the 8:30-8:50 p.m. EDT periods Mon.-Fri.

Julius F. Seebach Jr., in charge of MBS programs, announced last week that the Mon.-Fri. summertime schedule would see the start June 8:

Monday, Jazz Nocturne, featuring Sylvan Levin, MBS musical director in New York, and orchestra plus singer Jean Tighe and a quartette, the Mac and Jack Singers; Tuesday, Jimmy Carroll Show, with Jimmy Carroll, guest vocalist, and Emerson Buckley and orchestra; Wednesday, Music for a Half Hour, a program of operetta and musical comedy melodies with Jimmy Carroll and guests; Thursday, Symphonic Strings, with Emerson Buckley and orchestra; and Friday, Concerto Festival, with Sylvan Levin and orchestra, plus guests.

A participation quiz, The Great Day Show, is scheduled for the 8:30-9 p.m. period on Wednesday, which currently is the second half of the hour-long M-G-M Musical Comedy Theatre.

MGB shows vacationing for the summer in addition to Musical Comedy Theatre, are Woman of the Year, starring Bette Davis and George Brent; Black Museum, with Orsen Welles; Modern Adventures of Casanova, with Errol Flynn, and Adventures of Maisie, with Ann Sothern.

Locke Buys Programs
LOCKE Store Co., Kansas City, through Calkins & Holden, same city, has bought a half-hour TV program for Washington southern NBC network for broadcast of a folk music and variety show originating in Nashville. Contract is effective for 13 weeks from Aug. 16, Saturdays, 9:30 to 10 p.m. CT.

PHILCO Corp., Philadelphia, has established new scholarship fund for engineering students at Lehigh U., Bethlehem, Pa. Grant of $18,000 will provide for three scholarships valued at $6,000 annually for next four years.

BAB SIGNS
For Special Nielsen Service
BAB has contracted for a special Nielsen service, making available to BAB members information developed from the Nielsen Radio Index Service, Nielsen Coverage Service and Nielsen Food-Dish Index Service. It was announced Thursday in a joint release from W. B. Ryan, president of BAB, and Arthur C. Nielsen, president of A. C. Nielsen Co.

Signing of the contract followed months of negotiations between the radio industry's self-owned promotion organization and the market research firm, which Edgar Perlman, president, and John Kobak, business consultant, whose clients include the Nielsen firm, and also chairman of BAB's executive committee, reportedly played a major part.

First reports to be developed by BAB from NRI material will include analyses of general radio listening habits and advertising habits, early morning and late evening radio audiences, evening radio listening in TV areas, cumulative weekly and monthly audiences of radio broadcasts more often than once a week and audience size studies of national spot radio campaigns, Mr. Ryan said.

Auto Data in Fall
Food and Drug Index Service will provide data for additional reports on seasonal variations in the sale of packaged goods, importance of rural and local towns, types of products, and case histories of radio advertising successes as reflected in store sales records, the joint release stated. In the fall the first NCS report will give BAB subscribers up-to-date information on automobile and other out-of-home listening.

"Through the Special Nielsen Service" Mr. Ryan said, "BAB members will be armed with important new facts about radio listening and the movement of goods resulting from radio advertising. We expect that some of BAB's most significant presentations for local and national advertisers will be based on the tremendous fund of information which A. C. Nielsen has spent millions of dollars to acquire."

But officials would not comment on the amount the organization is paying for Nielsen service other than to indicate the sum is "reasonable."

Gallup Sales Expand
EIGHT additional sales of Dr. George Gallup Show, transmitted radio programs, were announced last week by George F. Foley, Inc., N. Y., film packaging and distributing firm. Bringing total sales to 190 markets, new stations sales include WWVA Wheeling, W. Va.; WMAZ Macon, Ga.; WTMZ Cedar Rapids, Iowa; WDNC Durham, N. C.; KMER Medford, Ore.; XMO Tacoma, Wash.; WLMR Lima, Ohio; WMAS Springfield, Mass.
How the Flying Tigers got over the Hump

1. In November, 1945, we told the story, in this series, of 12 India-China “hump” flyers from the American Volunteer Group who came home from the war and started an air freight business. They called their company The Flying Tiger Line Inc.

2. As we told you then, the veterans pooled all their savings but they still needed additional capital to launch their project. Several Los Angeles businessmen offered to furnish this capital on a 50-50 basis—the veterans to operate the company. This capital enabled them to start operations on June 25, 1945, with 8 war surplus Conestoga cargo planes.

3. Over the last seven years the company's growth has been spectacular. Their fleet of planes has grown from 8 to 39. In 1949 they received the first certificate to fly U.S. Air Freight Route 100. And they now operate daily transcontinental schedules to 43 cities, in addition to world-wide contract and charter services. The company has now contracted for seven new DC-6A's—the largest order ever placed for cargo planes.

4. Last year their fleet earned a total revenue of $151/2 million compared to $458 thousand the first year. In 1951 their planes flew a total of over 13 1/2 million miles compared to 3 1/2 million miles the first year. Today The Flying Tiger Line Inc. is the world's largest certificated freight and contract air carrier.

5. The company has used Union Oil aviation products since it began operations in 1945. But that doesn't seem nearly as important to us as the fact that the men were able to accomplish these things. It could hardly have happened under anything but the American profit and loss system.

6. For without the profit incentive the businessmen wouldn't have put up the capital to start the business in the first place. Without the hope of gaining financial independence, the veterans wouldn't have had the incentive to sweat out the problems of starting the company and developing it. Altogether, we think it's a wonderful example of the advantages of our American free enterprise system over others.

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

"ZIV SWEEPS NON-NETWORK TV FILM DIVISION WITH 3 OUT OF 4 TOPPERS’ states industry-wide survey!

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CISCO KID</td>
<td>63</td>
</tr>
<tr>
<td>2</td>
<td>THE UNEXPECTED</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>NON-ZIV SHOW</td>
<td>44</td>
</tr>
<tr>
<td>4</td>
<td>BOSTON BLACKIE</td>
<td>43</td>
</tr>
</tbody>
</table>

we quote: “Ziv Television Programs, Inc., swept the field, coping first, second and fourth positions with ”The Cisco Kid,” “The Unexpected,” and ”Boston Blackie,” scoring 63, 48 and 43 points respectively.”

Billboard Magazine mailed questionnaires to all 109 TV stations. 78 of the questionnaires were returned and the above results printed in Billboard TV Quarterly, June 14, 1952. We’re gratified...we’re elated...we’re happy...we’re proud. All we can say is—thanks...gee whizz....
"STATIONS NAME ZIV BEST TV FILM DISTRIB..."

in industry-wide survey!

HOW STATIONS RATE DISTRIBUTORS OF FILMS PRODUCED ESPECIALLY FOR TV

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>106</td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>55</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>4</td>
<td>BELOVED</td>
<td></td>
</tr>
<tr>
<td>RIVALS</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ZIV TELEVISION PROGRAMS, Inc.

"Ziv Television Programs was voted the outstanding
distributor of TV film series especially produced
distributor of TV film series especially produced
for television by an almost two to one
margin in The Billboard's first quarterly
survey of TV films. This was the verdict
of the nation's Television stations..."

THE BILLBOARD TV FILM QUARTERLY, page 12

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD
CINCINNATI 6, OHIO

NEW YORK  HOLLYWOOD
Price War

NO MATTER whose the fault (if indeed anyone can be singled out for blame) much radio network business in the past year and a half has been conducted in the haggling traditions of a Near Eastern bazaar, where nobody pays the first price asked unless he is a rich and stupid tourist.

A wandering rug merchant may be able to do his pittance of business that way, but it does not work out well for larger enterprises. It certainly has not worked out well for radio, as a special article in last week's issue of this publication made disturbingly clear.

The trouble has been that not very many people in radio have brought themselves to admit that radio network business has really degenerated to the hawker's level. It is not easy to believe that an enterprise dealing in more than $100 million a year could have let its price structure fall into utter chaos.

Only recently, it seems to us, has the radio industry as a whole begun to recognize this problem. The next step, which it appears will soon be taken, is to deal with it realistically. The heart of the problem is prices.

Quite obviously, many of their canniest customers think that radio networks today are overpriced. Although we certainly do not agree, we must concede that, whatever the reason, the networks have been unable to persuade these customers that the price (or at least the announced price) is equitable.

It was an unhappy consequence that haggling came to be more than just a matter of vendors objecting to the first prices asked. There is no point now in wondering whether the line could have been held if the networks as a group had steadfastly stuck to their prices.

Radio networks now have no choice other than to set a new price scale. It must be reasonable enough to attract buyers but high enough to enable networks and their affiliated stations to make a living.

Above all, the price scale must be one to which all the networks will adhere. If, after the readjustment that seems inevitable, a new period of haggling ensues, the demoralization of radio networks will be complete and their destruction unavoidable.

Timely Testimony

INERTIA, which has plagued broadcasters for years, is nowhype apparent in the approach toward the so-called Gathings investigation in Congress, which in the past has been marked primarily by side-show exhibitions and an oblique effort of prohibitionists to force alcoholic beverage advertising from the air.

A formidable team of spokesmen for broadcasters and telecasters will testify next week before the House Interstate and Foreign Commerce Subcommittee. They will come prepared to show that radio and television are entirely capable of self-regulation.

Many broadcasters were deluded by what transpired when the hearings opened three weeks ago. The witnesses launched diatribes against "hootchy-cootchy" dancers and "beer-casters" and spoke of the headline-hunting that animates many Hill hearings.

A timely note of caution is sounded by Commissioner Arthur G. Klein (D-N. Y.). He unsparingly takes the networks to the head. And he cited the appearance of the prohibitionists, who earlier in the session were thwarted in a drive to get through a Senate committee a bill to prohibit alcoholic beverage advertising. This happened by the slim margin of one vote. So the campaign was carried to the House, smuggled in under the broad terms of the Gathings Resolution, theoretically aimed at purported "offensive" TV programs.

Thus far, an NAB delegation headed by President Harry E. Harris and including Code Review Board Chairman John E. Petzer has scheduled appearances before the subcommittee. Network representatives plan to testify. The Brewers' Foundation, recognizing the rush of the blue-nosers, also contemplates an appearance.

This is gratifying. The foe hasn't been underestimated. A strong showing should spell the end of these forays against free media (for the moment, anyway). It will become apparent that Congress can't legislate program content without contravening the Bill of Rights.

Revision Needed

IN SOME DETAILS, the version of the McFarland Bill passed last week by the House is unacceptable.

Though retaining some of the major provisions of the original measure, as proposed by Sen. Ernest W. McFarland (D-Ariz.) and passed by the Senate, the House version strayed in just a few particulars to pervert what could be a useful piece of legislation into an extremely dangerous one.

Discrepancies between the Senate and House versions were summarized somewhere in this issue. Those which strike us as especially in need of straightening out include:

The failure of the House to change Sec. 311 of the existing Communications Act which permits the FCC to refuse broadcasting licenses to persons found guilty in federal court of monopolizing radio communications. This section was eliminated from the act in the Senate bill on the quite justifiable grounds that it constituted "double jeopardy".

The addition by the House of a section authorizing the FCC to suspend licenses for 90 days and levy fines of $500 a day for violations of the Communications Act. The Senate, in its bill, would give the FCC power to issue cease and desist orders, which would be bad enough. The House would make the situation intolerable. An intemperate or willful Commissioner would be easily provoked to exercise such punitive powers. The FCC's present power of license revocation is adequate.

The House bill subsection preventing stations from broadcasting rates that exceed "the minimum charges made for comparable use of such station for other purposes." In the absence of further explanation, this subsection could be interpreted most unfairly. Suppose the powerful FCC once again replaced a show regularly scheduled under a long-term contract earning a favorable discount. Would the discount be figured in when computing the "minimum charge"?

These and other apparent flaws in the House version must be eliminated before broadcasters can regard this legislation favorably. Fortunately, the measure will be taken up by a joint Senate-House committee where, it is to be hoped the ills will be removed.

There would seem to be a chance that a sensible bill may emerge. It is interesting that the roadblocks which certain FCC personnel tried to place in the way of the measure proved ineffective in the House, which passed the bill overwhelmingly. This would indicate that if the conference can produce a compromise bill reasonably soon, it would have a chance of adoption. This is nothing less than Congress.

But one thing must be kept in mind. It would be better to have no new bill at all than one containing serious shortcomings.

BENEDICT GIMBEL JR.

TO BENEDICT GIMBEL Jr. there's no business like show business, unless, of course, it's broadcasting.

Happily, Mr. Gimbel, president-general manager, Pennsylvania Broadcasting Co., licensor of WIP-AM-FM Philadelphia, has been able to combine both of his loves.

Twenty-two years ago, Mr. Gimbel assumed the presidency of WIP and since that time has directed its efforts in entertainment and civic affairs.

How successful has he been? Mr. Gimbel's answer to that query shows that whereas, he brings much imagination to his programming, his feet are solidly on the ground insofar as the practical aspects of station operation.

He has a one-speed yardstick with which to measure success. That word is simply: Results.

"Many people have been deprecating radio and its effectiveness," he commented. "We at WIP feel differently. The year just past shows an increase of 25% in local billing over the year before . . . the highest in the 30 years of WIP's existence.

"Next year is going to be even better," he added optimistically. "I don't think any other medium can offer a serious challenge to radio on a coverage basis or on a cost basis.

"Everyone knows that the set sales are the highest ever and radio sales volume is the highest in its history.

"It all adds up," said Mr. Gimbel, "to more penetration, more listeners, more business.

Radio is a great medium and I think it will continue to be for years to come. It's economical and it produces. Isn't that the answer to any good medium?"

The early direction of Mr. Gimbel's life was not pointed toward broadcasting. It was assumed that he would inherit the mantle of his family's famous mercantile business.

A native Philadelphian, Mr. Gimbel attended Central High School there, then completed his secondary education at Thorpe School, Stanford, Conn., and at La Villa, Lausanne, Switzerland.

College training at the U. of Pennsylvania's Wharton School was interrupted in Mr. Gimbel's sophomore year when he joined the Army during World War I. He was discharged as a sergeant after 16 months' service. He was graduated from Wharton in 1921.

Then, as planned, he began his business career with the Gimbel store in Philadelphia. Following an apprenticeship of two years, during which he served in every department, young Mr. Gimbel was made assistant mer-

(Continued on page 55)
Here's how to
DOUBLE your impact in the Detroit Market

MARKET MAGIC is a combination selling plan that ties your WWJ on-the-air advertising to A&P in-the-store merchandising. It adds to WWJ's powerful radio salesmanship the direct eye-catching impact of point-of-sale promotion in the 93 A&P stores dominating the Detroit area.

MARKET MAGIC advertisers who distribute their products through A&P stores—where Detroiters spend $100,000 annually—are assured a one-week preferred position display in each of these stores, for any one product during a 13-week cycle.

MARKET MAGIC produces double impact from one sales campaign, at one low cost, through one medium. WWJ, Detroit's NBC station.

ASK YOUR HOLLINGBERY MAN FOR A MARKET MAGIC BROCHURE. IT CONTAINS ALL THE DETAILS.

FIRST IN DETROIT
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV
Our Respect To  
(Continued from page 58)  

chandise manager of the ready-to- 
wear departments. A year later he 
was named merchandise manager 
of those sections.  

In 1922, Gimbel Bros. purchased 
WIP as an adjunct to its advertis-
ing department. The station shared 
time in those days with WFAN, 
then owned by the Levy brothers of 
CBS fame. In the early 30's, Gimbel 
Bros. bought out WFAN, deliv-
ered the call letters, and WIP 
started to hit its stride under the 
guidance of Benedict Gimbel Jr.  

During those long months while 
he was learning merchandising, 
Mr. Gimbel had longed for some 
active participation in show busi-
ness. When the radio station came 
along, he seized the opportunity. 
Here was a field in which he could 
enlist his knowledge of show busi-
ness on behalf of the station's ad-
erisers.  

Under his imaginative direction, 
WIP was the first station in the 
Philadelphia area to go on a 24-
hour daily, seven-day-a-week oper-
ation; it was the first in Phila-
adelphia to broadcast from airplane 
to ground and the first to broadcast 
from the bottom of the sea.  

This progressive programming 
has led to well satisfied advertisers. 
A source of pride with Mr. Gimbel 
is the fact that many of the sta-
tion's current sponsors have been 
with WIP for 10 to 15 years. One 
advertiser has just celebrated its 
21st anniversary with the station.  

Mr. Gimbel not only sets the 
policy of the station, but he is 
active also in helping carry it out. 
He is at his office usually before 
9 a.m. and remains in harness as 
long as he feels he needs it. This 
sometimes means that he still 
is working at midnight.  

Covers Local Stories  
Many ideas are originated by 
him. And, since WIP tries to give 
full coverage of local happenings, 
he often covers stories himself. 
He is an honorary Philadelphia fire 
chief.  

Philadelphia being his "home-
town," Mr. Gimbel takes an active 
part in civic affairs. He lately was 
honored by the Boys Clubs of 
America for his more than 16 
years of service as a member of 
the board of the Crime Prevention 
Assn. He also is a member of the 
board of directors of MBS and 
serves as president of the Phila-
delphia Radio & Television Broad-
casters Assn.  

On June 3, just three weeks ago, 
he was awarded an honorary de-
gree of Doctor of Humane Letters 
by Lincoln U., Oxford, Pa., during 
the university's 98th commence-
ment.  

He has attended every major 
summer opening night performance 
in Philadelphia for the past 17 
years. Mr. Gimbel's home guest 
book bears the names of most of 
the great and near-great of the 
theatre, movie and radio world; his 
collection of autographed photo-
graphs number nearly 1,500; his 
personal record library is an en-
viably collection, as are his col-
lections of strange hats, brought 
from far parts of the world.  

As a youth, Mr. Gimbel was an 
avid polo player. He rode for the 
Philadelphia Polo Club and for the 
Philadelphia Polo Club and for the 
Philmont Polo Club. A team mate 
was William S. Paley, CBS board 
chairman. Incidentally, Mr. Paley 
also is a "brother" in Zeta Beta 
Tau fraternity.  

Polo playing now, however, at-
tracts only a spectator's interest 
from Mr. Gimbel. At 49, he follows 
more sedentary pursuits such as 
the study of words, their meanings, 
derivations and proper usage. His 
library of dictionaries and refer-
ence books boasts more than 100 
volumes, and includes a research 
library on curious and little-known 
facts.  

Club Memberships  
In addition, Mr. Gimbel is a 
member of Philadelphia's Poor 
Richard Club, the Radio Executives 
Club of New York, the Radio 
Pioneers, the Lamb's Club of New 
York and the Variety Club of 
Philadelphia.  

He is now married to the former 
J. Jessie Kane, of Philadelphia. A 
son of Mr. Gimbel by a former 
marrige is Edward Nathanson, 
ABC-TV producer-director.  

As for future ambitions, the 
Pennsylvania Broadcasting Co. has 
just fielded for UHF TV stations 
in Philadelphia, Milwaukee and Pitts-
burgh. Also, Mr. Gimbel plans 
additional expansion of WIP.  

He has full faith in the future 
of radio but TV quite naturally, has 
a fascination for him, too. Every 
new show would mean an "open-
ning night" and the familiarity be-
loved back stage call, "Curtain 
going up!"

WTSP BALLOON  

STUDIO Outdraws Parkland  

STUDIO recreation parties held 
by WTSP at St. Petersburg, Fla., to 
stimulate fan interest in minor 
league baseball have become so 
successful that the station actually 
outdrew the ballpark in attendance 
on one occasion.  

This was the enthusiastic report 
from Jack Faulkner, WTSP pro-
gram director, in commenting on 
the station's newest activity. The 
parties have been a regular fea-
ture the past few weeks, with att-
endance at the baseball broad-
casts hitting 150 for each game. 
Admission is free and cooperative 
sponsors supply free sandwiches, 
soft drinks, ice cream and cigar-
ettes.  

When the local Saints team 
played the weak second-division 
Fort Lauderdale Braves in a 
Florida International League game, 
some wag asked the studio party 
would draw more people 
that the game at Fort Lauderdale. 
It did—by 20 fans.
WGEZ DUNKS
Stages Sears Day

WGEZ, Beloit, Wis., helped dunk three top local Sears Roebuck & Co. executives into a river as a result of the success of an annual Sears sale.

For several days preceding "Sears Days," and throughout the nine-day sale, WGEZ aired 11 spots daily plugging the event. In addition, Sears co-sponsored Chicago White Sox baseball games over the station.

Immediately preceding the sale, a "planning party" was given. John Barrows, store manager, set the quota, and announced that if 129% of it were reached, he would submit himself, fully dressed, for a thorough dunking in the Rock River, just north of Beloit. If 121% were reached, Gordon Wedge, assistant manager, would be dunked, and if 135% were reached, Alvin Collins, credit manager, would receive the same treatment.

Opening night brought the largest crowd in the history of the store. In three hours, about 10% of the quota was reached. At the end of the nine-day sale, total business equalled 141% of the quota.

Employees declared "D (for dunking) Day" and Messrs. Barrows, Wedge and Collins lived up to their end of the bargain.

WGEZ was on hand at the dunking to give a gurgle-by-gurgle description.

All three executives praised WGEZ's part in making the sale a success. Mr. Wedge commented, "We feel that the success of the sale was due greatly to the power of radio and especially in the kind of promotion we have come to expect of your station after two years of advertising with you."

KAUFMAN AGENCY
Wins 18 NAAN Awards

HARRY J. KAUFMAN & Assoc., Washington, received 18 awards at the 21st Annual Conference of the National Advertising Agency Network, which met Monday-Friday last week at Skytop, Pa.

The annual creative awards competition had 384 entries by the 30 advertising network members. Kaufman clients who won awards include:

WMT Cedar Rapids; Christian Heurich Brewing Co., Washington, local merchandising campaign and spot radio advertising; Potomac Electric Power Co., local newspaper campaign and radio program; First Federal Savings & Loan Assoc., Washington, spot TV announcements, and Mason Root Beer Bottling Co., Washington, TV program.

Judges included Stuart M. Armstrong, National Radio Institute; Joseph L. Brechner, WGGY Silver Spring, Md.; John S. Hayes, WTOP-AM-FM-TV Washington; Gene Juster, NBC; Charles L. Kelly, WMAL-AM-FM-TV Washington; Robert K. Richards, NAB, and Sol Tasbeh, BROADCASTING • TELECASTING.

In the Employment Office, too...

GOOD COMMUNITY RELATIONS
are essential. Radio can be a real help!

In countless companies, the Employment Director faces a terrific task these days. Management calls for continuing additions to the force, while competition grows stiffer all the time.

Good community relations can be of tremendous assistance. And, as many companies have shown, radio is an excellent tool for fostering friendship in a plant's neighborhood. Radio programs help make friends not only with families near at hand, but also with those in outlying areas that other media usually fail to reach.

If you're not already using radio as an aid to recruitment, it will pay you to look into it. And if you're located in any one of six leading industrial areas—Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, or Portland, Oregon—you're in luck. You can count on the specialized programming experience of a Westinghouse radio station to help you make friends with your neighbors.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZ-A - KYW - KOKA - WOWO - KEK - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
This is the crisis of the schedule. The agency is presenting its media recommendations for the year ahead. The client men listen in stony-faced silence... Their turn will come soon enough.

The account executive finishes his presentation; a cold silence falls on the group.

*What do they think of it? Why doesn't somebody say something?*

The client's ad manager shuffles his papers; steals a look at his boss. The agency men force themselves to keep still. They know it's the client's turn to speak. The media director unconsciously fingers his copy of Standard Rate... and waits for the inevitable storm of questions to come.
Every agency man who's been through it knows Operation Critical. A recommendation in five figures—or six—is on the table...the result of weeks of research, dozens of interviews with helpful and hopeful representatives, agency sessions far into the night, untold man-hours of just plain work. And all for nothing, if the client doesn't go along.

The questions begin:

"How much of a break in rates would we get if we put the whole magazine campaign into these top five?"

"This newspaper—how well does it cover the city and trading area population?"

"Has there been any study of listening habits in the Kansas City region?"

"Do these business publications get read by employees below management level?"

Questions, questions. They range from simple to complex, from naive to shrewd. But they must be answered, then and there. The time for preparation is gone. This is it—Operation Critical.

The media director's fingers fly as he flips to a figure in Consumer Markets, quickly turns to a fact in Standard Rate & Data. The account executive cites a previous experience while the media man digs.

As usual, the "standard" questions are relatively easy to answer. Standard Rate & Consumer Markets have most of the facts organized. But some of the questions go beyond facts, into interpretations; comparative studies; trends...

"Which of these women's magazines carries the most ethical drug advertising?"

"Do young people read this Sunday supplement?"

"Has this station's audience grown in the last year? How much?"

"Would it be worthwhile to add a second paper in this city?"

Listings of standard facts cannot answer many such questions—they're not supposed to. But the need for quick access to summarized information has been anticipated by many publishers and station operators who know from experience what goes on day and night in the media department, in the agency review sessions, and in Operation Critical.

That's why approximately 1,050 individual media used 8,500 Service-Ads in 1951 to supply needed information in packaged form...and to place this information near their market listings (in Consumer Markets) and near their media listings (in SRDS).

STANDARD RATE & DATA SERVICE, INC.

the national authority serving the media-buying function

Walter E. Botthof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of consumer magazine rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising rates and data • A.B.C. weekly newspaper rates and data • consumer markets, serving the market-media selection function
**Front Office**

**Robert J. Bodden**, program director, WRCO Richland Center, Wis., appointed general manager, WRDB Reedsburg, Wis.

W. W. (Nick) Carter Jr., station manager, WTRY Troy, N. Y., promoted to general manager and director there.

George W. Clark Inc., N. Y., appointed national representative by KRSC Seattle.

Irwin Hott, sales staff, WONE Dayton, Ohio, and former musical director at WOL Washington and WRFD Worthington, Ohio, to WVKO-AM-FM Columbus, in sales capacity.

Mr. Carter

David A. Carlisle added to sales staff, WFIL-TV Philadelphia.

Lewis D. Stearns, account executive, KECA Hollywood, has resigned.

Keith McKenney, sales staff, Free & Peters, to WJBK-TV Detroit, in same capacity.

Wayne Mack, sales staff, WDOK Cleveland, resigns to devote full time to announcing and producing.

Thomas C. Harrison to WSM Nashville, as director of national spot sales.

Gardner Cwles, president, KRNT Des Moines, re-elected chairman of the board, Minneapolis Star and Tribune.

Kingsley H. Murphy, president, KSO Des Moines, re-elected to board of directors.

Thomas F. Clark Co., N. Y., elected to membership in National Assn. of Radio & Television Station Representatives.

**Personals**

Earl W. Winger, president, WDOD Chattanooga, presented award on behalf of station for "outstanding service in the field of safety promotion" by National Safety Council.


Hugh A. L. Halff, president, WOAJ-AM-TV San Antonio, elected to board of trustees of National Jewish Hospital, Denver.

Dana Clark, guest relations manager, ABC Hollywood, recovering from stroke suffered recently.

John T. Gelder, vice president, WCHS Charleston, W. Va., elected president of city's Symphony Orchestra Society.

Roy V. Smith, spot sales manager, Alaska Radio Sales, N. Y. father of girl, Deborah Jean, June 14.

Bill Gietz, sales staff, WTAR-AM-TV Norfolk, Va., cited by Norfolk Sales Executive Club as one of area's outstanding salesmen.


Les Beiderman, owner of Paul Bunyon Network and general manager of WTCM Traverse City, Mich., made honorary alumnus of U. of Michigan.


**Feist Elected**


Leonard Feist of Mercury Music Corp. was elected president of Music Publishers' Assn. of the U. S. for the coming year, at the group's 58th annual meeting, held June 12-13 at the Warwick Hotel, New York.

Joseph A. Fischer of J. Fischer & Bro., retiring president, automatically becomes MPA vice president.

Donald H. Gray of H. W. Gray Co. was re-elected secretary and William S. Griffin of Harold Flammer Inc. was elected treasurer.

Four new directors were elected: Donald F. Malin of C. C. Birchard Co., Kermit A. Walker of Bourse Inc., Walter Heinrichs of C. F. Peters Corp., and Robert Schell of Shawnee Press. Benjamin Pepper of New York was appointed permanent legal counsel for MPA.

Mitchell Elected

L. Spencer Mitchell, general manager of WDAE Tampa, has been elected director of District No. 4 of the Columbia Affiliates Advisory Board to serve out the unexpired (1956-58) term of Glenn Marshall Jr., general manager, WMBB-TV Jacksonville, who resigned from CAAB to join the CBS-TV Affiliates Advisory Board now being organized [B&T, June 16].

Mr. Mitchell was chosen in a special election to select a replacement for Mr. Marshall.

**The Water's Fine! (really)**

A quick dip into the North Dakota pool of buying power will convince you that KFYR in this agriculturally wealthy state pays handsome dividends per advertising dollar. Ask John Blair for KFYR facts and figures.
ROLLAND C. BOUBEAU appointed merchandising manager, WBAL Baltimore, succeeding J. WILLIAM MASON, who transfers to sales service, WBAL-AM-TV.

PATRICIA SCANLAN to CBS Radio public affairs staff, Washington.

ROBERT C. CURRIE, producer-director, WCAU-TV Philadelphia, appointed production manager.

PAUL SCHRYMF, news editor, KWOJ Jefferson City, Mo., to farm programming department, WDAF Kansas City, Mo.

GEORGE SANDERS, Hollywood disc m.c., adds similar duties at KKH Avalon, Calif.

DONALD McGUILE, announcer and producer, CRM Montreal, appointed program director.

TIM OSBORNE, senior announcer, KTHB Houston, promoted to program director, replacing JOHN KNAPP, who transfers to KSOX Harlingen in same capacity.

Mr. Osborne Mr. Knapp

KNOX TAUSSELL, Jr., account executive, KMOX St. Louis, appointed merchandising manager at station.

ART WOLDT to announcing staff, WSYR Syracuse, N. Y.

GRANT RECKIECK, assistant advertising-promotion manager, NBC Chicago, to KNBH (TV) Hollywood as director of sales promotion.

A. C. WILLIAMS, disc jockey, WDIA Memphis, promoted to promotion consultant.

JOSEPH C. BEAL, program consultant, WDSU-TV New Orleans, named production manager.

ROBERT M. ADAMS, director of press and public relations, WOL Washington, to WRC and WNBN (TV) that city, in similar capacity.

JERRY REUTER, KLRA Little Rock, Ark., to announcing staff, KWK St. Louis.

HAL LAWSON to WJR Detroit announcing staff.

MORTON COHN, program director, WCBS Charleston, W. Va., and HARRY BRAWLEY, public affairs director there, elected to presidency of Kanawha Players and Charleston Open Forum, respectively.

FRANK FONTAINE, star of CBS Radio Frank Fontaine Show, assigned role in Paramount Pictures feature film, "Scared Stiff."

ED F. SHADBURNE, sales staff, WAVE-TV Louisville, Ky., to advertising staff, KVOR Colorado Springs.

NORMAN HANSEN appointed assistant farm commentator for Pacific region of Canadian Broadcasting Corp., Vancouver.

FRED GREGG, promotion man with Scripps - Howard papers, to WLWT (TV) Cincinnati, as head of new client service department. Assisting him will be JAMES ALLEN, former city editor, Cincinnati Post, and JACK FRAZIER.

Mr. Gregg

JACK ROSS, WCRQ Johnstown, Pa., to WCFM (FM) Washington, as special events director.

JOSEPH R. COX, coordinator of traffic operations for DuMont Television Network, appointed area supervisor in station relations department succeeded by JAMES P. O'BRIEN, who transfers from WTTM Trenton.

E. S. COATSWORTH, formerly with moving picture interests including J. Arthur Rank Organization, Toronto, and National Film Board, Ottawa, named TV publicity director for Canadian Broadcasting Corp., Toronto.

MAX TERHUNE, star of KNXT (TV) Hollywood Alibi's Tent Show, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WMAX Yakinto-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WTJ and WBT (TV) Charlotte, N. C., for summer months.

BOB MENENDEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.


GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM MCCOLLUM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 18.

WSYR's Local Radio Sales UP 39% — For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

MAX TERHUNE, star of KNXT (TV) Hollywood Alibi's Tent Show, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WMAX Yakinto-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WTJ and WBT (TV) Charlotte, N. C., for summer months.

BOB MENENDEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.


GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM MCCOLLUM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 18.

WSYR's Local Radio Sales UP 39% — For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

MAX TERHUNE, star of KNXT (TV) Hollywood Alibi's Tent Show, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WMAX Yakinto-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WTJ and WBT (TV) Charlotte, N. C., for summer months.

BOB MENENDEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.


GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM MCCOLLUM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 18.

WSYR's Local Radio Sales UP 39% — For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

MAX TERHUNE, star of KNXT (TV) Hollywood Alibi's Tent Show, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WMAX Yakinto-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WTJ and WBT (TV) Charlotte, N. C., for summer months.

BOB MENENDEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.


GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM MCCOLLUM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 18.

WSYR's Local Radio Sales UP 39% — For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed

MAX TERHUNE, star of KNXT (TV) Hollywood Alibi's Tent Show, named president of Hollywood chapter of Society of American Magicians and West Coast vice president of national chapter.

CHRIS MACK, farm service director, WMAX Yakinto-Sioux City, S. D., granted six-month leave to service as radio consultant on agriculture information to Mutual Security Agency. He will be headquartered in Paris.

CHARLES KURALT, U. of North Carolina student and former winner of NARTB "Voice of Democracy" contest, to WTJ and WBT (TV) Charlotte, N. C., for summer months.

BOB MENENDEE, WIP Philadelphia announcer, and Barbara McGowan were married June 7.

WAYNE GIBBS, mail department, ABC Hollywood, father of girl, Linda Marie, June 3.


GEORGE DOBSON, sports announcer, KTFS Texarkana, Tex., father of boy, William.

BINGO PIVER, star of KECA-TV Los Angeles Accent on You, and Keith Whipple will be married July 26.

TOM MCCOLLUM, director, WSYR-TV Syracuse, N. Y., and Jean Zimmerman were married June 18.

WSYR's Local Radio Sales UP 39% — For the period ending April 30, WSYR's local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask Headley-Reed
MORE AND EARLIER CHRISTMAS RADIO
NRDA Studies Department Stores '52 Plans

RADIO, widely used in department stores' pre-Christmas promotions last year, is expected to do as well or better this year, while TV is still an unknown factor with most stores, according to Howard Abrahams, sales promotion head of the National Retail Dry Goods Assn.

In the June issue of Promotion Exchange, NRDGA bulletin service, Mr. Abrahams said that although Thanksgiving Day is the traditional starting time for retail Christmas advertising, reports from stores indicate that "1952's Christmas promotions will definitely be on the earlier side." Plans are made much earlier, with "newspaper and radio themes planned on the most part during late summer, although actual Christmas formats are not created until later in the season," he said.

"Of 91 stores studied, 52 used radio in the 1951 Christmas season," Mr. Abrahams reported. Stores with regular programs on the air generally reslanted them at Christmas time, while "a substantial number" of stores added special pre-Christmas programs, Mr. Abrahams added.

"From their reports," he said, "it is evident that stores will put as much and probably increased emphasis on Christmas radio programming as compared with last year."

On the video front, Mr. Abrahams reported that "only a small percentage of the stores reporting Christmas plans, use television regularly as a selling medium. Generally, the TV users reslanted their telecasting, whether it consisted of programs or spots, to Christmas themes. Last year, several stores added TV at Christmas time. These stores are divided in their thinking as to whether they will repeat their TV this Christmas."

"However, stores which had specialized programs slanted to children's audiences are definitely enthusiastic about the effect of these programs and will repeat these techniques this year."

RADIO FESTIVAL
Inaugurated by WBEZ

POLITICS of Britain and the drama of Oscar Wilde highlighted the first summer radio festival sponsored last week by the Chicago Board of Education on its FM station, WBEZ. The five-day programming from 9 a.m. to 4 p.m. included shows relayed to educational stations throughout the country by the National Assn. of Educational Broadcasters.

The radio festival included programs from the U. of Michigan, U. of Illinois and U. of Chicago, Northwestern U. and the British Broadcasting Corp. George Jennings, director of the board's radio council, said the effort will be continued during school holidays and summer vacations if response is favorable.

Safety by Radio

PENNSYLVANIA ASSN. of Broadcasters, noting mounting traffic deaths, is planning a saturation public service spot campaign on all holiday weekends in the interest of traffic safety. PAB board of directors, who met in Harrisburg June 12, is advocating that all members participate in the plan. It is believed, said Robert Trace, station manager, WMGW-AM - FM Meadville, Pa., that radio can play a major role in reducing traffic accidents by constantly alerting motorists of dangers which lurk in crowded highways. Plan is to incorporate messages in station breaks.

BMI is sponsoring series of 10 concerts by the Berkshire String Quartet, which will perform new works of chamber music by 29 contemporary composers. Series will be held at Music Mountain, near Falls Village, Conn.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY

Arthur M. Semones
ARTHUR M. SEMONES, 53, who worked at Henn, Hurst and McDonald agency, Chicago, since it was organized in 1916, died Tuesday after a long illness. Funeral services were conducted Friday. Three years ago he became a vice president. Surviving are his wife and two sons.
"They come with every can of film"

When you put a CBS Television Film Sales show on the road for your product, we're just starting to sell. As part of the package, we now offer you merchandising services which assure the show and the product of catching your customers' eyes.

For our shirt-sleeve staff not only will make a full kit of selling tools available, but will go into your markets to give you on-the-spot counsel and assistance, where indicated.

Whatever type of show you start out with, we'd like to help make it a success story. Just ask us for details.

CBS Television Film Sales
with offices in New York, Chicago, Los Angeles and Memphis
Neither Sergeant H. A. Ries, of the Pennsylvania State Police, nor Sergeant John Eihleiter, School Safety Officer of the Lancaster City Police, was available on May 3 to conduct WGAL-TV's regular Saturday afternoon safety program. Both were busy supervising the FIFTEENTH annual Lancaster City and County Parade of School Safety Patrols, an event sponsored by the AAA in conjunction with the Pennsylvania State Police and the Lancaster City Police. WGAL-TV covered the parade with 3,500 safety patrolmen marching to the music of 26 high-school bands. Forty thousand spectators watched the parade and 11,000 saw the safety demonstration which climaxed the event.

Purpose of the parade was to highlight once again the instruction youngsters receive in highway safety. Through alternate Saturday afternoon safety programs—"Guardians of Safety," conducted by the City Police, and "Highway Safety," conducted by the Pennsylvania State Police—WGAL-TV plays an important role in safety instruction to many young people throughout a wide area.

**WGAL-TV**

LANCASTER, PENNSYLVANIA

A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER Associates
New York  Chicago  San Francisco  Los Angeles
TALL TOWER HAZARD

By LARRY CHRISTOPHER

AIR HAZARD potential of tall TV towers does not appear as serious as aviation interests once feared, according to statistics contained in a study now being prepared for the industry-government "ad hoc" committee considering the problem.

The study shows there is but one application pending before a regional airspace subcommittee for a 2,000-ft. tower (Dallas-Ft. Worth) while there are only three requests pending before airspace subcommittees in the entire U. S. for towers in the 1,500-1,999 ft. category. Two towers in this range already have been approved, the study shows.

Aviation Interests Alarmed

Aviation interests have been alarmed at the prospects of 2,000-ft. towers sprouting over the country when FCC announced its Sixth Report and Order lifting the TV freeze and finalizing the allocation of channels for some 2,000 TV stations in about 1,200 communities [B*T, April 14]. The Sixth Report provides for tower heights up to 2,000 ft.

The ad hoc committee is a working group studying in detail the tall tower air hazard problems and their possible solutions. It is composed of TV, aviation and government representatives, both FCC and CAA, and was appointed to the task by the first major conference on tall towers held in April under the joint chairmanship of FCC Comr. E. M. Webster and CAA Deputy Administrator F. B. Lee [B*T, April 28]. The ad hoc group will submit its reports shortly to Comr. Webster and Deputy Administrator Lee, at which time another large industry-government conference is expected to be called to act on the reports.

Meanwhile, in FCC correspondence disclosed last week on Capitol Hill, it was learned that the Commission considers it has full authority under the Communications Act to deny "any applications which may involve a hazard to air navigation."

The statement was made April 19 by Comr. Rosel H. Hyde in a letter to Rep. Robert Crosser (D-Ohio), chairman of the House Interstate & Foreign Commerce Committee. The letter replied to a request by S. G. Tipton, general counsel for the Air Transport Assn. of America, that Congress amend the Communications Act to specify that authority (B*T, April 7).

The study of the probable instance of high towers, based on statistics available today, is being compiled for the ad hoc committee by Robert E. L. Kennedy, Washington radio-TV consulting engineer. It is one of four subcommittees being prepared for the ad hoc group.

According to the Kennedy study, of 92 TV applications on file at FCC early last week, 47 specify towers less than 500 ft. high (above ground, not above average terrain). In most cases, towers less than 500 ft. do not require CAA clearance. The study also shows that 25 applications specify towers 500-599 ft., three fall within 600-699 ft., four each 700-799 ft. and 800-999 ft., none 900-999 ft., seven 1,000-1,499 ft. and none 1,500 ft. and above.

The study also finds that as of June 1 there were 133 tower approval requests pending before regional airspace subcommittees throughout the country. This is based on cities of 50,000 population or greater.

The various airspace subcommittees, the study finds, already have approved 62 towers, and have 21 applications pending, in the 500-599 ft. category. For 600-699 ft. there are 11 approvals plus 12 applications pending; 700-799 ft., 11 approvals and 11 applications; 800-899 ft., four approvals and four applications; 900-999 ft., two approvals, three pending; 1,000-1,499 ft., 11 approvals, 28 applications; 1,500-1,999 ft., two approvals, three applications; 2,000 ft. up, one application pending.

The study also discloses that two towers over 1,000 ft. have been approved in Zone I, the eastern U. S., and four requests are pending before airspace subcommittees there, but it is considered doubtful they will be employed since less than maximum power would be required. FCC's Sixth Report limits towers to 1,000 ft. in Zone I when maximum power is used.

The ad hoc committee last Tuesday considered its second subcommittee report, that of the special projects committee. This report puts into layman's language major problems such as placing all TV antennas on a tower in a community and the use of satellite booster stations to eliminate the

CITY PRIORITY

FCC's TEMPORARY processing procedure for handling new TV station applications "will ... make possible the affording of television service to the greatest number of people in the shortest period of time."

That is what the Commission declared Thursday in denying the petition of Josh Higgins Broadcasting Co. (KXEL-AM-FM Waterloo, Iowa) for amendment of the temporary processing procedure in order to place Waterloo in a more favorable position (B*T, May 5).

Smaller Cities Cut Out

KXEL maintained that by using city population as the basis of priority, applications for the larger cities with no service would get relatively prompt consideration, while smaller cities would have no chance of getting service "for months or even years, even though stations in these smaller cities may serve other substantial population outside the city to which the channel is allocated."

FCC, however, noted big cities have rural areas which would get service as well.

The temporary processing procedure stems from the Commission's Sixth Report and Order lifting the TV freeze (B*T, April 14).

The city priority listing, compiled in accord with the temporary procedure, was issued by FCC about a month ago (B*T, May 26) and places Waterloo 61st in Group A-2. Waterloo's population was given as 65,198. It is 72 miles from the nearest TV station, FCC's listing states.

Applications for Group A-2 cities (more than 40 miles from existing stations) will be processed beginning July 1 in order of the city listing by population, according to the temporary procedure. Concurrently, applications for Group B cities (less than 40 miles from service) will be processed, starting with Group B-1.

In other allocation developments last week:

- Both WLWC (TV) and WBNS (TV) Columbus, Ohio, filed oppositions with FCC to the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report so as to assign Channel 4 at Braddock (greater Pittsburgh) (B*T, June 9). WLOA suggests channel changes involving both Columbus stations.

- WIBA Madison, Wis., asked FCC to dismiss the petition of the State Radio Council of Wisconsin which seeks conversion of the non-commercial educational reservation there from one of three UHF channels to the only VHF channel (B*T, June 16).

- Mayor David Lawrence of Pittsburgh has written FCC: "I am gravely disturbed by what seems to us to be the unfortunate manner in which our city has been treated by the Commission in the assignment of commercial VHF channels." He asked reconsideration. The Sixth Report allocated two VHF and three UHF commercial channels there.

- Rep. L. Mendel Rivers (D-S.C.) on Friday, attacking the Sixth Report, told the House "if there is anything on earth which needs revision, it is the policy and the way of doing business" at FCC. He lauded the Sixth Report dissent and late speeches of Comr. Robert F. Jones.

Amend 15 Mile Rule

- WDKN Camden, N. J., petitioned FCC to amend the newly adopted Sec. 3.607 (b) -- the "15 mile rule" -- so it can seek a Philadelphia commercial channel at Camden. WDKN explained the rule now precludes such a request since Camden has a noncommercial channel allocated there.

- FCC advised consulting engineers J. B. Rivers and A. E. Curllum Jr., Dallas, that while minimum station spacings are not provided in the rules by the Sixth Report with respect to Canada and Mexico, the U. S. minimums should be used since they may figure in

(Continued on page 62)
television applications

Digest of Those Filed with FCC June 13 through June 19

(Indicates pre-thaw application re-filed.)

Boxscore: VHF UHF Total

Applications filed since April 14...... 70 39 119

*One applicant did not specify channel number.

**LISTED BY STATES**

+ MONTGOMERY, Ala., 5.--- Mont-

gomery Broadcasting Co. Inc. (WSFA), VHF ch. 12 (204.210 mc); ERP 316 kw visual, 158 kw audio; antenna height above average terrain 730 ft., above ground 663 ft. Estimated construction cost $480,000, first year operating cost $80,000, second year $120,000. Post Office address: Box 1081, Montgomery, 2, Ala. Station location: Delano St. between South Court and South St. Montgomery. Consultant engineer: George E. Gauthney, Washington. Principals include: President Robert S. Taylor (5.8%), general manager and 33 1/3% owner of WNOY Montgomery, WNOY-TV Montgomery, Transmitter Co., antenna R.C.A. Legal counsel: Lawand & Blumen, Washington. Consulting engineer: George E. Gauthney, Washington. Principals include: President Howard E. Fill (25%), Vice President Frank R. Lydon (25%), Treasurer H. S. Durren (33 1/3%), Secretary D. E. Dunn (8%) and Sebie B. Smith (8%).


+ DENVER, Colo.—Empire Col Co., VHF Ch. 9 (186-192 mc); ERP 61 kw visual, 30.5 kw visual, antenna height above average terrain 1042 ft., above ground 237 ft. Estimated construction cost $246,900, first year operating cost $400,000, revenue $466,000. Post Office address: Box 50, Boulder Ave., New Rochelle, N. Y. Studio location to be determined. Transmitter location: New Rochelle, N. Y. Geographic coordinates: 40° 45' 06" N., 73° 43' 14" W. Long. Transmitter R.C.A., antenna R.C.A. Legal counsel Lyon, Winer & Bergson, Washington. Consulting engineer: Benja-

min Adler, New Rochelle, N. Y. Principals include: President Herbert Mayer (45.2%), Vice President Frank-

in Snyder, Treasurer: Frances Mayer (45.2%), VP and Secretary Alma Schmidt. Applicant is licensee of WNEW TV New York City.

+ KANSAS CITY, Mo., 10.--- Kansas City Broadcasting Co., Inc. (KCB), VHF ch. 12 (204.210 mc); ERP 316 kw visual, 158 kw audio; antenna height above average terrain 730 ft., above ground 663 ft. Estimated construction cost $180,000, first year operating cost $32,000, second year $64,000. Post Office address: Box 439, Kansas City, Mo. Station location: 1431 Baltimore Ave. Consultant engineer: George E. Gauthney, Washington. Principals include: President Howard E. Fill (25%), Vice President Frank R. Lydon (25%), Treasurer H. S. Durren (33 1/3%), Secretary D. E. Dunn (8%) and Sebie B. Smith (8%).


+ ST. LOUIS, Mo., 9.--- St. Louis Television Inc., VHF Ch. 16 (482-488 mc); ERP 463 kw visual, 421 kw visual; antenna height above average terrain 730 ft., above ground 663 ft. Estimated construction cost $180,000, first year operating cost $32,000, second year $64,000. Post Office address: Box 439, Kansas City, Mo. Station location: 1431 Baltimore Ave. Consultant engineer: George E. Gauthney, Washington. Principals include: President Howard E. Fill (25%), Vice President Frank R. Lydon (25%), Treasurer H. S. Durren (33 1/3%), Secretary D. E. Dunn (8%) and Sebie B. Smith (8%).

+ TAMPON, Fla.—Empire Telecasting Co., VHF Ch. 58 (164-166 mc); ERP 5 kw visual, 2.5 kw audio; antenna height above average terrain 402 ft., above ground 913 ft. Estimated construction cost $800,000, first year operating cost $400,000, revenue $800,000. Post Office address: Box 50, Boulder Ave., New Rochelle, N. Y. Studio location: To be determined. Transmitter location: 1000 Three Mile Beach Drive. Consultant engineer: Fred W. Fink (45.2%), president; Marion J. Schindel (25%), president; Herbert Mayer Jr. (25%), president; James C. McNary, Washington. Sole stockholder is President A. Frank Katzenline.

+ FULTON, Ga.—Southeastern Bstw. System, VHF Ch. 10 (192-198 mc); ERP 54.8 kw visual, 27.4 kw audio; antenna height above average terrain 402 ft., above ground 913 ft. Estimated construction cost $800,000, first year operating cost $400,000, revenue $800,000. Post Office address: Box 50, Boulder Ave., New Rochelle, N. Y. Studio location: To be determined. Transmitter location: Slap-
Handling subcommittee considers the basic document of the ad hoc group in that it recommends the "status quo in handling of tower applications" as a case-to-case basis as now provided in Part 17 of FCC's rules and regulations.

The alternative proposal has been to adopt a single tower structure to guide airspace subcommittees in handling tower applications [B.T., April 7].

Concerning the fixed criteria proposal, the report states "the subcommittee doubts that general standards can be developed for use in special aeronautical studies which can be applied to down-to-earth, purely mechanical device to determine whether or not a specific tower could or could not be approved from an air navigation hazard viewpoint.

Elaborating, the report notes the subcommittee considered the proposed criteria and concluded these related solely to the establishment of minimum on route altitudes and therefore were not pertinent for inclusion in Part 17 of the FCC rules. Rather, they should be left in Part 17 which deals with the regulations of the Civil Aeronautics Board governing the establishment of minimum on route instrument altitudes, the report says.

Use Single Tower

Suggesting that airspace subcommittees consider using a single tower where practical, the subcommittee report indicates that "in order to support a firm management, the airspace subcommittees may recommend adjustments in the use of the airspace, on route altitudes, etc., and the approval in Part 17 of the regulations of the Civil Aeronautics Board governing the establishment of minimum on route instrument altitudes, the report says.

TALL TOWER HAZARD STUDY

(Continued from page 68)

an observer but he was not associated with the proposals.

The criteria subcommittee report states:

(1) All applications be handled in accordance with current FCC Part 17 and Airspace Subcommittee coordination and recommendation procedures.

(2) All tower applications involving proposed towers under 500 feet in height above the ground be considered on the same basis as they have been considered in the past for the maximum coverage of the United States.

(3) The airspace subcommittee make every effort to work with television applicants to recommend sites or areas within the community which will accommodate tower heights without and above in height. Whenever practical, the sitting of towers in one, rather than several areas of a community should be encouraged by the airspace subcommittees.

(4) The FCC table of assignments for television channels contemplates the use of such stacking and it is necessary to remove any doubt as to whether a community may be required to add space for any additional towers which may be granted permission to be built in its community.

NEW, NBC-TV merchandising service, to be available by Oct. 1, was announced Tuesday by Edward Madden, NBC vice president in charge of consumer affairs. He also announced that NBC this year will release a study made with Schwenk Research Corp. demonstrating and Summer Television Advertising, Mr. Madden said.

These studies, he explained, "provide precise measurements of the sales effectiveness of television advertising" by comparing, not TV advertising with non-TV homes, not TV areas with non-TV areas, but program viewers versus matched non-viewers.

The frequently used technique of comparing TV markets with non-TV markets is "predestined" to give the average advertiser an incorrect view of the effectiveness of his TV advertising. Mr. Madden said, because "in the TV market his brand is bucking the competition of other television advertising for competing brands. In the non-TV market this competitive television advertising is not present."

BROADCASTING * Telecasting

TWO Voice of Democracy winners and FCC Chairman Paul A. Walker were honored at Washington luncheon June 13, with Allen M. Woddell, president of WDKA Columbus, Ga., as host [B.T., June 16]. Left to right: Harold E. Fellows, NARTB president; Mr. Woddell; Dwight Clark, Fort Collins, Colo., 1951-52 winner; Robert Burnett, 1950-51 winner; Chairman Walker; Judge Justin Miller, NARTB board chairman.

(Continued on page 68)
Tall Tower Hazards
(Continued from page 65)

Airspace Subcommittee recommends to air navigation must necessarily termination and Regulations, proposed to amendment suggested authority that the procedures established by
nautical study, are considering the possibility of reads as a
air navigation as a

AMF Film Center

Asking by FPA of N. Y.

APPOINTMENT of committee to explore proposts for TV film production center in New York was made last week at a meeting of the Film Producers Assn. of New York with the government, business, and civic authorities.

David I. Pincus, Caravel Films president, was named to head a four-person FPA committee to work on the project. The committee is to be named by Mayor Vincent R. Impellitteri and City Commerce Commissioner Walter Shirley, spokesmen reported.

The movement for a city-built film center for New York's 300 film producing companies is motivated by fear most future film production may center in Hollywood, with an estimated $2 billion loss to New York in five years unless greater facilities are available. New York real estate and insurance representatives, along with representatives of the Commerce and other businesses, are cooperating in the project, an FPA official said.

He reported a preliminary search for site already has been launched.

Named by FPA to the committee with Mr. Pincus were: Ed Lamm, Patheoscope Productions; Walter Lowendall, Transfilm Inc., and Pete Mooney, Audio Productions, who also is president of FPA.

Ken Murray Signed

KEN MURRAY, producer-star of CBS-TV's Ken Murray Show, has signed a new long-term exclusive contract with CBS Television Network, Hubbell Robinson Jr., vice president in charge of network programs, announced last week. Plans are now underway for the comedian's new series of programs for CBS-TV this fall, Mr. Robinson noted. Ken Murray Show went off the air June 14 for a summer hiatus.

MARCH OF TIME

To Do Miller Series

MILLER Brewing Co., Milwaukee, has commissioned the March of Time, New York, to film a series of 26 half-hour news-documentaries for sponsors Miller for March of Time will be converted from the popular theatre format to television for the first time.

March of Time and Assoc., Milwaukee, will begin buying time in some 50 markets early next month. The TV campaign will be implemented by a similar radio drive. The campaign will be a

Residual Rights Issue

In negotiations for some months on a new contract, SAG and ATPF have been stymied over the residual rights issue. TV producers have stiffly resisted SAG demands for such additional payment. Both groups, however, are in accord on all other issues of the new contract.

The guild, in conformity with the Taft-Hartley Act, last week observed a 60-day notice that it would "assert its legal rights" and cancel existing arrangements with ATPF members unless an agreement on the residual rights issue was reached by June 24, thus stressing the importance placed on the question of residuals.

Since there is no actual existing contract between the groups, it was explained that SAG's executive board can legally instruct members not to work. However, the customary practice is for the board to take a strike vote and then send out a referendum to its membership.

TV 'SUPER CIRCUS' Available on Co-Op From ABC

ABC's successful television feature, Super Circus, is being sold for the first time on a cooperative basis to stimulate sales during summer months. Canada Dry ginger ale, a regular winter sponsor, through J. Walter Thompson's Chicago office. The show contains alternate weeks of the first half hour of the Sunday, 4-5 p.m. Chicago-originated show.

The first portion is offered for co-op sponsorship in various markets every other week from the beginning of June 14 to the second week in August of 1952.

SAG Terms

ATFP Would Agree on Pay

PACED with a Screen Actors Guild walkout pending (June 24) the members of the Association of Television Film Producers in an eleven-hour move last weekend indicated they would agree to SAG terms for employment of actors in video films. Issue has been held up signing of a new collective bargaining contract by both groups.

With four member companies of the Association of Motion Picture Producers—Columbia, RKO Radio, Universal International and Republic—having started negotiating an interim deal with SAG for payment to actors in films for television, ATPF members feel that to avert the strike they have no choice but to follow the pattern set by these major studios.

Eidophor Showing

FIRST American demonstrations of the Eidophor system for projection of large screen theatre television with CBS coax cables being sold during this weeks in New York. Private showing for the press is being given by 20th Century-Fox Film Corp., owner of the new project, the Eidophor system, developed at the Swiss Federal Institute of Technology in Zurich.

Page 66 • June 23, 1952

BROADCASTING • Telecasting

For the Tardy Tuner

AN ANSWER to the problem of tuning in a TV "movie" after it has started and never finding it, has at last been found by WJZ-TV, New York. Beginning June 7, station launched Contact Time starting at 8:30 p.m. and continuing until sign-off. Two consecutive showings of one full-length film will be offered each Saturday, one starting at 8:30 and the other at 10:30 p.m. According to station spokesmen, nine advertisers have been signed for spot announcements on the program, which is offered for sale on a participating sponsorship basis.
TO FOLLOW THE SUN with a message... hit every time zone—same day, same hour—straight across the country—to do all this efficiently, economically—USE FILM...

Complete information concerning film selection and processing available... also details concerning special Eastman technical services, equipment, and materials.
Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
East Coast Division, 342 Madison Avenue, New York 17, N. Y.
Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
### Telepulse Expanding To 26 Markets

THE PULSE Inc., New York, announced last week that beginning with multi-market Telepulse for June, the number of markets included will be increased to 26, covering more than nine million TV families. New markets are Milwaukee, Pittsburgh, Richmond, San Antonio, Toledo and Syracuse. Three additional markets—Providence, San Diego and Rochester—will be included in monthly reports beginning in September when the surveys resume after a summer hiatus.

Network TV programs seen in four or more markets will be included in the reports, with individual market ratings computed according to the number of TV families in the area.

### 'Boys Life' Sets Ownership

HALF the families of a group of boys, 10 to 17, representing more than 2 million boys, own TV sets, according to a survey by Boys Life, official magazine of the Boy Scouts of America.

The study indicated 80% of families own record players and nearly all own radios, 53% owning three or more. Most popular TV sets and phonographs were RCA Victor, while Philco radios ranked first, Boys Life reported.

Asked about record-purchasing, most of the boys said they first heard their favorite records on the radio. Others listed TV, juke boxes, record shops, movies and individual programs such as the Arthur Godfrey show.

Quizzed on record speed preferences, the boys indicated 70% of families own 18 RPM phonographs, 19% had 45 RPM machines and 7% owned 33 1/3 RPM players. Three-speed players were owned by 28% of the families.

The boys chose the Red Skelton Show as their favorite radio and TV program. Next TV choices were Colgate Comedy Hour and I Love Lucy. Next radio favorites were Dragnet and Lone Ranger.
Carolina ladies by the thousands turn to their TV screens at 3 (M-W-F) when cavalier Kurt Webster animates their afternoon with his half-hour "Kaleidoscope." Appearances by authoritative guests from the worlds of fashion, gardening and entertainment are aptly integrated with Snader telescriptions to produce a gay and intimate setting for your advertising message. Let us show you how "Kaleidoscope" creates new Carolina buying patterns.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
NEW G-E TELEVISION CAMERAS HANDLE TOUGH JOBS AT ABC

Network finds intricate shows like "SPACE CADET" no problem for new fast-focus, multi-lens G-E units

- Lightweight, quiet, and a vast improvement over conventional studio equipment, General Electric's latest TV camera channel is setting new standards of technical efficiency for ABC. Only 3 hours after these cameras were turned over to ABC operations, they were on the air handling tough commercial shows like "SPACE CADET"—at a remarkable saving in installation, maintenance and operating expense.

More than 30 specific improvements over previous models and those now installed are incorporated in the new units. Engineers at Electronics Park, General Electric's television headquarters near Syracuse, New York, spent 2 years perfecting the equipment now in quantity production.

TV broadcasters who want all-purpose reliability in studio camera channels will find it here—and these units are completely interchangeable with most existing standard makes.

The G-E Broadcast specialist at our office near you has more data on the complete G-E line of transmitters, antenna and studio equipment. Call him for full information, or write: General Electric Company, Electronics Park, Syracuse, New York.
QUICK, POSITIVE FOCUS. Shooting through skyport of space ship "Polaris", cameraman can 'line up' using outside crank or inside coupling knob. Viewfinder tube is aluminized for bright, sharp pictures. Magnification up to 25 times.

Nothing like it in the industry!

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

HIGH-SPEED COATED LENSES, made for G.E. by Bausch & Lomb, are provided with each camera. More than 15 different lens types can be fitted to the turret, will snap into operating positions without jiggle or wobble.
Californian's KFMB as the San A. L. 55 TV December 23, 1952.

The Six Report will change to Channel 2. Other VHF channels allocated there are Channels 11 and 13. Let's reserve. Three UHF channels are assigned.

Mayor Lawrence's letter continued:

Pittsburgh is the eighth largest metropolitan marketplace in the United States. The seven markets which are larger were those of the Commission's average of over four commercial VHF stations assigned, the assignments ranging from seven in some cases to three in others. Despite the fact that the Commission states in its Sixth Report that population is the most important factor in assigning channels, 87 markets smaller (some much smaller) than Pittsburgh are assigned three or four commercial VHF channels. No market of comparable size in the United States is given as few as two commercial VHF channels. The Commission in its Sixth Report

ABC-UPT Inquiry

Dr. Rosenthal testifies

The Paramount hearing before the FCC, which involves a number of issues including the proposed merger of United Paramount Theaters with ABC, covered its sixth month last week with testimony from Dr. A. H. Rosenthal, an inventor.

Dr. Rosenthal, called the inventor of the dark trace (Skiatron) TV tube, underwent lengthy examination by FCC Counsel Max Paglin and FCC Hearing Examiner Loren T. Reamsick.

He discussed in highly technical language the dark trace tube and its possible military and domestic applications.

Dr. Rosenthal was employed by Scophony Corp. of America, of which Paramount Pictures Inc. and the financial equipment Corp. owned 25% each.

Development Suppressed

Earlier in the hearing, Arthur Levy, Scophony president, testified Paramount had tried to suppress the development of SCA. Paul Raibourn, now Paramount Pictures vice president in charge of television, testified the SCA patents were of no military value and while World War II was on he felt Paramount need not encourage the development of the SCA inventions.

Dr. Rosenthal is no longer with SCA. He joined Freed Radio Corp. in 1948.

Meanwhile, FCC Comm. Frieda B. Henneck granted FCC Broadcast Bureau Chief C. H. Plummer an extension of time from June 16 to June 23 to file a reply to the joint petition of ABC and UPT for reconsideration of the merger issue from the hearing [B* T, June 16, 9]. ABC and UPT, which were supported by CBS but opposed by DuMont, indicated that action be taken on the merger by August 1 in view of ABC's financial status.
and Order (paragraph 362) explicitly recognized the fact that Pittsburgh was entitled to two more commercial VHF channels. Now, without being explicit in this recognition, it refused to put Channel 9 in Pittsburgh for reference to Steubenville. (The Wheeling/Steubenville area is given two more commercial VHF channels—the same number as Pittsburgh—although it is only one-seventh the size of Pittsburgh in population. Despite the fact that New York City is involved in Wheeling/Steubenville, would much more casually be ‘unlisted’ with UHF than the Pittsburgh area, the Commission has refused to permit the use of VHF in Wheeling/Steubenville and assisted (WTV) to Pittsburgh rather than Channel 8.)

A comparison of the Commission assignments of television channels to the State of Pennsylvania and to the State of West Virginia shows that West Virginia received nine VHF channel assignments and Pennsylvania, with a population of nearly 6,000,000, Ohio, with only 3,600,000 population, has received thirteen commercial VHF assignments, exclusive of the two channels allocated to Wheeling/Steubenville. The Ohio allocation is thus practically double that of Pennsylvania.

VHF Channel 4 could also be used for commercial service in Pittsburgh with out violating any in any manner the Commission's minimum separation of 170 miles between stations. The Commission's contention that the distance must be measured from a Channel 4 station in Columbus, Ohio, to an arbitrary point (Smithfield Street and Fourth Avenue) in the City of Pittsburgh at which no station would ever conceivably be built, is built to an actual site on which a Pittsburgh Channel 4 station could be constructed, led to the erroneous conclusion that the separation between a Channel 4 station in Pittsburgh would be less than 170 miles from an existing Channel 4 station in Columbus. (Incidentally, Columbus, which has a metropolitan area of 500,000—less than one-fourth the size of Pittsburgh—is assigned three VHF channels.)

Such a practice in adherence to technicalities is in marked contrast to the Commission's own action in other cities—for example, Milwaukee—in requiring a station to change from Channel 3 to Channel 4, notwithstanding that the change would require Channel 4 operation in Milwaukee at only 100 miles from another Channel 4 station.

It is apparent from the above that Pittsburgh could have been assigned four commercial VHF channels instead of two, had the Commission considered Pittsburgh important enough to permit it to discuss its requirements in the matter of measuring station separations (which would have made Channel 4 available) and if it had considered—as it claims it did—population to be the important criterion in comparing Pittsburgh with Wheeling/Steubenville (which would have required the assignment of Channel 3 to Pittsburgh rather than Wheeling/Steubenville).

No amount of argument can get around the basic fact that Pittsburgh has fewer commercial VHF stations than any comparable market in the United States and that it could be provided with four commercial VHF channels—which is less than the average of the seven markets larger than Pittsburgh and is no more than many smaller markets were assigned—if the Commission had considered Pittsburgh in the same light that it viewed other less important cities. This could be accomplished simply by providing for the use of Channels 4 and 9 in Pittsburgh and would not affect the present assignment of a VHF channel for educational use in Pittsburgh in any manner.

Almost by way of adding insult to the injury Pittsburgh will sustain if it is required by two FRC commercial television channels, the Commission, in listing the city-by-city priorities for processing of applications for new television stations, has ranked Pittsburgh 23rd from the bottom of the list of all of the some 1,276 cities in the United States and its possessions. I do not think that anyone can avoid the conclusion that the City of Pittsburgh, both substantively and procedurally, has been hard hit by the Commission in its Sixth Report and Order.

WKDN, in seeking amendment of Sec. 3.607(b) notes that under the Third Report of FCC, issued in March 1951, "an applicant for a bidder could have claimed a station allocated to Philadelphia" and, if this had been in accord with Sec. 3.607(b) of the Communications Act which prescribes fair distribution of radio facilities among the states and communities. "However, as a result of a request by the Commissioner of Education of the State of New Jersey," the WKDN petition explains, "the Commission in its Sixth Report assigned a noncommercial educational channel to Camden (UHF Channel 80)."

But, WKDN points out, since the Sixth Report assigns UHF Channel 80 there on a reserved basis for noncommercial, educational use, the present wording of Sec. 3.607(b) prevents a Camden station from seeking a Philadelphia channel.

"It is believed that this untoward result is entirely inadvertent. If not, it is arbitrary, contrary to the public interest and in contravention of Sec. 3.607(b) of the Communications Act," WKDN contends.

WKDN asks FCC to amend the rule by adding to Sec. 3.607(b) this final sentence: "For the purpose of this section a community shall be deemed 'unlisted' if no commercial television channel has been allocated therefor."

Concerning the inquiries of consulting engineers Rountree and Culum as to the mileage separations to be observed between U.S. stations and assignments in Canada, Mexico and Cuba, FCC wrote the following:

"As you are aware, the Sixth Report and Order considers television agreements entered into between Mexico, the United States and Canada and the United States only. No agreement has been entered into between Cuba and the United States with respect to the separations and assignnements except for special cases which may possibly arise. Mileage separations need not be considered between United States television stations and Cuban television stations and assignments.

With reference to separations that should be maintained between United States stations and Mexican or Canadian stations or assignments, it should be observed that no minimum separations have been specified in our rules and Order. However, as indicated in the Sixth Report and Order mileage separations above the minimum specified in the Commission's Rules have been observed in connection with separations between stations across the border."

(Continued on page 74)
**FCC on City Priority**

(Continued from page 78)

Borders. Accordingly, in locating transmitters for United States television stations, station separations shall be maintained as close as possible to assignment separations which have been established.

In this connection your attention is invited to Section 3.608 of newly adopted television rules which provides that authorizations issued by the Commission for television broadcast facilities are subject to the provisions of agreements entered into by the United States with Canada and Mexico and that these foreign countries may make timely objection to any authorizations issued.

With respect to the method of measurement of distances from Monterrey, Nuevo Leon, Mexico, or any other foreign country it is expected that agreements will be obtained with reasonable assurance from appropriate maps. In the event there are existing transmitters in the foreign cities the distances may, of course, be calculated from these transmitters.

Rep. Rivers' statement to the House charged that FCC's television plan "not only keeps one great segment of our country in the twilight era but results in a calculated blackout for countless hundreds and thousands of people hoping to buy television sets and will please, as other sections of the nation are now enjoying." He noted hearings on competitive applications will delay service two years.

Rep. Jones, dissenting from the Sixth Report and his Pittsburg and Columbus speeches particularly to the attention of the public in the large metropolitan areas. "He pointed out a table of assignments which reserves for the smaller communities channels "which are available for use by these communities when they are ready to enter television." Citing the high cost of TV, Comr. Sterling said "most smaller cities and rural areas are not in a position to support local television service at this time. But with the expected growth in population, insofar as it is possible, should have an opportunity to receive television service from a local station."

Citing conservation of the spectrum and reservation of educational channels as additional reasons for adopting a table of assignments, Comr. Sterling explained that it has become quite difficult for educators and small towns would not be practical since this could have been done "only at the expense of separating a smaller number of channels available to meet other television needs, especially the needs of the larger cities."

Concerning the Commission reasons respecting technical standards for rural areas, Comr. Sterling stated:

"Here again, the Commission was required by the Act to set standards upon the television service to be provided in rural areas, and I assume that the communities and the areas of the nation which have the smallest population of channels for use by these communities, the assurance that on the reservation by the Commission of the channels for the smaller cities the height and power of a single antenna and a guarantee of adequate service to these communities, it would, indeed, have made the error of confusing circles on a map, such as you have pointed out, the basis for the reservations that the smaller cities and "ural areas could not generally support to the same extent as the larger cities in the immediate future. But even if such separations have been made, it is my opinion that we would be able to establish television in those smaller cities to the extent possible to the extent that we have established television in the larger cities."

In his statement, Comr. Sterling countered that "all too frequently those who criticize the table of channel assignment to broadcast the public interest synonymous with the interest of the public residing in the large metropolitan areas." He pointed out a table of assignments which reserves for the smaller communities channels "which are available for use by these communities when they are ready to enter television."

Washington Watches

Women's Shows

**INGA'S ANGLE**

2:38 p.m.

Monday and Tuesday

Inga is the telegenic character whose beauty, fashion and health hints have drawn a mail count greater than 25,000 in one month. Can you draw a similar count of viewers for you?

**SPOT PARTICIPATIONS**

Watch Washington

NBC Television in Washington Represented by NBC Spot Sales

In the District of Columbia alone, feed store sales are in excess of $277 million, apparel store sales run into $126 million and drug store sales are over $56 million. The biggest of the year is spent by the women who watch WNBW on the area's 359,579 television sets.

**IATSE Local**

Reps Foreign TV Film Making

CLAIMING television film production abroad creates unemployment of technicians at home, Hollywood photographers Local 559 of the Motion Picture Photographers of the International Alliance of Theatrical Employees is urging IATSE at its international convention Aug. 2 in Minneapolis, to "invoke a boycott against products made in Britain or produced by NBC through the medium of TV where such pictures have been made by "runaway" tactics."

The resolution, passed by the local's board of governors, has been turned over to Richard F. Walsh, international president.

BROADCASTING • Telecasting
TV Applications Filed
(Continued from page 64)


† EVANSVILLE, Ind.—South Central Bcst. Corp. (VIKY-AM-FM), VHF Ch. 7 (174.180 mc); ERP 840 kw visual, 32 kw audio; antenna height above average terrain 463 ft., above ground 494 ft. Estimated construction cost $195,016, first year operating cost $200,000, revenue $175,000. P.O. address: P. O. Box 148, Mt. Auburn Road at Bismarck St., Evansville, Ind. Studio transmitter location: Mt. Auburn Road and Bismarck St. Geographic coordinates: 37° 59' 21" N. Lat., 87° 33' 48" W. Long. Transmitter Federal Telecommunications Lab., anten- nera Federal Legal counsel Franz D. Willenbacher, Washington. Consulting engineer Harold R. Rothrock, Bedford, Ind. Technical personnel include Presi- dent John A. Engelbrecht (39.6%), Vice President George F. Stoltz (38%), all of South Central Bcst. Corp.; and Treasurer Legalman Groves D. Covles (19.6%).

† INDIANAPOLIS, Ind.—Universal Bcst. Co. (WISH), VHF Ch. 8 (310.186 mc); ERP 316 kw visual, 18 kw audio; antenna height above average terrain 1,000 ft., above ground 1,000 ft. Estimated construction cost $697,886, first year operating cost $1,026,666 derived from construction. Estimated operating cost $1,018,181. P.O. Office address: 1440 N. Meridian St., Indian- apolis, Ind. Studio location: 1440 N. Meridian St. Transmitter location: Rawls Ave. and South Post Road. Geographic coordinates: 39° 05' 39" N. Lat., 86° 00' 21" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Legalsegal Smith & Hennessy, Washington. Consulting engineer George C. Davis, Washington. Prin-
cipals include: President C. Bruce McConnell (54.98%), Vice President Robert B. McConnell (5.09%), 2d Vice President Boon Zink, Secretary General Manager Eric Lefghman (14.53%), Treasurer Frank E. McKin- ney (14.53%), Secretary Paul H. Groves (12.1%), Treasurer Frank E. McConnell (9.45%), John R. Atkinson (9.01%) and Owen Bush (2%).

SOUTH BEND, Ind.—South Bend Telecasting Corp., UHF Ch. 46 (662-668 mc); ERP 82.5 kw visual, 46.5 kw audio; antenna height above average terrain 530 ft., above ground 447.5 ft. Estimated construction cost $228,800, operating cost $168,000, revenue $150,000. Post Office address: 512 National Bank Bldg., South Bend, Ind. Estimated construction location near Ironwood Road between Jackson and Ireland Roads, 1.25 mi. S. E. of South Bend city limits. Geographic coordinates: 41° 37' 50" N. Lat., 86° 12' 26" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer George R. Daley, Washington. Principals include President and Trea- surer A. Harold Weber (33.33%), president and 50% owner of South Bend Drug Co., president and sole owner of A. Harold Weber Inc. (real estate sub-dividing), and vice president and 50% owner of Laughlin Machine Co.; Vice President and General Man- ager Mark L. Wollinger (3.33%), sales manager of WOC-AM-FM-TV Davenport, Iowa; Secretary Orlo R. Dashi, partner with Seebrit, Oare & Dashi, Seyebrit law firm; Assistant Secretary and Treasurer Wayne J. Bliek (4.17%), auditor for WHO-AM-FM-TV and WOC-AM-FM-TV; Howard L. Cranfill (16.87%), president and 25% owner of Cranfill-Kocher Co. Inc. (brewery); South Bend; Carlston S. Smith (16.87%), president and 51% owner of Drewrys Ltd. (brewery), South Bend; Harold J. Sunderlin (16.07%), president and 14% owner of Radio Equipment Co. (appliance distributor), South Bend; Program Director Charles R. Freburg (2.5%), program director for WOC-AM-FM-TV, and Chief Engineer David J. Hauser (1.66%), engineer for WOC-AM-FM-TV.

LEXINGTON, Ky.—Central Ken- tucky Bcst. Co. (WLEX), UHF Ch. 23 (184-186 mc); ERP 17.8 kw visual, 8.9 kw audio; antenna height above average terrain 361 ft., above ground 399 ft. Estimated construction cost $15,000, first year operating cost $150,000, revenue $175,000. Post Office address: First National Bank Bldg., Lexington, Ky. Studio and transmitter location: Russell Cave Pike. Geographic coordinates: 38° 03' 57.5" N. Lat., 84° 00' 54" W. Long. Transmitter RCA, antenna RCA. Legal counsel, Frank U. Fletcher, Washing- ton, D.C. Consulting engineer, D. C. Burn- merford, Louisville, Ky. Principals include: President J. D. Gay Jr. (35%), Secretary-Treasurer H. Guthrie Bell (32%), Sam Milner (12%), Joe Eaton (17%), and Gay-Bell Corp. (2%). President approval of transfer of control of WKLY Lexington to Central Kentucky Bcst. Co. WLEX license will be surrendered to FCC. (Continued on page 76.)
FIFTY New York timebuyers and agency executives visited WCAU-AM-TV Philadelphia’s Radio-Television Center last week. At special luncheon were (seated, l to r) Charles Vando, WCAU vice president for TV; Reggie Schuebel, of Wyatt & Schuebel; Donald W. Thornburgh, WCAU Inc. president-general manager; standing (l to r) are Jack deRussy, WCAU radio sales manager, and Bob McGredy, WCAU-TV commercial manager.

WHEN TELEVISION
Reaches the Audience with the “Green Stuff”

Here's a rich market . . . and here's Central New York's most looked at television station — ready to present your story to a “buying” audience. More top shows . . . more local advertisers . . . greater results.

Sell with WHEN

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION
SYRACUSE

June 23, 1952 • Page 77
**TRADE RULES**

REVISED rules to guide manufacturers, dealers and distributors in the commerce of radio-TV sets moved a step closer last week when a third government-industry conference was held in Washington, D. C., under the auspices of the Federal Trade Commission.

Suggested trade practice standards drafted by a special all-industry committee were discussed last Wednesday. When finally promulgated—perhaps by the year’s end—the rules will cover television as well as radio practices, which manufacturers have followed for the past 13 years.

There is general agreement, if not unanimity, on the rules proposed by an industry group under Louis B. Calamaras, executive vice president of the National Electronics Distributors Assn. Top officials of Radio-Television Mfrs. Assn. also participated.

At the conclusion of Wednesday’s session, Paul Butz, FTC Trade Practices Conference Bureau, told manufacturing representatives and dealer-distributor trade groups that the commission staff would study the record and summarize the evidence for FTC members. FTC then will publish a final set of rules and hold a hearing, probably this fall.

Major discussion last week centered on proposals to prune (inclusion of excise taxes), breakdown on tube cost, uniformity of reference to viewable picture tube areas, cabinet designs and so-called "push money."

RTMA President Glen McDaniel said he felt the Industry had not been guilty of any deception in advertisements on picture size, which have followed a historic pattern in the industry since TV developed.

Mr. Butz informed industry representatives that the National Better Business Bureau suggested a rule governing deception as to type of cabinet—type of wood, veneer, etc. He agreed some rule should be included to spell this out.

Twenty-nine rules were drafted by the industry group, differing slightly from the FTC staff draft of Feb. 13. Other rules (33 and 34) were omitted in the industry draft because of lack of agreement among industry members, it was explained.

These cover “prohibited discrimination” (prices, rebates, discounts, credits, advertising or promotional allowances) and coercion in "aiding or abetting unfair practices."

RTMA was represented by Mr. McDaniel and Ray Donaldson, legal counsel. Besides Mr. Calamaras of NEDA and Mr. Farr of NARDA, representatives of most of the major set manufacturing firms attended the conference.

**MARKET RESEARCH**

MBS, NBC-TV and ABC join ARF

MBS, NBC-TV and ABC (as a group, to get both radio and television market research information) have become subscribers to the Advertising Research Foundation, joining CBS Radio, which had heretofore been the only broadcasting organization on the ARF roster.

Election of the networks to membership by the ARF board was announced by the foundation, which also reported that eight publications—Advertising Age, American Home, Better Homes & Gardens, Broadcasting • Telecasting, NewswEEK, RedBook, Sponsor, Successful Farming—and one advertiser, Phillips Petroleum Co., had become participating subscribers of ARF, bringing the total number to 148.

**FOUNDATIONS**

$75,000 Probe Budget Voted

TENTATIVE approval of a $75,000 appropriation for the Cox select committee to investigate tax-exempt foundations was given last week by a House Administration subcommittee by a vote of 4 to 3.

Sum must be approved by the full committee and then by the House.

Resolution authorizing the study was presented by Rep. Eugene E. Cox (D-Ga.) for the purpose of inquiring whether foundations' activities are American or subversive or otherwise “not in the interest or tradition of the U. S.” It passed the House last April by an 104 to 158 vote amid charges that it would be a probe of ideas. [See editorial, “Cops and Robbers Congress,” May 12].

Opposition to the appropriation was voiced at the House Administration subcommittee meeting by Clarence Mitchell, director of the Washington bureau of the National Assn. for the Advancement of Colored People, who claimed that the investigation would attack efforts to improve the opportunities of Negroes.

Besides Rep. Cox, who is chairman of the select committee, comprises Democratic Reps. Donald L. O'Toole (N. Y.), Aime J. Forand (R. I.), Brooks Hays (Ark.) and Republican M. Simpson (Pa.), Angier L. Goodwin (Mass.), and B. Carroll Reece (Tenn.).

**NBC TV CENTER**

Unit To Be Ready in Sept.

FIRST two studios of the proposed new $25 million NBC Television Center in Burbank, Calif., now under construction at $300 W. Olive Ave., will be ready for use by the end of September.

Built at an estimated cost of $2.7 million, the two-studio unit with service building, is about 20% completed, according to John K. West, NBC Western Div. vice-president. Each studio will have seating arrangements for 500 persons.

NBC in mid-April was given permission by the NFA for a second unit of studio buildings. The network last year bought 49 acres from Warner Bros. and the city of Burbank for its planned television center.

**Jones Dismissal Ruling**

THE APPELLATE division of the New York Supreme Court last week awarded Duane Jones Co. a dismissal of the suit brought against the agency by nine former employees seeking compensation for their stock holdings. But spokesmen for Scheidler, Beck & Werner, agency formed by the nine former employees, said the dismissal was made with leave to file an amended complaint within ten days and that one will be filed within that time.
CIVIL DEFENSE
Showings Via Closed Circuits

FEDERAL civil defense planning takes on an expanded closed circuit TV network face next Thursday with a presentation for policemen in 10 U.S. cities in eight states.

Flushed with enthusiasm over two previous demonstrations beamed to select DJ target groups, government authorities last week wrapped up plans for a more ambitious venture.

Over 32,000 city policemen will be briefed in a one-hour closed circuit telecast originated from the studios of WMAL-TV Washington. Microwave and coaxial cable facilities will link from the East Coast to the Midwest theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee.

In announcing the presentation, Millard F. Caldwell Jr., Federal Civil Defense Administrator, explained that the 16-city network—"the first of its kind ever attempted"—stemmed from FCDA's success in its first two "experiments."

So successful were these previous ventures in eastern cities that agency authorities now shy away from any reference to this and any future presentation as an "experiment" in civil defense training by closed circuit theatre TV. Yet, withal, FCDA has been a pioneer in a type of program that has impelled other government departments to analyze this method for their own possible use [B.T. May 5].

On Non-Profit Basis

Joining the federal planners on Thursday's project are United Paramount, Warner Bros., Loew's, RKO and Skirball Bros., all of which are offering their theatres on a non-profit basis. Cost of the presentation is borne by FCDA.

Theatres by cities taking part: Loew's State in New York; Warner Stanley in both Philadelphia and Baltimore; RKO Palace in Pittsburgh; RKO Palace in Cleveland; RKO Tabernacle in Detroit; Warner in Milwaukee; Uptown in Chicago.

City and state police will assemble in local theatres at 10 a.m. for a program designed to acquaint them with the magnitude of policing problems in the event their cities are bombed.

Regular policemen form the nucleus of a civil defense police service force. Admission is by invitation.

Two-way audio broadcast communication, over which police will be able to fire questions at instructors, will climax the hour-long program. "Police will be free to question by officers in Chicago, Detroit, Pittsburgh and Boston."

FCDA Deputy Administrator James J. Wadsworth will open the telecast with a presentation in graphics. An animated sequence, showing potential damage from an atomic blast in Baltimore, will follow. Use of city disaster and duties of police and auxiliaries will be outlined.

GIVE US ENTERTAINMENT
Public Tells KFMB-TV; Letters Hit Code

WHILE political and pressure groups agitate for strict supervision and even censorship of TV programs, signs of public resentment against the NARTB TV Code and would-be censors are appearing.

Pro and con on comments on the NARTB code were received by KFMB-TV San Diego, Calif., following a recent forum program on the subject, according to Howard L. Chernoff, KFMB-TV general manager.

In a typical observation, Robert T. Logan, of 902 19th St., San Diego, said his set was purchased "for one purpose only, and that is entertainment. So far you people have done a marvelous job of providing that entertainment. Please don't ruin it by your all-too-rigid TV code."

Mr. Logan went on to say that it is ridiculous to put "the hush hush on a drinking joke" and "walk across the street and go to church."

There are those who want to hear people say things that they think are good for the common people."

He continued, "I thought it was too good to be true that TV had escaped for so long. As the old story goes—all good things must come to an end. I think that a person that buys a TV set should have the right to view the program he wishes."

OFFICERS chosen at the first annual meeting of the National Community Television Assn. at Pottsville, Pa. [B.T. June 16], were (left to right) George H. Bright Jr., Lansford, Pa., secretary; Martin F. Maloney Jr., Pottsville, Pa., president; Claude E. Reinhard, Palmerton, Pa., vice president, and Melvin L. Boyer, Tamaqua, Pa., treasurer.

While the magnitude of police work takes up a great deal of time, those who question the system of the police service are few. Many policemen feel that they are doing a good job and are concerned about the future of their profession.

CBS-TV DISCOUNTS
Formula Is Explained

AN INCREASE in CBS-TV's maximum station-hour weekly discount, making it 15% compared to 10% heretofore, was announced from Network Sales Vice President Fred M. Thrower [B.T, June 9].

Mr. Thrower pointed out that the new discount table affords substantial benefits to CBS-TV advertisers effective June 1. It provides discounts graduated as follows (based on the number of station-hours which the advertiser sponsors per week):

Less than 5 station-hour a week: net, 5 through 9 station-hours, 2¼%; 10 through 19 station-hours, 5%; 20 through 34 station-hours, 7½%; 35 through 49 station-hours, 10%; 50 through 25 station-hours, 15%, with each additional 10 station-hours increasing the discount by 1% until the maximum 15% discount is reached with sponsorship of 90 or more station-hours per week.

WAVE-TV has perfect reception in the Metropolitan Area. WAVE-TV's PLUS is that in outlying "fringe" areas, 63.1% of all TV homes "get" WAVE-TV more clearly than Station "B"!

WAVE-TV
First IN KENTUCKY!
First IN AUDIENCE!
First IN COVERAGE!

20 MORE HOURS PER WEEK THAN STATION "B" (May 3-10, 1952)

WAVE-TV Channel 5
NBC • ABC • Dumont
Louisville, Kentucky

FREE & PETERS, Inc.
Exclusive National Representatives

June 23, 1952 • Page 79
**PAY FORMULA**

AFM Board Weighs Change

RE-USE payment plan on all TV filmed productions rather than the present AFM welfare fund $5 royalty formula to which producers must now contribute, may result from a study made by the union's international executive board.

Talk of revamping the present formula, first step of which would be to revise the ruling on TV film commercials, highlighted a closed special session of the board with Los Angeles Local 47 executives in Santa Barbara following the American Federation of Musicians' 56th national convention there June 13.

Changes proposed are being examined and the board will attempt to come up with a new plan in keeping with President James C. Petrillo's convention declaration that the AFM royalty formula must stand "until someone along comes with something better" that will be "to the benefit of all locals." [B*T, June 16].

Revision of the TV film commercial spots ruling was urged by Local 47 President Grohm, Vice-President Phil Fischer, Recording Secretary Maury Paul and local executive board member, Arthur J. Rando.

Their plan, it is understood, is based on a fixed fee rather than a percentage deal. Under such an arrangement, it was pointed out, if a set fee was established for a 13 week period, covering so many repeat uses of a commercial on a station, it would be an incentive to producers to use more musicians rather than voice-only backgrounds for spots.

Under a re-use payment formula for TV filmed shows, reportedly favored by some members of the AFM international executive board, a certain percentage of the original music cost would be paid by the video producer on each showing of the film. Under the plan, would be paid to the AFM trust fund rather than to the individual musician, it was said.

There is growing activity in TV production through subsidiaries on the part of major Hollywood movie studios. Mr. Petrillo and the AFM international executive board last Thursday had a closed meeting with top executives of those production companies.

The meeting, it is understood, centered around royalty payment plans for music in TV film. It was set up as an exploratory means to pave the way for future conferences on music fees when all major producers are making movies for television.

**CBS TV FILM**

Sales Service Outlined

OPERATION of CBS Television Film Sales' new merchandising service was outlined last week by Walter A. Scanlon, sales promotion manager, who set up the plan.

The merchandising staff, it was explained, "will make a full set of selling tools available" and visit the sponsors' markets to give on-the-scene assistance, where indicated, regardless of the type of program involved.

Merchandising tools, Mr. Scan- lon said, include sales promotion displays and literature, premiums, contests and "gimmicks," information on public relations techniques, publicity releases, personal appearances and other exploitation devices. The operation, an expansion of an existing plan handled by the sponsor with the assistance of the CBS merchandising council, to form a "community saturation campaign," calculated to "sell the consumer from his living room right into the store to buy," Mr. Scanlon said.

Mr. Scanlon joined CBS Television Film Sales three months ago as a result of his association with Alexander Smith Inc., Quality Bakers of America, World Broadcasting System, Capitol Radio Program Service, USO and National Distillers Products Corp.

**WHO LEASES SITE**

In Plan for Television

WHO Des Moines has leased a downtown roller skating rink for possible use as a television studio. The reason for the application is for Channel 13 before the FCC. Col. B. J. Palmer, president of the Central Broadcasting Co., licensee of WHO, said that the rink contains more than 17,000 square feet of floor space.

It is not anticipated, added Col. Palmer, that internal remodeling will begin before July 1, the effective date of the 10-year lease. The leased building is on a mid-town corner, one block from where WHO is located.

**CHURCH FILMS**

Rev. Mack Named Director

THE REV. S. FRANKLIN MACK was appointed director of films for the Broadcasting and Film Commission of the National Council of Churches of Christ in U.S.A. effective June 1, according to the council's general board in Chicago.

Rev. Mack will continue to retain his present position as executive secretary of the Committee on Radio, Visual Education & Mass Communication of the Council's Division of Foreign Missions.
CBC-TV ON TEST
Commercial Policy Pends
FIRST test patterns were telescast at Montreal during the first week of June, from temporary antenna at CBC-TV Montreal, on top of Mount Royal. News of test was withdrawn by CBC for the weekend. A permanent 282-foot antenna on Mount Royal is to be installed soon, CBC officials stated.

At Toronto, a temporary antenna will be installed in the beginning when CBC-TV Toronto goes on the air in September simultaneously with CBC-TV Montreal. Three hours at least will be telescast each evening as a starter. Judging by the increase in staff now at 175 at each production center.

No decision has been announced yet on commercial policy, but it is understood that perhaps 25% of program content will be U.S. commercial programs piped in from Buffalo to Toronto. Commercial content will likely be about 80% of all programming, with remainder of the commercials being taken by Canadian advertisers. CBC has as yet no money available for sustaining program or capitals. A 5% increase was expected to be allocated before the Canadian Parliament recesses at end of June.

At the same time, Canadian government may give some sign as to how soon private interests can start TV stations in Canada. According to the Massey Royal Commission report, this would be when national production centers have been set up by CBC at Toronto and Montreal. This will be accomplished by this fall when CBC transmitters at Montreal and Ottawa go on the air. It is understood that the CBC board of governors are anxious to get a ruling from the Canadian government as to how soon they can start holding hearings for TV licences in view of the Massey recommendations. The CBC board has a number of applications for TV stations at Toronto, Montreal and Hamilton, Ont., on file.

No decision has been made as to the annual TV receiver licence fee to be charged by Ottawa, which is to be turned over to the CBC for its national production centers.

Canada Set Sales
TV receiver sales were up in April over those of a year ago, according to the Radio-Television Mfrs. Assn. of Canada. April sales totalled 4,892 units with retail value of $2,172,624, as compared with 4,409 sets in April 1951 valued at $2,500,867. (Reduction if excise tax accounts for partial difference in retail value.) Sales of TV sets for first four months of 1952 totalled 18,433 valued at $9,397,854. This compares with sales in first four months of 1951 of 18,481 sets valued at $10,197,954.

There are now about 79,000 sets in use in Canada, half of them in the Toronto-Hamilton area.

Hemispheric TV
Montreal Debut Hoiled
ADVENT of video in Montreal this summer was hailed by J. B. Elliott, RCA Victor vice president for consumer products, as an important step toward realization of a Western Hemisphere TV network.

"We shall see the day when Canada, the United States, Mexico, Cuba, Central and South America, and the countries of the Western Hemisphere exchange programs regularly," Mr. Elliott told members of the Quebec Radio-Television Distributors Assn. at a meeting last Wednesday in Montreal.

In discussing business outlook for TV dealers, Mr. Elliott told his audience that "Montreal is in for some exciting changes, and I know you'll like them." He said that the beginning of TV operation in a city stimulates business conditions in not only that particular field but also in such allied fields as furniture and public utilities.

Mr. Elliott cautioned dealers, however, to prepare for this event, if they expected to benefit from it. After completion of the Western Hemisphere network, Mr. Elliott foresaw trans-ocean TV, linking the North American continent to Europe.

"As TV girdles the globe," he said, "the new medium will prove to be a great unifying force..."

PRODUCE PROFESSIONAL COMMERCIALS
AT LOW COST with the New Gray TELOP II

- Now, with the new, versatile Gray TELOP II you can produce and broadcast an amazing variety of professional-quality commercials at surprisingly low cost. Local sponsors will marvel at the way TELOP II presents their selling message with opaque cards, photographs, art work and transparencies. And you get the real effect of superimposition, lap-dissolve and fade-out. Only limitation is your imagination.

Takes up very little space. One operator does it all!

Write for full information on the new and exciting Gray TELOP II.

GE'S BAKER
Sees 53 Million TV Sets
PREDICTION of an eventual 53 million U.S. TV sets was made by Dr. W. R. G. Baker, General Electric vice president and general manager of the GE Electronics Div., at the dedication of GE's $6 million miniature receiving tube plant June 12 at Anniston, Ala. GE President Ralph J. Cordiner dedicated the new plant.

Dr. Baker also predicted at the ceremonies an eventual 2,000 TV stations. Dr. Baker said almost 100 new stations would be in various stages of construction by June next year and that the number for receiving tubes would reach 500 million annually within the next five years.

A new GE automatic blanket plant was dedicated at Asheboro, N.C., earlier this month and plans have been announced for a new transformer power plant in Rome, Ga., for a total GE $50 million annual payroll and 13,500 employees in the Southeast. A major appliance center at Louisville, Ky., that is planned, "will almost double these figures," President Cordiner said. William M. Nave, Anniston tube works manager, said the new plant will employ 2,000 people.

VHF TRANSMITTER KIT
GE Claims Improvement
GENERAL ELECTRIC CO. is making available to owners of its VHF TV transmitters a modification kit for conversion of the final video stage to permit use of spiral filament GL-609 tubel GE announced last week.

Frank P. Barnes, GE broadcast equipment sales manager, claimed that the conversion will result in improved performance, lower operating cost, lower power consumption and longer tube life. "Based on 15-hour operating day, the conversion will in one year save more than twice the cost of the modification kit," Mr. Barnes said.

WTNV (TV) Center
SEN. ESTES KEFAUVER (D-Tenn.), now campaigning for the Democratic Presidential nomination, interrupted his tour to participate in opening ceremonies of WTVM (TV) Columbus' new Television Center a fortnight ago. Sen. Kefauver took part in a telecast interview along with Dr. George, WTVM news director, and Edward Lamb, WTVM owner. More than 100 newspaper and radio representatives were in the audience.
APL TV ENTRY

offers Britannica catalog

Associated Program Service, New York, last week announced release of its first catalog of programs for British television, marking its official entry into the television field.

Catalog includes four suggested plans for use of the films with emphasis on library arrangement, a special events calendar relating historical dates to films on the EBP list. A 24-page brochure, in loose-leaf form, is being distributed to all TV stations as well as to interested advertisers and agencies.

In addition to the EBP catalog, APS also announced two sales of its Great American television series—26 quarter-hour programs based on the lives of men and women in America. Southern Bell Telephone Co., through Garden Adv. will sponsor the series on WDAF-TV Kansas City, WDTV (TV) Pittsburgh will carry the programs sponsored by North Pole Real Ice Cream Co., through Wasser, Kay & Phillips, that city.

APS General Manager Maurice B. Mitchell, meanwhile, reported that in the radio field, APS has added 13 new subscribers to its specialized library services, bringing the firm's total to more than 1,000. He added, "Of the largest number yet reported in the transcription library field," he added.

**SUCHMANN WINS**

Awarded WAAM Fellowship

William Suchmann, graphic artist and designer. with ABC, was awarded the WAAM Television Fellowship last Friday by the Examining Committee. The Fellowship carries a $6,000 stipend and a year's study at Johns Hopkins U., Baltimore.

First of its kind to be offered in the TV industry, the Fellowship was created by the board of directors of WAAM (TV) Baltimore and the university.

"This Fellowship was established," the university said, "in order that a mature person of high standing and creative ability in television may have nine months free from his professional duties to pursue special studies of his own choosing which will add to his effectiveness when he returns to his regular work in the industry."

Mr. Suchmann was graduated from the U. of Pennsylvania in 1933 and from the Franklin School of Professional Art in 1948. He has been with ABC's art department since 1949, where he has been assistant director in charge of visual presentations for TV commercial advertising and graphic portions of several types of programs.

During his residency at Johns Hopkins, Mr. Suchmann plans to study visual education and psychology.

**Citrus Group’s TV Plans**

The Florida Citrus Commission has discussed concentrating most of its TV funds on a single children's show, Ida Mae Stilley's 'Happy's Party,' David O. Corey of J. Walter Thompson Co., estimated a 13-week trial, beginning in mid-August, live, on DuMont in Pittsburgh, New York and Washington, would cost $25,000 to $30,000. If successful, the commission could sponsor 26 more weeks in those cities, plus eight others where it now uses TV, for a grand season total of about $160,000. Frank Roper, chairman of the commission, said his group hopes some day to have a TV show of its own.
Film Makers
Modifying TV Stands

CURRENT motion pictures, telescast to private homes direct from the studios that produce them, is a rapidly approaching reality.

So declared Y. Frank Freeman, vice-president of Paramount Pictures Corp., to delegates at the annual Western Institute of Commercial and Trade Executives in convention at Whittier College, Whittier, Calif., June 12.

Making indirect reference to Telemeter, a pay-as-you-see system which is 50% Paramount owned, Mr. Freeman said that, "Transmission facilities for broadcasting television showings of current pictures are now being perfected. Present indication, however, is that the process may be quite expensive."

He stated that motion picture and TV producers now work closely together and complete cooperation in producing quality pictures and programs is assured.

With four big companies already active, imminent entry of all the major studios into TV film production gains momentum daily on the West Coast.

Columbia Pictures Corp., through subsidiary Screen Gems Inc. [B&T, June 16]; Interstate Television Corp., subsidiary of Monogram Pictures; Universal-International Pictures, through United World Films Inc.; and Hollywood Television Service Inc., a division of Republic Pictures, are already in TV production.

20th Century-Fox has blueprinted an off-the-Culver City lot TV film production subsidiary and it is said that M-G-M will likewise by early winter. RKO Radio Pictures and Warner Bros., among strong holdouts, are reported to be doing TV research and planning behind closed doors.

Paramount is actually in the TV film production business through its subsidiary, Paramount Television Productions Inc. Besides operating KTLA Hollywood, it syndicates Time For Beany and other video programs.

Koin TV Center
Portland Site Purchased

PURCHASE of a half-block of downtown Portland property as site for a television center was announced last week by Harry H. Buckendahl, vice-president and general manager of Koin Inc., Portland, Ore.

Mr. Buckendahl said that the 20,000 sq. ft. of available ground space thus acquired will provide adequate facilities for the earliest establishment of Koin-TV if and when FCC approves the company's TV application.

Three CBS-TV film series, Gene Autry Show, Rango Rider and Filer of Jeffrey Jones, have been sold to Societa Radio Audizioni Italiane, Rome, Italy, for three year run starting January 1953.

Broadcasting • Telecasting

It's Wevs (TV)
In 'Press' Polling

Nine of 13 first-place awards went to Wevs (TV) in the 1952 Cleveland Press viewing popularity poll of local Cleveland TV shows, released Thursday. Wevs (TV) shared one first with WXEL (TV), which was second first, while WNIB (TV) took one first. Results are:

Best program: Giant Tiger Mystery Hour (WEWS), On the House (WEWS), Polka Revue (WEVS).

Best performers: Bob Dale (WEWS), Gene Carroll (WEWS), Paule Palmer (WEVS).

Best women's program: Beauty for You (WEWS), Living Fashion (WNBK), Women's Window (WEVS).

Best children's program: Charmings Children (WXEL), Uncle Jack's House (WEWS), The Big Wheel (WEVS).

Best public service program: Meet Your Schools (WEWS), Western Reserve Telecourses (WEVS), Pooch Parade (WEVS).

Best male singer: Randy Culver (WEWS), Ken Ward (WNBK), Bob Wheelan (WXEL).

Best girl singer: La Vern Dahl (WEWS), Janet Haley (WEWS), Judy Doll (WEVS).

Best live music: On the House (WEWS), Pappy Howard (WEWS), Polka Revue (WEVS).

Best sportscaster: Bob Nolan (WEWS, WXEL), John Fitzgerald (WXEL), Tom Manning (WNBK).

Best newscaster: Dorothy Pulheim (WEWS), Warren Guthrie (WXEL), Tom Field (WNBK).

Best disc jockey: Bob Dale (WEWS), Barbara Page (WEWS), Linn Sheldon (WEWS).

Best movies: WXEL, WNBK, WEWS. Best commercial: Salio Horner (McCann-Erickson on WXEL), 1933 Theatre (Ketchum-Coventry on WEWS), and Lely's Premiere Theatre (McCann-Erickson on WXEL).

Rogell to Film
VFW 'Medal of Honor'

FILMING for TV of the Veterans of Foreign Wars radio series, Medal of Honor, has been arranged with Rogell Productions Inc., Hollywood. The series dramatizes the stories of American heroes who won the Medal of Honor.

The announcement came last week from Frank C. Hilton, VFW commander-in-chief, after what was described as "protracted negotiations." The half-hour pictures will feature Medal of Honor winners in the Civil War, Indian wars, Spanish-American War, Philippine Insurrection, World Wars I and II, and the Korean Campaign. The radio series featured men in only the three last-named conflicts.

The TV plans originally were made when the Medal radio series began early in 1950. The radio programs series received a special award from Freedoms Foundation of Valley Forge, Pa., last February. The TV films, to be made in cooperation with the Dept. of Defense, will contain film footage made in actual combat, in the hero's home town and in Hollywood studios, according to Albert S. Rogell, director-producer and president of Screen Directors Inc.

Jon Yost, radio-TV director of the Russell C. Comer Co., which produced the radio series, will be script supervisor and writer for the TV series. He already has prepared the first 13 scripts.

First forced-air cooled tube
... still a favorite

Back when forced-air cooled tubes were just a gleam in our eye, it took upwards of 5 gallons of water a minute to cool a power tube of this class. Today, it's done entirely with air. Benefits: greater convenience in maintenance and operation.

Forced-air cooling is only one example of RCA's never-ending efforts to bring you the best in modern tube design. Insist on RCA quality tubes for your station operations.

Your RCA Tube Distributor can supply tubes for your station in minimum time. Call him today.

RCA
Radio Corporation of America
Electron Tubes
Harrison, N.J.

June 23, 1952 • Page 83
INITIAL broadcast of Time Capsule, described as first regularly scheduled program designed for re-broadcast 100 years from now, was heard on ABC radio last Sunday. Producer Bill Berns attempted to "capture the rhythm, color and shape of events which identify the people of today." Each program in the series will be recorded on magnetic tape, sealed and deposited in suitable repository for revival in 100 years.

MUSICAL EXPERIMENT

AUDIENCE reaction shows that many musical radio programs in the future may be slated for a change, according to an experimental broadcast presented by KXYZ-AM-FM Houston. Fortnight ago, Saturday at the Shamrock, show carried on the full ABC network, was set up so that listeners could hear music in three dimensional sound. Resulting full richness of tone, station related, was picked up by listeners who tuned in both AM and FM receivers at the same time.

TV TEACHES SWIMMING

SWIMMING lessons are now available to televiewers in the Baltimore area on WBAL-TV. A series of three remote broadcasts from Carlin's Park pool are planned with Red Cross Instructors giving lessons.

SPOTS STRESS CAUTION

SCHEDULE of 130 spot announcements was carried by WROL Knoxville, Tenn., during the first two weeks in June in connection with a safety campaign emphasizing careful driving. Campaign will continue throughout the month and will include a special announcement each time an accident occurs in the city or in Knox county.

CLUB NEWS SHOW

CLUB women in the Detroit area are given a chance to air news of their organizations on Go! About Town, new program broadcast twice weekly on WWY Detroit and sponsored by Modern TV and Appliance Co., that city. Show features Mary Lee Lipinscott who discusses a "Club of the Day," telling how the group was formed and particulars about leading members.

NEVER SAY DIE

DAYTIME only stations can provide thorough election coverage too, according to KBOE Oskaloosa, Iowa. Station was unable to broadcast evening returns of the primaries held in the state June 2 so an "election party" was held in the studio. Everyone was invited. Coffee and doughnuts were served and as the returns came in, they were posted on the blackboard in the lobby of KBOE for station's guests to read.

AIR-RAID BROADCAST

MULTI-remote broadcast of Connecticut's first air raid test was handled fortnight ago by WTIC Hartford and fed to a group of stations through the state. Maps were made from air raid shelters, the state's Civil Defense communications center and local control center. Eight engineers, seven announcers and three producers were assigned to the broadcast.

REBROADCAST PLANS

CUSTOMS, music and personalities of Austria compose format for Viennese Varities, new weekly half-hour show on KFAC Los Angeles. Sponsor is Baker Boy Bakers Inc. Station relates that city's Austrian colony has given the broadcast such support that tape recordings are being prepared for rebroadcast on Austrian State Radio.

TV LAW CASES

SERIES using "real" people in fictional law cases was begun at WTOP-TV Washington on June 17. Letter of the Law each week will present real judges, lawyers and personalities playing themselves in everything but the fictional case under consideration. TV audience will be "sworn in" as a jury and will decide the fate of the defendant.

REQUESTS PROVE PULL

SUCCESS story titled "2,262 Requests—Or One Bank Run That Made the Bankers Happy" fronts a program schedule released by WSM-TV Nashville. First National Bank in that city sponsored a one-time announcement offering listeners plastic dime savings banks. Following day, 2,252 banks had been given out in 14 branches throughout the city, according to bank officials. To meet the after station's pull, requests were received from people who had heard the spot in 94 towns in Tennessee and Kentucky.

OPERATION SUNBURST

AUDIENCE and sales promotion drive for summer time viewers and sponsors was launched last week by WLWT (TV) Cincinnati. "Operation Sunburst" features $50,000 contest for viewers with six-room completely furnished modern home going to the first-place winner. Theme of competition is "If I Were a President." Contestants are asked to answer questions pertaining to the Presidency and write a short essay on what he would do if he were the White House resident.

HOME DECORATING SHOW

WEEKLY quarter-hour Sunday night show, Royal Time Tile, made its own last Sunday on WFIL-TV Philadelphia. Program, sponsored by Royal Tile Co., is designed to provide home owners with unique home improvement ideas. Husband and wife team of Mark and Vivian Ols are featured in dramatic sketches presenting hints for home decorating. Agency for the account is Robert J. Enders Adv., Phila.

DRUGGISTS ATTEND SEMINAR

TELEVISION seminar was held for Gallaher Drug Co., midwestern chain, in WLWD (TV) Dayton studios last week. Speeches were made by several station executives. Workshop, demonstrating various types of commercials and showing camera tricks, was featured on the program. Question and answer period was also arranged for the Galaher personnel.

COURTESY TICKETS

COURTESY Week in Cleveland is providing material for TV programming. Newsreel cameramen are sound-filming motorists in the city as policemen order them over to the curb to give them a ticket. Surprised one of the motorists who has been driving carefully and his change of attitude when he receives the "ticket"—for a Cleveland Indians baseball game held at the cavernous stadium. Gimmick originated by WENS (TV) station manager, J. Harrison Hartley, is being used by all three local TV outlets.

Page 84 • June 23, 1952
pulling power came when KNUX campaigned for blood donors and got 500 pledges. Amusing experience happened when the Houston Sport Shop, one of the night program's sponsors, offered a free spool of nylon fishing line to listeners who called at the shop on Saturday morning. Copy was intended to read to the "first ten" who appeared, but the agency omitted the qualifying number. Result was a deluge of customers at the sports shop, the management of which now is convinced of radio's power. The shop carries two half-hour segments giving weather reports, fishing data, and similar information each fishing season.

KFAC Los Angeles

After 18 years' experience with all-night programming, KFAC Los Angeles has worked out a format differing from most other 24-hour operations. While the 12-11 a.m. programming is of movie music and show tunes, from that time on the music becomes definitely classical in nature. At 5 a.m. music reverts to more popular songs to blend with the 6-8 a.m. Coffee Cup Concert with which the station starts its daytime broadcasts.

The entire 12-11 a.m. segment is sold to the Hollywood Ranch Market, a large independent that operates 24 hours a day. Management of the market agrees that the program has been successful, for it points to various instances of unusual sales. At Christmas, a year ago, the market was able to sell 10,000 Christmas trees at a time when the item was a drug on the Los Angeles market. Another example was the sale of 3,000 cases of eggs in two nights. In neither case was any other advertising medium used except radio.

While the late operation has not always "made money" for the station, General Manager Calvin J. Smith feels that "it is cutting our dural position and builds a certain amount of listening habit which is valuable to our daytime operation."

WIP Philadelphia

In Philadelphia, WIP has been on the air continuously since Dec. 5, 1938, when it launched its late hour Dawn Patrol. The same m.c., Joe McCauley, has handled the program nearly ten years. The show follows a music and news format with Mr. McCauley playing requests sent in by letter or telegram. From 20,00 to 25,000 letters and telegrams are received daily.

From March 8, 1939, for more than eight years The Pep Boys, auto appliance firm, sponsored the program. The results were clear and definite and were proven over and over by store "specials" that tied in with the show. During the time the firm used the show its only other advertising was in the mail order section of the Sunday newspaper.

In 1947 format of the show was changed to accommodate three sponsors: a night club, a beer distributor and a TV and radio store. From this beginning the show gradually has changed to the present co-op sponsorship plan. Program is sold on a 13-week basis with each sponsor receiving 22 quarter-hours a week. Time is rotated each night. Three quarter-hours are given for six nights and four on the seventh. At present, the program accommodates seven sponsors.

So popular has Dawn Patrol become that top recording artists and other talent consent to frequent guest appearances. Recently Krass Bros., clothier using the program exclusively, announced a sale on the program to such success that police had to control the crowd. Other present advertisers include Katz-Frazer, Premier Record Co., exclusive on the program, and Charles Antell.

KCBQ San Diego

Rounding out its first year as San Diego's only 24-hour station, KCBQ reports the after-midnight segment of its operation successful both financially and in listener interest from the first. The station programs Monday through Saturday, allowing one night a week for maintenance of studio and transmitters.

Music follows the regular KCBQ format of popular and pop-concert with most numbers on the "sweet" side. No race, western or hillbilly records are used. First two hours are primarily new tunes in the straight pop field with accent on vocals but with a good instrumental spotlight added by third disc. Second two hours are devoted to pop-concert and largely employ LPs of show music. The third two hours are early morning format—bright tunes, some novelties and an occasional march or polka. Announcer (no disc jockeys at KCBQ) is Jim O'Leary, 25-year-old Marine Corps veteran. News is an important part of the program.

The entire segment has been sponsored since its inception. Ruling out participating programs, management decided to sell the show to one or two sponsors. First segment was sold to a local used car account and the second to a small television retailer, The Video Store, which was so successful that the owner reported the program "one of the best media buys we ever made. The overall advertising impact of 36 hours per week on the community even at that late hour was very evident from our increased business."

At the end of the second 13-week period the TV store transferred its business to other times on the station and the account was sold to Waldorf-Dawson, a home freezer distributor.

Charles E. Salik, president and general manager, says 24-hour operation pays off in programming, promotion and sales and is practical for stations in any major market.

KMOX St. Louis

Since 1948 KMOX has been on a 24-hour basis and has operated year round with the exception of Christmas, All Night Frolics from 11:35 p.m. to 5:45 a.m. Hillbilly, western and folk music records are used almost exclusively, but this is presented on the hour and half-hour one complete weather reports covering the entire area are aired three times nightly.

Some time ago, Stan Levey, manager of night operations for the station, experimented by cutting down the hillbilly programming and using pop records instead, but after six weeks complaints were so heavy the former format was restored.

Sponsorship is good with most of the advertisers having used the program two years or more. The major of the accounts are on a per-inquiry basis and firms using the station also use similar programs throughout the country.

KMOX is the only station in the St. Louis metropolitan area operating around the clock at present.

WWDC Washington

Since 1942 WWDC Washington has operated 24 hours a day with a simple format of news on the half-hour, interviews with celebrities and with just ordinary people and popular records that don't jar the ears. Important element in an (Continued on page 86)
"RETURN TO QUALITY"  

Ed Craney Urges Network Affiliates

A RETURN to "quality programming" by all network affiliates was urged last week by Ed Craney, of the Pacific Northwest Broadcasters.

Mr. Craney is president-general manager of KXXL Spokane, Wash., an affiliate of CBS.

With the CBS Radio Affiliate meeting in New York July 1-2 in mind, Mr. Craney sent a letter last week addressed simply, "Mr. Network Affiliate." Its overall tone is: "Radio must again be made important."

Mr. Craney pointed to a current decline in network radio. "One reason for the decline is, of course, due to the same people selling TV, the glamour child, as have been selling radio.

"This is being overcome," he added, "in the most part, by establishment of separate radio and television organizations within the framework of an overall communications company.

"If those operating the radio and television networks believe the only way a schedule of national network programs can be maintained in the 1952-53 season is through a radio network rate cut, then, of course, a rate cut is inevitable."

"Such a rate cut distributed to the stations equally on a national basis is most unfair," Mr. Craney charged, "and as the first rate cut a year ago will solve nothing except momentarily placing a few dollars on network radio. Some fundamental thinking and action must be affected," he urged.

"Radio must again be made important," he declared. "This means we must see what radio can do best, music, news, word pictures. It means we must again view what we, who are responsible for radio, are doing to it. Radio must have some important shows not duplicated by TV. Radio must have a "home cleaning. The lengthy, repetitive, non-interesting commercial must be abolished as should double, triple and sometimes even four more commercials via the cow catcher and hitch-hike method. The advertising of products we considered questionable in the past, should be reviewed."

Mr. Craney concluded, "There are only two methods of lawful radio operation possible—quality or quantity. It is not possible to simultaneously emulate both. America has looked to network operation for quality in the past. Let us, the affiliates, sit down and find a way to again return quality to our airways. Let us again give the people of America a reason for listening."

NO RATE CUTS

Several Stations Up Prices

TEN of 17 stations at the semi-annual convention of the Assn. of Independent Metropolitan Stations held May 26-28 in Louisville, Ky., announced plans for increases in their rates.

None were contemplating a rate cut, despite vigorous rate competition attributed to network affiliates in several markets, it was reported. One station owner, Todd Stors of KOWH Omaha, said, "Our audiences are larger than ever. We deliver them at a lower cost per thousand than any other media, and, in most instances, at a lower cost than competing stations. Our business volume has been up. We cannot agree with those persons in high places who are willing to sell radio short. We believe our rates are disproportionately low in relation to value delivered. We're ready for an immediate upward revision."

ROTATING bulletins, 12½ x 47 feet, placed throughout metropolitan Los Angeles, read "Music You Like—Just Enough News—All Day Long—KBIG The Catalina Station, 740 on Your Dial" and pictures housewife at kitchen radio and motorist at car radio.

WOV RATES RISE

Revenue Figures Also Grow

WOV NEW YORK announced last week that not only are its revenues up, but that its rates are following suit.

General Manager Ralph N. Weil reported that the independent outlet's revenue in May was 20% higher than the same month a year ago.

The rate card revision was described as "generally upward." WOX's daytime and nighttime rates are the same, under a 10-year-old policy.

Referring to the May 1952 gain over May 1951, it was pointed out that WOX "has been proving radio's vitality in all the statistics it has released for months."

WISE BIRTHDAY

Station Marks 30th Year

WISN Milwaukee yesterday (Sunday) began a week-long celebration of its 30th birthday anniversary. Special broadcasts included the reading of congratulatory messages from Wisconsin Gov. Walter Kohler and Milwaukee Mayor Frank P. Zeidler.

Harry D. Peet, WISN station manager, acknowledged the messages on behalf of the station.

WISN, 1150 kc with 5 kw, is owned and operated by the Heartst Corp. Gaston W. Grignon has been associated with WISN since its beginning in 1922 and has been general manager for the past 20 years. Station has been a CBS affiliate since 1929.

Joseph Antoine Hardy

JOSEPH ANTOINE HARDY, 62, president, Joe, A. Hardy Ltd., station representative firm in Montreal, Toronto and Quebec, died June 14 at his home at Montreal.

In radio for almost 25 years, he had been promotion manager of CHRC Quebec, until 1946 when he started his firm which represented stations in the Quebec province. He was known as an authority on Quebec French-language radio operations. He is survived by four daughters and a son.

Listen to what $250,000,000 says about the BROADCASTING MARKETBOOK

N. W. AYER—Thomas McDermott: "Your 1951 Marketbook surpassed your excellent 1950 Marketbook."

M O R S E I N T E R N A T I O N A L — Chet Slavynick: "The Marketbook is indispensable in my end of the business."


C O M M E R C I A L B O O K — Lillian Selb: "The new BROADCASTING Marketbook is not a gold mine, it’s pure uranium, and the Spot Rate Finder is terrific."

L E V E R B R O S — Stanley Pulver: "A masterfully-designed one volume reference source for blueprinting network spot and television campaign quickly and intelligently; the greatest possible help when it is necessary to—get this out fast."

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

H A R R Y C O H E N A D V — Mary Dunavage: "The BROADCASTING Marketbook is one of our important timebuying yardsticks."

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

B I O W C O M P A N Y—Terrence Clyne: "We find the BROADCASTING Marketbook invaluable for buying Bulova's radio and television time."

B E N T O N & B O W L E S — Mary McKenna: "It's a very useful tool and has a convenient assemblage of data."

What YOU should say?

DEADLINE: JULY 20 FOR 1952 MARKETBOOK

"Sure, reserve my space today and put my ad near my own listings."

Page 86 — June 23, 1952

In GREEN BAY, WIS.

W D U Z

ABC

MARKET SIGNAL \ AUDIO LIBRARY \ MAKE WDUZ "BASIC" WITH ABC ADVERTISERS IN WISCONSIN. (LIST ON REQUEST)

BEN A. LAIRD, PRES.

CALL JOHN E. PEARSON CO.

BROADCASTING • Telcasting
CED ELECTIONS
Gray Joins Trustee Board

ELECTION of Gordon Gray, president of WSJS Winston-Salem, N. C., and the U. of North Carolina, and of William Balderston, president of WNEW and WATM Newark—went off the air with one swipe last Monday when the top of a heavy crane, replacing a worn water main in the Jersey City water system, struck power lines leading to the New Jersey transmitters of the three stations. WNEW and WAAT were off the air about 20 minutes and WMCB about 40 minutes when it put its auxiliary transmitter into service.

Cow Story
LATEST reason for a station sign-on failure comes from General Manager James H. Fitzpatrick of WLYC Williamstown, Pa. Engineer Paul Busted, who was to open the transmitter, got caught behind an unbridged herd of cattle one morning on a country road that leads up a mountain toward the station's transmitter. Cattle proved convinced that radio is on deadline. Result: Station signed-on 25 minutes late.

In RETAIL SALES
GREENVILLE $167,610,000
Columbia 146,483,000
Charleston 135,000,000

Sales Management 1952

This Clock gives you correct time

STYLE 37-15 S. S.
Sweep Seconds
Self-winding

Can be Synchronized Hourly
Unaffected by AC Power Failures (Self-Powered)
Install Anywhere
(AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

CHARLES R. NEWTON to WDRG Hartford, Conn., as control room operator and transmitter engineer.

MICHAEL McNULLEN, engineering staff, KNXT (TV) Los Angeles, to Oregon Television Inc., Portland, as director of technical planning.

M. LEONARD SAVAGE returns to WLIR Lebanon, Pa., as chief engineer after two years with Army in Korea.

CHARLES A. JOHNS, technical staff, KDKA Pittsburgh, returns to station after second tour of duty with Navy.

WASHINGTON, D.C.- WFBW Buffalo, N. Y., has issued condensed catalog No. 113 illustrating and describing current line of microphones for TV, radio, recording, P.A. and communication.

ELECTRO-VOICE Inc., Buchanan, Mich., has issued condensed catalog No. 113 illustrating and describing current line of microphones for TV, radio, recording, P.A. and communication.

Mr. McNullen
Cecil Hind
FUNERAL services were conducted in Hollywood, June 15, for Cecil Hind, 54, news editor of NBC radio, Hollywood. Mr. Hind died June 11 of a cerebral hemorrhage. Before he joined NBC seven years ago, he was news director of Seattle Post-Intelligencer. Surviving are his wife, Bettie, and three children.

The Player
Capital's new low-cost open end dramatic show
15 minute dramas—mystery, comedy, adventure, westerns—easier to program. eaiser to sell!
Audition discs and brochures available now!
CAPITOL RECORDS Distributing Corp.
BROADCAST SALES DIVISION

Radio 'Farmers' Plow Program Furrows In Washington Meet

AGRICULTURAL programming on TV and information services provided by the government highlighted the National Assn. of Radio Farm Directors at the U. S. Dept. of Agriculture in Washington last week.

Nearly 60 farm broadcasters, many of them representing commercial TV broadcast operations, met with Agriculture Dept. officials and Congressmen Monday and Tuesday.

Television at the station and government level dominated discussions. Sec. of Agriculture special programs were sounded the theme that eventually farm broadcasters will occupy the same niche in television as in radio.

Problems in presenting video farm shows were thrashed out in a panel session led by Maynard Speece, Radio & TV Service, Dept. of Agriculture. Kenneth Gapen, associate professor of information for radio-TV, also participated.

Mr. Speece stressed the importance of variety and "idea presentations" in reaching both the consumer and the rural audience. He sounded out farm broadcasters on a kit (scripts, visual aids), which the Dept. of Agriculture proposes to distribute to the 100-plus TV outlets for use with agricultural shows.

Special Events Value
Value of agricultural programming lies in planned special events rather than in spot news coverage, Mr. Speece noted, citing the medium's continued search for new techniques in airing news. Additionally, station policy on target audiences—consumer or rural viewers—was reported as varying in different communities. Emphasis of general programming until such time as TV penetrates rural areas and on the exchange of program material among TV stations as an economy measure.

Farm broadcasters were urged to take the initiative on programing consonant with community needs. The Dept. of Agriculture is severely limited by lack of funds, they were advised, with a budget pegged at $34,000 covering radio-TV, lowest for any section in the department. The development of general programming until such time as TV penetrates rural areas and on the exchange of program material among TV stations as an economy measure.

The agency has been active on one TV front—preparation of a series of five-minute films for distribution to TV outlets. Production runs have run close to $1,250 for the prints.

Suggestions for improvement of the government's information newsletter to NARFD members and other services were reviewed. R. L. Webster, director of the Office of Public Information, headed a panel that included Homer Marts, KDKA Pittsburgh; Mal Hansen, WOW Omaha and others. The TV and information session capped formal discussion Tuesday morning. Later RFDS met with farm broadcasters in a luncheon at the Washington Hotel.

Farm broadcasters made recordings for local station use.

Highlight Monday was a meeting with Secretary Charles F. Brannan and with the Agriculture Committees in Congress. Panel talks with government research, production and marketing officials rounded out the agenda. A reception and dinner were held at the Mayflower Hotel Monday under NARFD auspices. Tuesday session opened with a special Four Foot luncheon.

Registration at the meeting follows:

ALAMPI, Phil, WJZ, New York; Andrews, Harry, Mr. & Mrs., WCMX Cincinnati; Arnold, Burns, WRAS, Los Angeles; Batelle, Roy V., Director, Battelle, Seattle, Wash.; Betts, Joe, Farm Bureau Federation, Washington, D.C.; Bond, Les, Chairman, Western Agr. Commissions, Wash.; Bradshaw, John, CRFB Network, New York; Bresnahan, Bernard, UP Farm Radio, Washington; Calkins, C. F., Ohio State Agr. College, Columbus; Carroll, Chas., Mr. & Mrs., Carl Byer & Associates, Chicago; Chase, John, Mr. & Mrs., WHB & Benton, Kansas; Harwood, Mich., Diamond, Bill, Chicago; Egan, Bruce, KOTY, Tulsa, Okla.; Eshbach, Chas., New England Milk Service, Boston; Evans, Phil, KMBC Kansas City, Mo.; Fleming, Phil, PMA, New York; Freenland, Barney, Chicago, Ill.; Garner, Mel, WQX, Athens, Ohio; Gittins, National Farm, & Home Hour, Englewood, N.J.; Harle, Don, The Home Engineer, Warrensburg, Mo.; Hansen, Don, Farm Folks, Buffalo, N.Y.; Harke, WWII Topper, Kan.; Hinson, F. W., WCMX, Cincinnati; King, Mr., KDKA, Pittsburgh; Kirby, Mr., WRFD, Davenport, Ia.; Lloyd, Mr., KDKA, Pittsburgh; Lon; Mables, Miss, Central States Ad Club, Chicago; Miller, Bob, WRFD, Worthington, Ohio; Morris, Keith, CBC Farm Supervisor, Toronto, Canada; Morse, E. L., WN, Salt Lake City, Utah; Olson, John, Broadcasters, Washington, Wash.; O'Donnel, Don, KOA Denver; Quinn, Homer, WSWA, Richmond, Va.; Ray, Frank, KRBF, Des Moines, Ia.; Reynolds, Dana, MFA, Washington; Saunders, Mr., WAGA, Oklahoma City; Schmitt, Harold, KFEG St. Louis; Seaborn, George, WCAR Chicago; Sykes, J. D., Rational-Purina, St. Louis; Tall, Elton, Pennsylvania State College, State College; Tausk, Alex, VPAG Ann Arbor, Mich.; The Iowa, Dave, Greig, Mgr. Assoc., New York; Timmons, Jack, W DIE. Sheegest, St. Louis; True Scott, WFTM, Maysville, Ky., Turrell, John, WJBT Butler, Pa.; Tuttle, Dee, WJIT, Greenfield, Mass.; Vissers, Paul, NBC Chicago; Witter, Al. F., WJHD, Syracuse, N.Y.; Webster, Lyle, WJZ, Washington, D.C.; White, Don, Buffalo, N.Y.; Winkes, Don, Medical and Pharmaceutical Information Bureau, WHCB, Columbus, Ohio; Zippets, Bill, WBNW, Columbus, Ohio.

ARBI SURVEYS
Joint Effort in Rochester
FOUR members of the Radio Broads. Management Council of Rochester, N. Y., are taking part in Advertising Research Bureau Inc. surveys, it was announced last week.

WARC WHAM WRNY and WVET, all Rochester, are sponsoring four consecutive ARBI surveys. Stores which are being tested are: W. H. Toebuck & Co., Projanksy Inc., E. W. Edwards & Son and McFarlin Clothing Co.

The Rochester stations are dividing the cost of the surveys as well as their share of the appropriate charges in these stores in this manner:

The lowest frequency discount. Class B time rate of each station is divided added together. Each station's percentage of the total was then applied to the cost and appropriation of advertisers.

Jack knobs, public relations counsel, RBMC, predicted that the joint effort may set a pattern for other cities to follow.
**FTC ACTIONS**

**On Tobacco, Pass Book Firms**

ALLEGED advertising misrepresentations in radio, television as well as in printed media figured in actions taken by the Federal Trade Commission last week. Involved were manufacturers of two name-brand cigarettes and a firm handling pass book advertising.

An FTC trial examiner, in an initial decision, recommended that a false advertising complaint against American Cigarette & Cigar Co., New York, (Pall Mall cigarettes) be dismissed for want of prosecution. Decision becomes final next month unless docketed for commission review.

Examiner Earl J. Kolb observed that the firm has discontinued some of its advertising claims and that other charges “are not sustainable by proof.” While the media in which the ads appeared were not specified, the company has used radio-TV broadcasting in late years. Claims were made for protection of the throat against irritation.

In a second cigarette case, FTC held oral argument last Tuesday on a similar complaint involving Philip Morris & Co. Firm had appealed an initial decision by a hearing examiner.

Similar complaint was directed by FTC at respondents trading as Metropolitan Pass Book Co., New York. They were accused of misrepresentations in radio and TV commercials involving a “pass book advertising scheme.”

According to the complaint, the co-partners represented that purchasers of the books would receive $175.50 worth of guaranteed passes” entitling them to admission to theaters, bowling alleys and skating rinks—all without extra cost beyond the $1.98 charge for the book.

---

**1880 Thomas C. Gooch 1952**

**FUNERAL SERVICES for Thomas Caraby (Tom) Gooch, 72, board chairman of KRLD-AM-FM-TV Dallas and publisher of Dallas' The Daily Times Herald, were held June 14. Burial was in Greenwood Cemetery, Dallas.

Mr. Gooch died June 13 at his home after an illness of nine weeks [B*T, June 15].

One of the nation's leading newspaper men, Mr. Gooch served on the staff of the Times Herald for more than fifty years. This half century spanned the development of the Southwest, in which the Times Herald and Mr. Gooch played a prominent part.

Born in Bonham, Tex., Mr. Gooch was a son of Harold Gooch, who was born in England. The family included an ancestor who had won the title of knight as an officer under the first Duke of Marlborough. The elder Mr. Gooch had come to the U.S. to settle in what was then the Mexican-Spanish region.

As a boy, Tom Gooch moved with his family to Chicago where he attended the Chicago Art Institute. He abandoned his art career to become a reporter on the Fort Wayne (Ind.) News. His next job was with the Fort Worth (Tex.) Record, but when a better opportunity arose, he went to Dallas, 30 miles east. His rise with the Times Herald was meteoric, thanks largely to the interest of the late Times Herald owner, E. J. Kiest.

Mr. Kiest had exhibited an early interest in radio, and had founded WRR, one of the first municipal stations. In 1926, Means Gooch and Kiest opened KRLD. One of the highlights of Mr. Gooch's life was the birth of KRLD-TV. First telecast of the station was the Southern Methodist U. - Notre Dame football game in December 1949.

Mr. Gooch had decided against a special dedicatory program. He said simply, “If we do a good job, the people will support us. If we don’t do a good job, it won’t make any difference what kind of a dedication you have had. It’s what comes after the dedication which counts.”

During the closing months of his life, Mr. Gooch repelled all suggestions that he take things easier. Untill the day he went home for the last time, he arrived at his office by 9 a.m. to confer with business and newroom executives.

Mr. Gooch married the former Lulu Flatreau Nov. 12, 1908. She is his only survivor.

---

**RUNYON ELECTED**

Is Tom Gooch Successor

JOHN W. RUNYON last week was elected board chairman of The Daily Times Herald, Dallas, succeeding the late Thomas C. Gooch.

Mr. Runyon previously had been first vice president of the Times Herald, chairman of its executive committee, and president of KRLD-AM-FM-TV, the newspaper's broadcast affiliate.

His new post comes in Mr. Runyon's 42nd year with the Times Herald. He began in 1910 as a cellarman in the publishing department. Since World War II, he has supervised an expansion program of Times Herald properties which cost more than $2½ million.

He was elected vice president of KRLD in 1937, and president in 1941.

---

**BROADCASTING • Telecasting**

**FARMERS**

Prefer WIBW because we've served their interests for Kansas and adjoining states.

**WIBW The Voice of Kansas in OPEKA**

---

**SET SHIPMENTS**

RTMA Gives 1st Quarter 1952

SET shipments to dealers during the first quarter of 1952, according to Radio-TV Mfrs. Assn., were as follows:

<table>
<thead>
<tr>
<th>State</th>
<th>Sets</th>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>26,953</td>
<td>19,367</td>
<td></td>
</tr>
<tr>
<td>Arizona</td>
<td>12,662</td>
<td>4,077</td>
<td></td>
</tr>
<tr>
<td>Arkansas</td>
<td>11,631</td>
<td>14,642</td>
<td></td>
</tr>
<tr>
<td>California</td>
<td>12,662</td>
<td>14,642</td>
<td></td>
</tr>
<tr>
<td>Colorado</td>
<td>10,599</td>
<td>7,999</td>
<td></td>
</tr>
<tr>
<td>Connecticut</td>
<td>18,270</td>
<td>20,532</td>
<td></td>
</tr>
<tr>
<td>Delaware</td>
<td>4,764</td>
<td>5,573</td>
<td></td>
</tr>
<tr>
<td>District of Columbia</td>
<td></td>
<td>16,153</td>
<td></td>
</tr>
<tr>
<td>Florida</td>
<td>23,585</td>
<td>21,144</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>25,972</td>
<td>25,972</td>
<td></td>
</tr>
<tr>
<td>Hawaii</td>
<td>6,814</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Illinois</td>
<td>45,390</td>
<td>46,212</td>
<td></td>
</tr>
<tr>
<td>Indiana</td>
<td>51,244</td>
<td>44,856</td>
<td></td>
</tr>
<tr>
<td>Iowa</td>
<td>22,911</td>
<td>30,773</td>
<td></td>
</tr>
<tr>
<td>Kansas</td>
<td>21,216</td>
<td>19,526</td>
<td></td>
</tr>
<tr>
<td>Kentucky</td>
<td>25,960</td>
<td>23,065</td>
<td></td>
</tr>
<tr>
<td>Louisiana</td>
<td>23,725</td>
<td>14,479</td>
<td></td>
</tr>
<tr>
<td>Maine</td>
<td>15,518</td>
<td>2,379</td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>22,905</td>
<td>26,254</td>
<td></td>
</tr>
<tr>
<td>Massachusetts</td>
<td>36,294</td>
<td>69,492</td>
<td></td>
</tr>
<tr>
<td>Michigan</td>
<td>22,338</td>
<td>47,387</td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
<td>23,731</td>
<td>23,742</td>
<td></td>
</tr>
<tr>
<td>Mississippi</td>
<td>17,776</td>
<td>3,943</td>
<td></td>
</tr>
<tr>
<td>Missouri</td>
<td>37,123</td>
<td>42,926</td>
<td></td>
</tr>
<tr>
<td>Montana</td>
<td>4,316</td>
<td>12,524</td>
<td></td>
</tr>
<tr>
<td>Nebraska</td>
<td>15,644</td>
<td>13,758</td>
<td></td>
</tr>
<tr>
<td>Nevada</td>
<td>2,822</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>New Hampshire</td>
<td>4,288</td>
<td>6,517</td>
<td></td>
</tr>
<tr>
<td>New Jersey</td>
<td>30,470</td>
<td>18,261</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>7,575</td>
<td>2,005</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td>185,930</td>
<td>30,790</td>
<td></td>
</tr>
<tr>
<td>North Dakota</td>
<td>8,577</td>
<td>30,790</td>
<td></td>
</tr>
<tr>
<td>Ohio</td>
<td>93,634</td>
<td>130,387</td>
<td></td>
</tr>
<tr>
<td>Oklahoma</td>
<td>21,792</td>
<td>21,739</td>
<td></td>
</tr>
<tr>
<td>Oregon</td>
<td>14,341</td>
<td>79</td>
<td></td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>110,354</td>
<td>169,849</td>
<td></td>
</tr>
<tr>
<td>Rhode Island</td>
<td>3,574</td>
<td>11,047</td>
<td></td>
</tr>
<tr>
<td>South Carolina</td>
<td>15,935</td>
<td>7,960</td>
<td></td>
</tr>
<tr>
<td>South Dakota</td>
<td>9,237</td>
<td>3,874</td>
<td></td>
</tr>
<tr>
<td>Tennessee</td>
<td>25,555</td>
<td>21,894</td>
<td></td>
</tr>
<tr>
<td>Texas</td>
<td>86,569</td>
<td>54,671</td>
<td></td>
</tr>
<tr>
<td>Utah</td>
<td>7,176</td>
<td>9,086</td>
<td></td>
</tr>
<tr>
<td>Vermont</td>
<td>7,224</td>
<td>7,176</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td>25,795</td>
<td>29,171</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>23,510</td>
<td>18,083</td>
<td></td>
</tr>
<tr>
<td>West Virginia</td>
<td>18,117</td>
<td>17,846</td>
<td></td>
</tr>
<tr>
<td>Wisconsin</td>
<td>27,034</td>
<td>25,021</td>
<td></td>
</tr>
<tr>
<td>Wyoming</td>
<td>3,767</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,495,725</td>
<td>1,564,516</td>
<td></td>
</tr>
</tbody>
</table>
June 16 Applications... ACCEPTED FOR FILING Extension of Completion Date KREK Pittsburg, Calif.—Mod. CP which authorized change in operation for extension of completion date. WPTF Raleigh, N. C.—Mod. CP which authorized new FM for extension of completion date. WNFN North Platte, Nebr.—Mod. CP which authorized new AM for extension of completion date. WJER-FM Grand Rapids, Mich.—Mod. CP which authorized new FM for extension of completion date. License for CP KQCO-AM Longmont, Colo.—License for CP which authorized new AM. AM—1340 kc. KSDG Sidney, Neb.—License CP which authorized new AM. AM—1340 kc. KGAE Salem, Ore.—License CP which authorized new AM. Change Studio Location WFGS Fostoria, Ohio—Mod. CP which authorized new AM to change studio location and install FM antenna on top of center tower of directional array. AM—1150 kc. KREC Seattle, Wash.—CP to increase power from 1 to 5 kw and install new trans. License Renewal Following stations request renewal of license: WCSI-FM Columbus, Ind. WCMJ-FM Ashland, Ky.; WBNM-FM Youngstown, Ohio; WDBR-FM Knoxville, Tenn. Change ERP KSTP-TV St. Paul—Amended to change ERP from 187 kw to 169 kw at 1000 ft. Change Antenna System KEY (TV) San Anselmo—Mod. CP authorizing changes in facilities to request change in ant. system. TENDERED FOR FILING Change in DA KGNO Dodge City, Kan.—Mod. CP to change from DA-UN to DA-N. (Continued on page 95)
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Office Address</th>
<th>Phone Numbers</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office</td>
<td>National Press Building</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Offices and Laboratories</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>1239 Wisconsin Ave., N. W. Washington, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Adams 2414</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone District 1205</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>Munsey Bldg., Republic 2347</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td></td>
<td>501-514 Munsey Bldg.—Sterling 0111</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE E. GAUTNEY</td>
<td>Consulting Radio Engineer</td>
<td>1052 Warner Bldg.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>National 7757</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215</td>
<td>Munsey Bldg., Republic 2347</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td>Bond Bldg., Executive 5670</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td>927 15th St., N. W.</td>
<td>Republic 3883</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>1311 G St., N. W.</td>
<td>EX. 8073</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>330 Bankers Investment Bldg.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>San Francisco 2, California</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BERNARD ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>501 Sunset Blvd.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hollywood, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Normandy 2-5715</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES R. BIRD</td>
<td>Consulting Radio Engineer</td>
<td>Fairmount Hotel, K.YA.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>33 Elm Ave., San Francisco 8, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mill Valley, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Douglas 3-8588</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DU 1108 9-1101</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg., Wash. 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telephone District 1205</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>Munsey Bldg., Republic 2347</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>Munsey Building District 8215</td>
<td>Munsey Bldg., Republic 2347</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers</td>
<td>Bond Bldg., Executive 5670</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Member AFCCE *</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td>927 15th St., N. W.</td>
<td>Republic 3883</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>&quot;Registered Professional Engineer&quot;</td>
<td>1311 G St., N. W.</td>
<td>EX. 8073</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Radio Engineer</td>
<td>330 Bankers Investment Bldg.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>San Francisco 2, California</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BERNARD ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>501 Sunset Blvd.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hollywood, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Normandy 2-5715</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JAMES R. BIRD</td>
<td>Consulting Radio Engineer</td>
<td>Fairmount Hotel, K.YA.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>33 Elm Ave., San Francisco 8, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mill Valley, Calif.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Douglas 3-8588</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>DU 1108 9-1101</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Help Wanted

Managerial

Managerial post open at KGAE, Salem, Oregon. Ideal conditions. Contact Gordon Allen.

Salem

Time salesman for Texas station. Salary plus commission. Box 341P, BROADCASTING • TELECASTING.

Salesman wanted for 1 kw in three station group serving market of 350,000. Good proposition. Draw with house accounts. Box 344P, BROADCASTING • TELECASTING.

Sales engineer under 25 for broadcast equipment. Must have technical or engineering background. Excellent products. Middle West. Salary plus commission desirable but not necessary. Replies confidential. Box 345P, BROADCASTING • TELECASTING.

Can you sell? Immediate need for experienced salesman with production ideas. Must have car. Angus D. Pfaff, WNMP, Evanston, Ill.

Several mature men who have successfully sold advertising to retailers. Same basic approach at radio. Earn $50 per day on the average. Sound organization, 38 years old. Must travel. Box 346P, BROADCASTING • TELECASTING.

Announcer

Experienced announcer-engineer. Seven-five-start. Upper Midwest. Box 347P, BROADCASTING • TELECASTING.

Announcer-engineer. $75.00 for forty-four hour week. Emphasis on announcing. Box 348P, BROADCASTING • TELECASTING.

Good announcer who has experience at WWL, New Orleans. Prefers upper Midwest station. Send full resume, experience, plus audition, photo and sample copy. Box 350P, BROADCASTING • TELECASTING.

Minnesota station wants announcer able to handle traffic work. Must be willing to work假期 of working into program director's or sales manager's job. Box 351P, BROADCASTING • TELECASTING.

Copywriter-announcer. Must write copy that sells. Send audition, sample copy of work. Box 352P, BROADCASTING • TELECASTING.

Announcer-engineer first phone. Emphasis on announcing. Small market, commercial staff. Ideal southern community. Box 353P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Announcer with superior voice, inter-View and producing experience. Must have car. Texas market. Box 488P, BROADCASTING • TELECASTING.

Good announcer with first ticket. $65 to start—fast ups. Inland California network affiliate. Box 489P, BROADCASTING • TELECASTING.

Wanted: Staff announcer who can also do some ad selling. Must send full information including salary requirements to KPJF, Great Falls, Montana. Box 490P, BROADCASTING • TELECASTING.

Wanted: Announcer-engineer with pleasant voice. KMOM, Marshall, Minn.—daytime farm station.

Announcer-engineer with int. ticket and first class ticket needed to start $65 week. Immediate opening with KPAN, Here- ford, Texas. Box 491P, BROADCASTING • TELECASTING.

Opening for experienced announcer at 1000 watt daytime independent. Must be able to do some newscasting and programs. Send complete information and sample. Send first class. Box 492P, BROADCASTING • TELECASTING.

Wanted—Combination man for night shift, emphasis on announcing. $75.00 weekly. WAT, Wiel, Elizabethtown, Ky.

Experienced announcer for 250 ind. state traffic. Good announcing. Good writing ability. Send complete information, audition and sample to WPDD, Slippery, Washington. Box 493P, BROADCASTING • TELECASTING.

Technical

First class engineer, key position, $75.00, forty-four hour week. State available. Box 494P, BROADCASTING • TELECASTING.

Chief engineer for both AM and currently operating TV properties in midwest-Indiana city. Good im- mediate opportunity for top quality en- gigineering executive. TV experience desirable but not absolutely necessary. Box 495P, BROADCASTING • TELECASTING.

Transmitter position open. No an- nouncing. Good opportunities. Box 496P, BROADCASTING • TELECASTING.

First class engineer wanted immedi- ately. Experience not necessary. Good dancing ability. Box 497P, BROADCASTING • TELECASTING.

Regional station in upstate New York with application for TV filed with FCC needs experienced engineer to operate a new station. Box 498P, BROADCASTING • TELECASTING.

Network affiliate, 1 kw, to employ five first phone engineers to announce ASM network. Must be local talent, if experienced. Live in ideal small community, preferably in Illinois. Write in full details. Box 499P, BROADCASTING • TELECASTING.

Chief engineer wanted by Minnesota station. Must be able to do some an- nouncing. Marketing director also. Box 500P, BROADCASTING • TELECASTING.

Engineer-salary. Salary for 40 hours engineering plus 15 percent for selling. Good opportuni- ty for local man. Full time in New York $36,000 market. Box 501P, BROADCASTING • TELECASTING.

Immediate opportunity—Experienced engineering executive. South Texas outlet calling. Box 502P, BROADCASTING • TELECASTING.

Engineer eligible and dependable. South Texas city. Box 488P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Transmitter engineer with first phone for future TV operation. Good salary for right man. KTSW, El Paso, Texas. No phone. Send résumés, experience and salary requirements in confidence to Box 494P, BROADCASTING • TELECASTING.

Immediate opening for first class engi- neer. No experience necessary, no an- nouncing. KVOP, Plainview, Texas.

First class engineer needed immediately for daytime station, WAPP, McComb, Miss.

Immediate opening for first phone oper- ator. Regular and summer replacement. WPDD, Box 1064, Grace, Md.

Engineer-announcer. Immediate open- ing, for experienced, hard working In- dividual. Small town independent with wide outside coverage. Good salary. Permanent. Wire, write or phone WATP, Islip, New York.


Immediate opening for first class man who can do some announcing. Wire or telex WODR, Sturgeon Bay, Wis- consin.

Engineer with first class license. First opening in five years. Top organization, best equipment, best benefits including retirement plan. TV announcer. Contact A. Weny, Elmira, New York.


Michigan station has immediate open- ing for first class engine. No an- nouncing. Prefer college or advanced position with independent experience. Box 503P, BROADCASTING • TELECASTING.

Engineer-announcer. Starting salary $100.00 per week WIBR, Enterprise, Al- bama.

Immediately; experienced combination man. Air work important. Salary ex- cellent. Contact Manager- Witz, Jasper, Indiana.

Production-Programming, others

Opportunity male copywriters. All matching Submit samples. Box 360P, BROADCASTING • TELECASTING.

Newsman—Gather, edit, write news. Must be able to do some selling. Must be able to produce and sell a month, plus mileage. Photo, audition, re- sume. Box 361P, BROADCASTING • TELECASTING.

Experienced radio bookkeeper needed by Texas station in beautiful resort area. Box 362P, BROADCASTING • TELECASTING.

Engineer. Must have experience in gathering and writing local news to announce. Box 363P, BROADCASTING • TELECASTING.

Newman. Must have experience in gathering and writing local news to announce. Box 364P, BROADCASTING • TELECASTING.

Newsman, better than average. First class box. 5 kw. Box 365P, BROADCASTING • TELECASTING.

Newsman-engineering, selling position. Experience in newspaper. Box 366P, BROADCASTING • TELECASTING.

ANNOUNCERS


For a treat instead of the usual cruel treatment, list ears some audition and resume. Box 505P, BROADCASTING • TELECASTING.

Announcer with 3 years experience in Midwest. Desires Midwest position. Box 506P, BROADCASTING • TELECASTING.

Situations Wanted (Cont’d)

Experienced announcer, 24, single, draft exempt. Five years in TV. Currently employed. Box 485P, BROADCASTING TELECASTING.

Announcer with first class license. Two years experience in TV and FM in the east or southeast. Top in news and sales. Box 466P, BROADCASTING TELECASTING.

Staff announcer with thorough experience, major market news. Seeks spot with solid station offering good future. Box 569P, BROADCASTING TELECASTING.

Top hillbilly man desires change. Has great deal of talent and can handle any situation. Good looking, good head, and very clean. Box 467P, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

TV newsreel pioneer is looking for position in field. Six years extensive background includes five years in major market network station. Also supervise all phases of production and show. Have run several awards in TV field. Excellent references from industry leaders. Try Box 504P, BROADCASTING TELECASTING.

Help Wanted

BA Degree in Motion Picture and Television Production. Presently employed. Four years experience in film cutting. Desire opportunity anywhere. Box 435P, BROADCASTING TELECASTING.

For Sale


250 watt daytime. Only station in growing Texas agricultural market. Price $2,000. Box 416P, BROADCASTING TELECASTING.

For Sale

Engineer, RCA 250 watt transmitter, completely reconditioned and fully guaranteed. Box 487P, BROADCASTING TELECASTING.

5 KW TRANSMITTER

WESTERN ELECTRIC

High dependability—of the air only 89 seconds in past month. High stability—never more than 3 cycles off. Includes tube worth $2,230. Brand new. Complete operating records available. For further information, write to Mr. Rasco, Box 491P, BROADCASTING TELECASTING.

Schools

FIRST PHONE IN 6 WEEKS

Residence and correspondence course available. Includes several, full size, complete public address systems. Simple to install, easy to use. One man can do it. Mail to New Address.

GRANTHAM RADIO LICENSE SCHOOL


Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

Mr. Rasco (extreme left) interviewing fire workers.

Ad Council Appoints

ADVERTISING COUNCIL has announced that Kenyon & Eckhardt, New York, will serve as the volunteer agency next fall for the council’s new “Engineers Wanted Campaign,” to be headed by George T. C. Fry, K&E vice president. Staff for the campaign to encourage high school students to train for engineering careers will include Chester H. Lang, General Electric Co. vice president in charge of public relations, who will act as volunteer coordinator, and Grant Harper serving as the council’s account executive on the project.

Wanted to Buy

PROFITABLE RADIO STATION

One with TV available. Preferably in the southwest. Answer giving complete details in confidence. Write or wire: Box 505P, BROADCASTING TELECASTING

Situations Wanted (Cont’d)

Wanted to Buy (Cont’d)

Equipment, etc.

RML model 664-B FM receiver. Also one GE 250 watt transmitter, Model BT-1-H. Box 298P, BROADCASTING TELECASTING.

250 watt transmitter. Must be in good shape. Give complete detail and price to Box 476P, BROADCASTING TELECASTING.

HELP WANTED


WANTED TO BUY (Cont’d)

Technical

For Sale

Engineer wishes to relocate in uptown New York. Union station referred. At least two years' experience. Box 497P, BROADCASTING TELECASTING.

engineer with first phone, inexperienced, looking for job in radio. Prefer southwest. Available August. Box 488P, BROADCASTING TELECASTING.

phone. Transmitter position, hundred mile radius of San Francisco. Preferable, applicant must be willing to work out of Los Angeles. Box 490P, BROADCASTING TELECASTING.

Transmitter operator available. Requirements? Lewis Sher- sic, General Manager, Denver, Colorado.

Production-Programming, Others

'several effective, ambitious, experienced. Salary secondary to opportu- nity. For details write Box 491P, BROADCASTING TELECASTING.

ews director available immediately. Up-to-date news, one word in each item, one word in each sentence. Box 492P, BROADCASTING TELECASTING.

network coordinator who came up the hard way. Six years' experience in network. Contact to another. It's habit to pro- ceed at a slow and steady pace. Prefer Minnesota or Illinois. Box 511P, BROADCASTING TELECASTING.

Television

Technical

recently signed graduate desiring position as TV station as studio technician. Has knowledge of film and TV production, techniques and equipment. Excellent understanding of motion picture and TV broadcasting. Box 32-34 St. Jackson, N. Y.

Production-Programming, others

Bachelor of Science in Radio-Television from midwestern university desires to join television production. Has had experience in TV and film. Experience will be advantageous to his work. Box 512P, BROADCASTING TELECASTING.

Wanted to Buy (Cont’d)

Shipment of two new GE 3 kw FM amplifiers; one defective, one complete. Very reasonable. Box 388P, BROADCASTING TELECASTING.

Two new 5 kw GE amplifiers, both new. One $175, one $150. Box 493P, BROADCASTING TELECASTING.

One 250 watt GE kilowatt broadcast transmitter, completely reconditioned and fully guaranteed. Box 487P, BROADCASTING TELECASTING.

Gates 250 watt FM transmitter. Slightly used in New York area. First choice taken at time from Box 499P, BROADCASTING TELECASTING.

Ad Council Appoints

ADVERTISING COUNCIL has announced that Kenyon & Eckhardt, New York, will serve as the volunteer agency next fall for the council’s new “Engineers Wanted Campaign,” to be headed by George T. C. Fry, K&E vice president. Staff for the campaign to encourage high school students to train for engineering careers will include Chester H. Lang, General Electric Co. vice president in charge of public relations, who will act as volunteer coordinator, and Grant Harper serving as the council’s account executive on the project.

WANTED TO BUY (Cont’d)

Profitable Radio Station

One with TV available. Preferably in the southwest. Answer giving complete details in confidence. Write or wire: Box 505P, BROADCASTING TELECASTING

TELEVISION

June 23, 1952 • Page 93

TEXAS CITY FIRE

KTSA Airs Full Coverage

JOHN RASCO, newman of KTSA San Antonio, was credited with an outstanding performance in covering a fire at Corpus Christi, Tex. In all, KTSA reported the fire with some 12 hours of recordings. KTSA claims to have “even scooped the Corpus Christi stations on this one.”

After having aired two telephone interviews with police workers and Corpus Christi radio newsmen, Mr. Rasco was dispatched to the Gulf city, 160 miles south. KTSA remained on the air to take Mr. Rasco’s reports from the scene. Both that night and the following day, Mr. Rasco brought KTSA listeners practically every tense episode.

A total of 11 live broadcasts were aired by KTSA during the fire fighting. In addition, follow-up features and news developments were broadcast.

...
LOCAL radio stations and municipal governments would greatly improve their services to the public if they had a better understanding of each other's working relationship and took advantage of radio's effectiveness as a news and public relations tool.

These thoughts were raised by Rex Howell, president of KFXJ Grand Junction, Col., at a conference of mayors and city councilmen in that city June 12. The session was devoted to a discussion of public information problems. Mr. Howell stressed the role of radio in news coverage and emergencies, and emphasized the growing threats of censorship.

Scoring the belief of a "surprising number of people" that radio is exclusively an entertainment service, Mr. Howell said that local stations “need some help from the city in order to adequately cover the news of interest.” He noted that many news sources are bypassed “simply because there is not a strong liaison between the city hall and the station.”

Mr. Howell ascribed a tendency to ignore radio on news tips to lack of a central source from which to get necessary information on all city activities. He pledged support of the Colorado Broadcasters Assn., of which he is past president, behind a move for the creation of a liaison committee to help coordinate maximum use of the medium.

“In spite of the seeming apathy toward radio coverage of the day to day news of municipal government, there seems to be ready recognition of radio’s importance in time of emergency,” Mr. Howell observed. He cited examples involving fire, explosions and other tragedies.

The KFXJ president also emphasized current incidents in some Colorado cities whereby broadcasters have been barred from court rooms and council chambers. Such censorship has been based on “mistaken notions” in most instances and broadcasters are most willing to cooperate thoroughly” on proper broadcast safeguards, he added. Mr. Howell suggested a committee, representing the council, to assist the station in preparation of the final broadcast production.

“Modern methods of recording make possible a completely unhindered discussion, with objectionable sections removed from the final broadcast,” Mr. Howell explained, referring to editing techniques.

**SCHOOL RADIO**

**Theme of U. of Ill. Seminar**

SEMINAR on “Public School Broadcasting” was begun June 15 and will continue through Wednesday at the U. of Illinois’ Allerton Park. Representatives of 21 school systems were expected to attend.

Problems to be considered are the place of broadcasting in the public school curriculum, the nature of public school broadcasting, the validity of the use of broadcasting as an aid to instruction, the goals educational broadcasting can reasonably be expected to reach, and the distinctive responsibility and opportunities of public school broadcasting.

**‘Raccolta Fede’**

RICHARD E. O’DEA, president of WOV New York, English and Italian-language independent, last week was granted a special audience with Pope Pius XII during which Mr. O’Dea presented His Holiness with a check for $737.10 to be used toward reconstruction of Italian churches and religious properties. Entire sum was contributed to WOV’s “Raccolta Fede” (Faith Fund) by station listeners and was offered to the Pope in their name.

**NEWLY-FORMED six-station Texas Coast Network’s officers indicate points of coverage on map. L to r are Gauld Beech, KSOX Harlingen, TCN public relations director; A. C. Lloyd Jr., KBKI Alice, secretary; Bill Burks, KVIC Victoria, vice president; Bill Bennett, KTHT Houston, director of sales; Ro: Hofheinz, KTHT Houston, president; Ben F. Blackmon Jr., KUNO Corpus Christi, vice president, and Vernon Townsend, KIOX Bay City, treasurer.**

**NEWSLETTER**

**WASHINGTON, D. C.**

**Meat strike dispute**

Aired by WTAM, WBNB (TV)

**COMMENDATION** went to Hamilton Shea, general manager of NBC’s WTAM and WBNB (TV). Cleveland last week from the city council for “noteworthy interest in public affairs” during a strike of 1,000 butchers in some 200 community meat shops.

Mr. Shea had persuaded Mayor Charles Thomas A. Burke, Internationale Meatcutters, AFL vice president, Harry Poole and Food Industry Committee Chairman Howard England to meet at the studios for a simulcast airing of grievances on both sides. After the discussion the principals agreed to further discussion which after six hours settled the strike.

**‘VOICE’ PULL**

Listenership Mounting

DESPITE “gag” laws enacted in many Soviet satellite countries, radio listening behind the Iron Curtain has mounted steadily and mail pull of the State Dept.’s Voice of America has jumped three-fold in the past three years, with a daily average of 1,000 letters.

This estimate is given by Howland H. Sargeant, assistant secretary for public affairs, in a current report on the State Dept.’s international information program. “Radio...is our primary means of hammering holes through the Iron Curtain to carry messages of truth to those peoples,” Secretary Sargeant emphasized.

The report made these significant points:

- Reception is about 25% inside Russia and Lithuania and between 75% and 80% in many outlying areas.
- About 85% of radio listeners in western Berlin are regular VOA listeners and 5 out of 10 listeners in the Soviet zone of Germany are Voice fans. Listenership in the U.S. zone has increased from four to six million.
- Station caught “warmongering” are subject to imprisonment in Czechoslovakia and other satellite countries under “defense of peace” laws. This would apply to listeners caught repeating what they hear over VOA or BBC.
- Licensing and tax levying of all persons in possession of radio equipment are common practices in the Soviet satellite area. Owners are under constant scrutiny.
- The communists have turned off electric power in some towns and villages during hours when American broadcasts are coming through.
- A great percentage of Soviet officers in eastern Germany listen to the Voice.

**Employment Agency**

**Employment Agency**

**BROADCASTING • TELECASTING**

**STATIONS**

Although we are slow in meeting the heavy demand for combinations 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 choice openings 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. Lodwell, Licensee
NEW $1.5 million plant housing WDAF-AM-TV was opened formally Monday, giving the stations greatly expanded facilities and improved equipment.

Dwarfing the original TV station home adds 21,000 square feet to the original 7,000. It is designed to anticipate needs of the stations for years to come.

WDAF is being transferred from present quarters in the Kansas City Star building on a piecemeal basis. The new center, completely modern in conception, is located at 31st and Summit Sts.

Leading local and national figures participated in the formal ceremony, among them Niles Trammell, NBC board chairman; Roy A. Roberts, publisher of the Star; Dean Fitzger, managing director of the radio and TV stations, and Ed Sullivan, m.c. of CBS Television's Toast of the Town.

Mr. Roberts predicted TV will have a revolutionary effect on American politics, ending smoke-filled room decisions in both parties. He predicted the nation will have “fewer whistlestop campaigns and more television.” Televised news conferences will become routine and accepted as part of the political life of the nation, he continued.

Radio Given Attention

Tracing the growth of WDAF-TV from a garage plant servicing a few thousand sets, he said the service area is nearing a quarter-million sets.

Radio has given careful attention in the WDAF development, Mr. Roberts said, adding, “Our faith in the future of radio is best exemplified by the fact that we have installed entirely new radio equipment both at the transmitter plant out in Johnson County and in the controls in this new building.

Introducing Mr. Trammell, Mr. Roberts recalled that WDAF was one of the first radio stations in the country and the first that was devoted to radio with the main studio 30 x 40 feet, supplemented by 20 x 30 and 10 x 16 studios.

Back of the building is the 724-foot tower. The main building is of contemporary design featuring metal, stone, crystal and light color tones. The two-story tower has an exterior trim of polished dark red marble, furnishing background for two-foot cast aluminum call letters. The free-standing stairway seems to float but actually is supported by hidden steel beams.

The center was designed by Everett L. Peterson, architect, and built by Wm-Senter Construction Co.

$1.5 Million Plant Formally Opened

WDAF-AM-TV Kansas City was erected in 1949, the new radio-TV efficiently arranged I have seen, and I have seen almost all of them in this country.” He recollected the old Nighthawks radio show and said he hoped the quarter-century NBC-WDAF association, pleasant and profitable, would continue many more decades.

Mr. Fitzger was praised by Mr. Roberts as the guiding force in establishing the Star in the television and radio fields in the last 25 years. In turn, Mr. Fitzger commended the work of the radio-TV station staffs along with that of Arthur C. Wahlstedt, first president of the Star, and Joseph Flaherty, technical engineer for both stations.

The stations were complemented for their service to the area by Gov. Edward F. Arn, of Kansas, and Lt. Gov. James T. Blair Jr., of Missouri, along with municipal officials.

Randall Jesse, news and special events director of the stations, took the listening and viewing audiences on a tour of the new building. Mr. Sullivan praised the new project. He produced a Kansas City Toast of the Town Tuesday night.

Other guests included Henry I. Christal, Henry I. Christal Co., New York; James Thompson, of the Christal Chicago office; John Harrington and V. F. Righter, New York, and Carroll Layman, Chicago, all of Harrington-Righter-Parsons; and Sol Taishoff, editor and publisher of Broadcasting * TELECASTING.

WDAF-TV's original 18 x 20-foot studio will be used for interviews and similar programs, with major productions being staged in the new 40 x 50 studio. Smaller studios are available. The second floor of the center is devoted to radio with the main studio 30 x 40 feet, supplemented by 20 x 30 and 10 x 16 studios.

Front View of WDAF's new TV-Radio Center, representing about $1.500,000 in plant and structure alone.

NEWSPRINT MEET

Increased Output Weighed

NEWSPRINT problems were aired before the National Production Authority last Wednesday, emphasizing high investment and production costs, but with relatively low returns.

Conference was called by the agency's Pulp, Paper and Paperboard Div. to explore the question of increasing newspaper output in the U.S. by using wood as a basic raw material. Newsprint has been under steady scrutiny in various committees and reports on Capitol Hill. The problem has been one of national and local advertising budgets.

NPA indicated a possible inquiry into the feasibility of installing new facilities in areas where newspaper is not now produced.

NEWS CENSORSHIP

Moody Picks Advisory Unit

SEN. BLAIR MOODY (D-Mich.), chairman of the Senate Anti-Censorship subcommittee, has appointed an advisory committee of Washington correspondents to aid him in his investigation of the President's censorship order. Object of the investigation, proposed by the former Washington correspondent for the Detroit News, is to uncover any unjustified barriers by government agencies to legitimate public information [BT, May 20].

Roscoe Drummond, chief of the Washington Bureau of the Christian Science Monitor, is chairman of the advisory committee. Other members are; Elmer Davis, ABC; George Colin, Bureau of National Affairs; Sterling F. Green, AP; Clark R. Millenhoft, Des Moines Register and Tribune; John G. Norris, Washington Post, and James Weston, New York Times.

Mr. Drummond asked all Washington correspondents to let the committee know of any case in which a government agency has attempted to distort the President's security order to suppress legitimate public information.

Members of Sen. Moody's subcommittee are Sens. A. B. Morehouse (D-Okl.), John L. McCullom (D-Ark.), Andrew F. Schoeppeck (R-Kan.) and Richard M. Nixon (R-Calif.).
Democrats Buying Time
(Continued from page 88)

tributions—no matter how large or small—"because to reach all voters,... we must have more radio time and more TV time."

Mr. McKinley is signing and mailing out certificates to all contributors to the committee's fund. Plans for other media are to be revealed later, he added.

Adhering to past procedure, the Reds are keeping mum on plans for fall campaign time purchases until after the conventions next month. GOP practice is for the nominee's campaign manager to select the continuing agency and map program schedules.

Preliminary forays into these problems have been taken by Edward Ingle, radio-TV chairman, Republican National Committee.

While time purchases were not disclosed, figures were made available which cast light on the depth of the respective parties' plans for the next month. They were filed with the Clerk of the House on Capitol Hill.

As of June 1, the Democrats had a $267,391 balance. During the three-month period, March-June, the national committee took in $529,490 and spent $551,805, shrinking funds from a previous level of $295,705.

After this $550,000-plus sum included money expended on radio or television was not immediately known. The breakdown covered the six months immediately preceding the kick-off of the Victory Chest radio-TV fund.

As of the same date, the Republican National Committee showed a balance of $105,000. GOP reported that it received $851,697 in contributions during the three-month period.

Sarnoff Honored
BRIG. GEN. DAVID SARNOFF, RCA board chairman, was awarded an honorary degree of LL.D. at the 1935 commencement exercises of the University of Pennsylvania. Gen. Sarnoff received the degree Doctor of Laws.

REBROADCAST RIGHTS CBS Says FCC 'Legislating'

FCC last week was told by CBS that in issuing its ruling on rebroadcast rights, the Commission was placing an interpretation on Sec. 325 (a) of the Communications Act that it is "not justified by its clear language.

It is, in effect, legislating.

The CBS petition Monday was another in the widespread series of protests that followed the May 15 report and order of the Commission that would put any station on the air if it refused permission to rebroadcast its programs to another station [B&T, June 16, May 19].

FCC's new rule requires a station, when it denies a rebroadcast request, to report the facts to FCC. CBS noted that "while an administrator's decision is final, the adoption of rules in a rule-making proceeding, fill in details where a statute is in general terms and Congress has left to the agency the task of implementation, it may not amend a statute or alter its purpose by the device of issuing rules deemed by it to be desirable or in the public interest."

The petition further held that rules promulgated by the FCC may not supersede explicit Congressional language "measuring the standards on the grounds that, in general, the business of broadcasting today is different from what it was when Sec. 325 (a) was enacted."

Accordingly, CBS held, since the FCC lacks such authority, the report and order should be amended by deleting "any inference" that such refusal by a licensee to permit a rebroadcast would place his license in jeopardy.

CBS also said that the reporting requirement set forth is "inconsistent with declared Congressional policy, and imposes an intolerable burden on broadcasters." Citing the Federal Reports Act of 1942, the petition held that unless the party of such information is essential for a "desirable and lawful purpose, it should not be sought and obtained.

CBS also pointed out that in a majority of cases, consent to rebroadcast is so conditioned as to render it useless. This referred to permission to obtain certain forms of music, labor and other type of contracts commonly entered into by networks, a point which the FCC mentioned in its report and order.

Among other assertions in CBS' petition were that one station could be given power to "harass" others by utilization of the amendments; that such reporting requirement imposed any burden on the party seeking rebroadcast and that there is nothing to discourage indiscriminate requests for permission with the hope that fear of a drastic penalty may induce consent where it otherwise might not have been given.

In its conclusion, CBS said the rule-making proceedings should be amended to delete any inference that a license would be jeopardized by refusal of rebroadcast rights; that such reporting requirement is not essential; FCC should postpone effective date of the new rules (July 1), pending further opportunity for comments.

540 KC RULE

FCC Would Add To AM Band

RULE-MAKING proceeding to add of broadcast channels in the U. S. If adopted, the rule would permit on 540 kc in a few parts of the country.

The proposal, considered in industry quarters a long-sought victory for Arthur B. Church, owner of KMBC Kansas City, Mo., would permit KMBC to proceed with application for 540 kc at Concordia, Mo., where the station's licensee, Midland Broadcasting Co., now operates KFRM on 540 kc, daytime only. Under the rule, KFRM duplicates KMBC programs.

The rule-making proceeding was initiated by FCC in conformity with the provisions of the 1947 Atlantic City convention, as supplemented by the 1951 Geneva agreement. The latter specifies Dec. 1, 1962, as the date for bringing the 540 kc provision into effect.

U. S. and Canadian broadcasters sought for years to extend the broadcast band into the more desirable low frequency area just above 500 kc, the international distress call channel. First effort was at the Madrid telecommunications conference in 1932. The Canadian delegation, supported by U. S. broadcasters, sought the broadcast use of 520, 530 and 540 kc in addition to 590 kc, an action announced by the Commission, however, opposed this proposal.

Extension of the broadcast band to 540 finally was approved at the Atlantic City conference in 1947. Comments on FCC's proposed rule change are requested by July 28. Replies are due 10 days thereafter.

The Commission noticed observed that 540 kc "is close to the frequencies used in other radio services, such as the government and marine services. Hence, no action is likely to be taken unless such a frequency is available to the AM band."

The latter are automatic monitoring devices which sound when a call is intercepted on the 560 kc distress channel.

Under the North American Regional Broadcasting Agreement, 540 kc is designated as a Canadian clear channel, hence its Class II status in the U. S. In 1938, by executive agreement, the U. S. ceded to Canada the use of 540 kc in the province of Saskatchewan. It has been used since 1939, with full 50 kw power, by the Canadian Broadcasting Corp., CBK Watrous. In 1948, Mexico granted agreement in principle that it planned to employ 540 kc with 150 kw power. XEWA San Luis Potosi now is operating on 540 kc, but it is not believed full 150 kw is used. The State Dept. strongly protested the Mexican action, reportedly at the instance of the military which uses the contiguous 410-435 mc band, but no relief was obtained.

Midland Broadcasting Co. first filed for 540 kc at Kansas City (for KMBC) in May 1944. The application was dismissed by the Commission in 1946.

Radio-TV Sells Best
(Continued from page 28)

and devise an effective system of measuring total in-home and out-of-home listening, Robert E. Dunville, president of Crosley Broadcast Corp., told the ARA.

Some efforts have been made toward better research, Mr. Dunville said, but the task ahead should serve as "a great challenge to research - minded and marketing-minded people."

Mr. Dunville asserted that a horizontal reduction in radio rates is unsound and unwarranted. Radio, he said, has an ability to "tune" out the advertiser's circulation at a low enough cost - per impression to make it a profitable and usable medium.

Conceding that radio currently is in a period of readjustment, the Crosley executive noted that the medium survived "the greatest watering down period that any industry had to take" from 1940 to 1950 when the number of stations jumped from 814 to 2,284. That decrease was followed by inflation of the same band, together with the advent of television, led to today's state of readjustment, Mr. Dunville said.

"Radio tomorrow will consist of a fewer number of stations," he believes, one outstanding network of 55 to 65 stations with reduced talent and production costs. Radio of the future will continue to grow but on a sounder basis right alongside television," he predicted.

Mr. Dunville was introduced by Dr. Charles Sandage, U. of Illinois faculty member and the meeting chairman. Cincinnati chapter of the association was host to the three-day conference at the Netherland Plaza Hotel.

Looking for Radio & Television Technicians

RCA Institutes, Inc., graduates students of radio, TV technicians, and professional and laboratory work. For more information, write to PLACEMENT MANAGER, RCA Institutes, Inc., 932 West Fourth Street, New York, N. Y. 

June 23, 1952 * Page 97

Radio-Telecasting
ALL-STAR COVERAGE

NBC-TV coverage of All-Star baseball game, July 5, will be extended to include four other cities not included in World Series-WGN-TV New York, WGN-TV Chicago, WNAC-TV Boston and KJH-TV Los Angeles. Gillette Co., Boston, sponsoring both telecasts on NBC-TV and broadcast on MBS; through Mason Inc., N.Y.

107 TV STATIONS TO AIR LIVE CONVENTION COVERAGE

Only 19 of nation's TV sets will not be able to receive live coverage of national political conventions from Chicago, according to AT&T, which reported Friday that 107 out of 108 stations in 65 cities will carry live proceedings. Two of the cities not covered are Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Non-TV areas, Portland, Denver and Fresno, will see closed circuit telecasts in theaters. In addition, more than 1,200 network radio affiliates will be serviced. Five thousand miles of radio relay and coaxial cable have been added.

WLAC SALE GRANTED

CONSENT was granted Friday by FCC to assignment of license of WLAC Nashville from J. T. Ward, trading as WLAC Broadcasting Service, to Life & Casualty Insurance Co. of Tennessee in transaction involving $1,250,000 (BT, April 21). In other actions, FCC granted assignment of license of WBG-E-AM-FM Atlanta to General Broadcasting Co. (Edgar B. Pool, 20%; Robert N. Finkerton, 80%) for $50,000, and granted consent to George H. Thomas to sell 10% interest in KANE New Iberia, La., to Dierrell Hamm for $12,000. Mr. Thomas retains 50% interest.

N.C. Group Asks Free Radio-TV Planks

PLATFORM COMMITTEES of Republican and Democrat National Conventions in Chicago were urged last Friday by North Carolina's Congressman of Broadcasters to "re-affirm their convictions that radio and television should be accorded all of the privileges traditionally granted the press."

At closing session of two-day meeting at Nags Head, N.C., NCAB unanimously adopted resolution for free radio planks in platforms of each party. Association petitioned state delegations to each convention to seek action by platform committees. Resolution recited that Senate and House by arbitrary action had excluded microphones, recorders and TV cameras from Congressional hearings, contrary to privileges elsewhere accorded broadcast reporting as "counterpart of the pencil and paper in the hands of the reporter for the printed media."

With about 100 present, NCAB also adopted resolution expressing appreciation to FCC for its recent technical rulings and to "all cooperation of broadcasters on big job immediately ahead. He said he had just returned from Washington Indochina and that world situation is "very tense." In North Carolina, he added, 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transcriptions imposed by state was outlined by Allen Wannamaker, WGMF Wilson, with State Supreme Court upholding broadcasters. Assessment, however, remained inapplicable to painters and subcontractors.

NCAB employ-employee-relations director and John H. Smith, Jr., NARTB FM director (see story page 26).

Ed Ruggles, director of North Carolina State College, explained plan for establishment of this September of technical school in Gastonia to ease shortage of first-class operators. School expected to turn out 25 during first year.

E. Z. Jones, WWBB Burlington, state director of NCAB, described cooperation of broadcasters on big job immediately ahead. He said he had just returned from Washington Indochina and that world situation is "very tense." In North Carolina, he added, 8,000 volunteers will be needed for new air detection operation.

Successful litigation against 3% tax on transcriptions imposed by state was outlined by Allen Wannamaker, WGMF Wilson, with State Supreme Court upholding broadcasters. Assessment, however, remained inapplicable to painters and subcontractors.
Winter profits melt into Summer excuses except on • • • • WLW-Television

So put starch into those wilting sales with OPERATION SUNBURST and the

$50,000

"IF I WERE PRESIDENT" Contest

Exclusive on WLW Television
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

weed
and company

RADIO
STATION
REPRESENTATIVES