Like soda goes with scotch

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

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

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

SO DO HAVENS AND MARTIN, Inc. STATIONS...

Up-up-up go sales of National Bohemian and National Premium Beers in the rich Virginia markets of which Richmond is the center. And small wonder. National brews to a strict policy of "Not how much—but how well." It knows its business well. And it knows how to sell Virginians via Havens & Martin radio and TV stations of Richmond.

WTVR (TV) and WMBG (AM) are sound buys for any advertiser. Why? Their adherence to high broadcast standards, their long-time reputation for service, their pioneering progress have won the affection of Virginians. Today WTVR, now in its fourth year, is still the only TV station in Richmond. And WMBG means NBC for its millions. Here's a duo that's a sound investment for a sound (and sight) advertiser.

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR Nationally Represented by Blair TV, Inc. WMBG Nationally Represented by The Bolling Co.
NOT ONLY THROUGHOUT
THE PACIFIC WEST
but people in
EVERY STATE AND HALF AROUND THE WORLD
LISTEN TO AND ACKNOWLEDGE

KFI
Earle C. Anthony, Inc.
50,000 watt—Clear Channel
640 kc

A Southern California
institution for over
30
years

NBC for LOS ANGELES

Represented by Edward Petry Co., Inc.
One of the survivors of the recent tragic collision between the Destroyer "Hobson" and the Aircraft Carrier "Wasp" was Fireman 2nd Class Joseph F. Arnold, of Lebanon, Pennsylvania. Nineteen-year-old Arnold was a witness at the Naval Inquiry investigating the collision.

In line with its policy of presenting the human side of the news, WGAL-TV arranged for young Arnold to appear before its cameras. Thousands of people in the area heard Arnold’s graphic, first-hand account of the collision.

It’s a habit of long-standing, at WGAL-TV, to present informative human-interest news programs such as the one featuring Fireman 2nd Class Arnold. Bringing its viewers the human side of the news is just one of the many ways in which WGAL-TV fulfills its public-service obligations.
THOUGH TOP PLANNERS under NBC's newly re-integrated radio-TV command [B&T, June 23] say they're still "in the casing and planning process" and have mapped no definite moves, speculation persists that studies are in works to determine possibility of derailing new discount structure which, without involving "tie-in" sales, would give special credit to advertisers who use combination of radio and TV in certain spots. It's said to be under study as part of NBC's new emphasis in radio-TV as complementary media, following appointment of Sylvester L. (Pat) Weaver jr. as vice president in charge of both radio and television, and Frank White as vice president and general manager of both.

IPC Oming is sale of WJMO Cleveland independent, 1 kw daytimer on 1540 kc, to Richard Eaton, operator of five stations in East WOOR Washington; WATF Richmond; WSRK Hagerstown; WSID Baltimore; WWINX tockville). Price understood to be $100,000 which includes current assets of perhaps $50,000. Seller is W. J. Marshall, who established station in 1947. It's presumed station, upon ?C approval of transfer, will cater entirely to Negro population.

DWARD G. SMITH, who resigned recently as manager of radio at ABC's central division, was formerly General Mills radio-TV director, will join WTCN Minneapolis as general manager. F. Van Konyenburg, vice president and general manager of Mid-Continent Broadcasting, licensee of WTCN AM-FM-TV, expected to supervise TV activity after FCC approval of stock transfer in which CBS acquires TV station. WTCN, under proposed new ownership, has applied for TV channel B'T, June 9, May 26, April 21).

ANNOUNCEMENT shortly will be made of election of W. C. Swartley, station manager of Westminster Radio Station's WBBZ AM-FM-TV Boston, and Ralph Harmon, WRJ chief engineer in Washington, to Board of Directors of Westminster Radio Stations Inc.

ACQUISITION by John (Mystery Man) Fox of Boston Post, generated news reports last week of his possible entry into Boston radio. While emphatic denial came from CBS, speculation arose that Fox's next acquisition might be CBS-owned WEEX Boston, followed by application for TV. Forty-five year old financier is reportedly worth $25 million and holds substantial interest in Western Union.

INSIDE GOP headquarters there appears to be smug reaction to claim Democrats have jump in buying choice radio-TV time for post-convention, network, campaign spots, with indication Republicans have bought plenty but aren't tipping hand to opposition.

FORD FOUNDATION about ready to reveal details of 90-minute Sunday afternoon program to start on CBS-TV right after election. Series will reportedly attempt to reflect diverse facets of contemporary life, using both live (Continued on page 8)

CLOSER CIRCUIT

GLEN McDaniel resigns as RTMA president

GLENN McDaniel resigned Friday as president of Radio-Television Mfrs. Assn. "solely because of personal considerations which require that I return to New York" [CLOSER CIRCUIT, Jan. 28]. Resignation, effective Oct. 1, cleared expression of regret from RTMA board in Chicago (see RTMA story page 34) along with praise for his achievements since taking office April 1, 1951.

A. D. Plamondon Jr., new RTMA board chairman, named committee of past presidents to recommend successor to board. Members of committee are Robert C. Sprague, retiring chairman of board, chairman; Paul V. Galvin, and Leslie F. Muter.

Mr. McDaniel lauded by board for long list of major achievements on behalf of industry and skill in presenting as well as solving problems. Staff has been expanded since he assumed office and organization has grown. He piloted the practice program through Federal Trade Commission conferences. In letter of resignation he thanked entire association and staff for cooperation.

BURNETT GETS ALL KELLOGG BUSINESS

LEO BURNETT Co., Chicago agency, takes on remainder of Kellogg Co., Battle Creek, business, adding seven products to current list of five Oct. 1. New products represent annual billings of $4 million, which switched from Kenyon & Eckhardt, New York (B&T, June 23). New products are: All Bran, Pep, Bran Flakes, Raisin Bran, Shredded Wheat, Gro-Pup, feed division, added to products already serviced by Burnett: Corn Flakes, Rice Crispies, Sugar Corn Pops, Corn Soya and Gold Medal Macaroni and Spaghetti. In addition, Burnett will handle Kellogg Co., Ltd. of Canada. James E. Weber, vice president, is account supervisor, working with three product men. Burnett agency acquired initial Kellogg business in fall of 1949. Client looking at syndicated film, Superman, which would be spotted nationally for children's audience in fall.

YOUNG QUITS WORKSHOP

JAMES WEBB YOUNG has resigned as consultant on mass communications to Ford Foundation, effective Aug. 1. In announcing his resignation, Henry Ford II, Foundation's acting president, said, "We are pleased . . . that the Television-Radio Workshop, which was established by the Foundation at Mr. Young's suggestion and with his guidance, will continue along the lines envisioned by Mr. Young under Robert Saudek, director of the Workshop." Mr. Young said: "Now that the Workshop is established and is proceeding with plans that Mr. Saudek and I worked out together, I feel that it is time for me to turn my attention to a number of personal affairs that I feel are pressing during the last year. I have enjoyed working with the Foundation's officers and hope to be of additional service to them on some future occasion."

BROADCASTING • Telecasting

TEXACO SPOTS • Texas Co. (gasoline and motor oil), through its agency, Erwin, Wasey & Co., N. Y., considering spot radio campaign in northeast section of country.

TEA ADDS MARKETS • Tetley Tea Co., Greenwich, through W. Earle Bothwell, N. Y., adding small number of markets, effective immediately, for six weeks.

SEEK 100 MARKETS • Garret Wine Co., N. Y., through David J. Mahoney, that city, starting to line up radio-TV spot campaign to start Oct. 6, in 100 markets for ten weeks.

PREEN PARTICIPATION • A. S. Harrison Co., South Norwalk, Conn. (Preen Floor Cleaner), looking for participation radio—segments and spots—to start after Labor Day on New England coast, through Calkins & Holden, Carlock, McClinton & Smith, N. Y.

STRIKE CANCELS SCHEDULE • Radio spot schedule destined to start July 21 in five sales districts for Lincoln-Mercury has been temporarily cancelled because of steel strike.

MC FARLAND COMPROMISE EXPECTED SATURDAY

COMPROMISE between Senate and House versions of McFarland bill (S 688) expected to be reached Saturday by Senate-House conference committee. Led by Sen. Ernest W. McFarland (D-Ariz.) and Rep. J. Percey Priest (D-Tenn.), committee met Friday, discussed several non-controversial sections of bill and was scheduled to meet next day at 10 a.m. to iron out remaining differences.

General consensus among Capitol Hill watchers is that final bill will include these provisions, of those significantly in conflict: (1) FCC will have power to issue cease and desist orders in addition to revoking licenses. However, fine provision of House bill may be retained for non-broadcast services. (2) Newspaper anti-discrimination provision will either be rewritten to make it apply to any lawful business or occupation or it will be deleted entirely on ground White House has objected to it, might veto measure because of it. (3) Horan amendment will be accepted, but section forbidding charge of premium rates for political candidates will be rewritten to take into account broadcast practices. (4) Double jeopardy clause in Senate version will be retained. (5) Forced purchase of equipment or licensees who fails to get renewal will be dropped.

DE ROCHEMONT MOVES

RICHARD DE ROCHEMONT, former executive producer of March of Time, has joined Transfilm Inc. New York, as producer and consultant on new business matters, moving his business film accounts to Transfilm in deal said to involve more than half-million dollars worth of commercial film production. Mr. De Rochemont plans to release two topical TV programs this fall.

BUSINESS BRIEFLY

June 30, 1952 • Page 5
In this Issue—

A summary of television station applications filed since the freeze was lifted shows the average applicant expects to spend $20,000 to build his station and $292,000 to run it the first year. Average anticipated revenue for first year is $314,000. Page 28.

General Telecasting System is formed by General Teleradio Inc. (subsidiary of General Tire & Rubber Co., and principal stockholder in MBS) to produce and distribute television programs. Page 28.

This is the week that may settle the immediate future of network-affiliate relationships in radio. CBS Radio affiliates meet with top network executives July 2 to straighten out differing opinions over network rates. Page 24.

Monday isn't blue any more for Pomeroy's department store in Potlerville, Pa., since it started using Sunday radio advertising. A special B+T report. Page 26.

Despite summer heat, advertisers and agents are beginning to plan fall schedules on radio and television. Page 27.

The President throws his support behind educational television, tells FCC members he hopes private foundations will ante up the enormous sums needed to build non-commercial facilities for educational broadcasters. Meanwhile, Emerson Radio & Phonograph Corp. puts up $100,000 for educational stations. Page 51.

In 1947, FCC granted KDPM authority to boost power from 1 kw to 5 kw. Short time before grant, Commission declared 5 kw to be possible on a local submeter and 1 kw right to 5 kw full time, thus throwing interference into KDPM's expanded service area. Commission then revised KDPM grant. Page 25.

Hold Fellows, NAB president, warns against the dangers of "organized efforts at censorship" as he testifies before the House subcommittee investigating morals of radio-TV. Page 28.

The 1953 NARTB convention is set for Los Angeles starting either April 28 or 29. Page 51.

National Production Authority relaxes its ban against color television production, but concedes that it won't mean anything like mass production of color will be possible. Page 52.

FCC's proposed relaxation of transmitter operator rules draws violently opposed reactions. Station operators, on the one side, say engineer shortage requires easier rules. Engineers and unions say there is no shortage but that stations want to hire cheap help. Page 28.

Upcoming


Closed Circuit

(Continued from page 5)
YOU Get The
BIG
Audience On
KRNT

DES MOINES RADIO

Latest Hoopers show it again . . . KRNT, CBS Radio in Des Moines, delivers the BIG audience—Morning, Afternoon, and Evening. You’re right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated station in Des Moines. Katz represents KRNT, The Register and Tribune station.
To the radio advertiser
who inquired about an
under-the-counter deal

One of our boys recently put aside his rustic clothes and haystrewn speech for a look at the World. "Madison Avenue is a shambles," he reported. "All advertisers are equal only some are more equal than others. Rate cards gyrate. Counters for dealing under are everywhere. One fellow even made me a Proposition!"

We calmed him down with a month's vacation and decided to make a Statement, to wit:

1. Our rate card No. 18 became effective June 1, 1951.
2. If rate increases become necessary a new rate card will be issued (with a year of grace between announcement and effective date).
3. If rate decreases go into effect a new rate card will be issued; everyone will know about it and benefit from the reduction.

We're old fashioned about rate cards. Ours mean what they say. Everyone is treated the same as anyone. This saves time-buyers embarrassment; they know where they stand; they don't have to be worried about bargaining.

We submit that WMT's published rates offer a fertile source of advertising value: 338,490 families who listen each week to WMT's exclusive regional and CBS programming. The Katz Agency, our national representative, says amen.

5000 Watts, 600 KC
Represented Nationally
By The Katz Agency

BASIC CBS RADIO NETWORK
Yes, it is \textit{true} that television has had a lusty, chaotic infancy.

It's equally \textit{true} that television today has matured into a major medium sold and bought on a comparative and competitive basis.

It's also \textit{true} that buyers of television time need and want facts about television markets to do an intelligent buying job.

It's \textit{true} too, that the TELECASTING section of the 1952 BROADCASTING-TELECASTING Marketbook will contain the basic data on all 63 television markets.

This data will be broken down into easy-to-read, easy-to-refer-to information.

Timebuyers need facts in a hurry. They will find the answer quickly and easily in the Marketbook.

The 1952 Marketbook has the answer on how much spot or network television will cost on any combination of stations throughout the country.

The 1952 Marketbook has the answer on what rating services are available in each of the television markets.

The 1952 Marketbook has the answer on the population of each of the TV markets.

The 1952 Marketbook will contain a television map of the United States. This will enable timebuyers to chart coverage areas.

Because the 1952 Marketbook has these and many other answers, it is \textit{true} that the Marketbook is the strategic buy for television stations.

It is \textit{true} too, that regular rates apply.

\textbf{The publication date of the Marketbook is August 18th. The deadline is July 20th. Send in your reservation today.}
HERBERT A. CARLSON resigns as vice president of Henri, Hurst & McDonald, Chicago, July 1 to enter public relations business on West Coast.

DR. LAWRENCE DECKINGER, research director, Biow Co., N. Y., appointed vice president in charge of research.

HELEN M. WHIGHAM, assistant account executive, H. M. Conner & Assoc., Hollywood (now discontinued), to Vick Knight Inc., that city, as media director.

JOAN M. KOOB, J. B. Lippincott Co., Phila., and WILLIAM STEINER form new agency, STEINER & KOOB, N. Y.


Dr. Deckinger

MARY ANDREW AYRES, account executive with Sullivan, Stauffer, Colwell & Bayles, N. Y., elected a vice president. Her husband is CHARLES T. AYRES, vice president in charge of radio at ABC.

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GERALD L. (JERRY) SEAMAN, radio-television director of Bert S. Gittins agency, Milwaukee, has the kind of a job about which perhaps people dream. In the line of duty this spring, he spent four weeks visiting 11 South and Central American countries. Last year he toured 15 nations in Europe and the Near East, and next year he will fly to New Zealand and Australia.

Mr. Seaman has averaged 100,000 flying miles yearly in the past 10 years, which probably makes him the country's fastest and farthest-moving advertising-radio-farm expert.

Traveling in what amounts to at least a six-day a week seven-day week (which people don't envy), Mr. Seaman shepherds radio's oldest farm program and the only commercial show participated in by the U.S. Dept. of Agriculture, The National Farm and Home Hour on NBC from Chicago. A Saturday show and Chicago's first network feature, it is presented in cooperation with the USDA and has been sponsored for 82 weeks yearly since 1945 by the Allis-Chalmers Mfg. Co., Milwaukee. Bert S. Gittins is the agency.

Mr. Seaman's experience in journalism, agriculture and radio are combined ideally for the account. Born on a livestock farm in Iowa, he completed work on bachelor's and master's degrees at Iowa State College in agricultural journalism. As an undergraduate, he wrote freelance news for local and regional farm papers and national magazines, waited on tables in his Delta Chi fraternity house, and was a member of Alpha Zeta (agriculture), Sigma Delta Chi (journalism), and Cardinal Key (senior society).

After 12 months as a graduate assistant when he divided his time between teaching duties and work on his master's thesis, he left the campus for the outside world. In 1942, he returned briefly to receive his M.S. after researching and writing a thesis on "The History of Early Iowa Farm Magazines," covering the years from "zero to 1900."

Mr. Seaman worked as field editor of New Jersey Farm and Garden, handling editorial as well as advertising, and as a salesman for the daily Drovers Journal in Chicago. Joining the North Dakota Agriculture College at Fargo in 1957, he handled duties as publicity.

(Continued on page 71)
Arthur H. Young, assistant sales promotion manager, Interstate Department Stores, to merchandising staff. Young & Rubicam, N.Y., in charge of sales promotion and premiums.

Maxwell M. Haman, operator of own direct mail agency, and Charles S. Hayden, to copy writing staff and art department, respectively, of N.W. Ayer & Son, N.Y. Brantley Lippincott, Ward Wheelock Co., to Ayer's Philadelphia office as staff member of checking, audit and file bureau of media department.


Claire Cobham rejoins S.R. Leon Co., N.Y., in executive capacity.


Lusk Robinson to White Adv., Oklahoma City, as account executive in charge of business development.


Fadell Co., Minneapolis, changes name to Mike Fadell Adv. John J. Polian appointed account executive there. Doris Anderson named media director. Joan Murphy added to radio-TV staff.

Allan A. David has re-opened David Adv., 20 W. Jackson Blvd., Chicago. Telephone is Webster 2-3788.


Geschal & Richard Inc., N.Y., changes to Geschal Co. Office remains at 49 E. 51st St.

Bergie Boe, manager of radio-TV department, Roy Durstine agency, N.Y., to radio-TV staff, Needham, Louis & Broby, N.Y. She is wife of Bob Wood, midwest manager of Storer Broadcasting Co.


Thomas P. Reilly to media staff, Ted Bates & Co., N.Y., as space buyer.

Ray Vir Den, former president of Lennan & Mitchell, N.Y., who was said earlier in B&T to be opening agency, reported last week that it was office which he would use as base of operations, but not an agency.

Arthur Pardoll, business manager, radio-TV department of Sullivan, Stauffer, Colwell & Bayles Inc., N.Y., father of girl, Martha Jean, June 12.

Edwin B. Tyler to Hermon W. Stevens Agency, Boston, as assistant to president.

Broadcasting * Telecasting

Buffalo Retail Market Ranks Among Cream Sales Areas

NEW YORK, May 27—The Buffalo retail market today ranks 14th among "cream" metropolitan retail sales markets in the United States. The Buffalo metropolitan retail market is actually larger than that of the entire State of Maine," said Dr. Virgil D. Reed, former acting director of the census, in announcing the seventh edition of "Population and Its Distribution."

"Buffalo itself has a population of 580,132, ranking 15th among U.S. cities," said Dr. Reed, who is vice president and associate director of research of the J. Walter Thompson Company.

But the Buffalo metropolitan retail market really includes the Counties of Erie and Niagara, giving it a total population of 1,069,230. This represents a market larger than Maine, Rhode Island, or Arizona."

The state buys: Drug and proprietary goods, 9.50% of the national total; furniture, furnishing, and appliances, 12.50%; automobile, 7.65%; gasoline service sta.

Here are some significant facts with respect to population, shown by the study:

1. The population of the country today is three times the 1900 and twice that of 1900. Except it continues to increase more than a Hartford, Conn., or Des Moines, Ia.

2. From 1960 to 1950 the population of the country gained 100,000,000, or 1.3%, the largest any decade in history.

3. It is estimated that the population will reach 169,000,000 by 1960, adding three Midwesterners to the U.S. population.

These figures are stoppers: A total of $1,027,228,000 represents the annual buying of 306,142 Buffalo market households in 14,252 retail outlets. This rich market is completely covered by Buffalo's No. 1 station—WBEN. Petry will tell you all about this "cream" station and market.
AP NEWS means

GOOD NEWS for WJLK, Asbury Park, N. J.:

"We feature AP news every hour," says Station Manager Tighe. "It is the backbone of our local programming and time sales. Our listener ratings show that a local independent which does a good news job can outpull networks in the local market!"

Thomas B. Tighe, Station Manager WJLK, Asbury Park, N. J.

GOOD NEWS for KARK, Little Rock, Ark.

Commercial Manager Haas reports: "Our 39 weekly 15-minute AP newscasts are divided among 12 sponsors. All have been with us at least four years. That's proof that AP news with alert local and regional coverage is good business for sponsors and for KARK."

Julian F. Haas, Commercial Manager KARK, Little Rock, Ark.

More and more of the country's finest stations are announcing with pride: "THIS STATION IS A MEMBER"
for station and sponsor!

GOOD NEWS for the FISCHER BAKING COMPANY, with seven 15-minute AP newscasts a week on WJLK:

“Our long sponsorship of AP newscasts on WJLK shows (1) their effectiveness, and (2) our satisfaction,” declares George J. Fischer. “These newscasts accomplish two important jobs...a public service in keeping our audience informed...and an advertising job by promoting Fischer Baked Products to a larger-than-usual audience!”

GOOD NEWS for MEYER’S BAKERY, sponsor of seven AP newscasts a week on KARK:

“We’re in a highly competitive field,” says Charles T. Meyer, President, “and we must maintain our leadership as marketers of quality baked goods. Our AP newscasts on KARK help us do this by providing a powerful selling medium plus the public service credit and prestige which go with sponsorship of AP news.”

OF THE ASSOCIATED PRESS.”

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

AP NEWS WILL MEAN GOOD NEWS FOR YOUR STATION AND YOUR SPONSORS, TOO! The alert, comprehensive, authoritative news coverage provided by The Associated Press attracts, holds, convinces audiences...creates an atmosphere of authenticity in which a sponsor’s message takes on added importance. Find out today how the good news brought by AP can mean good news for you and your sponsors! Consult your AP Field Representative...or write, wire, or phone:

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N.Y.
Here’s Archer!

GENE ARCHER

WRC’s Gene Archer, to be exact. Gene’s delightful mid-day program features the Cliff Quartette’s individual music, popular records ... plus Gene Archer’s own brilliant baritone style.

Participation in this choice time period (12:15-1:15 P.M., Monday through Friday) promises business in Washington. An impressive list of current national spots amply supports Gene’s selling story.

Audience loyalty of “Here’s Archer” offers an immediate association with a “Name Performer” in the Nation’s Capitol.

A few choice availabilities remain, contact WRC directly or NBC Spot Sales.

IN THE NATION’S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

5,000 Watts • 980 KC

Represented by NBC Spot Sales

Page 14 • June 30, 1952

feature of the week

M. RUSSELL DARY, real estate and insurance firm owner, is putting his ability at the organ to good use on KMAN Manhattan, Kan.

Last March, Mr. Dary began a quarter-hour Sunday afternoon program on KMAN, featuring his own organ music. The program, Melodies at Home, is aired from Mr. Dary’s residence.

In two months, Mr. Dary’s firm had moved more than $150,000 worth of real estate alone. Considering that Manhattan is a community of only 19,000 inhabitants, this was quite a feat, Bill Friday, KMAN commercial manager points out.

The insurance portion of Mr. Dary’s business has increased to the point where it now pays for the entire overhead expense.

Mr. Dary gives KMAN credit for helping to increase his business as much as 30% over a two-month period. Ten minutes after his first quarter hour, a hitherto unknown prospect phoned to compliment Mr. Dary on his music talent. This phone call eventually resulted in sale of a $30,000 piece of property, which had been mentioned in one of the commercials.

In addition to his advertising over the radio, Mr. Dary participates twice weekly in a public service type program promoting Safety First.

Mr. Dary is a member of the Washington Committee of the National Real Estate Board, a past-president of the Kansas Assn. of Real Estate Brokers and holds the Kansas Assn. of Real Estate Brokers “Outstanding Achievement Award” for 1951.

As a musician, and as a businessman, Mr. Dary knows that radio brings the most harmonious results from the broad keyboard of advertising.

strictly business

ARTHUR Clarendon Smith, president of Smith’s Transfer & Storage Co., has added a new expression to Washington’s vocabulary through radio advertising.

The expression, “Don’t Make a Move Without Calling Smith,” is used by Mr. Smith as a slogan. Children at play use it. Washington officials use it. It has become a household term.

More than incidentally, Mr. Smith traces the phenomenal growth of his moving and storage business to radio use of that slogan, which is whispered by the announcer.

So much, in fact, does he think of that slogan that it has been registered as a trademark. He sold its use to a New York City firm, which also is doing quite well with it.

The whispered slogan actually is the brainchild of Mr. Smith’s advertising representative, Courtland D. Ferguson, president of the agency, Courtland D. Ferguson Inc. Mr. Smith first used radio advertising in February 1943. Until

Mr. Smith’s whispered slogan became a household expression that time he used newspaper space spasmodically, radio even less frequently.

In 1943, he decided to do more (Continued on page 45)
J 1 2 3 4 5

RAND ADVERTISING AGENCY
10 E. 57th St., New York 22, N. Y. • Murray Hill 8-3600
Los Angeles, Cal.: 8399 Wilshire Blvd.

April 11, 1952

Mr. Harry R. Lipson
General Sales Manager
Radio Station WJBK
Masonic Temple
Detroit 1, Michigan

Dear Mr. Lipson:

With regard to our recent campaign on behalf of the Perfume Sales Company in the Detroit area, we would like to take this opportunity to advise you of the splendid job that WJBK did for us.

In the two days WJBK was directly responsible for 1,902 telephone calls which resulted in 2,177 actual orders, the difference, of course, is the multiple orders. While the campaign was directly slanted to telephone orders only, we were happy to receive 200 pieces of mail.

Per dollar spent, WJBK brought our client one of the lowest cost per sale figures in the campaign's history. We truly congratulate WJBK!

Would you also convey our sincerest thanks to the staff who helped make our stay in Detroit as truly pleasant and successful as it was.

Very truly yours,

Robert E. O'Connor
Vice President

WJBK - AM - FM - TV

Tops in Music—News—Sports

National Sales Headquarters: 488 Madison Avenue, New York 22, Eldorado 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

This letter is typical. WJBK is the "pay-off" station for wise buyers.
Network Story

EDITOR:
Thought your story on network sales ["The Radio Networks' Crisis and Cures," June 16 issue] was an excellent job of reporting and writing.
It was one of the most realistic appraisals of the situation I have ever heard.

Carl George
V. P. & Gen. Mgr.
WGAR Cleveland

EDITOR:
Just a note to tell you how much I enjoyed your story on the radio network crisis . . . It was beautifully prepared, concise and most enlightening . . .

Robert H. Salk
The Katz Agency Inc.
New York

Fudd's Friends

EDITOR:

EUSTACE T. FUDD AND CONGRATULATIONS ON FINE PROMOTION PIECE.

MICHAEL R. HANNA
GENERAL MANAGER
WGCU ITHACA, N. Y.

FUDD'S FRIENDS

EDITOR:

SEND IMMEDIATELY 50 COPIES "RADIO IS NO DAMN GOOD." BILL US. WILL PAY ANYTHING.

A. J. BAUER
GENERAL MANAGER
WINK
FORT MYERS, FLA.

[EDITOR'S NOTE: Because of readers' demands, a new printing of the June 16th issue containing radio success stories has been made. The brochure is available at the following rates: Single copy, $5.25; 25 copies, $7.50; 50 copies, $15.75 copies, $25; 100 copies, $50. Plus postage.]

Bonus

EDITOR:

Thank you for . . . that extremely flattering piece you ran about me in BROADCASTING May 12 . . . Those who I think of as my friends still want to know what I had to do to win such a bonus.

Carroll Carroll
Vice President
Ward Wheelock Co.
Hollywood

Technical Tizzy

EDITOR:

Notice in the June 9 issue of BROADCASTING - TELECASTING that the NARITB and Mr. [Richard P.] Doherty [NARITB director of employer-employee relations] have succeeded in getting an FCC hearing on their proposal to drastically reduce operator requirements.
Even allowing for Mr. Doherty's imitable use of doublethink and scrambled semantics, the proposals make very little sense from any rational standpoint.

As for a shortage of licensed operators, FCC figures show that the number of first phone tickets more than doubled between 1946 and 1960 . . . Concerning the same operator requirements for a quarter kilowatt AM station and a television station, the truth of that matter is that the former are not too high, but the latter far too low. UHF and color TV will further increase technical requirements . . .

Lewis C. Sherlock
Denver

Score an Assist

EDITOR:

It was with great interest that we read the article in the June 25 issue surveying a typical cross section of the leading advertising agencies and their ideas on the handling of spot schedules which are disrupted by the broadcasting of the political conventions this July. Having an advance look into the situation will be of real assistance to us in planning our own procedure.

H. William Koster
General Manager
WPJ-B Providence, R.I.
2500 SONG WRITERS
WORKING FOR YOU

MR. SHOWMAN:
Suppose you put the country’s 2500 leading song-writers on your payroll to create the music your customers demand. Picture the size of your payroll! But there is a simple way to get the same result at a nominal cost.

The way, of course, is through an ASCAP license, which gives you ready access to the best-loved American music... an unparalleled catalog containing tens of thousands of compositions of the more than 2500 leading American song-writers... the favorites of the past half-century.

In brief, you get the MUSIC that has made the field of entertainment one of America’s great Industries. MUSIC is the lifeblood of radio and television, night clubs and taverns, restaurants and hotels... wherever Americans while away their hours of relaxation.

The creative talent that makes MUSIC good business for you is available at low cost. Look at it this way... the total royalties paid to writers and copyright owners last year through ASCAP by all commercial users of music are only a fraction of a cent of each dollar spent on entertainment by the American public.

An ASCAP license is the biggest bargain in entertainment!

This is the second of a series of advertisements telling the story of ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, NEW YORK

BROADCASTING • Telecasting

June 30, 1952 • Page 17
Cost per thousand

ON WESTERN NEW YORK'S
NUMBER ONE STATION

WHAM has available up-to-date cost-per-thousand figures for its many popular Participation Programs. You'll find them of special interest in the selling problems of seeking the largest possible market at low, low cost. Your nearest HOLLINGBERY representative will gladly show you the facts.

WHAM
The Stromberg-Carlson
Station
Rochester 3, N. Y.

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

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

Page 18 • June 30, 1952

new business

Spot • • •


SHULTON TOILETRIES, N. Y., lining up possibilities for spot radio campaign to start early fall in top 50 markets. Agency: Wesley Assoc., N. Y.

NESTLE'S CHOCOLATE Co., N. Y. (Semi-Sweet and cookie mix), planning radio-TV spot campaign in 25 markets starting early October. Agency: Cecil & Presbrey, N. Y.

TEA COUNCIL, N. Y., beginning in fall will use TV spots in 23 cities for 20 weeks to promote consumption of hot tea. Agency: Leo Burnett Co., Chicago.

Network • • •

GENERAL MILLS Co., renews Betty Crocker Magazine of the Air, on ABC for 52 weeks, Mon. through Fri., 8:40-8:45 a.m., 2:30-2:35 p.m. and 4:25-4:30 p.m. EDT, effective Sept. 1. Agency: Dancer-Fitzgerald-Sample, N. Y.

SERUTAN Co., Newark, moves Battle of the Ages from DuMont to CBS-TV starting Sept. 6, Sat., 10:30-11 p.m. EDT. Agency: Franklin Bruck Adv., N. Y.

TONI Co., Chicago, will sponsor five-minute program on ABC radio twice a day, Tues. and Thurs. called It Happens Every Day, 2:30-35 p.m. and 10:30-35 p.m., effective July 1. Agency: Tatham-Laird Inc., Chicago.

AMERICAN TOBACCO Co., N. Y. (Lucky Strike cigarettes), to sponsor Your Lucky Clue with Basil Rathbone as m.c., effective July 13, as summer replacement for This Is Show Business, Sun., 7:30-8 p.m. on CBS-TV. Agency: BBDO, N. Y.

GENERAL FOODS, N. Y. (Instant Sanka coffee and Swans Down cake mixes), will sponsor Footlight Theatre effective July 4, CBS-TV, 9:30-10 p.m. for 13 weeks when firm will pick up Our Miss Brooks in same time slot. Agency: Young & Rubicam, N. Y.

Agency Appointments • • •

RUM & MAPLE TOBACCO Corp., N. Y. (cigarettes and smoking tobacco), appoints Rand Adv., that city, to handle radio and television advertising.

DAYSTORM FURNITURE Corp., Olean, N. Y. (tubular and plastic furniture), reappoints N. W. Ayer & Son, N. Y.

SCUDDER FOOD PRODUCTS Inc., Monterey Park, Calif. (mayonnaise, potato chips, peanut butter), names BBDO, L. A. Radio-TV is being used.


HUDSON DEALERS OF SOUTHERN CALIF., L. A., appoints Erwin Wasey & Co., that city. TV is being used.

COMPRESSED PRODUCTS Corp., Phila., appoints Lee Ramsdell & Co., that city, for new product, Delicate. GERALD F. SELINGER is account executive.

Ad people • • •

HARRY W. CHESLEY Jr., vice president in charge of national sales, Pepsi-Cola Co., N. Y., to Philip Morris & Co., that city, as vice president to coordinate and supervise company’s advertising, selling and merchandising activities.


ROBERT P. CLARKE Jr. promoted to assistant director of advertising, Mutual Life Insurance Co., New York.

Page 18 • June 30, 1952
Is it time for another Declaration of Independence?

The men who wrote the first one struggled to put new ideas into simple words. Humbly, they tried to set down clearly certain rights of man that could be called God-given, and hard-to-say things of a spiritual nature—truth, equality, freedom.

And the words came alive, and the ideas shone clear. The idea that each man is more important than his government; his independence more precious than his security; his spiritual strength more lasting than his armies.

Upon these, a nation grew great.

There are always people who fear such ideas—even today, even in America. These people feel that man cannot be trusted with his destiny. They are working to make government the master—instead of the servant—of the people.

Their distrust of the individual has spread frighteningly in the past few years.

It can be stopped by ideas—the same ideas spelled out in the Declaration of Independence.

It's time for all of us, privately and in public, to declare once again our independence—to speak up for freedom, and against anything that threatens it.

. . . . .

The trend toward more and more government controls is a threat to every business, every family, every individual. That's why this message is published by America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES.

*Names on request from this magazine.
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**TIMING**

**JULY 1952**

**BROADCASTING**

The Newsletter of Radio and Television Telecasting

June 30, 1952

Copyright 1952
North Carolina is the South's Number One State

North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.

North Carolina's Number One Salesman

WPTF

Also WPTF-FM

50,000 Watts - 680 KC.

NBC Affiliate for Raleigh-Durham & Eastern North Carolina

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER

GUS YOUNGSTEADT, SALES MANAGER
TV APPLICANT LIST GROWS 170 to Spend $62 Million

By LARRY CHRISTOPHER

AS NEW TELEVISION applications began to arrive at FCC in ever increasing numbers last week—on the eve of the July 1 commencement of processing—a study of the 70 bids on file late Thursday showed that these applicants plan to spend more than $62 million in construction of their facilities, a per-station average in excess of $836,000.

Of these applicants, 189 estimate first year operating costs totaling over $49 million, an average of $292,000-plus per station. First year revenue estimates, of 192 applicants reporting their income expectations, total nearly $51 million, or about $314,000 per outlet.

Of the 80 operating stations, required by FCC's Sixth Report to change their channel assignments to conform with the new allocation plan [B&T, April 14], 17 to date had filed applications for such changes with the facility switch and new construction to cost them a total of nearly $4.5 million, or a per-station average of almost $59,000.

Meanwhile, as nearly a score of last-minute petitions for reconsideration of the Sixth Report hit the Commission on Monday, the FCC last week took the following actions relating to TV and allocations:

- Indicated it could determine only "in the light of the circumstances presented by a specific application" whether two or more AM operators in the same market may legally prosecute a joint TV application and still retain their competitive and separate AM stations.
- The pronouncement, made in a memorandum opinion and order denying the petition of KFBI Wichita for a declaratory ruling, is interpreted to mean FCC will consider such joint applications on a case-to-case basis.
- Granted the application of WXEL (TV) Cleveland for change in frequency from Channel 9 (192) to Channel 8 (180-186 mc), in accord with a Sixth Report show cause order. WXEL is one of the 30 existing outlets required to change facilities. Increase in effective radiated visual power from 7.5 kw to the maximum 316,000 watts was granted, along with move of main studio location from WXEL's transmitter site at Parma, Ohio, to Cleveland. Change will extend WXEL's Grade A service to about 45 miles, Grade B to about 83 miles. Comr. Frieda B. Hennek dissented.
- Denied the petition of Westinghouse Radio Stations Inc., supported by KROW Oakland, Calif., for modification of the temporary processing procedure to establish city priorities on the basis of a "television service factor" of population divided by existing services [B&T, June 9]. FCC held the Westinghouse plan would substantially eliminate the precedence FCC has given UHF in the Group B-2 cities (those with one or more stations and having only UHF channels available).

- Issued notice of proposed rule making to add UHF Channel 14 at Palm Springs, Calif., as requested by Dr. Forbes Farms Inc. in first such petition to be filed [B&T, June 9]. Aug. 11 was specified as deadline for comments.
- Amended its multiple application rule, Sec. 1.384, to include TV outlets with AM, FM and other type stations. The rule provides that while one application is pending, FCC will not accept another from the same applicant which seeks new or additional facilities for a station of like class to serve the same community.
- In spite of the concern of certain Washington broadcast attorneys, FCC informally explained the new "application acceptance" policy of the Broadcast Bureau's

(Continued on page 2)

STREIBERT NAMED

General Telecasting Head

NEW major TV program and sales organization was launched last week by General Telecasting Inc. with formation of an associate video operation, General Telecasting System.

The project is based on a new concept of nationwide television program distribution under the General Tire & Rubber Co. banner, with General Telecasting selling and delivering programs to its own stations and to affiliates and advertisers, combined with variations of spot and co-op broadcasting.

Theodore C. Streibert, formerly president of General Telecasting's WOR New York, is president of General Telecasting. Dwight Martin, late Crosley Broadcasting Corp. a week ago to join General Telec-rating [B&T, June 23], becomes executive vice president. He also is vice president and general officer of General Telecasting. John Poor, Boston attorney for Yankee, is secretary. He is understood to have handed incorporation of General Telecasting under a Delaware charter. General Telecasting expects to distribute programs by the best available means, whether film, coaxial cable or radio relay. In the early stages it was speculated that its main effort would be concentrated on film programs but both film and live product will be distributed.

John Sutherland, head of John Sutherland Productions, Hollywood, producer of commercial TV films, is understood to have been retained by General Telecasting as a production expert to advise on procurement of programs for distribution. It is believed he will headquartered in both Hollywood and New York.

General Telecasting's plan is said to contemplate arrangements with many production companies for procurement of film and live programs. It could not be learned whether Mr. Sutherland's firm would produce films for the new company.

It appeared clear that General Telecasting does not plan to engage in TV network business in the accepted sense. Instead it is expected to distribute programs anywhere by the most economical and efficient sense. It was not clear what arrangements would be made for time clearance on TV stations. In getting under way General Telecasting will have a nucleus of the General Teleradio stations, including WOR-TV New York, WNAC-TV Boston and KHIJ-TV Los Angeles.

While General Teleradio is majority stockholder of MBS, no confirmation could be made of suggestions...

(Continued on page 3)
RADIO'S FUTURE
May Be Affected by CBS Radio Affiliates Meeting

RADIO broadcasters were waiting Thursday for the results of a meeting this Tuesday and Wednesday which, they felt, may go a long way toward shaping radio's future. This is the meeting of CBS Radio affiliates, at which they are trying to find solutions to their problems and then to topple CBS officials. The center of the discussion is expected to be rates: Network radio rates, and collaboratively, the effect of any change in those rates upon all radio time charges. Leaders of the affiliates—who are expected to number about 125 at the meetings at New York's Ambassador Hotel—are marshalling arguments against the nighttime rate cuts they fear are coming, while CBS Radio officials are preparing to "lay it on the line" with a report on network problems, including circulation and financial data.

Some specific proposals toward solution of current problems reportedly are being prepared by the affiliates' steering committee, but committee representatives declined to reveal them for the sessions. Network authorities said they, too, have been working—over a long period—on a series of possible solutions, but doubted that such proposals could be firm in time for presentation during the affiliates conference.

One point which found network and affiliates in harmony on the rate question was the conclusion that, as CBS cuts its rates, the other networks will be compelled to follow suit.

To speculation that CBS authorities may decree as much as a 50% reduction in nighttime rates—or a 40% cut, accompanied by a 10% increase in day rates, which also would make day and night rates equivalent—one leading station executive cited this example of the effect upon an affiliate:

Assume that a station now has a nighttime sales potential of $1,000 a night and is selling $500 of this. Then assume the nighttime rate is cut 50%. Even if the station then sells a full 100% of its potential at the reduced rate, it nevertheless will be receiving $50 less than it did in selling only 55% of its potential at the old rate.

Many affiliates protest that rates not only should be cut but that daytime rates should be increased—just to the point where they stood before the general 10% reduction was put into effect by all networks a year ago.

Affiliates contend network executives have been too prone to rationalize a need for rate reductions, ignoring also the high level of radio business which stations are experiencing at the local and national spot sales levels. A number of them also are openly critical of CBS Radio for its recent renegotiation of affiliation contracts, through which the network gained the right to change affiliates' network rates also at will. They contend they had thought CBS Radio was seeking this right in order that it would be able to change rates quickly to "meet competition," in event another network reduced rates first. Now they fear CBS Radio is going to use the right to institute a reduction itself.

Half-Dozens Lack

Network officials say all but a half-dozen of their major affiliates have agreed to the new contract. The half-dozen includes: WJR Detroit, WABC New York, WLW Cincinnati, WHAS Louisville, WREC Memphis, WBZ Boston, and KOIR Seattle.

Representatives of four of these six are members of the affiliates' steering committee which set up the July 1-2 sessions; John F. Pati of WJW and WQAR; Victor A. Shollis of WHAS, and Saul Hass of KIRO.

The steering committee will meet today (Monday) with the Columbia Affiliates Advisory Board, headed by R. L. Shetler of WQRF Buffalo, to discuss plans for the Tuesday and Wednesday session. Tuesday's session will be limited to affiliates; on Wednesday they will be joined by CBS top officials, including Board Chairman William S. Paley, President Frank Stanton CBS Radio President Adrian Murphy, and Station Relations Vice President Herbert V. Akerson.

George B. Storer of Store Broadcasting Co., one of the originators of the meeting, has been designated chairman for the affiliates conference. Mr. Shollis will make the keynote speech.

Members of the steering committee, in addition to Messrs. Storer, Shollis, Pati, and Haas are: William B. Quarton, WMT Cedar Rapids; John E. Fetzer, WKYC Cleveland; Huibert Taft, WKRC Cincinnati; Kenyon Brown, KWTI Wichita Falls, Tex., and Ray Henderson, KTRH Houston.

The Network Picture

...AN EDITORIAL...

ALL EYES ARE on New York. CBS meets Wednesday with its radio affiliates to attempt to settle, amicably and across the board, the troubled state of their business relationships. Should radio rates be adjusted, day or night, or both? up or down? That's the wrap-up question, the feeling being that there won't be any midnight action, without affiliates' consent, as was done in April 1951.

What has happened in the past solves nothing. The 10-15% cuts didn't stem the tide. What this meeting will seek is the pattern for other networks. The profound effect it will have cannot be overstated.

The pressure from the networks is for further cuts, sharp enough to permit them to dig in and build anew. Affiliates contend they can't stand further cuts and that the networks haven't sold radio as the biggest and best buy for the advertisers' dollar.

We side with the stations, as we have from the beginning. But we believe if current rates are to be retained, a way must be found to make sure they are observed. It is the under-the-table deal that has brought about the present crisis in network radio.

No one relishes the off-card deal. The advertiser accepting one is suspicious that his competitor may be getting another that is better. The agency, in between, must bicker and bargain, else it stands to lose accounts to another agency which lets the client know it can get radio for him wholesale.

The whole buyer-seller fraternity of network radio would be relieved if the sellers went back to selling at announced prices.

It is to this problem that the CBS meeting must address itself: How to get network radio back on the rate card.

A reawakening of old antagonisms won't do. It may be a fact that the networks get themselves into this mess by making concessions to clients, but the affiliates cannot get them out of the mess by doing nothing more than citing the fact.

No matter who is responsible for creating the problem, all hands must cooperate in solving it.

It may be the CBS meeting will result in the fateful conclusion that full-scale revision of network rates is necessary. Radio is being sold on the local and national spot levels in greater volume than ever before. Network radio isn't. There must be something organically wrong.

There are favorable indications that a solution, or at least important steps toward one, may come out of the CBS meeting. The nine broadcasters responsible for the conference with the network are among the most intelligent and successful operators in the nation. Other operators of equal ability will attend.

The fact that CBS is bringing in its first team—headed by Chairman William S. Paley—is significant and encouraging. An impressive congregation of network and station brains will be present. If, together, these leaders cannot create a sound and prudent plan to restore stability to network radio, no one can.

Indeed, if hopes are realized, the CBS meetings could be a forerunner of a general revitalization of network radio, a problem that simultaneously is being worked on strenuously by rival networks too.

At NBC, Frank White has taken over as vice president and general manager, fresh from a three-year, hard-selling job at Mutual, and Pat Weaver has been directed to apply his proven talents in program management to the radio network as well as television.

Mutual is beginning to function as an old-line network under the policies and know-how of its General Tire parent and the new ideas of young, smart Tom O'Neill.

If ABC's merger with United Paramount survives the scrutiny of the FCC, it is certain that network will be infused with new operating capital and showmanship experience.

And, though hampered by anti-trust strictures within which it must operate, the all-networks network continues to have a job. As a medium for the exchange of information among the outlets of various networks, if nothing else, that committee would be well worth the trouble to which its members have gone.

What happens this week in New York will set the pattern for what is to happen generally in network radio in the future. Adjustments, admittedly, are needed. But we think they should be principally adjustments in the attitudes of the networks.

A network is an aggregation of affiliated stations, hooked up by wires or cables. The CBS affiliates are determined to keep it that way, or maybe look for another way of doing business.

We hope the meetings will produce a relationship in which both affiliates and networks can prosper, as we believe there is every possibility of doing.

Nothing but good can come from a full, frank and open discussion of network-affiliates problems. The affiliates group is to be commended for making the effort, in broad daylight, and CBS for accepting it. Reasonable men, fully informed, usually find the answers.

BROADCASTING • Telecasting

Page 24 • June 30, 1952
THE CHICAGO POLITICAL SHOW

Is About Under Way

THE GREATEST show on earth—no longer the circus but the passing political parade—will unfold with unprecedented drama and spectacle before the greatest seeing-listening audience in broadcasting history with the opening of the Republican National Convention in Chicago next Monday.

With the emergence and growth of television it is perhaps significant that the words "smoke-filled rooms" are passing from the politician's lexicon to the limbo of other age.

An estimated 80 million Americans will have a front-row seat at a 1952 conventions, with the assistance of American Telephone & Telegraph Co. and its associated system companies, of course, "everywhere you go, there's dio."

It is apparent that television, self, has traversed a long path—progress of the circus but the passing of the 1940 and 1948 nominating conventions in Philadelphia. But ere is every indication, too, that dio will not be outdone in point-painting preparations and dudus planning.

Network and independent station coverage gives promise of rivaling Hollywood's own boastful claims the "never-never" land of fabulous deeds. Indeed, advent blueprints of the broadcast media suggest that it would be folye to enumerate "the era of wonderful nonsense" until radio-TV coverage of the "greatest show" is a poignant political reality.

The claim of the GOP and Democratic factions that each will be a de-open convention, in full view, sound of America's viewers-listeners, is perhaps not the least tributable to these comprehensive plans. Coverage will be wide open, too, and both parleys will be tailored to accommodate the audio-visual media, especially television.

Anticipating the conventions, AT&T managed a herculean task by laying some 500 miles of new radio-relay and coaxial cable to accommodate at least 10 new cities and a good 99% of the nation's 17.5 million TV receivers. Even non-TV cities will be aired of coverage by means of closed circuit hookups.

Circuits also have been geared to assure interconnection by long lines of more than 1,200 radio stations, with many independent outlets accredited for direct pickups on an economical pro-rated fee for the first time.

Four years ago, the nominating conventions filtered out to some cities on a makeshift 16-station network comprising Boston, New York, Newark, Philadelphia, Baltimore, Washington and Richmond. AT&T estimates that live telecasts will be offered, starting next week to 107 out of the 108 outlets in 65 cities. Only Albuquerque, N.M. (KOB-TV), is off the AT&T route.

Joining the AT&T-Bell network for the first time will be Miami, New Orleans, Dallas, Fort Worth, Houston, San Antonio, Oklahoma City, Tulsa, Phoenix and Seattle. Residents in Denver, Fresno (Calif.) and Portland (Ore.) will view activities by special arrangements in theatres and hotels.

Last it be reckoned that the 1952 convention story is one of physical facilities, it should be added that the best laid plans of men—network and station, plus sponsors—figure auspiciously, too.

Here are capedvel developments in advance planning by networks, station, national political committee, sponsors, and Congressional factions. Their planning and preparations will be aired on television.

Unofficial estimated cost of network pool operations runs between $35,000 and $40,000 per network for TV and about $10,000 for each in radio.

Small stations will be able to cover both conventions by heavy spending as in the past, thanks to the National Assn. of Radio News Directors, the Chicago News Broadcasters Assn. and United Press.

Radio-TV representatives number about 2,000—more than 15% above the number who covered the 1948 parleys in Philadelphia. They will cover more than 300 network and individual outlets, according to the Executive Committee of the Radio-TV Galleries on Capitol Hill.

ABC announced a tentative pickup schedule for both radio and video coverage of the Republican and Democratic meetings.

Upwards of an estimated $7 million will be spent by the networks to telescast the two conventions, with virtually none expecting to show a profit despite sponsored coverage.

The Democratic National Committee has named J. Leonard Reisch, on leave from the James Cox Radio-TV properties as consultant to Chairman Frank McKinney (B'T, May 19), and James Sauter, widely known in broadcast circles, as co-chairman of an Entertainment Industry Committee for its convention.

A host of special features and tape-recorded programs will be aired by the networks and local stations, respectively, during the political meetings. Regular pickups will be aired at 12:30 p.m. and 9:30 p.m.

Both conventions will be held at the International Amphitheatre on Chicago's south side, with additional activities to be broadcast from the Conrad Hilton Hotel, convention headquarters, and at other points. NBC and CBS have provided sketches of their facilities layout [see page 36, and also B'T, June 23]. The Democratic convention opens July 21.

National radio-TV coverage and sponsorship of both conventions were negotiated under a new arrangement which called for the networks to sustain installation costs and permitted them to sell sponsorship on the condition that advertisers be acceptable to both national committees.

Regional and local stations also were asked to submit their sponsor lists to the committees, which prescried general requirements on advertising messages and other phases.

CBS gave no estimate on its network costs, radio and TV, will amount to at least $500,000, covering housing, personnel, transportation, etc. This also includes the $35,000 to $40,000 pool contribution. The sum does not include station compensation and pre-emption. NBC was able to save some money on pre-emptions by canceling certain programs 30 days in advance.

The above figures refer to continue.

(Continued on page 36)
WHAT happens to Monday department store sales in a town which has no Sunday newspaper?

In such communities, Monday is the ebb day of the department store week.

But in Pottsville, Pa., Monday has become a lively merchandising day for one department store. And, for some articles it has become better than the week's opening.

The answer is radio.

In a continuation of its experiments on the use of radio to sell merchandise [3•7•52], Pomeroy's of Pottsville has found that a properly planned Sunday radio campaign can sell selected, sales-priced items on Monday in a volume exceeding expectations.

Pomeroy's is an Allied Stores Corp. department store with a sales volume of under $5 million per year. Its ratio of sales to advertising runs 2.2-2.3%. It had been running about 16% of its space and time advertising budget on radio time purchases, but this lately was located to 20%.

The campaign consists of a single half-hour Sunday afternoon program plus eight spot announcements throughout the day on the local WPAM (250 w on 1450 kc).

The program, which has been operating for the past month with a light classical music format, opens and closes with a minute-long commercial. During the show, short, pithy sales plugs are given preceding the playing of each musical selection for the single item chosen as the sale merchandise for the next day.

Outlay for the Sunday campaign runs a mere $35. This is what has been accomplished:
- Sold six TV console receivers plus two others (one higher priced, one lower priced). Total sales, $1,600. Selling cost, 2.2%.
- Sold six private brand refrigerators. Total sales, $1,400. Selling cost, 2.5%.
- Sold two brand name refrigerators (all that were in stock) plus others. Total sales, $1,000. Selling cost, 1.8%.

The results of a fourth test, a Father's Day special on men's slacks, had not been collated at this writing.

Essence of the Sunday radio advertising program in Pottsville is this:
- Radio can be used by department stores in the same pattern as they use newspaper advertising—heavy Sunday displays to promote Monday sales.
- Generally, radio has been used at a constant level throughout the week. Retailers, however, have always plunged heavily, newspaper-wise, on weekend promotions to build sales and traffic for Monday openings.

Success of Pomeroy's Sunday broadcast tests can be measured by the results of its TV receiver sales.

Pottsville has no TV station and, because it is in a valley, TV signals from Philadelphia (90 miles away) don't reach the 10,000 homes in that Schuylkill County trading center. Pottsville TV viewers get their TV programs via privately-owned Trans Video community television system, which charges $135 installation fee and $2.75 a month for service.

Therefore, the sale of six TV sets in one day—any day of the week—could be considered extraordinary. That such a number of video receivers were sold on a Monday is considered even more extraordinary.

Among previous radio tests was one on the sale of a specially-priced 9½ ft. Axminster rug. Newspaper promotions had offered them at $89—down from the original $99 list—and had moved none. Pomeroy's was willing to sell them for $49, but the radio people felt that was too low. So the rugs were priced at $69—$10 higher than offered in newspaper advertisements. However, salesmen were given a $5 bonus for selling the rugs to customers brought in by the radio promotion.

Results? Sold 4,445 in two radio spot campaigns. First was a two-day series, with 15 announcements. It sold 11 sales-priced rugs, plus eight $99 rugs for a total of $2,005. Second was a three-day campaign, with 67 spots. It sold 11 more sales-priced rugs plus five $99 rugs for a total of $2,140.

Total cost for the 82 spots—$105.80. Selling cost, 3.3%.

But, significantly, other merchandise was sold to rushed customers—to the total of $3,060.

Another excellent result of radio advertising was scored by the Pottsville store when it engaged in a saturation campaign to sell coupon books. This is a credit gimmick, whereby good risks are per mitted to take out credit in the form of coupon books—available for immediate use.

In a 10-day spot campaign preceding last Easter, the store pitched 255 spots at the market, increasing its coupon book account from 313 at the same period in 1951 to 494 in 1952—an increase of 57.8%. Average value of the book was raised from $31.64 in 1951 to $36.04 in 1952. Total value of the book was raised from $9,095 in 1951 to $17,805 in 1952—a jump of 70.8%.

Costs? For time, $515; for give away a compact), $247—or a total of $762.

Selling cost, therefore, was only 4.7%—or, including the cost of the giveaway, 9.5%.

Result of the coupon book campaign so impressed Pomeroy's managers that in the two week preceding Father's Day, it went a setup in a second radio spot saturation campaign on this item. This resulted again in an 80% increase in coupon book value.

Only one failure has so far been reported in these tests of radio effectiveness. That was an attempt to sell a $7.95 defroster unit, which may the refrigerator into an automatic defroster. Both the department store and radio executives probed the reasons for the failure and then decided that the item needed to be more fully explained to the buying public.

This has been done by having WPAM's daily woman's comment mention the defroster and how it works every day for the past two weeks. There is no selling.

In another week or so, the static (Continued on page 77)
FALL SCHEDULES

By FLORENCE SMALL

ADVERTISERS responded to the week of summer with a sud-
den gust of action directed gener-
ally at fall TV and radio schedules.

Executives of Grant Adv. and
house of one of its clients, the
lodge Div. of Chrysler Corp., will
seek in September the use of a July 1
•T learned last week, to plan
or the autumn season. A televi-
ion network show is expected to
utilize one as that of the fall.

Regent cigarettes through its
gency, Hilton & Riggio, New
York, and it was learned, has not
renewed its sponsorship of a por-
tion of Today, early morning show
in NBC-TV, but expects to put its
vertising budget instead into a
etwork television show to start in
fall. The agency currently is using
one program formats with
at in mind.

In another fall development,
of H. Dunley (frozen foods),
ready creditably represented with
Reed King’s Dunley Dairy
bility on ABC radio and a spot
ampaign in both radio and TV,
planning to increase its fall
clusion budget. A definite decl-
ared will be released Aug. 1.
gency is W. Earl Bothwell, New
York.

Bab-O Plans

In a development of another
rt, B. T. Babbitt Co. (Bab-O),
ich recently left the William
lraub agency, has studied
resentations of 21 agencies and
ed to four the list of can-
dates for its account. Company
icials are expected to assay the
airing the four this week, with
fection of assignments of new
gency affiliation anticipated
ly 7.

Meanwhile, Piel’s beer, another
count which recently changed
gencies—from Kenyon & Eck-
ard to Young & Rubicum, both
New York—is understood to be
determining its fall radio and TV
chedule.

Ford Motor Co. (J. Walter
ompson and General Foods
ustom, through Foote, Cone &
elding and Log Cabin syr
through Benton & Bowles) effect-
tive today (Monday) will sponsor
Robert Trout and the News on
ays and Tuesday through Fri-
ay at 10:05 p.m. and Mondays
ay at 10:30 p.m.

American frozen food adver-
sers, one which celebrates the
birthday of its trademark,
Teddy Snow Crop, is planning to
art its radio and television spot
chedule in late summer, about
mid-August. Maxon Inc. New
York, is the agency.

Birdseye frozen orange juice,
through Young & Rubicum, New
York, has bought a three-month
spot radio and TV campaign early
in July in eight markets.

Another frozen food advertiser,
Seabrook Farms, is continuing to
line up half-hour radio programs
markets (B & T, June 29)
through Maxon Inc.

American Tobacco Budgets

For the fall, American Tobacco
Co. (B & T, March 31), for its
Tues-9:30 p.m. period on CBS-TV,
has bought a film series of owned
and packaged by Music Corp. of
merica and entitled Big Cigarette
USA. The firm continues to sponsor,
for Lucky Strike, This Is Show
iness (Sunday) on CBS-TV.

Robert Montgomery Presents
(Monday on NBC-TV). BBDO
New York, is the agency. During
the summer months, BBDO for
summer, will return for Lucky
Strike early in September.

In scotching a report its
would be directed in part to pro-
moting a change in the length of
Lucky Strike. Paul Hahn, presi-
t of American Tobacco Co., an-
nounced that this week that the
company “is not planning to change
principal brand Lucky Strike to
king-size.”

“Sales records for the industry,”
said, “show standard-size cig-
ettes continue to be favored by
the majority of the smoking pub-
l, and account for about 85% of the
total.”

In the United States. Sales of Lucky Strike cig-
ettes have made good progress since the first of the
year,” he observed.

“Fall Mail and Herbert Tareyton
cigarettes, both made by American
Tobacco Co., are the two largest-
selling king-size cigarettes on the
market,” he added.

F. Lorillard Co. (Old Gold cig-
ettes), through Lennen & Mitchell
(soon to be Lennen & Newell),
New York, has signed the Fred
Air-Quiz contract for the
10:30 p.m. period on NBC-TV,
starting in September. Meanwhile,

(Continued on page 34)

NBC’s KOA SALE

NBC was more definitely than ever
in the market for a Los Angeles
radio station this week, after sell-
ing its 27-year-old clear-channel
KOA Denver for $2,250,000 to Bob
Hope, a group of prominent Denver
business and professional men and
associates of Mr. Hope (Closeo
Cincur, June 2, 23).

The G. A. (Dick) Richards es-
tate’s KMIC (710 kc, 50 kw),
for which the network has negoti-
ated intermittently for years; Earle
C. Anthony’s KFI (640 kc, 50 kw),
and Harry Maitzlish’s KFWB (980
kc, 5 kw) were understood to be
among stations being eyed by NBC
in its search for an owned station
to replace KOA (850 kc, 50 kw).

The KOA sale, is, of course, sub-
ject to the customary FCC ac-
proval.

Long-Speculated Sale

Long-speculated sale of the Den-
ver station—which has no TV affili-
late and could get none under
NBC ownership unless the network chose
to give up an existing outlet to
meet FCC multiple ownership rules—
did (B & T) NBC’s reinvigora-
ted policy of stronger promotion
of radio and television as compo-
mentary media, and (2) its long-
standing desire for an owned radio
station in Los Angeles.

It also dovetailed neatly with
the Hope-Denver group’s TV own-
ership ambitions. TV-less Denver
ranked No. 1 in FCC’s priority list
for television grants and it was
reported that Metropolitan Televi-
sion Co., an avowed aspirant for
a Denver TV station, would be
the company operating KOA under
its new ownership. What other TV
aspirations the new owners may
have could not be ascertained im-
mediately.

Although exact details of stock
distribution among the new owners
were not reported, it was said flatly
that the Denver group—composed
of 16 local business and profes-
sional men and one business con-
tractor—will have control of the
company. This group in-
cludes William Grant, president
of Dometrop Television Co., and
Denver lawyer Quig NewNext

As his and associates will own
50% of the stock. His asso-
ciates are James Saphier, and Mr.
Hope’s attorneys, Martin Gang,
Robert Kapp, and Norman Twen

NBC’s desire for a radio station on
its own in the key Los Angeles
market—it is the only major net-
work without one—has kept
network officials in negotiations for
years, especially for KMIC. A few
years ago it appeared that a deal
had been made with G. A. Rich-
ards, but it fell through.

Latest talks for KMIC were
initiated several weeks ago with
representatives of the late Mr.
Richards’ estate, but these also
were subsequently reported to have
struck dead-end. Their renewal at
any time was seen as a strong pos-
sibility. The snag thus far: How
much? Talks to date reportedly
have centered around figures in the
neighborhood of $1 million.

NBC President Joseph H. Mc-
Connell emphasized in the KOA an-
nouncement that NBC will seek to
its station in the Los
Angels area to complement its
local television station KNBH-TV
there. This somewhat unusual
public declaration of intent was
made, at least to a consider-
able degree, to a desire to kill—
before it could arise—any specula-
tion that NBC is easing itself out
of the radio business.

Beyond that, however, is the
known fact that NBC has tried to
buy—for the last 15 years,
official noted—a station in the
Los Angeles market. It intends now
to realize that ambition as soon as
it “provided the price is right,” as a
spokesman put it.

In further explanation of the
KOA sale, Mr. McConnell noted
again that NBC had declined sev-
ere offers for KOA in the past.
But, he said, network officials
finally concluded that radio
and television can operate better
in a market such as Den-
ver, and decided to sell KOA
and seek an AM station to go with
its Los Angeles television station.

Negotiations by Heffernan

Negotiations with the Denver
Broadcast group for the $2.25 million
transfer of KOA were handled for
NBC by Financial Vice President
Joseph V. Heffernan. Principal
negotiators for the purchasers
were Mr. George V. Moore, Deacon
and Ralph Radotsky, all of Denver.

Other members of the Denver
group: William J. Ahearn, George
H. Berger Jr., Hugh R. Cather-
wood, Thomas P. Campbell, Myron
Emrich, Arnold Gurdler Jr.,
Robert Kohn, Mayor Newton, Morrison
Shawcroft, Walter M. Smith, Henry
Toll, B. L. Dingle, J. T. Touff and
the Hendrie & Boltoff Co.

KO, founded Dec. 15, 1924, by
General Electric Co., became an
NBC affiliate in February 1928.
NCO took over its operation and
management in March 1930, prior
to acquisition of the station in
1941.

Now Seeks L. A. Outlet

ROADCASTING  •  Telecasting

June 30, 1952  •  Page 27
OPERATOR PROPOSAL

SUPPORTING letters—and protests—are beginning to flood FCC concerning the Commission's proposal to require its transmitter operator rules and permit remote operation of certain AM and FM transmitters [B'T, June 9].

The FCC's proposed rule-making process was instituted upon petition by NARTB, would amend Part 13 of the Commission's rules and regulations so that (1) persons holding two or more radio-telephone operator permits would be allowed to stand regular transmitter watches at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less and (2) remote control of the transmitters of such stations would be allowed.

FCC has specified Aug. 4 as deadline for comments on its rule-making proposal and its two questions concern the technical training and duties of transmitter operators and their ability to cope with technical problems that may arise.

If adopted, observers have noted, the proposed effect of the changes would be to ease the staff and operating cost problems of virtually all local channel stations, a substantial daytime network of outlets and many other AM and FM stations.

SHORTAGE OF OPERATORS

In general, station operators contend there is a shortage of qualified first-class operators and the legal demand has forced the wages of these men disproportionately high, particularly handicapping small market stations. They further contend that technical knowledge today is stable and does not need constant attention and adjustment by a first-class operator. Rather, they say, a restricted operator can watch the meters and make the log entries.

He would work under the supervision of a first-class man, usually the chief engineer, and thus be free from sitting routine watches and have time to do preventive maintenance and actual repair.

The station operators argue that by saving on engineering costs they would be able to hire better production personnel and hence gain better programming and service to their community.

On the other hand, engineers and union representatives charge there is no shortage of engineers. They point out, however, there is a shortage of men who are willing to work for "day laborer's wages."

The engineers are telling FCC the operation of transmitters is not as simple as management assesses, charging that station owners are seeking only another means to cut costs and increase profits. They find it hard to believe that much of the savings would go into better programming.

Three state associations of broadcasters already are reported on record favoring the NARTB-FCC proposal. They are the South Dakota, Kentucky and West Virginia Assns. of Broadcasters [B'T, June 23].

Several IBEW locals already have filed protests in an attempt to block the proposal while IBEW heads in Washington report numerous complaints from members and non-members alike.

Resolution of Protest

IBEW Local 1224 at Cincinnati already has had the resolution of protest before the Cincinnati Central Labor Council, written all member and non-member engineering personnel of area stations and urged members of the IBEW radio and TV locals to take positive action.

"This matter is more serious than most of our people think," Local 1224 wrote other IBEW locals, "and if put into effect our operating standards will deteriorate at a rapid pace."

Local 1224 suggested other locals appear before their central labor councils to have them pass resolutions of protest, write the "various Senators, Representatives and lobbyists which they may have contact with and urge the FCC to study it at length before leaving the radio communications system of America unaffected and at the mercy of saboteurs during the grave times we are undergoing."

In its open letter to "all broadcast operating and engineering personnel," Local 1224 wrote, "If you value your career now! Engineers were urged to "stand up for your rights" and write to FCC.

The letter pointed out:

"Your letter of opposition will be filed with the petition as a note of opposition to this movement. This is definitely a move by the small operators of 250 w stations to increase their revenue by forcing out engineering personnel. We further urge that you request a tightening of the operating standards. This will in turn increase the quality of the operating personnel and help to prevent such moves as this in the future."

The various sections from representing the operating engineers will be accelerated by immediate action. People were active in the last fight on this question and hence we urge that pressure be made. The case then was dropped because of the efforts over the following months.

On the other hand, this is how a typical local station operator tells the story.

C. H. Simpson, part owner and general manager of 250-w WKBI St. Marys, Pa., supporting the local effort for the FCC resolution.

"It is our opinion that radio transmitting equipment has been revised and developed to the point where today the necessity to have a licensed engineering personnel at all times is not only unnecessary, but an added expense which has been found a millstone around the neck of many stations. We believe that those who, for one reason or another, would like to see FCC permit operators and engineers separate from one another."

In earlier years, the primary goal was to try to stay on the air as much as possible. Stations proudly boasted of extremely small amounts of the off the air due to technical failure. Nowadays, constant operation with technical failure is taken for granted. The necessity to have an experienced technician at work on the equipment waiting for the equipment failure is now obsolete.

Having operated WKBI without a five complement of first-class operators during the last five years, I think I can discuss intelligently the results, both favorable and unfavorable, that have resulted therefrom. Our lost air time then has consisted of three interruptions and the total of all of the interruptions has been less than an hour. Two of these were electric pow failures. Our third-class operators have been thoroughly schooled operators, each possessing a technical degree, except of logs, safety regulations, and how to get along with the importances of operating radio modulation. I’d like to discuss more fully later. Their present position are studying FM as a regular ticket under the chart.

(Continued on page 76)

McFARLAND BILL

McFARLAND BILL

OBJECTIONS by broadcasters to some provisions of the Senate and House-passed McFarland Bill (S. 1586) were enumerated by Ralph W. Hardy, NARTB government relations director, last week as Senate-House conferees met for the last time on Friday in an attempt to iron out differences between the two bills [B'T, June 23].

Broadcasters want repeal of:

- Equipment purchase section of House bill. This would require the successful applicant to buy the equipment of an unsuccessful licensee if the latter's license was never renewed.

- Besides putting the FCC into the position of being a "condemnation appraisal agency" the new licensee might have to buy obsolete equipment, the NARTB commented, possibly from a station owner who did not wish to remain in business.

- Mr. Hardy also declared he understood the FCC was opposed to this provision.

- Suspension and fine provisions of House bill. NARTB declared it would be satisfied if the FCC was given authority to issue cease and desist orders, which "coupled with the power to revoke a license . . . is completely adequate."

- Senate version of bill provided for corporate ownership of radio and television stations and desist orders in addition to the existing power to revoke licenses.

- NARTB statement also asked that:

- Senate section removing the double jeopardy clause now in the Communications Act be reinstated. House deleted this provision to eliminate this line in Act. Section in present Act permits the FCC to revoke the license of a licensee found guilty of anti-trust violations in radio or communications field.

- Reinstatement of provision in Senate version of the bill providing that the Commission may only issue declaratory orders upon request. House dropped this in its version of the bill.

- Section of Horan amendment regarding political broadcasts which specifies broadcasters may not charge political candidates more than the minimum rate for other purposes, be clarified by deleting the word "minimum" and adding the following:

- "For the purpose of this section, charges shall include base rates and all other terms and conditions of service."

This would take care of the practical problems raised by the amendment, Mr. Hardy pointed out. I referred to the "normal practice of granting frequency discount and additional charges over the above the time charges—lines, special arrangements for studio equipment, personnel, rehearsal time."

Basically, however, the indul is opposed to any governmental rate making, Mr. Hardy pointed out.

Hillbilly for WINS

Hillbilly for WINS

SWING to hillbilly music in its prime 8-10 p.m. time Monds through Saturday was announced last week by WINS New York General Manager Harry C. Holt. Beginning tonight (Monday), the two-hour block "will feature nothing but hillbilly, fiddle, mandolin, harmonica, guitar, fiddle, fiddle, hillbilly and cowboy songs," the announcer said.

Industry States Objection

Page 28 • June 30, 1952
LET US police ourseves. We’re sure we can do the job.

That, in essence, was radio-TV broadcasters’ position when spokesmen Harold E. Fellows, NARTB president, and John E. Fetzer, TV Code chairman, testified last week before the House Interstate & Foreign Commerce Committee subcommittee investigating offensive radio-TV programs.

Committee, headed by Rep. Oren Ferris (D-Ark.), adjourned after 1 1/2-hour session Thursday. It is not expected to resume hearings until September, at which time it may sit in New York.

Grind of Congressional deadline, upcoming political conventions—and broling Washington heat wave—was conducive to the decision for hiatus in the investigation.

Investigation began early in June, heard parade of witnesses leery what they claimed to be a plethora of crime and horror programs, indecent exposure in the matter of dress and off-color humor and “business.” Majority of witnesses, however, objected to beer and wine commercials and drinking scenes in programs. Investigation was result of a resolution sponsored by Rep. E. C. Ishings (D-Ark.).

Main tenor of Mr. Fellows’ testimony was the “dangerously gen-eralized” charges of immorality and offensiveness. He also warned against “organized efforts at cen-tralization.”

Recalling his 24 years as a broadcaster, Mr. Fellows, who came to the NARTB presidency from the management of CBS-owned WEZI Boston, told the committee of an organized campaign which in several instances produced complaints f of nude dress against the “Jack, Pave & Ollie” children’s program.

Previous witnesses “with very few exceptions” have failed “to make specific allegations of immoral radio and television programs,” he said.

Local criticisms are respected by broadcasters, he pointed out, but a substantial number of so-called national critics . . . tend all too often to be dangerously gen-eralized and programs and phases of programs are inspired by organized cam-paigns of minority groups having an axe to grind.

“What I do say is that it is virtually impossible to adopt rigid standards of program acceptability that will meet the diversified tastes of the American people. . . . The definition of ‘offensive’ may, and usually does, vary from community to community depending on a wide variety of factors.”

Disagreement with this position was most vocal by Rep. J. Edgar Chennoweth (R-Col), who declared: “You have tried to please that segment of the American people who like vulgar, vile and crude, objectionable programs. . . . There are serious, well-founded objections to the types of programs coming into the American home.”

Similar attitude was expressed by Rep. Joseph P. O’Hara (R-Minn.), who warned that unless programs improved “something will be done. . . . There have been . . . strong criticisms, and not just from one person, of what goes into the home.”

But Rep. Arthur G. Klein (D-N.Y.) termed many of the “thousands of letters” received by the Committee as from the “lunatic fringe.” “They must torture themselves by listening to these programs,” he said referring to a communication which he did not read into the record.

He also enlivened the hearing with the apocryphal story of the spinster who complained to her apartment house manager that there was a nude man in the apartment across the court. When the manager came up and failed to see any nude man, she replied: “Of course not. You have to stand on a chair to lean way out in order to see him.”

Rep. Klein was the committee member in the hearing earlier this month who offered the pungent advice to television viewers: “Why don’t you turn the damned thing off?”

Broadcasters undoubtedly will adhere to the TV code, Mr. Fetzer said, because it is to their self-interest to do so. But, he admonished, the viewer must exercise some discretion in his selection of programs.

“To buy a television receiver and in effect just let the thing run hour after hour without regard to program selection is an indictment of the taste and discrimination of the viewer just as it is the station who puts on inferior programs,” he said. “In other words, enjoy-ment from a television receiver is related directly to how intelligently the receiver is employed.”

Mr. Fetzer, who is owner-operator of WKZO-AM-TV Kalamazoo, WEFR-AM and WJTV, emphasized that the station li-censee is the final arbiter of what goes over the air from his trans-mitter.

He agreed, in response to doubts expressed by committee members, that broadcasters must not only purvey to the wants of their au-diences, but also attempt to ele-vate the taste of their viewers.

The TV Code Board will attempt to enforce the provisions of the standards of good programming by persuasion and withdrawal of the seal of approval, he observed.

Broadcasters are united in their recognition that they must regulate themselves, he asserted. “The public as well as the majority of our industry have a common goal. The industry cannot survive without widespread public approval,” he said.

Referring to the widespread differences in public reaction even within the same community, the Michigan broadcaster then noted how a lecture on astronomy by (Continued on page 84)
RADIO THRIVES WITH TV

VAB Is Told

RADIO can live long and prosperably in the same market with television, serving advertisers with a low-cost and efficient mass medium, the Virginia Assn. of Broadcasters was told Friday.

Two successful broadcast operators, whose stations are operating at peak income in a multi-station video market, told the Virginians what to expect when TV enters a market and what to do about it. They were Ben Strouse, manager of WWDC Washington, and Joseph L. Brechner, manager of WGAY Silver Spring, Md.

The Virginia group opened a two-day conference here Thursday at Chamberlin Hotel, Old Point Comfort, Va. Charles P. Blackley, WTON Staunton, Va., was president.

Speakers included William B. Ryan, president, Stuart Advertising Bureau president; Harold E. Fellows, NARTB president; FCC Comr. Rosel H. Hyde, and George 6. Davis, consulting engineering (see Hyde article, Page 51).

Mesers. Strouse and Brechner showed how they have met the competition of four television stations in the Washington area, maintaining profitable roles and continuing to provide advertisers with an efficient means of spreading their message to the buying public.

TV is just another competitor, Mr. Strouse said: "Your town goes TV-happy in the first six months," he warned, with advertisers and listeners going a bit daffy. He advised stations to tell TV advertisers what they are missing if they fail to use radio, keeping them on the list of accounts against the day of the "awakening," even if they spend only small sums.

As to the awakening, he said daytime ratings rebound but nighttime ratings level off and stay at a point below the pre-TV level. "TV stations find costs high, raise rates," he said. "Local advertisers begin to examine costs, frequently return to radio" because it is better on the same dollar expenditure.

Local advertisers have increased the purchase of radio time 2 1/2 times since end of the war, he said.

Mr. Strouse said TV set dealers are finding that home demonstrations arranged via radio advertising really work, while newspaper advertising "currently is not pulling." He referred to extensive use of radio for home-freener plans, with "immediate and sensational" response that has food retailers worried. Safeway Grocery Stores has just signed a contract, he said, suggesting the copy will deal with this subject. "Radio has been the medium that overnight established a revolutionary new method of food purchasing," he noted.

The network picture is "very happy," according to Mr. Strouse, with big advertisers returning to network radio, newspapers and magazines even though the bulk of TV money is "new money." The result has been price-cutting among network advertisers with increased buying rates.

He advised stations to "program locally, particularly at night," and to hire more and better air salesmen. He particularly emphasized the importance of doing a good local news job. "Selling study of rate structures, he said, night rates might have to be reduced in some TV areas but daytime rates probably could stand an increase. He urged joint AM-TV operations to split sales staffs.

Since arrival of TV in a city may bring a sharp decline in national auditions, he said, radio stations are trying to save their radio stations "to do a job with your local advertisers." Study your newspaper competition, he recommended, adjust rates if necessary, and get a new and old-time fighting even before TV arrives.

Mr. Brechner reminded that WGAY, as a Washington suburban station, competes against all types of mass media, including the dozen other AM outlets, FM, TV, transit and "storecasting." "Radio is surviving and durable," he explained.

He credited ingenious and inspired management, plus aggressive sales policies, with radio's success in the area. He declared WGAY's May business was one of the highest in the station's history, with 1951 likely to run 10%-15% over 1951.

Most accounts are suburban or downtown business, he said, with no per inquiry or guaranteed mail order accounts.

TV's main impact centered in beer accounts, he explained, but this was offset by a major foot chain, major department stores and automotive business. Advertisers will use radio if there are enough listeners to justify time purchase. Mr. Brechner said the ideal businessman is "our pal because he feels we're his friend." As TV rate climb, Mr. Brechner said, local radio improves.

FUNDs COMPROMISE

$300,000 More for FCC

KOIL CHANGES

Swisher Succeeds Newens

ARDEN E. SWISHER, commercial manager of KOIL Omaha for two and one-half years, has been named general manager, it was announced last week.

Announcement was made by George Sebastian, executive vice president, Stuart Investment Co. of Lincoln, owner of KOIL and KPDR Lincoln.

Other personnel shifts were:

Mr. Swisher

Bill Talbot, morning newscaster at KOIL for over seven years, is now program director; Henry Kelpe, a KOIL announcer since 1946, has been appointed production manager, and Margaret Crogan, in the KOIL sales department since 1937, was promoted to the post of local sales manager.

Mr. Swisher succeeds William J. Newens, who has resigned. Mr. Newens has joined Allen & Reynolds, Omaha, according to the advertising agency.

SUM of $6,400,460 for the FCC for the 1955 fiscal year was voted by a Senate-House conference committee last week.

The sum is $300,000 more than the House voted for the FCC last March [BT, March 24] and that much less than the Senate voted for the Commission early this month [BT, June 9]. If both houses now accept the appropriation bill will go to the White House.

According to informed sources, the entire $300,000 increase is for the FCC's construction activities on its improvement of that agency.

The Senate increase was recommended to provide more adequate facilities for the increased workload occasioned by the lifting of the "freeze" and to reopen the FCC to look into the matter of levying fees for its services. There is some question whether the wording of the current report does or does not require the Commission to charge fees. It is felt, however, that the provision is strong enough to force the FCC to reexamine the feasibility of fee-charging, determined carefully that it is or is not practicable.

The wording of the sentence in question reads:

"The conference are advised that the FCC under the provisions of Title V of the Independent Offices Appropriation Act, 1955, are (are) authorized to levy fair and equitable fees in connection with hearings the Commission may make. The conference, therefore, request the Commission to give prompt attention to the matter without at this time taking any action or charging such fees at the earliest practicable date.'

The Senate requested the Commission to investigate the possibility of charging such fees "in order that such work of the Commission may be made self-sustaining to the fullest extent possible. . . ."

In response to the original suggestion that fees be charged, made by Mr. Johnson in the 1952 appropriations bill, the FCC had reported that its investigation showed that revenues raised through such a course would be insufficient to justify the increased personnel and work necessary. Thus, the Commission concluded that the charging of fees was not feasible.

It is believed that the increase of $300,000 which the Commission received over that proposed by the House would enable it to hire between seven and eight additional examiner teams, to take care of the expected avalanche of TV applications. An examiner team comprises an examiner, attorney, engineer, accountant and clerical help, at an annual cost of $12,000.

During the hearing before the Senate Appropriations Committee, Interstate & Foreign Commerce Chairman Edwin C. Johnson (D., Colo.), and committee member Sen. Homer E. Capehart (R.-Ind.) plumped for a boost of $800,000 on the assumption that that sum would permit the hiring of an additional 20 examiner teams. When the Sen-

ate voted only $600,000 additions, Mr. Johnson estimated that the $300,000 sum would permit the hiring of 11 additional examiner teams. To other influential members of the Senate Commerce Committee join Mr. Johnson and Capehart in signing a proposal favoring the $800,000 boost in FCC fund [BT, May 26].

The FCC officials were grateful for the extra $800,000, there were indications that a drastic realignment of personnel would be necessary to cope with the TV flood of applications, for the Commission will be cut, it was made clear, to move TV applications along the processing line.

Repeated also were warnings that the hiring of new persons was not the end of the problem. It takes about a year to properly train all elements of an examination team, it was noted out.

The sum recommended is $1,666,540 below that voted by the Senate. It is also about $180,000 below that recommended operating level of the Commission.

Included in the $6,408,460 budget for the July 1, 1952-June 30, 1953 year was $88,525 top for TV expenses. The President had asked for $118,000. This was cut to $78,000 by the House, raised to $85,863 by the Senate. The $85,863 figure is half of the difference between Senate and House, and Senate recommendations.

It is believed that the Commission will find it necessary to hire more TV hearings in Washington because of its limited travel funds.
OUTLOOK for sales of radio and TV receiving equipment is encouraging, with the appliance industry in an excellent position to meet a rising demand for TV sets as new video markets are opened, the Radio-Television Mfrs. Assn. was told last week by the NARTB chairman. Mr. Plamondon, said a sudden surge in set sales should not be expected. Instead he anticipated "a gradual rise in 1952 and for several years thereafter."

The going rate of electronics and communications for civilian set output plus replacements and accessories, is about 2 billion. Mr. McDaniel told the RTMA membership. Adding 3½ billion for the military, the industry's total production rate is $6 billion exceeding the peak during World War II.

In the military field, he said, electronics and components output is eight times that of the three months after the outbreak of the Korean fighting and three times the figure a year ago. A rise of 50% or more can be expected by the end of 1952, when it will level off, he said.

Mr. McDaniel reviewed the greater statistical services performed by RTMA since the headquarters staff has been expanded. He paid a tribute to General Manager James D. Secrest and to Robert C. Sprague, RTMA board chairman, for their supportive role. The RTMA is planning a "major statistical project—reports on sales and inventories of radio and TV sets at the retail level," he said. The service has been tried on an experimental basis and is to be financed by subscriptions. Data will be on a regional basis, with reports to be made in September and future months.

The joint FM promotion conducted with NARTB in selected areas has shown that FM receivers are catching on successfully with people.

McDaniel stated, and has virtually eliminated friction between some FM broadcasters and set makers.

Work of the RTMA Sports Committee in sponsoring publication of the Jordan studies showing TV's effect on audience at sports events has offset much of the misinformation on this subject, he said. The committee was credited with "greatly improving relations between the industry and sports organizations by persuading manufacturers to promote public support of professional sports in their respective communities."

Mr. McDaniel outlined legislative and regulatory contacts of the association, including the successful fight against the proposed increase of the set tax from 10% to 25% and relaxation of Regulation W. Other activities covered were the 1952 components symposium and the Dept. of Justice anti-trust investigation of RTMA and manufacturers. John W. Craig, vice president and general manager of Conley Div. and chairman of the RTMA SET Division, reported to the convention that radio set sales, particularly portable and auto, have continued surprisingly active, and there is every indication that they will continue so in the years ahead.

Mr. Craig predicted sales will rise in 1953 and remain for several years at a higher level than at present.

During the past fiscal year, production of radio and television sets was maintained "at a reasonably stable level except for normal seasonal fluctuations although it did not reach either the peak or the depression of the previous year," he reported. Pressure of scarce buying, which began with the outbreak of the Korean War, and later accumulation of excessive inventories and slow sales were no longer factors during the last year, he said.

Mr. Craig said set sales were stimulated last summer when Congress, at RTMA, and industry suggestion, relaxed Regulation W. Production and sales rose until the end of the calendar year, when the

L.A. CONVENTION

ANNUAL NARTB convention in 1953 will be held at the Biltmore Hotel, Los Angeles, starting either April 25 or 26, under plans worked out last week by the NARTB Board's Convention Committee. The committee, at a meeting in Chicago, favored a Wednesday starting date for the annual three-day convention to take advantage of the special airline family rates available early in the week.

At the weekend Chairman Clair R. McCullough, WAGL Lancaster, Pa., was understood to be considering proposals for a Tuesday starting date. This plan would still give delegates access to special airline rates since Los Angeles can be reached within a day from most cities.

Annual equipment show will be staged in the Biltmore ballroom, though additional rooms may be added. The usual display of exhibits by TV and radio manufacturers will be included.

Mr. Plamondon, favoring the convention at Biltmore, is chairman of RTMA's Small Business Committee, as a vice president and as chairman of the Parts Division.

The RTMA board also re-elected Leslie F. Muter, president of The Muter Co., Chicago, as treasurer for 1952-53. It was also announced that Dr. W. R. G. Baker, vice president of Oxford, Conn., was elected national chairman of the Parts Division.

"RADIO CITY" is the name of the presence committee which will meet during the convention, with meetings to be held in the Philharmonic Hall, across the street from the Biltmore. Main convention meetings will be held in the Biltmore Theatre, adjoining the hotel, as was the case at the 1948

Los Angeles convention.

Chairman McCullough and C. E. Arney Jr., NARTB secretary-treasurer, will go to Los Angeles to work with local officials. All convention plans are subject to negotiation of satisfactory contracts for facilities. NARTB officials have an arrangement with the Biltmore Theatre and has had preliminary discussions on other facilities.

The Biltmore and the new Statler, now near completion, will house delegates though other hotels may be utilized if necessary.

Little work has been done on the convention agenda other than to set the general time lines for 10:30 a.m. on the 28th or 29th.

Attending the Tuesday committee meeting were Chairman McCullough; Jack Harris, KPRC-TV Houston; Albert Johnson, KOY Phoenix; Howard Lane, WJJD Chicago; H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles; Harry B. Terry, KZL Denver, was excused. Attending for NARTB were Mr. Arney; Harold E. Fellows, president, and Robert E. Richards, assistant to the president.

NARTB representatives also met with the Register and Vote Committee in outlining procedure for the upcoming get-out-the-vote campaign for broadcasters. The drive is sponsored by the Advertising Council and American Heritage Committee in cooperation with Leo Burnett Agency, Chicago, which volunteered its services.

NARTB will release its own materials for radio and television station promotion of the public service campaign.

Promotion material will be distributed in two portions of the campaign, the first extending over 30 days at the local level in cooperation with state broadcasting associations. Late last week, 16 of the 38 state groups had agreed to extend the campaign to the local level. Whether there is no state group, NARTB members will select a vote committee. This intensified 30-day campaign will be conducted in each state immediately after registration closing.

The second phase of the campaign will take place 10 days before the Nov. 4 election. NARTB hopes to place 10 spots daily on every TV and radio station in the country, with 23,000 daily as the goal.

Participating with the other cooperating agencies, NARTB will release a promotion kit aimed at work in the state and NARTB hopes to work out a package which can be aired as a sponsored public service feature.
License Division will aid processing after July 1 and not place an applicant in the possible position of learning late. The bill must amend his bid, during which time a competitor might get a grant.

Effective last week, the mechanical survey of applications for “acceptance pending” listing is being done on the basis of the city priority lists so that all bids on hand will be ready on time for processing by FCC engineers, attorneys, and accountants. The License Division expects this check will be two months ahead of actual city processing after the temporary procedure gets under way.

Petitions filed at deadline last Monday, seeking reconsideration or amendment of the Sixth Report lifting the TV freeze and setting the final allocation plan [B+T, April 14], included the following:

WMCT (TV) Memphis requests rehearing of the Sixth Report provision that once vacant Channel 4 to Channel 5. Earlier petition on same subject asked for modification of Sixth Report provision to be Channel 3 to Channel 5. WMCT charges FCC erred in requiring it to move transmitter site since its present site is 187.5 miles from Nashville (also allocated Channel 5), the distance being less than the required 190 miles mentioned established for Zone II stations.

WREC Memphis asks dismissal of WMC's petition for reconsideration and a change in the Sixth Report requires WMCT to file for Channel 5 and another cannot be substituted. WREC is applicant on Channel 5.

WISN Milwaukee, requesting immediate grant of its long-pending application for Channel 6, filed a third petition for reconsideration of Sixth Report provisions deleting Channels 6 and 10 from commercial assignment there. WISN is applicant on Channel 6.

WRRC Memphis asks reconsideration of decision that Channel 4 is to Channel 5. WRRC is applicant on Channel 4.

KROW Oakland, Calif., asks reconsideration or reversal of Sixth Report provision which (1) removed its application from hearing and opened it to comparative consideration with new, non-hearing applications and (2) re Wickel from site to four new Channel UHF channels assigned to the San Francisco-Oakland area.

WBLR Lebanon, Pa., seeks reconsideration of rehearing of allocation of UHF Channels 15 and 30 to Lebanon and Baltimore, respectively, on grounds FCC action is contrary to Sixth Report provision requiring 75 miles to prevent image interference would preclude establishment of its TV transmitter at Lebanon and Westbury.

WLBX Boston, Mass., seeks reconsideration of Sixth Report provision relating to Channel 4 to Channel 5. WLBX seeks to change from Channel 3 to Channel 12. FCC in 1956 allowed Channel 5 for Channel 8. WLBX states that WJBF is to Channel 5. FCC granted in 1956.

WGAL Lancaster, Pa., asks reconsideration and rehearing of the Sixth Report to set aside FCC's order that WGAL-TV Lancaster from Channel 4 to Channel 8. WGAL earlier petitioned FCC for comparative hearing of its application on Channel 8 and appealed the case to the U. S. Court of Appeals for the District of Columbia (R.B. 23).

WGAL-TV in turn requests FCC to dismiss WGAL's bid for comparative hearing, and asks that the Commission proceed to order modifying its license to specify Channel 5, including special temporary authority to continue operation on Channel 4 until the changeover can be effect. WGAL also filed with the Court of Appeals for intervention in the WLX complaint.

Study of the pending applications reveals the comparative high cost of television construction and operation, based on typical balance between fixed and variable costs, submitted with the bids.

The 17 stations which have filed to make facilities changes required by the Sixth Report have costs of conversion ranging from $91,000 to $240,000 for 14 stations. Sixteen of these stations report additional costs ranging from $1,200,000 to $800,000 for 14 stations. Sixteen of these stations report additional costs ranging from $1,200,000 to $800,000 (including 12 major items of equipment on hand). WJBF's original application estimated total $103,000 cost of construction.

Another low cost station is proposed by Central Kentucky Broadcasting Co., licensee of WLEX Lexington, which expects its UHF Channel 33 outlet will cost $115,500.

Four pending applicants propose stations costing in excess of a million dollars. Topped by Westinghouse's KDRA Pittsburgh at nearly $2 million, the监听er includes Fisher's Blend Station Inc. (KOMO), Seattle, seeking VHF Channel 4 with cost estimated at $1,118,460; Isle of Dreams Broadcasting Corp. (WIOD), Miami, VHF Channel 7, $1,295,967; and Miami Broadcasting Co. (WQAM), Miami, also seeking Channel 7, $1,246,852.

Westinghouse estimates it will cost $1,940,000 to operate its Pittsburgh station the first year, with income of $2,650,000 predicted.

The other three major installations estimate annual operating and expected revenues of around a million dollars.

Four other applicants propose installations of almost million dollars. Westinghouse is seeking each stations in two locations, Fort Wayne, Ind., and Portland, Ore. It is licensee of KEX Portland. The Fort Wayne bid is for UHF Channel 21 ($997,000); Portland, VHF Channel 8 ($855,000).

Vindicator P r i n t i n g Co. (WJPI), Youngstown, Ohio, will spend $671,043 to build on UHF Channel 33 there, while the Tribune Co. (WFIA), Tampa, Fla., expects it will $661,887 to build an outlet on VHF Channel 8 there.

Some 42 of the applications now on file request stations costing less than $300,000; 39 applications are in the $300,000-499,999 category; 37, $300,000-399,999; 15, $400,000-499,999; 15, $500,000-599,999; 9, $600,000-699,999; 3, $700,000-799,999; 1, $800,000-899,999; 4 in excess of $1 million.

Westinghouse Radio Station's four proposed outlets will cost together in excess of $4 million to construct. The least expensive will be the TV counterpart for KKYW Philadelphia, on UHF Channel 17, estimated at $440,000.

Westinghouse expects to bear a substantial operating loss of the UHF station at Philadelphia during the first year's operation. Cost of operation is expected to total $1,117,000, while revenue of only $792,000 is predicted. Operating estimate is based on the firm's experience with its WBZ-TV Boston.

The Philadelphia application noted that the city is presently with 1,086 ft. antennas.

Two existing stations' changes will cost more than $450,000 and two others exceed $500,000. The former are WDEL-TV Wilmington, Del., and WGAL-TV Lancaster; the latter WOOD-TV Grand Rapids and WTMJ-TV Milwaukee.

WGEL's switch from Channel 9 to 8, power boost to 316 kw and studio move, as approved by the Commission, will cost $287,000, according to present estimates. Estimated construction costs submitted for requested new stations range from $100,680 for Fairmont Broadcasting Co. (WVVV), seeking UHF Channel 35 at Fairmont, W. Va., to $1,810,000 for Westinghouse Radio Stations Inc. (KDKA), seeking VHF Channel 11 at Pittsburgh.

Under $110,000 Cost

There are five applications already on file for stations costing less than $100,000. In addition to WVVV's UHF bid, these include Cedar Valley Broadcasting Co. (KAUS) for VHF Channel 6 at Austin, Minn., estimated to cost $101,880; Southeastern Broadcasting System (James S. Rivers), Alabany, Ga., VHF Channel 10, $107,200; Washtenaw Broadcasting Co. (WPAG), Ann Arbor, Mich., UHF Channel 20, $108,000; and Georgina Carolina Broadcasting Co. (WJBF), Augusta, Ga., VHF Channel 6, $88,000 (not including several major items of equipment on hand). WJBF's original application estimated total $103,000 cost of construction.

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NEW COAL DEPOSITS TO AID WESTERN STEEL INDUSTRY.
Pointing again to the fact that the U. S. has tremendous coal reserves, the Bureau of Mines has announced the discovery of new deposits of high-grade metallurgical coking coal in the Coal Creek District of Gunnison County, Colorado, so located that the fuel can be supplied to the growing steel industry of the Far West. The minable reserves of the newly-found deposit, the Bureau says, will run to more than 100 million tons of bituminous coal.

INCREASING SHARE OF COAL PRODUCTION BEING “LAUNDERED” FOR MARKET.
Today, more than 40% of the nation’s coal production is being “laundered,” sized, graded, and treated for market by modern coal preparation plants. In the past four years the number of preparation plants has grown from 461 to 638. These plants turn out coal that is tailor-made to each customer’s specific needs. This better-prepared coal is one reason why today’s modern coal-burning equipment can get anywhere from 10 to 40% more power from each ton of coal than was possible a few years ago.

MAJOR STEP TAKEN IN BUILDING NEW COAL CHEMICALS INDUSTRY.
Coal’s big future as a basic raw material has been brought nearer by Union Carbide & Carbon Corporation’s new coal hydrogenation plant in West Virginia. This pilot plant marks the longest forward step yet taken to launch a coal chemicals industry in the United States. Formerly coal chemicals have been produced only as by-products of the steel industry’s coking ovens, but this source of supply has not kept pace with demand. Output of aromatic coal chemicals from coking ovens has increased only 3 to 5% a year while demand for these chemicals has been rising at the rate of 25 to 38%.

MODERN COAL HANDLING IS FACTOR IN PRODUCING LOW-COST POWER.
A new conveyor belt that carries coal 2½ miles from mine to river barges is helping to make possible the economical generation of additional electric power in the Kanawha River Valley near Charleston, West Virginia. The belt, with a capacity of 550 tons of coal an hour, eliminates an expensive 14-mile round-trip trucking operation. Result: Lower-cost electric power (thanks largely to modern coal handling) which is attracting new industries to the area. A new electric generating station is being built, and plants already in the region are expanding their outputs in step with this increasing power potential.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.

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

(Continued from page 28)

served by three VHF stations and VHF set circulation is over a million receivers.

"It is not known how rapidly an audience can be built for a new UHF service since it will be necessary for present set owners to have their receivers modified or purchase new sets, in order to receive the transmission from the proposed station on Channel 17," FCC was told. "Since the income of a radio or television station is related to the area it covers, it is expected that the first year of operation will be conducted at a substantial loss.

Pennsylvania Broadcasting Co., a subsidiary of Gimbel Bros., New York, and licensee of WIP Philadelphia, expects it will cost $600,000 to build the UHF station it proposes on Channel 29 at Philadelphia.

First year operating cost is put at $500,000 and revenue is not estimated.

Typical full-power VHF station might be that of Scripps-Howard Radio Inc. at Knoxville, Tenn., where it operates WNOX. Channel 10 with 316 kw ERP is sought, using 620 ft. antenna. Estimated construction cost is $546,692, while first year operating cost and revenue will be $441,480 and $418,600, respectively.

Scripps-Howard Radio operates two TV stations now: WCPO-TV Cincinnati (WCPO affiliate) and WNKJ (WJW) Philadelphia.

Howard Radio is owned by E. W. Scripps Co., which controls the Memphis Pub. Co., licensee of WMC and WMCT (TV) Memphis.

Scully to Good Luck

WILLIAM H. SCULLY, advertising manager for Lever Division, Lever Bros. Co., New York, has been named advertising manager of company's Good Luck Division, effective immediately. Mr. Scully, who is already familiar to the public, recently was promoted to advertising manager of Lever Division.

Russell Reception

F. M. (SCOOP) RUSSELL, vice president of NBC Washington, and Mrs. Russell were hosts to 200 guests at the Carlton Room of the Carlton Hotel, Washington, D. C., late Wednesday. Among those attending the reception were members of FCC, of the Senate and House, and radio-press representatives, Secretary of Agriculture Charles F. Brannan; Secretary of the Senate and Mrs. Leslie Biffe, and other members of Washington officialdom were among the guests.

Rayburn, Finch Split

THE WNEW New York disc jockey team of Gene Rayburn and Dee Fife will be heard in Philadelphia. On that date, Mr. Rayburn will move to WNB and WNTV (TV) New York with whom he has signed a five-year contract.

Streiber Named General Telecasting Head

(Continued from page 28)

ations that an MBS television network was involved in the General Telecasting project. It was believed General prefers to keep radio and TV operations completely separate.

Official announcement was made last week that the name of Thomas S. Lee Enterprises, General Tire & Rubber Co. subsidiary, had been changed to General Teleradio Inc. The firm is incorporated in California and is parent company of WOR-AM-TV, Yankee and Don Lee networks as well as MBS majority stockholder.

At a meeting of MBS stockholders Thursday, Ward J. Ingrim, Don Lee executive vice president, was elected to the network board. Previously Thomas F. O'Neill, president and board chairman of MBS, had announced election of Jack R. Poppele, WOR vice president in charge of engineering for radio and TV, as engineering vice president of MBS. Julius F. Seebach Jr., WOR vice president in charge of radio and TV programming, had been named MBS vice president in charge of programs.

Board members of MBS now include Mears, O'Neill, Ingrim and Poppele; E. M. Antrim, WGN Chicago's vice president, H. K. Carpenter, WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; Linus Travers, Yankee Network in Chicago; William H. Fineshriber, MBS New York; James E. Wallen, MBS New York.

All other MBS officers were re-elected Thursday, including Mr. O'Neill as general manager, vice president and treasurer, and Mr. Wallen as executive vice president; Adolf N. Hult, vice president in charge of sales; Earl M. Johnson, vice president in charge of station relations; Robert A. Schmid, vice president in charge of advertising, public relations and research; Mr. Wallen, secretary-treasurer; George Rupple, controller; Elise Goldfarb, assistant secretary and Emmanuell Dantett, assistant secretary.

L-W Issues New Show

SECOND of its new across-the-board programs, The Sunshine Boys, 15-minute gospel songs show, has been released by Lang-Worth Feature Programs Inc. First broadcast is set for June 6, C. O. (C) Langlois, president, has announced.

MATERIALS REPORT

Paley Completes Project

CBS Board Chairman William S. Paley last week completed his special “Best of the Summer” report to the President’s temporary Materials Policy Commission with praise from Mr. Truman for a "new era" of cooperation by the press and staff that had achieved during the past 17 months [CLOSED CIRCUIT, JUNE 21].

Formal presentation of the commission’s “trial-blazing” report and recommendations on U. S. raw materials resources for the next 25 years was made to the Chief Executive at the White House last Monday. Mr. Paley and other commission members were present for the ceremonies.

The CBS board chairman has been commuting to Washington since January 1951.

KRLD CHANGES

Runyon Announces New Posts

JOHN W. RUNYON, newly-elected board chairman of The Daily Times Herald, Dallas, last week announced executive changes at The Times Herald, and at the newspaper affiliate, KRLD-AM-FM-TV Dallas.

Mr. Runyon, who succeeded to the board chairmanship following the death of Thomas C. Gooch (June 23), made the announcement following meetings of the stockholders and the board of directors.

Clyde Rembert, who has been managing director of KRLD-AM-FM-TV, was named president of the radio-TV properties.

D. A. Greenwell, who previously was Times Herald vice president and treasurer, was elevated to the post of first vice president and treasurer of the newspaper. Mr. Greenwell also retains the duties of KRLD vice president-treasurer.

C. V. Upton, heretofore Times Herald vice president, was named as the post of second vice president and secretary of the paper and assistant secretary of KRLD.

Clyde Taber, general superintendent of the newspaper, retains his title of assistant secretary of KRLD.

Allen Merriam, until now editor, becomes editor-in-chief. B. J. Fenz, who has been associate editor and chief editorial writer, assumes the title of editor along with his editorial writing duties.

Four new board members, who join those men already mentioned to compose the full board, are Sam R. Bloom, advertising director; Albert Jackson, assistant advertising director; James F. Chambers Jr., manager, and Mr. Runyon.

Mr. Chambers also was appointed a member of the executive committee to fill the vacancy created when Mr. Runyon became president of the evening newspaper. The committee members are Chairman Greenwell and Messrs. Merriam, Upton and Jefferson.

CBS Radio Film

ESTIMATED 400 top-level agency personnel in Chicago saw the CBS Radio film presentation, "More Than Meets the Eye," at the Drake Hotel Tuesday. The cocktail party preceding the showing was preceded by showing of the film, which is making the CBS station circuit this month. H. Leslie Atlass, CBS Central Division Vice President, introduced Adrian Murphy, president of CBS Radio, and John J. Karol, vice president in charge of network sales. Mr. Karol made an address on the Upset's fall network lineup saleswise, saying: "As of today CBS is 99% as solidly sold as it was in September of last year. We are convinced we can beat last year's record."

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BROADCASTING • Telecasting
50,000 WATTS - CBS

WJR  DETROIT

50,000 WATTS - CBS

W GAR  CLEVELAND

announce the appointment of

THE HENRY I. CHRISTAL CO.

as national representatives

Effective July 1, 1952
ELABORATE preparation for CBS Television Network coverage of the Republican and Democratic National Conventions from the International Amphitheatre in Chicago is sketched in this chart by the CBS-TV Graphics Dept. Symbols are these: (A), (B) and (C) cameras; (D) director's rostrum; (E) commentators' table; (F) walkie-talkies; (G) rear entrance camera; (H) front entrance camera; (I) commentators' booth; (I) TV pool control room; (K) CBS-TV studios, control room, master control; (L) Conrad Hilton Hotel studios; (M) WKBW (TV) CBS-TV studios; (N) two mobile units. NBC radio-TV coverage plans were blueprintted in two sketches in the June 23 issue of BROADCASTING * Telecasting.

Cincinnati, WLWL Indianapolis and WAPI and WAFM-TV Birming- ham, KTH Westinghouse, WMU Cedar Rapids, KRNT Des Moines and KFWE Los Angeles. WSSR and KFWE also will have direct lines to their stations from seats in the radio-TV section of the convention floor.

At the GPP convention, 311 radio-TV organizations have been accredited. They will have 724 radio newsmen and commentators, 406 technicians and 691 staff men (producers, directors, etc.) to handle the pickups.

At the Democratic convention, 305 organizations have been accredited. They plan to have on deck 721 newscasters and commentators, 468 technicians and 651 staff men.

Networks will have more than 900 accredited newscasters, technicians and staff personnel running things at the two conventions. Following are the breakdown: ABC radio, 141; CBS Radio, 105; NBC radio, 201; MBS, 138; ABC-TV, 100; CBS-TV, 149; NBC-TV, 57, and NBC-Newsreel, 26.

Overlooking the convention floor at the back of the amphitheatre will be six booths. One each has been assigned to ABC, CBS, NBC, MBS, the radio pool, and the TV pool.

All radio-TV organizations have been berth on the fifth floor of the Conrad Hilton Hotel. Room 593A is the headquarters of the Senate - House Radio TV Gallery staff.

Applications of networks and stations were screened by the Radio-TV Correspondent Gallery in cooperation with Edward Ingle and Ken Fry, respective radio-TV directors of the GOP and Democratic National Committees. Staff members chosen by D. Harold Mc- Grath and Robert Menaugh, respective gallery supervisors in the Senate and House.

Hall. Coverage of conventions also will receive special service during the conventions through Clear Channel Broadcasting Service, which will maintain four large studios at the amphitheatre and two more at the Hilton hotel. CBBS will offer facilities for "live" feeds and tape recordings to some 15 stations, with engineer crews from WGN and WLS supervising details. Additionally WJR Detroit will provide mobile units. WLW Cincinnati, another clear, will have its own staff.

Cost of equipment slanted for convention use will be astronomical. NBC alone is sending about $1.5 million worth to Chicago. Neither are they employing all networks' facilities.

Other media are going out. AT&T Long Lines has provided some 670,000 miles of teletype writer circuits, serving some 7,500 newspapers, and telephone lines to the Illinois Bell have over 1,000 telephones, 30 telephoto and 215 radio channels, and 70 visual and audio TV channels, plus walkie-talkies. More than 70 United Press Movietone cameramen, directors and other personnel will headquarter in Chicago. Plans are underway for on-the-spot proc- essing for the Associated Press Wire. William C. Payette, UP TV manager, will have $500 for its TV wire to client stations.

Coverage Picture

Here is the coverage picture by network:

ABC commentator staff will include John Daly, Elmer Davis and others, supplemented by members of Newsweek magazine and the New York Herald-Tribune, and syndicates. ABC will have its own radio and TV executive roster will be headed by Thomas Velotta, overall supervisor and vice president in charge of network news, special news services for ABC radio. ABC radio has slated 12, ABC-TV 9 special events shows July 4-6, and 400 radio and 304 TV broadcasts for both networks.

ABC will transport over 81 million worth of equipment, operated by a task force of 55 radio-TV engineers from New York, Los Angeles, San Francisco and Detroit. CBS Radio last Tuesday announced a series of 230 broadcasts for both parleys, with 68 special programs starting today (Mon- day). Many of the network's regular weekly news and panel programs will originate in Chicago, including Capitol Cloakroom and Posterscape.

CBS Television Network has planned previews of parade preparations and coverage July 6-15, with three TV sets, telephone circuits from New York to Chicago. Edward R. Murrow will be on hand. Additionally, the network has launched a new program, Candidate Closeups, as part of its
A quintet of five newsmen will lead special MBS radio coverage, 5:45-6 p.m. daily under sponsorship of S. C. Johnson & Son Inc. They are Cecil Brown, H. R. Buhkage, Frank Singier, Holland Engle and Francis Coughlan. Twenty-two Mutual commentators — Fulton Lewis Jr., Gabriel Heatter, Bill Henry, and Bunita, will be on hand for regular coverage. Mutual will have 150 persons on hand, with most news programs emanating from Chicago. The network has scheduled four successive Sunday broadcasts (9:30-10 p.m.) to preview and review convention activities starting July 6.

NBC radio has assigned Joseph Meyers, radio news operation manager, as director of convention coverage. He will supervise more than 30 commentators and newsmen. Network's special pre-GOP convention programs kicked off June 28 with Convention Preview. They were to run through convention eve, with Convention News Conference, Headquarters Report and First Ballot. Convention programming is to include origination of Today in Chicago during July 6 and July 7, and Review of the Convention with George Hicks July 11.

All radio-TV networks were planning to ship engineering and news personnel from other cities—primarily those in which their O&D stations are located.

Example of local sponsorship is that by Richfield Oil Corp., Los Angeles, which will pick up the tab for convention coverage on KTLA (TV) Hollywood, starting July 7 and 8. Agency is Hinson & Jorgenson Inc. Other regional and local advertisers were seeking availabilities.

The Entertainment Industry Committee set up by the Democratic National Committee with Messrs. Reinich and Sauter will work out convention and campaign diversion plans. Vice chairmen will be appointed from various entertainment industry segments.

DEMOCRATS
Radio-TV To Cover Hearings
PUBLIC hearings set by the Preliminary Drafting Committee studying the 1952 Democratic platform will be open to full media coverage. Including radio and television, the Democratic National Committee announced last Wednesday. Sessions will be held in Chicago starting July 16.

Plans for full media coverage were given by Rep. John W. McCormack (D-Mass.), House Majority Leader and chairman of the platform-drafting group.

“Our platform hearings will be 'small-d' democracy in action and we want the voters to have every opportunity to be informed . . . through the media of newspapers, radio, newsreels and television,” Rep. McCormack said. Group's recommendations will be presented to the full Platform and Resolutions Committee at the Democratic National Convention July 21.

AAW AWARDS
Go to KERO, Pabst
TOP AWARDS in competition by the Advertising Assn. of the West went to KERO Bakersfield, Calif., in radio, and to the Pabst Sales Co. (Pabst beer), in television, at the AAW's 49th annual convention which ended Wednesday at Seattle.

KERO received a trophy donated by the Vancouver Advertising & Sales Bureau for its successful spot campaign which sold tours of the Golden Crust bakery. The Pabst TV award was donated by the Hollywood Adv. Club.

New AAW officers named at the four-day meeting were: President, Arthur E. House, House & Leland agency, Portland, Ore.; senior vice president, Howard Willoughby, executive vice president, Lane Pub. Co., San Francisco; vice president-at-large, Mrs. Glad Hall Jones, account executive, KRKD Los Angeles; secretary-treasurer, Clair G. Henderson, Arthur G. Rippey Co., Denver.

Approximately 450 delegates saw three other awards made for radio and four for television, as follows.

RADIO—Commercial programs in cities under 100,000, KOPO Tucson, Ariz., for Duro's Flower Shop; commercial spot announcements in cities over 100,000, Abbott Kimball Co., San Francisco, for Regal Amber Brewing Co., over regional stations; same in cities under 100,000, KERO Bakersfield, Calif., for Golden Crust Bakery.


DENVER'S NO. 1
5000 WATTS—560 KC
CBS RADIO

KLYZ—31 YEARS OF SERVICE
Public Service Excellence!

Here is proof of KLZ's home-town impact: The Denver Advertising Club, an organization usually dedicated to recognizing superiority of commercial efforts, has seen fit to pay special recognition to KLZ's non-commercial public service programming.

Of two "awards-of-the-year" for public service...both went to KLZ. The top award for KLZ's "Sounding Board," a weekly presentation of important local controversial issues. A special award for KLZ's one-time coverage of a question of great interest to all Coloradoans, "Lifting of the TV Freeze."

KLZ’s local and national award-winning record is consistent proof of leadership during 31 years of broadcasting in the public interest.
Financing Effort Cited By Porter at Hearing

Mr. Porter, who had copies of the diaries which were kept by Mr. Levey, interrogated the SCA executive about entries made from 1938 to 1942. Mr. Levey indicated in his diary, and testified under question-

NEWSPAPERMAN EJECTED

By N. Y. Deputy Mayor ABC reporter Julian Anthony was ejected last Thursday from New York City's board of Estimate public hearing on a proposed increase in taxi-cab fare rates. Deputy Mayor Charles Horowitz ordered Mr. Anthony to "remove yourself and your tape-recording machine from the premises."

Thomas Velotta, ABC vice president in charge of news and special events, filed a formal protest late Thursday with Mayor Vincent Impellitteri against the action.

Newspaper reporters were allowed to remain at the hearings. No other radio newsmen were in attendance at the time.

An ABC spokesman said Mr. Horowitz's action forced the cancellation of a broadcast of the proceedings scheduled for delivery that night over WJZ New York, 10:30-11.

In an informal interview with other members of the Board of Estimate, the network spokesman said Mr. Anthony "learned that none had any objection to a tape-recording of the meeting."

It was pointed out that Mr. Anthony had covered board hearings on the city budget April 8, 9 and 14. These proceedings reportedly were broadcast over WJZ.

the NBC station serving greater YOUNGSTOWN, O.,

30th population area in U.S.

5,000 WATTS

Duplicating on 50,000 Watts FM

SPLIT OPPOSED

In Paramount Case

PETITION of Paramount Pictures, United Paramount Theatres and ABC to split up the issues and get a quick decision in the long-pending proceeding drew opposition Thursday from Curtis B. Plummer, chief of the FCC Broadcast Bureau.

ABC and United Paramount Theatres left the petition June 8, with CBS supporting and Allen B. DuMont Labs, opposing such action.

The same facts and evidence are vital to the decision on identical issues involved in the case, it is argued. For example, it is stated, the application to assign WBKB (TV) Chicago to CBS "ignores the decision which must be made as to the temporarily status of the application; others from Paramount Pictures to United Paramount Theatres and Paramount Pictures Corp." along with the license and renewal grant.

Evidence having been completed in relation to WBKB, the bureau contends, with at least three Commission witnesses yet to be heard.

The bureau charges the petitioners are trying "to sneeze the case into the proposition "that it is unnecessary to determine the qualifications of a licensee, whose license has been placed in a "temporary" status because of an application violations, in the event he wishes to sell his station, but only that the qualifications of the transference need be considered."

Two potential trouble spots cited by the bureau include a situation whereby ABC-Paramount Theatres would own KECA (TV) while Paramount Television Productions, subsidiary of Paramount Pictures Corp., owns KTLA (TV) in the same city, involving overlap in ownership.

The second instance deals with WKBV (TV) Chicago, owned by Babalan & Katz, in turn substantially owned by United Paramount Theatres, and WENR-TV, owned by ABC. Should an ABC-Paramount merger be granted, ABC-Paramount Theatres would then own and operate two stations in Chicago pending decision on proposed assignment of WKBV to CBS, according to the Broadcast Bureau.

Three weeks of hearings remain, the bureau explains, with the hearings having passed its 82nd day and consisting of 11,776 pages of testimony and 829 exhibits.

The bureau estimates an initial decision cannot be expected on the entire record before Jan. 15, 1963 at the earliest. Severance of applications would be "very wise thing," it is claimed, and it is impossible for an initial decision to be issued in August, as requested.
The **CONTINENTAL** Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Intermodulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 kc and the output stage has only one control to cover the entire range. The transmitter has one other control — the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of CONTINENTAL’s new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.
N. Y. BMI CLINIC

Radio is far from dead and can thrive in the future by improved programming geared to community interests, speakers at the Broadcast Music Inc. radio clinic told 100 broadcasters at the Monday and Tuesday meeting in New York.

This viewpoint was sounded on Monday by John M. Outler Jr., general manager of WSB and WSB-TV Atlanta, and was echoed by other speakers. As a panacea to broadcasting ills, Mr. Outler offered two general suggestions: Give the people more and better programs tied to their communities and sell radio vigorously as a medium to the people of America.

He called on broadcasters to free themselves from dependence on the networks and develop worthwhile projects in their own cities. Mr. Outler cited several examples of the steps taken by his station to permit its audience "to become part of the operation and thus to feel it is participating in the activities of the community."

Warning that unless radio as a whole is sold to the people of the country as a whole, the entire industry will suffer, Mr. Outler commented: "If we sell radio short, we've committed a crime against the community."

Dr. Clarence L. Menser of Stetson U. and WJBS Deland, Fla., formerly vice president in charge of programs for NBC, asserted that sound broadcasting can thrive in the future if stress is placed on quality programming that considers the needs of the community that is being served.

"I say to the radio industry, by which I mean sound broadcasting, 'let down your buckets where you are,'" Dr. Menser declared. "You are in the midst of a situation that will give life to you and service to your community for many years if you will only get the full facts about your real position. If you have served your listeners well, they will stick by you for those things in which you can excel."

After long and serious considera-
tion of sound broadcasting problems, Dr. Menser said, he still refused to believe there is a crisis. He conceded there were changes to be made in meeting ever-changing problems but he added that these did not justify the fears that are plaguing the industry.

He listed these fears as (1) fear of the FCC; (2) fear of the advertising agencies; (3) fear of its own judgment and (4) fear of competition, i.e., television.

Ted Cott, vice president and general manager of (TV) New York, hammered at the point that radio is the best advertising medium around because its frequency unit cost is the lowest of all. He deplored the fact that the industry was not "shouting this from the tree tops, to everybody and not just to people in the trade."

Mr. Cott, in fact, assailed the "inbred promotion" that the advertising has been carrying on for years. He said there was no reason to be gained by telling other people in the industry what a "wonderful job" radio is doing. Stations, he said, must bring this message home to listeners—to the people who ultimately foot the bills.

He viewed television as no more competitive than a new station coming into the field. For the bad station, he said, TV will, of course, mean more competition. But he remarked that "nothing can help a bad station, it would probably fail by the wayside anyway."

Radio Bigger in Future

Harry Bannister, NBC vice president for station relations, said that once "radio gets out of this transitional period and business becomes stabilized, it will become bigger than ever."

Ben Laird, president of WDUZ Green Bay, Wis., urged broadcasters to explore more carefully the possibility of obtaining sponsors for public service programs. He deplored the notion prevalent among some leaders in the industry that sponsorship "taints" such programs. He cited several examples of successful sponsorship at WDUZ and reminded listeners that financial help makes possible the broadcasting of programs of merit that otherwise might have to be side-tracked.

The importance of farm news was outlined by J. Scott True, farm director of WFTM Maysville, Ky. He laid down the following rules for farm directors: Be informative, be natural, be friendly and be graphically.

George Higgins, vice president and managing director of KMBC-KFPM (FM) Kansas City, called for closer cooperation between program, sales and management. He urged joint meetings among the groups to gain a better understanding of what each is doing. In this way, Mr. Higgins said, management has an opportunity to sell that organization to its workers, which he called a necessary job, before "it tries to sell an advertiser."

The development of the youth forum was explained by Dorothy Gordon, moderator of the New York Time Youth Forum on WQXR New York.

Norman Reed, program director, WWDY Washington, spoke on "Building Personality Record Shows." He warned that a "good personality" is often ruined by "poison-ality" of records chosen for the show. Suggestions advanced by Mr. Reed to pick up a sagging show were the addition of telephone quizzes, mystery tune contests and number games.

Other features of the meeting were a story-telling presentation by Mrs. Ellis Barrett of Good News Productions, Philadelphia, and a production of the radio program Mind Your Manners which was introduced by Leonard Patrieelli of WITC Hartford.

Allen Ludden served as moderator and six teen-agers discussed problems which were tape recorded for broadcast on June 28.

General chairman for the clinic was Herbert V. Akerberg, vice president in charge of station relations, CBS Radio and CBS-TV.

At Monday's session, Mr. Harlow and Mr. Higgins were given life membership certificates in the Wisconsin Broadcasters' Assn. by Mr. Laird.

Uridge Appointed

OWEN URIDGE, manager of WQAM, ABC affiliate in Miami, has been appointed a new committee-man for District 8 of ABC's Station Advisory Committee, replacing Jim Hicks, former general manager of WCOS Columbia, S. C., who is resigning effective July 1.

An alternate member for District 8, Mr. Uridge in his new capacity will represent ABC radio affiliates in North Carolina, South Carolina, Georgia, southern Virginia and northern Florida.

Use the Broadcasting Marketbook—the only fact book designed expressly for the buyer of time.

Over a quarter billion dollars of spot and network radio and TV is placed by buyers of time who use the MARKETBOOK daily. Nowhere else can they find the copyrighted "Spot Rate Finder" which enables them to compute in minutes preliminary estimates of spot campaigns. Or county-by-county breakdowns of essential radio facts, census figures, marketing maps, state market indicators, etc.

It's only between the covers of one book—the MARKETBOOK—and it's the only book built to help you sell time.

Radio's Strength Cited

T. M. PEPPERDAY, publisher of the Albuquerque Journal and former owner of KOB-AH-TV Albuquerque, opens a gate from employees, tended as Mr. Pepperday turned over the keys to Time Inc., and Wayne Coy, former FCC chairman. Mr. Pepperday sold KOB-AH-TV to Inc. and Mr. Coy for a reported $600,000 [B+T, June 21].
RADIO'S VITALITY
Stressed by NBC's McCray

WITH receiver sets selling at the rate of one every 2½ seconds all year long, and despite propaganda to the contrary, radio is very much alive and is here to stay.

So stated Thomas C. McCray, NBC Western Division director of radio network operations, at a Los Angeles Advertising Women's meeting at Hollywood Roosevelt Hotel.

Terminology as "3.7% bigger than last year," he said that there has been a 9,300,000 new radio set population created thus far in 1952, bringing the total in this country to more than 50 million.

Admitting that with the new medium of television, there is bound to be a "certain momentary transference of affection," Mr. McCray declared, however, that "this most inflexible yardstick of all set sales, reinforces surveys which point up the continuing importance of radio to listeners and advertisers."

He told the ad women that every new set sold means more profit for the radio advertiser. He presented survey figures which showed that radio sets outnumber total circulation of all magazines by 114,000 and more than double the total circulation for all newspapers.

"There are also six times as many radio sets as TV receivers," Mr. McCray reminded.

Media Adaptability

Although radio continues the "greatest means of mass communication to be derived by man and does a tremendous selling job," Mr. McCray stressed the fact that the medium has not yet achieved the full extent of its potential. He said that radio is "the best means of advertising for every product."

"Some are better for television, some for newspapers, magazines, billboards and other media, he conceded. "However those who can pay the bill are using all available media to bring their sales message to the consumer. Radio will continue to play an important role in this regard."

Backing up his statement with success story examples, he said that it isn't always the high-rated program that does the best selling job for the advertiser. High-ratings will indicate the show's popularity, but it doesn't always mean consumers are buying the sponsor's product, was his explanation.

Conceding that wherever there is TV it does an excellent selling job, Mr. McCray said however that radio gives the same competent coverage and at a fraction of the cost.

"Radio is not only the mass medium, but the economy medium," he added. "As economy is a by-product of mass production, so it is a by-product of mass coverage."

Currently 53% of all TV sets are located in just 7 markets. In the remaining 45 TV markets, radio-only homes far exceed TV homes. This means that approxi-

Five Minutes: $7,000

FIRST VENTURE into radio advertising paid off with a $7,000 cattle sale for J. C. Lewis, owner of Meadowbrook Farms, Ellicott City, Md., when he contracted for a series of 13 five-minute noontime stockyard report programs over WBAL Baltimore. First broadcast, containing two 100-word commercials, attracted a customer 40 miles from Baltimore, who paid $7,000 for a heifer and a bull.

SO. CALIF. NEWS AWARDS
Presented to 15

FIFTEEN trophy awards for radio and TV news coverage during 1951 were made by the Radio & Television News Club of Southern California June 24 at the Nicodelli Restaurant, Hollywood.

Named consistently best in the respective radio categories were:
(1) Jim McCula, KNPC, news presentation; (2) Chet Huntley, ABC, news commentary; (3) Gordon, KFWB, special mention; (4) Cecil Hind, NBC, news writing (Mrs. Bette Hind accepted the posthumous award for her husband who died June 11); (5) Cameron Cornell, CBS, special events coverage; (6) Sam Butler, KLAC, sports reporting.

Television division: (1) Glenn Hardy, KNBH, news presentation; (2) Willard Brown, KNBH, news writing; (3) Tom Harmon, KNXT, sports program; (4) KTLA, special events coverage; (5) Ralph Roberts, KLAC-TV, special mention; (6) Paul White, KFMB San Diego, news reporting for non-metropolitan station; (7) Sam Butler, KLAC, sports reporting.

N. BRUCE ASHBY (1) vice president for sales, Kingan Co., signs renewal contract for Kingan sponsorship of King Arthur Godfrey & His Round Table, over CBS Radio for 52 weeks [B•T, June 23]. John Karol, vice president for network sales, CBS Radio, witnesses signing.
ANTI-TRUST

POSSIBILITY of anti-trust action against the Kansas City Star Co. arose last week in the wake of subpoena action involving records and contracts negotiated by the publisher for its newspaper and radio-TV holdings.

The firm was ordered to produce all corporate records and contracts of the Star and WDAF-AM-TV Kansas City, Mo. since Jan. 1, 1926.

While officers in the Anti-Trust Div. of the Justice Dept. in both Kansas City and Washington de- cided comment, the Star manage ment acknowledged the action was part of an investigation under taken by the government.

The action probably would have little bearing on the operation of WDAF-AM-TV, according to H. Dean Fitzner, managing director of the Star stations. He said the stations are only one phase of the Kansas City Star Co. operation and that he had not heard official- ly of any possible anti-trust in quiry. He declined further comment.

The firm also publishes the Kansas City Times. In its statement the company noted that the sub pena action followed a recent opinion of a U. S. district court in New Orleans against the morning Times Picayune and Evening States. The court upheld charges and dismissed others in ruling on a complaint charging Times-Picayune Publishing Co. with an attempt to monopolize advertising through combination unit rates.

Roy A. Roberts, president of the Kansas City Star Co. and publisher of the Star, told BROADCASTING • TELECASTING that the management would stand on its initial state ment until the company learns what, if any, charges are lodged.

‘Nothing to Conceal!’

The Star management said it had “nothing to conceal” in its business practices and that its “record of service to this community for nearly three-quarters of a century speaks for itself.”

Mr. Roberts said no practice of combination rates between any of the two newspapers and the radio TV properties is involved. Noting the New Orleans decision, he said there are 173 U. S. newspapers which use the practice whereby ad vertisers buy space in two newspa pers under the same ownership in the same city.

He said attorneys for the company would confer with the Justice Dept. during July to ascertain the nature of the inquiry and produce the requested data for a federal grand jury.

The subpoena called for all corpor ate records; all contracts signed by the publishing firm, including those of WDAF-AM-TV; pacts for news services and features, and all advertising contracts for the past 26 years.

WDAF has been on the air since 1922 and WDAF-TV since 1949. The TV outlet formally opened its new $1.5 million plant facilities the past fortnight, with leading local and national figures participating in the ceremonies [B•T, June 23].

Practice of offering unit rates to advertisers in jointly-owned newspapers has been a common practice in the publishing indus try. The New Orleans district court ruled against the Times Picayune Publishing Co. May 26 in a decision which it since promised to appeal. The publishing company is the licensee of WTPS-AM-FM New Orleans.

The court held a complaint filed by the New Orleans item that the defendants “attempted to monop olate that segment of the afternoon newspaper general and classified advertising field which was repre sented by those advertisers who also required morning newspaper space and who could not because of budgetary limitations or financial inability purchase space in both afternoon [States and Item] newspapers.”

‘Lorain Journal’ Case

The court cited the Lorain Journal Co. case on “attempt to monopol ize.” The U. S. Supreme Court had upheld a district court ruling that the Lorain (Ohio) Journal violated anti-trust laws by refusing to sell advertising to local ad vertisers who bought time on WEOL Elyria, Ohio. Similar practices were attributed to the Mansfield Journal against WMAN Mansfield [B•T, Dec. 17; Oct. 22, 1951].

Defendants were charged by the district court with an “attempt to destroy” WEOL.

The New Orleans district court noted that in the Lorain Journal case it was held “not necessary to show that success rewarded app eellant’s attempt to monopolize” and that the Sherman Anti-Trust Act must be directed against (the) dangerous probability as well as against the completed result.”

WDAF-AM-TV and Star

Records Suspended

NATIONAL NIELSEN RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Urban Homes—and including Tele phone and Non-Telephone Homes)

EXTRA-WEEK

May 11-17, 1952

NIELSEN RATINGS*

EVENING, ONCE-A-WEEK

Current

Rank

Program

Radio

Homes

%)

1

Lux Radio Theatre (CBS)

20.1

2

Jack Benny (CBS)

9.4

3

Amos ’n Andy (CBS)

9.3

4

Charlie McCarthy Show (CBS)

9.3

5

Fibber McGee & Molly (NBC)

8.3

6

Dagmar (NBC)

8.4

7

You Bet Your Life (NBC)

7.2

8

Suspense (CBS)

7.1

9

Life of Riley (CBS)

6.6

10

Great Gildersleeve (NBC)

7.0

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

Copyright 1952 by A. C. Nielsen Co.

KENNETT APPOINTED

Manager of MBS Station Div.

APPOINTMENT of Robert L. Ken nett, identified with radio for more than 20 years, as manager of the Southern Division of Mutual’s station relations department was announced last week by Earl M. John son, station relations vice president.

Mr. Kennett, who has been serv ing as general manager of WICC Bridgeport, formerly was associated with WLW Cincinnati, WHAS Louisville, WONS Hartford, and CBS in New York. At Mutual he will be directly responsible for supervision of network relations with all MBS affiliates in North and South Carolina, Georgia, Florida, Tennessee, Alabama, Missouri, Louisiana and Arkansas.

Deceptive Ads

TOTAL of 1,346 radio and period ical advertisements were set aside during May for further study, the Federal Trade Commission said in its monthly report released June 20. The discontinuities were not broken down by media. Out of 922 ads referred to FTC’s Bureau of Antideceptive Practices, 880 were channeled to the investigation division. Bureau of Industry Co operation received five advertise ments and the general counsel’s office 418. FTC makes a “continu ing” survey of current advertising.

FIRST — IN NEWS IN SPORTS IN MUSIC

ASK TO SEE THE APRIL 1952 HOOPER • SEE RAMEAU NEW YORK—CHICAGO—LOS ANGELES IMPACT RAID SALES—DETROIT • LANSING, MICHIGAN
advertising. Mr. Ferguson convinced him that since he was selling a service, radio was his best medium.

At that time, movers for the most part advertised only in the summer and autumn, the period during which most persons are in need of the service.

Mr. Smith, however, agreed with Mr. Ferguson’s suggestion that radio advertising be used all year around. Mr. Ferguson pays tribute to Mr. Smith as a “man of vision.”

From a business volume of $260,000 in 1942, Smith Transfer & Storage Co. business mushroomed to $1,160,000 in 1947.

“That was during the war years,” Mr. Smith pointed out, “when everybody, it seemed, was moving.” He added that when the war was over, he resisted the temptation to reduce his advertising and he’s happy he stuck by radio. “Today, I’m glad to say that we’ve kept business around that figure. Last year we did $1,360,000.”

At the outset, in 1943, Mr. Smith bought about $10,000 worth of radio spots. Repetition of that whispered slogan was the well-advised aim.

Mr. Smith now spends about $5,000 a month in all media, of which about $2,000 is spent for radio, about $1,800 in television.

Shortly, Mr. Smith said, he is going to drop TV for the summer and put that money into additional radio. He feels that too many persons spend evenings out-of-doors to justify the summer use of TV but he said that he plans to return to video in the fall.

One of those rare individuals, a native Washingtonian, Mr. Smith was born just four days before Christmas, 1883.

In Washington, he “managed” to advance to high school, although his mind dwelt more on his favorite hobby—business—than it did on school texts. As a boy, he had sold “snowballs” for a penny each, and later had a neighborhood concession for selling guinea pigs.

At 18, he convinced his father, the late Clarendon Smith, that he was cut out to be a salesman. This ended his formal education—Mr. Smith points out that this was one of the worst mistakes he ever made.

Forty-three years ago, Mr. Smith began his moving business with a horse and wagon. Growth was steady but not rapid until he began using radio. Today he has $1 million in property, including a fleet of moving vans. There are 150 employees in the Smith firm, some with 35 years company records.

Obviously proud of the company’s reputation as a mover of diplomats and high officialdom, Mr. Smith still gets a kick out of the request which came from President Woodrow Wilson to move him out of the White House in 1921.

Mr. Smith has personally organized 45 different organizations and has been president of 66 organizations—charitable, social, political, religious and military.

He is most proud of his part in establishing the Truman-Barkey Club in the District of Columbia. From this area, the club quickly spread to 28 states.

Firm Truman Supporters

When President Truman returned from his long campaign trips just 10 days before the 1948 election, many Democrats had given up the ghost. Not Mr. Smith and his small band of followers.

Although the President was weary, he still had time to make one phone call that evening. In essence, he said, “Mr. Smith, I will never forget what you and your group did for me today. I want to say that I appreciate your faith in me . . .”

Mr. Truman has not forgotten, and Mr. Smith is a frequent White House visitor. A side-line of Mr. Smith’s is match-making. He claims to have matched 167 couples who now are married.

“I thought Margaret Truman was going to make it 168,” said Mr. Smith, “but things didn’t work out. However, she said to me, ‘Don’t give up on me, Mr. Smith.’ To which he replied, ‘I won’t, Miss Margaret.’

Perhaps his penchant for match-making may be traced to his own happy marriage. In 1907, Mr. Smith married the lovely Elizabeth Toulson, after what he terms a five-year selling job. The Smiths have two children, and five grandchildren.

At the age of 69, when most men are thinking of retiring, Mr. Smith has retained his youthful exuberance. He is constantly looking for ways to improve and expand his business.

 Needless to say, radio advertising is taken for granted in his future plans. That slogan has won him friends and acquaintances in all walks of Washington life.

Only last week, Mr. Smith said, at a White House reception, a naval officer seated next to him leaned over and whispered, “Don’t Make a Move . . .”

The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level, and low distortion make them the most stringent broadcast requirements. They are compact and completely self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.

250A console

For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1%" x 4" x 9". The line amplifiers and power supplies are 2%" x 4" x 9". You will find that the new Altec 250A Console leads to better control, more economical operation.

230B console

The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (5¾") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.
On the Pacific Coast, sales areas are vast...statistics astronomical. And the population (15,302,000) scattered over the area like stars over the sky. You need a medium of unusual scope and power to cover it all. You need radio!

Radio—and only radio—sells all of the Coast at one time. Most of your West Coast customers live and shop in the broad coastal and valley area. Many, too, live in the country...far away from shopping. To sell them all at one time, you must tell your story to the whole Coast.

Columbia Pacific Network has the combination of high-powered stations in strategic locations needed to blanket metropolitan and rural areas at the same time! Columbia Pacific covers an area where 95% of the Coast’s population is located...where 94.6% of the Coast’s retail sales are made. Only Columbia Pacific has power where the people are!

And Columbia Pacific constantly delivers the Coast’s biggest audience, with higher average ratings than any other regional network on the Coast.

Advertisers with vision see beyond the claims of partial coverage media. They know from observation (and past experience) that the sky’s the limit for sales when they penetrate the entire West Coast via...
Frieda's Follow-Through

WE CANNOT help but admire the indomitable charity of Emerson Radio & Phonograph Corp., in announcing a weekly grant of $100,000 to educational television, at virtually the same moment it advised stockholders that dividends would be cut from the customary 35 cents to a dime.

Such corporate selflessness would deserve more than mere admiration, perhaps outright worship, if it were not for the fact that it had come at the persuasion of one of the most successful political fund raisers produced by (and still producing for) the New Deal.

FCC Comr. Frieda B. Hennock largely owes her present job to her unswerving work raising campaign funds for the Democratic Party before she became a Commissioner and owes her present political prestige to her one-woman crusade for the reservation of television channels for non-commercial educational use.

In furtherance of her educational television project, which, if successful, would become her own monument, she has fallen back on her earlier accomplishments. She has set out to find the money with which to finance the erection of stations that she would like to see. "Mr. Abrams, president of Emerson, to drop the first dime in the hat."

In so doing, Mr. Abrams received commendation from no less a personality than the President of the FCC, who thoughtfully, if at the obvious prompting of Miss Hennock, dispatched a telegram congratulating Mr. Abrams and hoping other industrial leaders would follow suit.

One must assume that Miss Hennock was not disassociated either from the President's decision to call in the full membership of the FCC last week and urge his Commissioners to advance educational television with all their resources.

Mr. Truman reportedly told the Commissioners he was hopeful that such philanthropies as the Ford and Carnegie Foundations would elect to provide the necessary funds. The timing of these events is interesting. As reported some time ago in this publication, the board of trustees of the Ford Foundation meets July 15-16 to consider a host of requests for funds for non-commercial, educational television stations.

It would be a much less experienced fund raiser than Miss Hennock who failed to realize that Presidential wishes carry more weight than those of most men, especially when they are connected with a project bearing the appealing name of education.

However successful Miss Hennock's present fund raising efforts, it must be kept in mind that there is more to television than simply getting the stations on the air. Not by wildest imagination can it be hoped that more than a few stations will be built—even with the substantial support of large philanthropies—and once built, operate effectively without vastly greater funds.

It is with the necessity of assuring a continuity of income that Miss Hennock and her associates must concern themselves.

In his news release announcing his company's donation, Emerson's President Abram last week pointed out that educational stations would have to depend largely on network programs. This would seem to be a prelude to the next step in the planning which is to change such stations from a non-commercial to non-commercial basis.

The inherent inequity of that kind of status has been pointed out in this journal before. Money troubles for educational television do not stop with the financing of construction. They will be perpetual. The thing to watch for and to stop when it comes is the probably inevitable proposal for non-profit operation.

NOT TO disparage the generosity of Emerson Radio & Phonograph Corp., realists compel us to mention that the $10,000 which that company proposes to contribute to each of its educational stations going into operation would be about one-twenty-fifth of the cost of putting a modest station on the air. A hundred thousand dollars represents a lot of money, but it is only a drop in the bucket when television economies are involved. It shows how wholly unrealistic is the concept of non-commercial, educational television and how impossible of realization on anything like a national scale.

The ABC's of ABC

THIS WEEK the FCC must make a fateful decision. It involves the survival of ABC as a network.

The FCC has before it the joint petition of ABC and United Paramount pleading for action on the proposed merger of the two companies. ABC confesses its radio and television operations could go under if it does not procure new capital to allow it to compete with other networks. It has operated for more than a year trying to cut expenses to meet its requirements. It hasn't been able to program for the fall season. It admits the stigma of being moribund.

The FCC also has before it the opposition of its Broadcast Bureau to the petition for severance and early disposition. As we read this opposition, it is a virtual restatement of the issues involved in the hearing ordered last August. It doesn't take into consideration the testimony that has been adduced in almost continuous hearings since last January.

Now the FCC is duty-bound to ferret out the facts. But it cannot turn its back on practical considerations. There are some small affiliated stations involved—stations also confronted with an overall price war affecting the networks. The over-riding provision of the Communications Act is that the FCC must encourage the wider use of the spectrum for the public good. Certainly the strangulation of an enterprise through legalistic inaction does not conduce toward fulfillment of that mandate.

Great emphasis is placed upon the anti-trust aspect of the merger, evolving from the motion picture consent decree which brought the forced separation of Paramount Pictures from the exhibition organization which became United Paramount. The parties want the merger initiated with their eyes open. They were willing to take their chances on anti-trust. The question here seems to be whether the sins of the parents should be visited on their offspring.

Obviously, there is no monopoly involved in the fusion of a network now losing money, and a chain of theatre exhibition houses which, while admittedly in the forefront of that field, nevertheless has rigorous competition. If, by virtue of the union, violation of the anti-trust laws later appears to develop, the Department of Justice—not the FCC—is the authority to make the decision.

It is against this backdrop that the FCC this week must render judgment.

Arthur W. Scharfeld, president of the Federal Communications Bar Assn., is a busy man these days. As are other radio-TV lawyers in Washington, he is busy with clients seeking TV channels. He already has filed three appeals to the U. S. Court of Appeals in behalf of clients who don't like the FCC's allocation plan.

It is in addition to his normal business of protecting and advising his regular radio clients. As president of the PCBA, he is the leader among those who take a professional interest in the FCC's rules and procedures—and with the April 14 issuance of the final TV report, that organization is giving the report considerable review. Some Washington legal practitioners do not like the final report while others have their own ideas on the procedures set up for processing TV applications.

Withal, Mr. Scharfeld likes to think of himself as a procrastinator.

Writing in the 25th anniversary yearbook of his Harvard U. class (1924), he had this to say of himself:

"During the recent 25 year interval, I have been continuously procrastinating and meeting deadlines as an accepted mode of life. I have often thought that I could get along with less procrastination, but my more lethargic disposition has always conquered that meritorious inclination.

"I append this note to the daily started at an early age. In his freshman year at Harvard, young Scharfeld dabbled in what was then the roaring bull stock market of the 20's. He dabbled so assiduously, he ran $1,000 into $15,000 (on paper), to the detriment of his class attendance record.

"His father, a responsible and serious-minded Cleveland businessman, arrived in Cambridge post-haste after receiving word from the dean that his son didn't seem to be happy at Harvard—he wasn't attending his classes.

"A little probing and the secret came out. Stern father laid down an ultimatum: Quit the stock market or quit school. Young Scharfeld chose the former, and father returned home convinced he had saved his son from the damnation of stock market gambling.

"But, young Scharfeld dabbled, and was a week in arrears in acting on his promise. He went to the broker, and after finally to carry out his oath, found that his stock broker had been closed up as a bucket shop. Farewell, $15,000.

"Many years later, Mr. Scharfeld was sent to Mexico on a case. This was when he was as—\(\text{(Continued on page 75)}\)
Mail from all Chicagoland... proof of TV coverage

An announcement on ONE recent early afternoon telecast on Station WNBQ resulted in mail from...

144 Illinois cities and towns in addition to Chicago
34 Indiana cities and towns
10 Michigan cities and towns
8 Wisconsin cities and towns

FORTY PER CENT of the mail was received from areas OUTSIDE Chicago — again proving that it's Station WNBQ which offers COMPLETE Chicagoland television coverage and a loyal and responsive audience which BUYS.

TELEVISION IN CHICAGO

Represented by NBC Spot Sales
WALTER HAASE, general manager, WDBC Hartford, Conn., elected director-at-large of city's Chamber of Commerce for three-year term.

ROBERT GILL, sales manager, HARRY BRUCE, sales executive, WROV Roanoke, Va., presented with Distinguished Salesmanship Award by Roanoke Sales Club...JAMES BOWDEN, Minneapolis manager of John E. Pearson Co. station representative firm, father of twins, Michael Laure and Margaret Mary, June 22...STEPHEN W. RYDER, station manager, WENE Binghamton-Endicott, N. Y., elected president of Triple Cities Ad. & Sales Club...GEORGE W. ZIMMER, manager of WCAY Norfolk, Va., was honored by a recent Midshipmen maneuvers in Norfolk. Mr. Zimmer returned group on importance of radio in Naval public relations work...TOokie KITTSER, general manager of KGNC Amarillo, elected to board of directors of National Better Business Bureau, only radio station operating on board of 51 members...FORTUNE POPE, president of WHOM New York and publisher of Il Progresso Italiano Americano, during his current visit to Italy was granted private audience with Pope Pius XII, was honored at luncheon by Luigi Einaudi, president of Italy, and received government's highest award, The Star of Solidarity, by Premier Alcide De Gasperi.

ROBERT KLEIN, sales manager, KLAC-TV Hollywood, has resigned.

DON STALEY, San Francisco manager of Katz Agency, station representative firm, to station as account executive.

WPMs ELECTIONS

Kreelstein, Rudner Promoted

ELECTION of Harold R. Kreelstein as president, and William F. Rudner as vice president of WPMs memphis, was announced last week following a board of directors meeting. The board also elected Abe Plough, president of Plough Inc., owner of the station, to the newly-created post of chairman of the executive committee. Re-elected officers are Charles Harrelson, secretary-treasurer, and Volney Edwards, assistant secretary-treasurer.

Mr. Rudner

Mr. Kreelstein

RADIO TIME SALES Ltd., Toronto, appointed Canadian representative by WGR Cleveland and WJR Detroit.

CARROLL FOSTER, director of public affairs, KIRO Seattle, appointed as SAUL HAAS, president.

LEADERS in TWO of the Midwest's Richest Markets!

KMTV-Omaha

54%Saturation in a Billion Dollar Market

KMTV advertisers get top coverage in the rich Omaha area. More than ½ million people living in the area have an effective buying income over a Billion Dollars. Pulse figures for the week of April 13, 1952 show that KMTV leads in 68 out of 100 nighttime (6-11 PM) quarter-hours — Monday through Friday. Pulse also reveals that 4 of the top 5 weekly shows and 4 of the top 2 on-sale shows in the Omaha area are telecast by KMTV.

In addition, KMTV's 52-week protection plan provides for the guarantee of rates in effect up to 52 consecutive weeks from starting date of schedule. Advertisers can now make a more realistic year-round TV budget approach.

For the best in TV coverage in the rich Omaha area, contact Katz Agency or KMTV today.

OMAHA, NEBRASKA

2,779,531 Soil-Rich Midwesterners Live Within KMA's ½ MV Line

At last count, 2,779,531 predominantly rural midwesterners lived within the KMA ½ Millivolt day-time contour area in Iowa, Nebraska, Kansas and Missouri. That's a market greater than Iowa, Washington, St. Louis and WCYB.

They're America's top-spending farm market! In 1950 these KMA-Landers spent $2,819,660,000 for goods and services, a figure surpassing by a half-handful of metropolitan markets!

Here is the big farm market in the Midwest and serve by the 5,000 powerful watts of KMA — the Midwest's top Farm Station. If you sell products in the rural and small town Midwest, contact KMA's sales force and you belong on K-M-A. Contact Avery-Knodel or KMA today.

MAY BROADCASTING COMPANY

KMA DUBUQUE, IOWA

OMAHA 2, NEBRASKA

CHANNEL 3

Represented by KATZ AGENCY

CROOKSTON, MINNESOTA

RCA SCHOLARSHIPS

Expanded and Revised

An Expanded and revised scholarship program offered by RCA for the 1952-1953 academic year will include 11 post-graduate fellowships and 10 scholarships, Dr. C. B. Jolliffe, RCA's vice president and technical director, announced last week.

Total amount of the awards will be $35,000, according to Dr. Jolliffe. This means seven new scholarships and one new fellowship will be made available to deserving young engineers and scientists, it was related out.

The revised program includes the award of theFrank M. Falkom Scholarship, established in honor of the RCA board chairman, for doctoral students of electrical engineering at New York U. Other RCA fellowships, for which an annual grant of $2,700 is made to each university, are available for graduate students at California Institute of Technology, Columbia U., Cornell U., Princeton U. and the U. of Illinois.

The program also establishes the Frank M. Falkom Scholarship at the W. S. W. University of New Mexico in honor of the president of RCA and the Charles R. Jolliffe Scholarship at West Virginia U. Each scholarship carries an annual stipend of $500.

Mr. Rudner

Mr. Kreelstein

New book dealing with psycho-omatic medicine titled Love, Emotions and Their Value by Mrs. Herman F. M. Miller, sponsored advertising manager of CBS Radio program writing division, has been published by the Modern Living Council, N. Y.

NEW YORK, NEW YORK

BROADCASTING • Telecasting

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WOR-tv offers you:

- low-budget programs
- low-cost facilities
- time rates at Oct. '51 level
- non-preemption guaranteed
- New York's finest studios
- top film facilities
- prime 60-second availabilities
- live-commercial opportunities
- sales-booster saturation plans

ACT NOW
for best availabilities;
orders for Fall campaigns
now being signed.

America's best tv-spot buy

WOR-tv

serving over 3,000,000 TV homes
in the world's largest market
The eyes of Texas' richest
TV market are shining with visions of
"live" network programs...

here comes the cable!

...that's a magic phrase to people
who plan to buy TV sets—and
to those who have them. It's a
transfusion for a market which will
soon have a quarter of a million TV sets!
When you point the advertising
budget toward Texas, aim for
Channel 8—Dallas!

WFAA-TV
CHANNEL
first in Dallas
NBC-ABC-DUMONT
27.1 KW VIDEO • 13 KW AUDIO

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

RALPH HAMMONS: STATION MANAGER
EDWARD PETRY & OR: REPRESENTATIVES
Support to Educators

President Truman has thrown his support behind the efforts of educators to build non-commercial TV stations.

Last week the President called members of the FCC to the White House for a conference on the educational TV problem.

In a second step, Mr. Truman congratulated Emerson Radio & Phonograph Corp. for its outright gift of $10,000 to each of the first 10 educational licensees to begin regular TV broadcasting, calling for support of educational TV as "a source of great hope for the future of our country."

Obviously concerned over the problem of financing of educational television outlets, the President told FCC members that private foundations might help stimulate the movement. He mentioned the Ford Foundation and recalled how the Carnegie Foundation had been instrumental in establishing libraries in many cities.

When the six FCC members left the Executive Offices, Chairman Paul A. Walker, acting as spokesman, said the President had shown deep interest in educational television outlets.

"He said he wants to see that the 242 channels allocated to educators are utilized and educational TV encouraged by the Commission and the President," Chairman Walker said. "We told him the Commission has allocated the channels. The frequencies are there but the educators have to build the stations."

Organizational Job

Comm. Frieda Hennock pointed out that an "organizational job must be done by the educators." She said the President had suggested that private foundations could help finance these projects and that he hoped the educational stations would last forever.

The President's wire to Benjamin Abrams, Emerson president, follows:

"Congratulations on your contribution and support to educational television. The scientific marvel of television has already proved its worth in the fields of entertainment, news and sports events, and I hope will continue to grow in these fields. However, the basic element in American strength and progress has been its educational system. Therefore, I think it is important that an appropriation of our television facilities be devoted to education. This project is a source of great hope for the future of our country. I wish success to the efforts to carry forward this hope to reality."

Harry S. Truman

Comr. Hennock also lauded Emerson for its $100,000 grant. Her wire follows:

"It has given me great pleasure to learn of your program to stimulate, encourage and assist the development of educational television. As the first member of the television industry to formally initiate such a policy you are acting in accordance with the highest concepts of the public interest. Moreover, such action is clearly in the best interests of that industry for it and educational television have much to give to one another. Emerson's initial program and its later implementation will play a significant role in bringing a substantial number of educational TV stations into early operation. I confidently believe that it will start a chain reaction that will inevitably lead to widespread support for educational television among the receiver manufacturer's and other industries in this country. For this, you deserve the gratitude not only of education but of those many millions of Americans who will in the future receive this highly beneficial TV service supplying them with the finest in education and culture in homes and classrooms. My congratulations at your forward looking and public spirited action."

Frieda B. Hennock

Commissioner, FCC

Mr. Abrams voiced hope that the grant, marking Emerson's 30th birthday, would be the beginning of...

(Continued on page 85)

Hyde Defends TV Plan

FCC's TV assignment plan, and accompanying rules, should bring "efficient handling of hearing cases and just determinations." Comm. Rosel H. Hyde told the membership of Virginia Assn. of Broadcasters Thursday, at their meeting at Old Point Comfort, Va. (see VAB story, page 80).

The issues will be simplified, Comm. Hyde said, "usually to comparative examination of applicants for the same channel in the same city. The number of participants will be limited and the costs in time and money vastly reduced from what would otherwise be expected."

The alternative would have been a vast hearing mess involving frightening complications, he contended, with danger of years of delay in bringing service to the public.

George C. Davis, engineering consultant, predicted reasonable interpretation of the TV allocation rules by the FCC would solve some of the problems. He discussed some of the difficulties facing the Commission along with technical problems inherent with TV.

Comm. Hyde defended FCC's allocation procedure, pointing to the types of VHF hearings and appeals that would have developed through the adoption of any other method. Taking the UHF band, he suggested detailed problems that would have arisen.

Supporting Factors

"By any other method, he said, there would have been "a proceeding that was administratively unfeasible, economically wasteful and so demanding in time as to make the recent freeze appear as a brief interlude. ... In my opinion, avoidance of this administrative morass alone would have been more than ample justification for the adoption of an allocation plan."

He listed other factors in support of the allocation as efficient use of the TV spectrum; protection of small communities in assignments; proper distribution and allocation of channels for noncommercial educational stations, and need of an orderly settlement of assignment problems along the borders.

Any one of these five elements made an assignment plan desirable and necessary, Comm. Hyde said: "All five of these basic factors made an assignment plan the only feasible method of proceeding," he said, adding, "No other more satisfactory method has been made known to us." He conceded that the assignment plan could have been improved had another year been devoted to its consideration, explaining, "We felt that it was more important to have a good plan immediately reflecting the record before us than a more perfect plan sometime in the indefinite future."

Because the TV "production line" had been stopped for a considerable period, he said, the Commission adopted "special rules" based on public need and demand with the objective of providing service "to..." (Continued on page 82)
**television applications**

**Digest of Those Filed With FCC June 20 through June 26**

(*Indicates pre-shot application re-filed.*

**Boxscore**

| Applications filed since April | 104 | 638 |

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*One applicant did not specify channel number.*

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**Antenna height above average terrain**

- 426 ft, above ground 420 ft. Estimated construction cost $245,340, first year operating cost $210,000, revenue $170,000.

- 440 ft, above ground 432 ft. Estimated construction cost $245,340, first year operating cost $210,000, revenue $170,000.

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**Boise, Idaho**

- 72.6N visual: antenna height above average terrain 80 ft, above ground 387 ft. Estimated construction cost $199,618, first year operating cost $91,300, revenue $120,000.

---

**Harrisburg, Ill.**

- 11 kw visual, 5.5N visual: antenna height above average terrain 302 ft, above ground 307 ft. Estimated construction cost $167,194.00, first year operating cost $75,000, revenue $60,000.

---

**Peoria, Ill.**

- Transmitter at 188 ft, antenna height above average terrain 50 ft, above ground 450 ft. Estimated construction cost $189,000, first year operating cost $120,000, revenue $140,000. Post Office address: Suite (Continued on page 82)
COLOR BAN

Partial Thaw Stirs Little Optimism

PARTIAL thaw of the government's freeze on manufacture and sale of color-casting equipment last week raised little prospect in industry circles for any immediate progress in the color TV mass production market.

In a compromise gesture, the National Production Authority finally issued its amended regulation (M 90), permitting standard set-makers to turn out house-size color television receivers under certain conditions and exempting theatre, department store and other commercial equipment.

Thus, NPA hoped—and frankly conceded—that it would quiet charges that the government had banned the end product—color TV equipment.

The agency left the door ajar but so hedged its new order with an array of imposing obstacles as to continue preclusion of mass color TV set output and commercial use during the current emergency. Instances of approval would, indeed, be "exceptional," NPA acknowledged.

Highlights Listed

- Manufacturers may apply for permission to turn out household colorcasting receivers, adapters and converters out of present materials providing they:
  1. Have made a "substantial" investment in color TV research and development.
  2. Don't divert key technicians and other engineering personnel from defense projects.
  3. Maintain military schedules and not refuse government contracts because of proposed colorcasting production.
  4. Use no additional amounts of steel, copper, aluminum, and other controlled materials.
- Manufacture of certain types of TV equipment—viz., the proposed Eidophor projection theatre system (which General Electric would market now, except as is equipment for closed circuit department store use.
- Manufacture of equipment for "experimental, defense, industrial, and educational uses" still is exempt.

The amended regulation was viewed with mixed reaction in manufacturing and Congressional quarters as RCA once again took up the cudgels for its color TV system (see story page 54).

Sen. Edwin C. Johnson (D-Col.), most vociferous critic of the original order in Capital Hill, described the order as "feeble stuff." He told Broadcasting • Telecasting:

"Unnecessary and uncalled for restrictions have been placed on the application of color television by this order." Obviously displeased with the order despite NPA's removal of the ban on the actual end product, he refused to discuss the order further beyond indicating he planned no direct action.

Paul Raibourn, president of Paramount Television Productions Inc. and vice president of Paramount Pictures Corp., stated:

"It's as well drawn as possible to prevent the manufacture of color television sets for the public and still withdraw from the position of control of the end product."

Dr. W. R. G. Baker, general manager of General Electric Co.'s Electronics Division, Syracuse, N. Y., declared:

"If General Electric at this time were to gear up for mass production of color television receivers it would cause irreparable harm to important military production. In February I informed NPA that 75% of our engineers...are engaged on military projects and that commercial production of color television equipment we require the diversion of from 15% to 20% of these engineers from highly important military work. This situation remains unchanged today. We are entering the peak period of military electronic production. I feel it would not be, in these still uncertain times and for some months into the future, in the best interests of our national security for General Electric to undertake production of color television receivers."

Prospect for any mass rush into home-type color TV production was viewed dimly by DuMont Labs, Motorola Inc., John Meck Industries, Hallicrafters, Admiral Corp. and other firms. They agreed mass-market color receivers are still two to three years off.

Allen B. DuMont, president, Allen B. DuMont Labs, said: "This order won't change things at all at this time. No one is anxious to get into the field sequential system and it will be some time before the dot sequential system will be available for use."

RCA, Columbia's principal opponent in the color TV battle, had only a firm "no comment" on the NPA action.

Phil L. Sponable of 20th Century-Fox Film Corp., who headed the film company's work on Eidophor, said plans for manufacture of this large-screen color TV equipment have not reached a point where they can be publicly disclosed. He pointed out, however, that the company has an arrangement with General Electric for ultimate production of Eidophor equipment and that work is progressing on the refinements of techniques and on completion of designs for industrial uses.

CBS Statement

CBS Immediately the order would have no affect on its "present operations or our plans for the future."

CBS statement follows:

CBS-Columbia Inc. the CBS set manufacturing subsidiary, is now engaged in defense work and has plans for increased participation which will occupy fully all available technical and manufacturing resources.

The NPA conditional authorization for color TV receivers manufacture applies only to those companies which have made a substantial investment in color television research and development. As NPA points out, few companies will be able to qualify. No single manufacturer or broadcaster, or even a small group, can make color television equipment, itself, but one that can furnish the color equipment to the nation in the face of resistance or lack of cooperation from the majority of the industry.

CBS almost single-handedly developed the system of color television that received official approval of the FCC and this in spite of active or passive opposition from most of the large manufacturers of television equipment. We are not justified in extending to this time further manufacturing and broadcasting resources in this effort unless it appears that other substantial segments in the industry are prepared to stride forward.

We will, however, continue active research on color TV and solicit the color field to give full support to the development of industrial, theatre, and other non-broadcast applications of color television.

NPA Administrator Henry H. Fowler said he does not anticipate that many applications will be filed, but NPA explained it will make a "careful investigation and determine there will be no interference with defense activities before approving production for a specific, limited period of time."

In announcing the amended order, Mr. Fowler said it "removes the only NPA restriction on the production of a specific type of end product—color television equipment—and substitutes a regulatory provision which is more consistent with NPA policy and the purposes of the Defense Production Act."

Mr. Fowler also heads the Defense Production Administration, NPA's policy parent.

Mr. Fowler acknowledged that earlier criticism of the regulation was justified "on the grounds that it discriminated against companies devoted exclusively to the development of the terminal and also interfered with the entry of new firms and new developments in the television industry."

Noting that the original order, in effect since December, did

(Continued on page 55)

PROGRAM COSTS

Nielsen Reports Lower Level

WHILE critics decried spiralling program costs in television, several shows achieved a satisfactory return per capita in the Goldbergs and homes reached during the past winter season, according to the June issue of Nielsen Newsheet. Bulletin is issued monthly by the Radio-TV Div. of A. C. Nielsen Co.

There were Captain Video, sponsored by General Foods Corp. across the board on DuMont at 7:30-9:30 p.m., which Nielsen figures reached homes at $4.80 per thousand; Strike It Rich, Colgate-Palmolive-Peet sponsored program on ABC from 4:30 to 5:30 p.m., reached $3.75 home; and sand homes for $3.75; I Love Lucy, Philip Morris' top-rating show on CBS-TV ($4.27); Lone Ranger, whose ABC-TV network was split between General Mills and American Bakeries ($6.72); Howdy Doody, performing for nine sponsors on NBC-TV ($2.69), and Godfrey's Town Crier sponsored by Lever Bros. Co. Lipton Tea plugs reached TV homes at $2.65 a thousand.

Morning television across the country doubled from December to March, the Nielsen statisticians reported. Between 7 a.m. and noon, the average TV set was used for 13 minutes a day in December, 27 minutes in March. Afternoon viewing also was up, from 1 hour and 6 minutes in December to 1 hour and 24 minutes in March.

Radio listening, meanwhile, held its own in the morning, averaging 55 minutes per hour per day in both December and March. In the afternoons there was a slight increase in radio set use, from 1 hour, 13 minutes, in December to 1 hour, 17 minutes, in March.

Spraynet Campaign

HELENE CURTIS Industries, Chicago, will use TV spot to introduce its new Spraynet, placing of which will be contingent on product's distribution. The campaign started up in Chicago, New York and Los Angeles. Agency is Russell M. Seeds, Chicago.

Henry J. Kaufman (2d l), of Henry J. Kaufman & Assoc., Washington, receives the annual Creative Awards Trophy at the National Advertising Ass'n. Network convention at Skytop, Pa. (B.T., June 23). Other winners were (1 to r): Henry Huffman, Hoffman & York Inc., Milwaukee; Mr. Kaufman; Oakleigh R. French, of Oakleigh R. French & Assoc., St. Louis, and Bill Sing- mund, of the Kaufman agency.

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Color Ban Thaw Stirs Little Optimism

(Continued from page 58)

not restrict color TV research and development, Mr. Fowler said that it prevented the utilization of the "practical results of research in products for general use."

The new order, he explained, "eliminates these objections, while affording protection against an all-out production of color television sets that could hinder development by drawing engineers away from even the most urgent military projects."

The regulation partly eliminates "objections" voiced by Paramount Pictures, of which Chromatic is a subsidiary, and 20th Century Fox Film Corp., which carried its case to NPA through the Motion Picture Assn. of America, Theatre Owners of America and National Exhibitors Theatre Television Committee.

Sen. Johnson, chairman of the powerful Senate Interstate & Foreign Commerce Committee, had sharply criticized Chromatic for an "unwarranted crippling blow" at color TV and an attempt to ban the end product.

Sen. Johnson has felt it apparent ... that Chromatic Television Labs or anyone else ... could go ahead and manufacture color equipment so long as additional materials, other than those already allocated, were not required. ... It is the claim of Paramount-Chromatic that no greater quantities of materials would be needed to manufacture their tri-color TV tube. Under the new order, Chromatic could file for authority to produce a receiver capable of receiving both color and monochrome TV [B+T, Jan. 27, 7]. Mr. Rainbourn feels Chromatic could meet all NPA requirements.

Paramount contends that any general allocation of materials specified to receive color and monochrome by inserting the Lawrence tube, adding an adapter and making color TV the next day, by changing. NPA officials said differential in materials for circuitry changes from monochrome would be a key factor in approval.

Materials Question Raised

With respect to Eidophor, 20th Century Fox Film Corp. held that "little, if any, critical material, will be required for color projection over and above that now provided for black-and-white television," progress in development and simplification of large screen projection equipment in the CBS-20th Century-GE system was extended for the last week by private showings in New York (see story, this page).

Exemption of theatre TV was warranted as a step toward the "network plans for MPAA, NETICO and TOA which have beseeched NPA not to impede this "growing industry" with prohibitions intended for home-type color sets."

Mr. Fowler also recalled that at the second industry-government conference last winter [B+T, Feb. 11, et seq.], manufacturing representatives stated they were heavily engaged in defense work and felt broadcasters are not disposed or prepared to offer color TV programs. Color TV was "protected for the duration last fall following the first conference [B+T, Nov 26, Oct 29, 22, 1951]."

NPA has been under fire in recent months to abandon the original order by exempting theatre interests and clarifying other provisions. The Defense Dept. has strongly supported the reenactment order in its present form or, if amended, maintenance of the ban on mass production in the interest of keeping vital technical help on military order."

Thus, NPA last Tuesday issued a revised M 90 with the hope of satisfying theatre TV, Paramount, Defense Dept. and Congressional critics.

Mr. Fowler of NPA frankly expects few standard black and white sets to qualify for permission to make home-type color sets now released, if at all, as the order is imposed by the NPA, and approval in any case would be "exceptional," he conceded.

The engineering factor has transferred the old and the original order, which specified to ban color television up to "practical results of research in products for general use."

The Commission said it believed "in general" the policy "ought to be maintained" but recognized "deviations from this policy will be made on occasion in order to permit full scale experimentation and field testing."

RCA COLOR TEST

Wait in FCC Approval

RCA is prepared to conduct extensive field experiments with its "compatible color television system and telecine tube" but the FCC has only a vague indication that FCC might permit it. The Commission previously had turned down similar experiments by Philco, General Electric Co. and others.

In an exchange of RCA-FCC correspondence, made public Wednesday, the Commission disclosed it wanted to carry out on-the-air color tests during broadcast hour (see color equipment story page 29).

FCC, in reply to a letter sent to Chairman Paul A. Walker by Dr. C. B. Jolliffe, RCA vice president and technical director, said the Commission would not until now maintain a strict policy against permitting experimentation with compatible color television systems during broadcast hours."

The Commission said it believed "in general" the policy "ought to be maintained" but recognized "deviations from this policy will be made on occasion in order to permit full scale experimentation and field testing."

RCA Reply

Recent in its reply, FCC said it will consider "on a case to case basis" for experiments for authorization during regular broadcast hours upon a showing that such experimentation is necessary for the purposes of the individual host of experimental activity contemplated. Any such application must describe in detail the nature of the field test and state exactly why such field tests cannot be accomplished at other than regular broadcast hours."

The RCA letter had set out reasons for the desire to conduct tests of the proposed system. It explained regular WNBT (TV) broadcasts start at 7 a.m. mornings, a 9 a.m. Saturday, and end at 11 p.m. Saturday, ending until after midnight. This "seriously hampers and delays the required testing" of its color experiments. Work on the color system has now reached a point "where extensive field testing and work on the all-important regular broadcast conditions is required" if an application to set standards for a compatible system is not to be delayed according to RCA.

For its part, the FCC pointed out tests do not permit comparative broadcasts with monochrome standards, RCA pointed out, and a representative number of viewers in different locations under varying conditions cannot be obtained. Besides, RCA added, time restrictions place a severe physical burden on personnel.

The RCA letter cited FCC actions setting standards for the "incompatible field sequential system" and that it did not close the door to further experiments by RCA, but noted the FCC had restricted color tests during regular broadcast hours.
ONE DIRECTION FORWARD IS STRAIGHT UP!

And up goes the antenna height for
San Francisco's pioneer television station, KPIX
... up atop Mt. Sutro ... up from 630 to 1350
feet above sea level, adding 1680 square
land miles to its Channel 5 viewing area, giving
KPIX viewers Northern California's top
TV reception quality.

To make this assurance doubly sure, KPIX telecasting
will now be powered by a great, new G-E transmitter.

The utilization of this new equipment on July 1 marks
another step in the program of progress undertaken
by KPIX with the construction of the West's finest
TV studio building, completed last February.

* Greatest shows ... brightest stars ... top
production ... finest reception. These are
your advantages on ...
FLA. FILM BID
Would Lure Producers
GOV. FULLER WARREN of Florida served notice yesterday (Sunday) that Florida plans to buck Hollywood and New York for a major slice of the growing film industry.

In a directive to Walter Keyes, executive head of the Florida Improvement Commission, Gov. Warren said that a strong bid must be made in presenting Florida’s advantages to the large and small producers who make motion pictures for theatre and television showing.

Gov. Warren recalled in the directive that Florida tried to attract the film industry as far back as 1933 when its citizens voted a constitutional amendment exempting such investors from all property taxes. Though such exemptions have since expired, Gov. Warren indicated that additional tax concessions could be legislated to lure segments of the industry from Florida.

He noted that Florida’s constitution prohibits certain business taxes and its equitable property taxation system. Motion pictures would appeal to entertainers and film production personnel.

FILMED PITCH
Made for KRON-TV by F&P
WHAT was said to be the first 16mm sound-on-film presentation of a television station’s programming was beginning to be shown to New York agency account and media personnel by Free & Peters, according to John W. Brooks, eastern television sales manager.

The film was made for the San Francisco Chronicle’s KRON-TV by Don Flagg Productions. It shows a significant personality who is now being shown to New York agency account and media personnel by Free & Peters, according to John W. Brooks, eastern television sales manager.

The film was produced for the San Francisco Chronicle’s KRON-TV by Don Flagg Productions. It shows a significant personality who is now being shown to New York agency account and media personnel by Free & Peters, according to John W. Brooks, eastern television sales manager.

REED NAMED
Heads JCET Field Program
PAUL C. REED, consultant for visual and radio education, Rochester Public Schools, has been appointed assistant director of the Joint Committee on Educational Television. He will head the JCET field service program. The appointment was announced last week by Ralph Stteele, JCET executive director. Mr. Reed is on one year’s leave of absence from his Rochester post and will headquartered with JCET in New York City.

With JCET, Mr. Reed will administer an extensive TV consultant service. He will assign specialists in programming, engineering, community service and law and planning to conduct exploratory discussions with educational groups who plan to utilize the TV channels reserved for educators by FCC in its Sixth Report [B&T, April 14]. JCET presented education’s case for channel reservations during the allocation proceeding.

WELCOME is given by Charles H. Crutchfield (r), WBT and WBTV (TV) Charlotte, N. C., general manager, to George Dellos, former program manager for WGBH Radio Institute of Selenoki. Mr. Dellos was a guest of WBT under auspices of the State Dept.’s exchange program. Mr. Crutchfield had been in Greece on a State Dept. mission.

MIAMI U. GRANT
For Study of TV in Elections
CROSLEY Broadcasting Corp., Cincinnati, has awarded a $10,000 grant to Miami U., Oxford, Ohio, for a study of television’s role in the 1952 elections.

The grant was arranged by James D. Shouse, Crosley board chairman, and was made to the marketing department of Miami’s School of Business Administration. That department will work out the study under the direction of Dr. Joseph C. Seibert, department head.

Dr. Seibert said that Crosley, aware of the obligation of the television industry to determine the extent of television influence, enlisted the aid of the university. A preliminary report is scheduled for January and a final report will be made next June.

This is the third annual grant made by Crosley in its educational program. The city of Cincinnati and Xavier U. in Cincinnati have received research grants in the past two years.

Crosley owns WLY and associated TV and FM stations in Cincinnati, TV and FM station in both Dayton and Columbus, and WINS New York.

CD THEATRE SHOWING
Officials Highly Pleased
CLOSED CIRCUIT theatre TV demonstration beamed by the Federal Civil Defense Administration for over 16,000 policemen in 10 U. S. cities came off last Thursday without a hitch. Agency authorities said they were highly pleased with audience reaction thus far.

The one-hour program originated in the studios of WMAL-TV Washington and was sent out by microwave and cable to theatres in Boston, New York, Baltimore, Philadelphia, Pittsburgh, Cleveland, Toledo, Detroit, Chicago and Milwaukee [B&T, June 23].

Candidate for TV
PRESIDENTIAL candidate or not, Gov. Adlai Stevenson of Illinois, part owner of Sangamon Valley Television Corp. (WTAX - AM - FM Springfield, Ill.), is the first political "hopeful" to become a TV applicant. The Governor is 2.5% owner of Sangamon, applicant for VHF Channel 2 in Springfield, Ill. Additionally, Max O’Reil Truitt, son-in-law of Vice President Alben Barkley, is shown as 8% owner in the Eastern Radio Corp. (WHUM-DTV) applicant for UHF Channel 55 in that city.

MOVIE TV HEARING
MPAA, ANE Ask Fall Date
THEATE television interests last week asked FCC to quit putting off the long-delayed hearing on their application for sanction of service.

The case was first set for hearing nearly 21/2 years ago, it is pointed out in a joint petition filed by Motion Picture Assn. of America and National Exhibitors Theatre Television Committee. Conclusions have come at frequent intervals, with the latest date for hearing set at Jan. 12, 1963.

Theatre interests have suffered a "heavy burden," the petition states, having repeatedly prepared to meet such hearing dates only to have them blacked out as they came.

FILM GRID SERIES
Sportsvision Gets PCC Rights
SPORTSVISION Inc., Hollywood, has announced that it will carry five football games a week, on film, for television this fall. One of the films—National Game of the Week—will be a coast-to-coast presentation, the company states.

Others to be filmed are the Big Ten Game of the Week, the Big Seven Game of the Week and the Pacific Coast Games of the Week. The latter will be shown in six western television markets.

The firm, a spokesman said, has been selected by representatives of the Pacific Coast Conference to act as their exclusive representatives for the sale and production of all "live" television and film television rights and programs during the academic year 1952-1953.

WBAP-TV Prepares
WBAP-TV Fort Worth is preparing last-minute details toward bringing area viewers their first "live" network programs tomorrow (Tuesday). Crew of technicians have installed "live" relay equipment to screen some 275’ above the ground on the station’s 502’ antenna as part of temporary signal channel arrangement.

NCAA RIGHTS
Awarded to NBC-TV For ’52
TELECASTING rights to the 1952 college football program as set up by the National Collegiate Athletic Assn. [B&T, June 9], have been awarded to NBC-TV, the NCAA’s Television Committee announced Thursday.

Twelve major college gridiron contests will be broadcast during the season, with 11 scheduled for Saturday afternoons starting Sept. 20 and ending on Thanksgiving Day. There also will be a "comprehensive offering of small college games" to be transmitted locally.

Selection of the games to be telecast each week will be the responsibility of NBC-TV, presumably with the aid of the sponsor or sponsors of the respective schools, as well as the agencies. NBC-TV will also negotiate for the rights to those games directly with the colleges. Cities will be blacked out as they were last year.

Three Days Negotiating
Award of the NCAA telecasts to NBC-TV came at the conclusion of three days of negotiations between TV networks, advertisers and the NCAA and the NBC TV committee. Basis was NBC TV’s proposed geographical coverage, its facilities and its projective programs for informing the public about the colleges and their educational and athletic activities.

Bob Hall, director of athletics for Yale U., chairman of the committee, asked to participate were Joseph H. McCon- nell, NBC president, stated:

The NCAA proposal was the most complete and comprehensive of all the bids received… The public will not only see the finest of football fare, but through the great medium of television will be informed… To this end, negotiations are now in progress in the college educational and athletic programs. We are completely confident that we will do that.

Details of NBC-TV’s plan were not divulged by either the committee or the network, which under the NCAA plan could not begin negotiating with any college until acceptance by the committee. Tom Gallery, director of sports for NBC-TV, who will be assigned to develop this program, is the only person on the network with experience in negotiations with NCAA, said that he has already started contacting colleges to arrange the TV schedule.

NBC-TV now must also still look for a sponsor for the 11 major and many minor gridiron telecasts. Last year, when NBC-TV carried the NCAA season, the 11 games included were sponsored by Westinghouse Electric Co., at a reported $653,142 cost. Westinghouse also was sponsoring a summer-fall political series.

CBS-TV started with the political conventions and culminating with election night and thus presumably not in the market for another fall football TV schedule.
this man can sell groceries in Cleveland

ice cream in Indianapolis or soft drinks in Jacksonville

Proof? Look at his nation-wide record. He's selling Durkee's foods in San Francisco and Los Angeles... he's boosting sales of Manor House Coffee in Davenport... he's creating customers for jewelry stores in Erie, Pa. and Huntington, West Va.

He's moving a lot of merchandise for 39 different sponsors in 51 TV markets. *He can do it for you.*

Who is he? Brian Donlevy, top radio and TV personality, and star of "Dangerous Assignment"—NBC-TV's exciting adventure-mystery film program produced for exclusive local sponsorship at local cost.

How does he do it? By attracting king-size audiences and holding their attention... right through the commercials. Stations report these typical May ratings: 22.1 in New York (ARB); 34.5 in Detroit (ARB); 18.8 in Columbus (Pulse); 24.2 in San Francisco (ARB); 45.5 in Milwaukee (Pulse); and 55.5 in Pittsburgh (April Pulse).

You must act fast! "Dangerous Assignment" sells for sponsors—that's why it was sold to sponsors in 51 TV markets in less than five months. For special audition film, list of sponsors and prices, write, wire or phone:

**NBC-TV film syndicate sales**

30 Rockefeller Plaza, New York 20, New York
SELECTION of "The Top Ten of TV" by the National Foundation for Psychological Research in an effort to combat proposed Congressional censorship of television was announced last week by Dr. Mason Rose, foundation head.

Dr. Rose said his organization had conducted a survey among thousands of TV viewers with this conclusion: "These top ten programs clearly demonstrate that none of them can be classed among what certain congressmen have declared 'objectionable and in bad taste.'"

The ten shows selected were:

- Best dramatic show (live)—Studio One, CBS-TV.
- Best dramatic show (filmed)—Re- bound, a Bing Crosby Enterprises series, ABC-TV.
- Musical show—The Dinah Shore Show, NBC-TV.
- Best situation comedy show—Love, Lucy, Desilu Production, CBS-TV.
- Best children's program—Kukla, Fran & Ollie, NBC-TV.
- Best news show—Edward R. Murrow's See It Now, CBS-TV.
- Best variety program—The Ken Murray Show, CBS-TV.
- Best daytime show—The Garry Moore Show, CBS-TV.
- Best TV participation program—Groucho Marx's You Bet Your Life, a Filmmart Production, NBC-TV.

To censor an entertainment medium where the widest segment of the public has selected these stars and attractions as their regular listening fare would add a fifth wheel to the statute books," Dr. Rose stated.

** Meck Sees Boxing As TV's Best Salesman

BOXING MATCHES on TV are the medium's best salesmen, according to John S. Meck, president of Scott Radio Labs, Chicago. He said orders for home demonstrations of sets that are 17% higher on Wednesdays, when a favorite bout is telecast weekly, than on any other day of the week. Second best day is Friday, he said, when boxing matches again are shown. "Seeing events while they are happening is the biggest appeal of television, and the chance to see them when something important is happening is the greatest motivation to get the set," Mr. Meck said.

** 'Personality' Best For Effective Commercial

USE of a personality to deliver the sales message was concluded to be the most effective method of television program advertising in a study by a U. of Sycamore student. J. Daniel Logan, for his master's thesis at the university's Radio & Television Center, chose as his topic, "A Study of the Effectiveness of Program Commercial Announcements on Television." Using personal interview methods, Mr. Logan attempted to learn what types of programs and commercials were most effective regarding sponsor identification and association.

Mr. Logan concluded also from his study that popularity rating is a fair indication of commercial retention or program-sponsor association.

** Survey on 'Pitchmen'

Made by Hilton & Riggo

A STUDY made by Hilton & Riggo, New York agency, revealed last week that practically all television mail order merchandise sold by "pitchmen" is sold on a C.O.D. basis. In addition, 85% of the orders are done by telephone and 15% by mail, the report revealed.

Normally about 10% of the C.O.D. orders are returned. The survey also pointed out that "a" time (6 to 10 p.m.) is too expensive for this type of advertising and late afternoon or 10 p.m. to sign off time is preferred. Advertisers know results in four hours, the agency stated.

** Program Survey Made By Research Foundation

(Report 222)

** Weekly Television Summary—JUNE 30, 1952—TELECASTING SURVEY

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>16,300</td>
</tr>
<tr>
<td>Amst</td>
<td>WSN-TV</td>
<td>20,400</td>
</tr>
<tr>
<td>Toronto</td>
<td>WAGA-TV, WSS-TV-WTV</td>
<td>90,914</td>
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<tr>
<td>Baltimore</td>
<td>WAAM-WL, WMAB-WL</td>
<td>130,517</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WNAC-WS</td>
<td>126,054</td>
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<tr>
<td>Chicago</td>
<td>WSB-TV</td>
<td>122,636</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WSAY-WC, WAC-WS</td>
<td>346,909</td>
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<tr>
<td>Cleveland</td>
<td>WSPR, WBX, WEX</td>
<td>419,111</td>
</tr>
<tr>
<td>Columbus</td>
<td>WBNV-WS, WLWC, WTVN</td>
<td>** 349,054</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD, WFAA-TV, WBAP-TV</td>
<td>171,791</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOGC</td>
<td>10,709</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WBAI-TV, KBDI, KFAC, WBAF-TV</td>
<td>171,591</td>
</tr>
<tr>
<td>Green Bay</td>
<td>WOOO-TV</td>
<td>237,000</td>
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<tr>
<td>Houston</td>
<td>KPRC-AM</td>
<td>124,000</td>
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<tr>
<td>Honolulu</td>
<td>WHE-AM, KFAC, WFAA-TV</td>
<td>215,871</td>
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<tr>
<td>Indianapolis</td>
<td>WBBF-AM, WKNM</td>
<td>240,000</td>
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<tr>
<td>Jacksonville</td>
<td>WSFM-AM, WDBB</td>
<td>130,000</td>
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<tr>
<td>Johnstown</td>
<td>WJAC-TV</td>
<td>200,546</td>
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<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>210,105</td>
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<tr>
<td>Kansas City</td>
<td>WBAM-AM, WBBN</td>
<td>195,090</td>
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<tr>
<td>Lansing</td>
<td>WMIS-TV</td>
<td>100,000</td>
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<tr>
<td>Los Angeles</td>
<td>KNX-AM, KFIA, KLAC-TV, KNBH</td>
<td>1,372,568</td>
</tr>
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</table>

** City Outlets On Air **

<table>
<thead>
<tr>
<th>City</th>
<th>WAVE-TV, WAYS-V</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>174,14</td>
<td></td>
</tr>
<tr>
<td>Matamoros</td>
<td>Mateosino-Matamoros, Mexico</td>
<td>1,579</td>
</tr>
<tr>
<td>New York</td>
<td>KNX-AM, KFIA-AM</td>
<td>1,377,164</td>
</tr>
<tr>
<td>Off Axis</td>
<td></td>
<td>1,377,164</td>
</tr>
<tr>
<td>Omaha</td>
<td>WBBN-AM, WBAG-AM</td>
<td>240,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WBAL-AM, WPAI-AM</td>
<td>349,054</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WJW-AM, WPTX-AM</td>
<td>1,052,55</td>
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<tr>
<td>Providence</td>
<td>WJAR-AM, WPTX-AM</td>
<td>39,50</td>
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<tr>
<td>Warwick</td>
<td>WJAR-AM, WPTX-AM</td>
<td>218,50</td>
</tr>
<tr>
<td>Rochester</td>
<td>WHAM-AM, WSKF-AM</td>
<td>189,00</td>
</tr>
<tr>
<td>Rock Island</td>
<td>WBBN-AM, WPTX-AM</td>
<td>150,00</td>
</tr>
<tr>
<td>場合</td>
<td>WBNV-AM, WJAR-AM, WPTX-AM</td>
<td>119,70</td>
</tr>
</tbody>
</table>

** Total Markets on Air 64  **

| Station on Air 109 ** |
|----------------------|------------------|
| Estimated Sets In Use | 17,597,15 |

** Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Coverage areas overlap set counts may be smaller due to schedule changes, disappearance of sets, equipment changes, electric company purchase of sets and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas or census areas approximated.
Pulse for May shows 11 out of 15 top once-a-week shows were aired via WHIO-TV.

Left to Right: Dick Ruppert, associate adviser of the 4-H Club; John Mowbray, Warren County agricultural agent (growing a beard for a sesqui-centennial celebration), Joe Rockhold, WHIO-TV farm director; Alfred Fedders, president of the 4-H Club, and A. T. Easton, 4-H Club adviser.

Rockhold delivers a real rural market on "Farmers Guide"

Here's a friendly farm show that rounds out WHIO-TV's full schedule of diversified programming. "Farmers Guide" is aimed at the big rural audience here every weekday—and it's aimed just right (12:15 to 12:30 p.m.). Joe Rockhold handles the show right, too—and he's got the right background for it. He's been doing farm broadcasts for the last 22 years.

A typical show gives the farmer up-to-the-minute livestock, poultry and egg prices from Dayton, Columbus and Cincinnati—helpful tips from the county home demonstration agent—interviews with one of the 8 county agents (who jump at the chance to appear) or other interesting guests. Rockhold's plans for future shows include special features for women and coverage for every fair held in 8 different counties.

"Farmers Guide" ties in with the Future Farmers of America, the 4-H Club and similar organizations, too. It's an all-round rural program with time enough for 3 participating sponsors. If you've got a message for rural delivery—give it to Rockhold. George P. Hollingbery, our national representative, can make all the arrangements.

*An Ohio State University survey shows that 75% of the farmers in this rich, rural area own television sets.
Mr. Theodore F. Shaker of Chicago, or Mr. John A. Schneider or Frank Shakespeare, Jr., of New York... or for that matter—our Messrs. A. through Z.
Our Mr. S has just been where you're going

You can make an expedition out of finding the right TV spots. But the easiest way—and the best—is to talk with our Mr. S.

For he travels farther than anyone to keep up with seven of your top markets. And does it more frequently, too.

In the last six months, for instance, every one of our account men has made at least one complete tour of all seven markets.

Our Mr. S. has brought back the most first-hand facts on these markets you'll find in captivity. He has an on-the-spot perspective which no one else can give you.

And when he recommends a TV spot, you can be sure that your product will be in the right place at the right time.

You'll climb the highest sales curve with Mr. S. as your guide. When you plan your next campaign, he'd be pleased to help you.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.
TV Applications Filed

(Continued from page 68)

600, 1420 Walnut St., Philadelphia 2, Pa. Studio location in Peoria, Ill., to be 28' by 35' by 20'. Ground floor 7,500 sq. ft., second floor 3,500 sq. ft., third floor 3,500 sq. ft., in 


300, 1420 Walnut St., Philadelphia 2, Pa. Studio location in Peoria, Ill., to be 23' by 35' by 20'. Ground floor 7,500 sq. ft., second floor 3,500 sq. ft., third floor 3,500 sq. ft., in 


200, 1420 Walnut St., Philadelphia 2, Pa. Studio location in Peoria, Ill., to be 23' by 35' by 20'. Ground floor 7,500 sq. ft., second floor 3,500 sq. ft., third floor 3,500 sq. ft., in 


100, 1420 Walnut St., Philadelphia 2, Pa. Studio location in Peoria, Ill., to be 23' by 35' by 20'. Ground floor 7,500 sq. ft., second floor 3,500 sq. ft., third floor 3,500 sq. ft., in 


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BAY CITY, Mich.—Saginaw Bestg. Co. (WSAM-AM-FM), VHF Ch. 5 (76-82 mc); ERP 61.4 kw visual, 30.7 kw aural; antenna height above average terrain 444 ft., above ground 493 ft. Estimated construction cost $321,015.18, first year operating cost $44,000, revenue $342,000. Post Office address: 2435 Holland Ave., Saginaw, Mich. Studio location: Jones Rd., Bay City. Transmitter location: Jones Rd., Bay City. Geographic coordinates: 43° 29' 58" N., 83° 31' 58" W. Long. Transmitter RCA, antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President E. C. (Vern) Greer (65%), Vice President H. J. Potter (35%). Secretary Miss 0. W. Novy (17.50%), Assistant Secretary 0. D. Freeland (5.00%), Treasurer John W. Symons Jr. (5.00%) and Jack Lennick (5%). Saginaw Bestg. Co. also owns WFLW Bad Axe, Mich.

FLINT, Mich.—Trans-American TV Corp. UHF Ch. 28 (614-620 mc); ERP 17.1 kw visual, 8.7 kw aural; antenna height above average terrain 471 ft., above ground 519 ft. Estimated construction cost $197,714.11, first year operating cost $120,000, revenue $150,000. Post Office address: Suite 600, 1420 Walnut St., Philadelphia 2, Pa. Studio location not specified. Transmitter location: 1 mi. E. of Flint. Geographic coordinates: 43° 29' 57" N., 83° 30' 52" W. Long. Transmitter RCA, antenna RCA. Legal counsel McNabb & McSweeney, Washington. Consulting engineer A. D. King & Co., Washington. Principals include President-Treasurer James L. Rubenstein (100%), but will own 2,700 shares, or 57% of voting stock when subscribed for. Robert H. Johnson, attorney in Philadelphia. Mr. Rubenstein is associated with WFLY-AM Philadelphia with no ownership interests, and is sole owner of Airstan Co. (merchandise brokerage), now inactive, Philadelphia, Pa. Applicant also is applying for TV stations in Corpus Christi, Tex., Dallas and Houston.

SALISBURY, Md.—Peninsula Bestg. Co. (WBOC & WESM-FM), Resubmitted [9-17, June 9], UHF Ch. 16 (482-488 mc); ERP 2,000 kw visual, 1,120 kw visual, 694 kw aural; antenna height above average terrain 414 ft., above ground 444 ft. Estimated construction cost $956,400, first year operating cost $115,000, revenue $115,000. Post Office address: Radio Park, Salisbury, Md. Studio location: Radio Park, Salisbury, Transmitter location same as studio. Geographic coordinates: 38° 32' 09" N. Lat., 76° 54' 48" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer A. D. King & Co., Washington. Principals include President John W. Kennedy (21.5%), Vice President R. H. Johnson (17.5%), Secretary-Treasurer R. H. Johnson (17.5%), Asst. Secretary and Manager Charles J. Truitt (2.1%), Asst. Treasurer Lena L. Dashiell (1.9%), Vice President A. D. King (10.5%), Virginia Phillips Ward (5.4%). The Shore Bestg. Co. (WCEM-Cambridge, Md.) is a wholly-owned subsidiary of the Salisbury Bestg. Co.


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TV spots, shorts, package shows Interesting TV shorts and package shows that sell merchandise . . . unusual and ingenious effects for any length TV spots . . .

motion pictures Vogue Wright has some of the ablest script writers in the business . . . plus producing facilities in Chicago, New York and Hollywood . . . resulting in new approaches in films such as the new safety film just completed for Kaiser-Frazer Sales Corp.

slide films Expert counsel and guidance in all forms of visual training aids . . . of particular interest in these days of "hard selling" . . . let our representative arrange a screening of slide films produced for some of America's largest and best known companies . . .
TV Applications Filed
(Continued from page 63)


MINNEAPOLIS, Minn., Family Business Corp. (KEYD) VHF Ch. 9 (186-192 mc): ERP 169 kw visual, 84 kw auroral; antenna height above average terrain 127 ft., above ground 442 ft. Estimated construction cost $383,700, first year operating cost $450,000, revenue $600,000. Post Office address: 15 N. Ninth St., Minneapolis, Minn. Studio location 15 N. Ninth St. Transmitter location: S. B. Vultaggio Ave., Minneapolis. Geographic coordinates 44° 58' 30" N., 93° 18' 09" W. Long. Transmitter antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include Henry C. Klages (5.0%), Vice President Joseph E. Dahl (5.4%), Vice President agent Benjamin L. Whiting (40.0%) Secretary Keneth E. Pettijohn (1.0%), Treasurer C. Theo. Skane (2.9%).

JOPLIN, Mo. - Air Time Inc. (KJWZ) VHF Ch. 12 (300-306 mc): ERP 10.6 kw visual, 0.5 kw auroral; antenna height above average terrain 331.5 ft., above ground 445 ft. Estimated construction cost $148,601, first year operating cost $100,000, revenue $110,000. Post Office address: 1928 West 13th Street, Joplin, Mo. Studio and transmitter location 1928 W. 13th St., Joplin, Mo. Geographic coordinates 37° 04' 45" N., 84° 32' 56" W. Long. Transmitter RCA, antenna RCA. Consulting engineer Austin A. Harrison, general manager. Principals include Austin A. Harrison (50%), Secretary Tress, Eleanor F. Harrison (46%), Vice-President Herbert Van Fleet (1.6%).

ST. LOUIS, Mo.- St. Louis Tele cast Inc. (WEW) VHF Ch. 11 (190-200 mc): ERP 15 kw visual, 1.8 kw auroral; antenna height above average terrain 637.5 ft., above ground 425.5 ft. Estimated construction cost $565,000, first year operating cost $700,000, revenue $1,200,000. Post Office address: 211 North Geranium Blvd., St. Louis 3, Mo. Studio and transmitter location: 3621 Olive St. Geographic coordinates: 38° 58' 18" N., 90° 14' 39" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segel, Smith & Hennessey, Washington. Consulting engineer Joseph A. Voil, general manager of WEW; Howard F. Baer, president of St. Louis A. S. Co. (department stores); Donald Dalsforth (4%), president of Rafton Purina Co. (mfrs. of cereals and livestock and poultry feeds); Russell L. Development (4%), counsel to the board of Missouri Pacific Railroad Co. and chairman of the board of Federal Reserve Bank of St. Louis; Lee Fuller (4%), chairman of the board of Stix, Baer & Fuller Co. (department store); Gale F. Johnson (4%).

SOURCE OF PROGRAMMING

Independents' Output Tops Networks, Agencies in Ross Study

FEARS of station operators that the networks would completely dominate the television broadcasting industry, because of their control of programming, may be safely forgotten. So long, too, may the advertising agencies discern any threat from TV's powerful growth.

Those conclusions stem from an analysis of TV programming data in the May issue of Ross Reports on Television Programming, which lists all programs telecast on the networks or locally in New York City during the first quarter of 1952.

Programs still on the air in April are listed with full data on station or network, time, sponsor, packager, producer, director, casting, commercials, production cost and March Pulse rating. The year's program casualties are listed separately, with dates of debut and departure.

Headed by type of producer (Table 1), the Ross data show that of 217 network programs, the networks produced only 92 or 42%. Agencies accounted for 62 (29%), while independent producers contributed 99 (46%). When sustaining TV shows are taken out of the total and only the 154 commercial programs considered, the Ross breakdown gives 52 programs (34%) to the networks, 26 (17%) to the independent producers.

Noting that today's complex talent-network-agency-packager deals make the determination of control a 'yesterday proposition,' Ross concludes that the criteria must be: "Who controls the created idea; who hires and pays the performing and writing talent; who supervises production details, and, could the show be moved to another network?"

Filmed programs, which are described as "the most significant program force yet developed," are credited with swinging the "packaging pendulum back in the direction of the independent producers and away from the networks." Special credit is given to the films made expressly for video use, although the report includes news and commercials made primarily for theater showing with those made especially for TV.

"Monopoly fears," says the Ross analyst, "are disproved by the chart (Table 1), which shows ABC-TV and DuMont controlling a minor percentage of their schedules, while NBC-TV and CBS control half their commercial shows and more of their entire schedule during the last cycle."

Increased use of feature films by the New York stations, which in May of this year were the most used program fare, accounting for 605 quarter-hours a week, a more than 30% increase over 1951's 460-quarter-hours a week of feature films used by these same stations in May 1951, is credited with a rise in the total telecasting time in the city to 2,250 quarter-hours a week (Table II).


TABLE I

<table>
<thead>
<tr>
<th>SHOWS</th>
<th>COMMERCIALS ONLY (154)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>7 (18%) 27 (71%) 41 (11%)</td>
</tr>
<tr>
<td>DuMont</td>
<td>13 (36%) 21 (58%) 2 (6%)</td>
</tr>
<tr>
<td>CBS</td>
<td>34 (94%) 24 (62%) 10 (1%)</td>
</tr>
<tr>
<td>NBC</td>
<td>28 (76%) 50 (13%) 10 (0%)</td>
</tr>
<tr>
<td>92 (42%) 99 (46%) 26 (12%)</td>
<td></td>
</tr>
<tr>
<td>52 (34%) 76 (49%) 26 (17%)</td>
<td></td>
</tr>
</tbody>
</table>

TABLE II

<table>
<thead>
<tr>
<th>PROGRAM TRENDS: MAY 1950-51/52</th>
<th>(All programs, network &amp; local, seen on six NY stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>QUARTER HOURS (1 Week)</td>
<td>Total Quarter Hours 2250 2047 1493</td>
</tr>
<tr>
<td>Days</td>
<td>24 26 26</td>
</tr>
<tr>
<td>Hours</td>
<td>24 26 26</td>
</tr>
<tr>
<td>Sources</td>
<td>24 26 26</td>
</tr>
<tr>
<td>Added</td>
<td>24 26 26</td>
</tr>
<tr>
<td>Religious</td>
<td>19 15 8</td>
</tr>
<tr>
<td>Education</td>
<td>19 15 8</td>
</tr>
<tr>
<td>News</td>
<td>19 15 8</td>
</tr>
<tr>
<td>Advertisements</td>
<td>19 15 8</td>
</tr>
<tr>
<td>Interview</td>
<td>20 31 31</td>
</tr>
<tr>
<td>Comedy</td>
<td>66 99 77</td>
</tr>
<tr>
<td>Affairs</td>
<td>66 99 77</td>
</tr>
<tr>
<td>Children</td>
<td>66 99 77</td>
</tr>
<tr>
<td>16 20 20</td>
<td>13 13 13</td>
</tr>
<tr>
<td>Total</td>
<td>22 24 24</td>
</tr>
</tbody>
</table>

* Includes local advertisements on week ends.

Note: Data includes all 1952 programs appearing on five NBC stations.
ings in Santa Fe and Albuquerque. Their representative firm is applying for a station at Santa Fe (see below).

SANTÉ FE, New Mexico—Greer & Greer, Resubmitted [BTN, April 21] VHF Ch. 2 (1939-40) k.w. visual, 5 kw aural; antenna height above average terrain 499 ft., above ground 551 ft. Estimated construction cost $624,000, first year operating cost $150,000, revenue $290,000. Post Office address: Lensie Building, Santa Fe, N. M. Studio location: Santa Fe, New Mexico. Transmitter location: Santa Fe, New Mexico. Geographic coordinates: 33° 44' 27" N., 105° 05' 25" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George Davis, Washington. Principals include President-General Manager Robert M. Pellems (1.11%), Treasurer George W. Smith (9.10%); WKNE Co., (58.96%); Latte S. Close (7.64%), Lyman Sprenger (5.52%), Mildred M. Smith (5.05%), Arthur H. Wicks (5.52%). Figures represent ownership after stock subscriptions are issued. For ownership of WKNE see, Keene, N. H. (WKNE) TV application, this issue.

ASHVILLE, N. C.—Skyway Broadcasting Corp. (WLOS-AM-FM), VHF Ch. 13 (218-218 216 mc); ERP: 302 kw visual, 156 kw aural; antenna height above average terrain 2,089 ft., above ground 390 ft. Estimated construction cost $441,559, first year operating cost $156,746, revenue $250,000. Post Office address: P. O. Box 2285, Battery Park Hotel, Asheville, N. C. Studio location determined to be Top of Bear Mountain. Geographic coordinates: 35° 27' 49" N., 82° 21' 36" W. Long. Transmitter Federal, antenna Federal. Studio equipment Federal. Legal counsel Frank U. Fletcher, Washington. Consulting engineer John Creutz, Washington. Principals include President Charles M. Britt (12.21%), Vice President Charles Britz (13.87%), Secretary Charles G. Lee Jr. (1.88%), Assistant Secretary (Mrs.) Julia L. Pfaff (0.08%), Assistant Treasurer M. T. Karlskint (1.21%), Joe H. Britt (16.34%) and Dr. G. Curtis Crump (6.37%).

CHARLOTTE, N. C.—Radio Station WSOIC Inc. (WSOIC), VHF Ch. 9 (186-192 mc); ERP: 316 kw visual, 184 kw aural; antenna height above average terrain 714.5 ft., above ground 719 ft. Estimated construction cost $575,000, first year operating cost $834,000, revenue $1,278,000. Post Office address: P. O. Box 2348, Charlotte, Studio location: 1925 N. Tryon St., Charlotte. Transmitter location: Same as studio. Geographic coordinates: 35° 14' 34" N., 80° 48' 37" W. Long. Transmitter RCA, antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer George Davis, Washington. Principals include President-General Manager E. J. Gluck (0.72%), Vice President E. E. Jones (31.43%), Vice President Charles M. Marshall (0.6%), Secretary-Treasurer R. S. Morris (36.41%), Hunter Marshall (16.332%), Mrs. Adelaide M. Marshall (14.6%).

CANTON, Ohio—The Brush-Moore Newspapers Inc. (WHBC-AM-FM), VHF Ch. 29 (560-666 mc); ERP: 107 kw visual, 83.5 kw aural; antenna height above average terrain 256 ft., above ground 301 ft. Estimated construction cost $245,000, first year operating cost $110,000, revenue $80,000. Post Office address: 500 Market Ave. South, Canton X, Ohio. Studio location: 500 Market Ave. South. Transmitter location: 2nd street and Cleveland Ave., N. W. Geographic coordinates: (Continued on page 66)

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BUFFALO, N. Y.—WGR Bestg. Corp. (WGR), VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 848 ft., above ground 431 ft. Estimated construction cost $38,530, first year operating cost $624,000, revenue not estimated. Post Office address: Rand Bldg., Buffalo. Studio and transmitter location: Rand Bldg. 14 Lafayette Sq. Geographic coordinates: 42° 53' 12" N., 78° 52' 20" W. Long. Transmitter GE, antenna GE. Legal counsel Fisher, Wayland, Duval & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include Chairman of the Board Lee Fitzpatrick (69.69%), President J. L. Loomis (30%) and Secretary-Treasurer Norman E. Nobes (0.02%).

ELMIRA, N. Y.—Elmira Television Corp. (WCH), VHF Ch. 18 (494-500 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 848 ft., above ground 431 ft. Estimated construction cost $241,386, first year operating cost $209,000, revenue $270,000. Post Office address: c/o Sayles & Evans, 415 E. Water St., Elmira. Studio location: Mark Twain Hotel, Elmira. Transmitter location: RDF #1, Ashland, N. Y. Geographic coordinates: 43° 01' 51" N., 76° 47' 10" W. Long. Transmitter DuMont, antenna GE. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Ear & Kennedy, Washington. Principals include Partners T. K. Cassel (50%) and John S. Booth (50%). Mr. Cassel is president and 99% owner of WADAD Indiana, Pa., sole owner of WATS Sayre, Pa., 25.3% owner of WCHA Chambersburg, Pa. Mr. Booth is vice president, general manager and 33% owner of WCHA, 45% owner of a real estate firm in Chambersburg and 45% owner of a farm and real estate development firm.

KINGSTON, N. Y.—Kingston Bestg. Corp. (WKNY), VHF Ch. 66 (782-788 mc); ERP 34.8 kw visual, 12.4 kw aural; antenna height above average terrain 250 ft., above ground 436 ft. Estimated construction cost $171,852, first year operating cost $93,927.56, revenue $40,000. Post Office address: 17 Dunbar St., Keene, N. H. Studio location: 1849 2nd St., Kingston, N. Y. Transmitter location: Plainfield St., Kingston, N. Y. Geographic coordinates: 41° 55' 48" N., 73° 50' 55" W. Long. Transmitter RCA, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Caven, Lohnes & Culver, Washington. Principals include President Joseph K. Close (0.56%), Vice President and General Manager Robert M. Pellems (1.11%), Treasurer George W. Smith (9.10%); WKNE Co., (58.96%); Latte S. Close (7.64%), Lyman Sprenger (5.52%), Mildred M. Smith (5.05%), Arthur H. Wicks (5.52%). Figures represent ownership after stock subscriptions are issued. For ownership of WKNE see, Keene, N. H. (WKNE) TV application, this issue.

HD indicated contains adjustable camera tie-down screw for locating center of gravity. This feature is optional.

"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly.

If you work with film...for Studio, Newsroom, Commercial, Industrial, or Home Movies—it will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

"AMERA EQUIPMENT" Presidion "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. For proper exposure density, it is important that you have your lenses "T" stop calibrated. Lenset coated for photography, Special TV coating. Rapid service.

BROADCASTING • Telecasting

June 30, 1952 • Page 65
What is the Future of TV and Moving Pictures?

Spyros P. Skouras, president of Twentieth Century-Fox Film Corporation, gave the answer to stockholders.

In the lower right hand corner of page eleven, Printers' Ink of June 9th, is a new item that every TV official and TV salesman should read and ponder. To save you the time of looking it up in your files, here it is:

"Said Mr. Skouras, at the annual meeting of his stockholders, "In my opinion, the future of both television and motion pictures will see the merging of these two mediums, to their mutual benefit. The success of home television will depend substantially on film entertainment—no longer as the same in the theatres, but, nevertheless, programs on film. The theatre, in turn, will be benefited by the introduction of the new large-screen television which, in my opinion, will be the greatest boon to theatre attendance in its history."

"Thousands of our readers, buyers of advertising, most certainly read this tidy, clear-cut statement by one of the greatest authorities in the field of entertainment."

"As new TV stations are opened, the fight for more local, regional and chain business will be intensified. Now, they say, the time for any TV sales staff to start laying the foundation for future business. Of our 23, 309 subscribers, more than two-thirds are buyers of advertising; sales managers, advertising managers, time buyers, top management, plus thousands of agency people who execute the orders of their clients."

"Only in Printers' Ink, "The Voice of Authority" in the world of advertising for 64 years, will you find so many prospects for your station. Week after week, our editors report the happenings in the world of distribution, and tell buyers of advertising of the important changes that lie ahead."

"Now, today, is the time to start your regular schedule in Printers' Ink. Tell buyers of advertising what your station can do to aid in winning new customers."

"We would like to explain how Printers' Ink may help you. When may we see you?"

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink. 205 East 42d Street, New York 17, N. Y.

BROADCASTING, Volume 2, No. 23, Pages 56-59; "What is the Future of TV and Moving Pictures?" By Spyros P. Skouras, President of Twentieth Century-Fox Film Corporation. Copyright 1952 by Prentice-Hall, Inc. Reprinted by permission of the publisher.
OLYMPIC SHOW
Nets $1 Million in 14½ Hours

BING CROSBY, Bob Hope, Dorothy Lamour and 250 other entertainers teamed up to raise more than a million dollars in pledges for the U. S. Olympic Games fund in a 14½ hour telethon over the CBS-TV and NBC-TV networks early last week.

The show began on Saturday, June 21 at 11 p.m. EDT and finished Sunday, June 22 at 1:30 p.m. EDT. Total amount pledged was $1,000,020 with Los Angeles contributing $300,265 and New York $279,979. Detroit was said to have placed third with WJBK-TV reporting $98,156 in addition to pledges received by WWJ-TV, which carried parts. The program was carried over 68 CBS and NBC television stations in 45 cities.

A sidelight was the TV debut of three radio personalities: Bing Crosby reportedly has been meeting with the D'Arcy Adv. Co., which represents Coca-Cola; Phil Harris lately signed an exclusive radio-TV contract with NBC and Louella Parsons, whose TV pilot film is being considered by Lustre-Creme for a CBS-TV series.

The coast-to-coast fund-raising program was the first such telethon to originate from the West Coast and the first to be carried on two networks. It was produced by Ed Solob and Albert Capstaff while Warren Jacoby was producer-director of the New York operation. Norman Blackburn and Jack Hope were in charge of talent production.

TV PRODUCER GROUP

Snader Named President

LOUIS D. SNADER, president of Snader Telescriptions Corp., has been re-elected president of National Society of Television Producers, Hollywood, for a two-year term.

David Chudnow, president of Rosamund Productions, was named vice president for a one-year term and Maleese Black, independent producer, was elected treasurer for a two-year period. Gladys Rubens, head of Rubens Productions, has one more year to serve as secretary.

New board of directors are Max Gilford, president of Pegasus Productions Inc.; Bob Clampeits, producer-packager of KTSA (TV) Hollywood Times for George, and Jack Voglin, president of Voglin Corp. The other board members are Tom Armistead, Murray Lerner, Syd Cassdy, all independent producers, and Mike Stockey, producer-packager of NBC-TV Fantome Quiz.

Sales

Colgate - Palmolive - Peet Co., through Sherman & Marquette Inc., New York, has contracted for a 39 half-hour TV film series of Mr. and Mrs. North to be made by Federal Television Corp., Beverly Hills. Starting July 21, the first 20 films are to be completed by Oct. 25. Barbara Britton and Richard Denning will enact the title roles with Ralph Murphy set as the director. John Loveon, owner-producer of the CBS radio version, will produce. Federal Television Corp., owned jointly by William Collier Jr., Harry Joe Brown and Randolph Scott, will headquarter at Goldwyn Studios.

Jerry Fairbanks Productions, Hollywood, is preparing The Magic Wheel, a half-hour TV film commercial for the National Cash Register Co. The script by Leo Rosenbaum and his relationship between big business and the American way of life.

Pacific Telephone & Telegraph Co., San Francisco, through BBDO, that city, has contracted for 30 20-second and three 60-second TV film commercials to be produced by Jack Denove Productions, Hollywood.

Cascade Pictures of Calif. Inc., Culver City, is making three 60-second live action TV film commercials for Toni Co., Chicago (hair preparations). Agency is Foote Cone & Belding Inc., that city.

Production

J. G. Stevens Television Productions, Hollywood, has completed the first film in quarter-hour TV series, I Cook for a Star. Highlighting Hollywood names through the eyes of their cooks, each program also will feature star's home, family and favorite foods. Narrated by Reba and Bonnie Churchill, syndicated columnists, the pilot film is built around Pat O'Brien's home, family and cook.

Pivar Productions, Culver City, Calif., headed by Ben Pivar, production executive at Universal-International, plans a half-hour TV film series to be called Bureau of Missing Persons. Starting in mid-July, the programs will be based on factual cases with the camera crew shooting at the actual scenes of the happenings. Arthur Hilton will direct.

Film People

Argyle Nelson, production executive at RKO Radio Pictures, joins Desilu Productions, Hollywood, as general manager in charge of production. He succeeds Al Simon, named production manager on CBS-TV George Burns and Gracie Allen show.

Lou Victor, who operates his own Hollywood advertising agency, has joined Wilshire Television Productions Inc. as second vice president in charge of the commercial division, to be known as Televictor Unit.

Gene Fowler, Hollywood writer, is in New York completing a script concerning the coming in charge of distribution of the George M. Cohen story and music properties, developed by him and Gene Towne as a TV package. Production has started on the film's original TV film, series, The Unsinkable Mr. Ruggigore and The Looking Glass Kid.

Miscellany

Interstate Television Corp., Hollywood, subsidiary of Monogram Pictures, which holds an option on half-hour TV films made by National Repertory Theatre Inc., that city, has selected "The Visitors" for inclusion in Ethel Barrymore Theatre TV film series. Arthur Kennedy and Edward Arnold are co-starred. Through a deal recently concluded by National Repertory Theater and William Morris Agency, Beverly Hills, the agency acquires national sales rights to future films.

Law Kerner, executive in charge of production for Motion Pictures for Television, Hollywood, has acquired the personal rights to over 22,000 short stories and articles published in Liberty magazine from 1924-50 through Network Story Sales Inc., New York. Disposal or adaptation of the properties to TV or feature films has not been determined by Mr. Kerner.

Guild Films Co., Hollywood, headed by Reub Kaufman, will handle the national distribution of a half-hour TV film series, The Guild Theatre, produced by Telepictures Corp., Beverly Hills. The programs, 13 of which have been completed, are dramas of suspense and action, featuring Richards Travis, Ann Savage, Edward Brophy, Iris Adrian and others.
THE VOTES ARE COUNTED—it’s a LANDSLIDE for WOC-TV Programs

Most Popular Program—

"The 20-20" produces most votes.

Results—

FREE & PETERS, INC. Exclusive National Representatives
Broadway and Antelope St. Geographic coordinates: 31° 9' 6.1" N., Lat. 97° 23' 48" W. Long. Transmitter GE, antenna GE. Legal counsel Ross K. Pickens and H. H. Coffeld, each 1/4 partner and each independent Texas oil operator. Same partners at one time each owned 1/4 of the oil. 

RCA.


Same group also is applying for TV stations in New Orleans, La., Dallas and Houston, Tex.

+ DALLAS, Tex.—UHF Television Co., UHF Ch. 23 (524-530 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 510 ft., above ground 640 ft. Estimated construction cost $430,000, first year operating cost $376,000, revenue $900,000. Post Office address: 14th Floor, Magnolia Bldg., Dallas, Tex. Studio and transmitter location: 4600 Calhoun Rd., Houston. Geographic coordinates: 29° 43' 27.2" N. Lat., 96° 29' 13.9" W. Long. Transmitter RCA, antenna RCA. Legal counsel: R. Presco, Dallas. Consulting engineer Guy C. Hutchens, Arlington, Tex. 

Principal include R. L. Wheelock, W. L. Pickens and H. H. Coffeld, each 1/4 partner and each independent Texas oil operator. Same partners at one time each owned 1/4 of the oil. 

Same group also is applying for TV stations in New Orleans, La., Corpus Christi and Dallas, Tex.


+ WICHITA FALLS, Tex.—Wichita Radio & Television Co. (KFDX), VHF Ch. 3 (60-66 mc); ERP 58 kw visual, 29 kw aural; antenna height above average terrain 510 ft., above ground 640 ft. Estimated construction cost $308,495, first year operating cost $120,000, revenue $150,000. Post Office address: 901 Scott St., City National Bank Bldg., Wichita Falls. Studio and transmitter location: State Route 30 and Old 84 at Seymour Road. Geographic coordinates: 33° 06' 22" N. Lat., 98° 33' 26" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Abe Herman, Fort Worth, Tex. Consulting engineer George C. Davis, Washington, Tex.

Principal include President Darold A. Cannan (22.96%), Vice President W. P. Hood (3.33%), Vice President Howard H. Foy (9%), Secretary-Treasurer M. Kuhfuss (22.3%), President A. C. Cannan Jr. (12%), John Adams (3.87%), Mott Johnson (3.38%) and John White (1.57%).

HARRISONBURG, Va.—Shenandoah Valley Beag. Corp. (WSVA), VHF Ch. 3 (60-66 mc); ERP 58 kw visual, 27 kw aural; antenna height above average terrain 1,838 ft., above ground 170 ft. Estimated construction cost $192,953, first year operating cost $179,355, revenue $189,800. Post Office address: Rawley Pike, Harrisonburg, Va. Studio location: 207 Willowby Ave., Brooklyn 5, N.Y.

Please send me complete information.

June 30, 1952 • Page 69
On the job!

Our volunteer speakers are saving thousands of lives today...in factories and offices, at neighborhood centers and at organization meetings all over this land...showing people what they can do to protect themselves and their families against death from cancer.

For information just telephone the American Cancer Society or address a letter to "Cancer," care of your local Post Office.

**American Cancer Society**

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**Detroit Contest Brings 126,423 Entries**

UNITED Detroit Radio Committee last week announced the winners of its "I Like Radio Because" contest, which drew 126,423 entries. Seven stations used a saturation schedule of chains and minute announcements for the contest period May 19-27. Participating stations were identified as WEXL-WBKB-WJW-WMWH-WWJX-WXYZ and Detroit and CKLW Windsor.

Twenty winners were announced on a special broadcast June 11, carried by all seven stations.

Grand Prize winner was Mrs. Marie Crowley of Detroit, who received a new Packard donated by the Packard Dealers Assn. of Metropolitan Detroit plus other gifts. Contest judges were Louis Miriani, president of Detroit's City Council and acting mayor; Norman Glenn, editor of Sponsor magazine; and Winfield R. Levi, sales manager, **Broadcasting** + Telecasting.

An informal cocktail party and dinner were held in the Statler Hotel to celebrate the contest's successful completion. Among those present were:

J. E. Campeau, president, and E. Wilson, sales manager, WJW; Gordon Sparks, president, and Ernie Hagen, sales manager, WEXL; Gayle Robbins, manager, and Pat McInnis, promotion director, WBKB; Worth Krammer, West Coast editor, Montreal and Seattle; Winfield G. Mack, to KFL Los Angeles as log editor.

Caleb Paine, sponsor manager, WGY Schenectady, N.Y., named director of public service for that station and WGRB (TV) that city. BERNARD S. KRAUSE, supervisor of science broadcasting, WGY, appointed production supervisor.

DONALD GREGORY SUPINSKI to WIP Philadelphia, as assistant record librarian.

POLLY KAUFMAN, West Coast editor, Montreal and Seattle, to KFL Los Angeles as log editor.

Caleb Paine, sponsor manager, WGY Schenectady, N.Y., named director of public service for that station and WGRB (TV) that city. BERNARD S. KRAUSE, supervisor of science broadcasting, WGY, appointed production supervisor.

JERRY CONWAY and BETTY CLEVENGER, publishers of KXN (TV), Hollywood, to CBS-TV that city, in similar capacities. SUSAN WISE, secretary to DEAN LINER, sales promotion-publicity manager for station, promoted to publicist. MICHAEL DOUGHERTY, director of public relations, Prudence Insurance Co., L. A., to station as Mr. Linger's assistant.

FRANK TEAS to announcing staff, WGN Newburgh, N. Y., for summer months.

JACK C. KENASTON, Hollywood TV film packager, to KTIV (TV) that city, as sales promotion manager.

FRANK LOKEY, announcer, WBNG Greensboro, N. C., returns to WNOX Knoxville, Tenn., in same capacity.


ED BRITTON to CKK Ponticton, B. N., as civilian director.

JOHN CARVER to KODY North Platte, Neb., as announcer. ED LAURIN, announcer there, transfers to traffic department.

MARY SINCLAIR, New York TV actress, signed role in 20th Century-Fox feature film, "Story of Three Loves."

LEE MORRIS, announcer, WSB Atlanta, father of girl, Jeanne Elizabeth, June 15.

BILL ARRINGTON, program director, WMRC Greenwich, C. S., father of girl, June 12. CLAIRE FREEMAN, disc jockey there, father of boy, Phillip.

BARBARA EILER (MRS. DON NELSON), radio actress, mother of girl, Laurie Ann, June 11. Father is writer of ABC radio Adventures of Ozio and Harriet.

HAL STUBBS, program director, CKVL Vernon and Ann Marlin will be married July 12.

ROBERT LA MONT, staff announcer, KHLO Hollywood, father of boy, Stephen.

LARRY BERRILL, disc m. KBIG Avalon, Calif., father of girl, Gretchen.

**News...**

**Radio Free Asia**

MANILA Operation Begun

**Radio Free Asia** has begun to shift operations from San Francisco to the Far East. John W. Elwood, RFA director, announced last week.

Mr. Elwood disclosed that a team of four radio experts has left for the Philippines. Members were listed as William E. Minette, Walter Briggs, Margaret Liang Briggs and Clementine Wacula.

Mr. Elwood, appointed by the Committee for Free Asia, now beams programs from San Francisco six days weekly via two transmitters in the Philippines and one on Guam. Nog saw programs written and broadcast directly from Manila, he added.

"Broadcasting from Asia, in cooperation with Asians, should win larger audiences for Radio Free Asia," Mr. Elwood said.

"Through our programs," he explained, "we are trying to keep alive the hopes of Asians now under Communist domination and to stiffen Asian resistance to Communist aggression."

Mr. Minette, of Palo Alto, Calif., volunteered for Manila. He was formerly public affairs director for KNBC San Francisco.

Mr. Briggs, native of Peoria, Ill., was director of Broadcasting. For many years, Mr. Briggs was correspondent in Asia for the United Press and for the Christian Science Monitor. Mrs. Briggs, born in Peiping, China, now an American citizen, will participate in program production. During World War II, she served as a civilian teacher in Kunming, China. Miss Wacula, born in Switzerland and a former resident of Tacoma, Wash., will serve as administrative assistant. Miss Wacula formerly served at KMW, Tacoma, KQOL Phoenix and KITO San Bernardino.

**Optometry Ad Claims**

**D. C. Reins Proposed**

TIGHTENING up of the advertising freedom of optometrists was a suggestion made by the District of Columbia last week when a House District subcommittee approved for full committee action a bill ($106) revising the D. C. Optometry Act.

Bitterly fought measure passed the Senate May 7. It is opposed by the Washington Publishers Assn., National Retail Optical Assn. and the District Board of Optometry.

It is favored by the American Optometric Assn., District Optometric Assn. and the District Board of Optometry.

At subcommittee hearings last month that it would create an "eye glass monopoly" and was an attempt to control newspaper, radio and television advertising.

Provisions of the legislation ban advertising of (1) fees for professional services, (2) terms of credit, (3) deposits and (4) guarantees. It also prohibits Optometrists of the District of Columbia to request or receive if an optometrist advertises contrary to the above, or claims professional superiority or superior performance, or offers free service or examinations.

**American Cancer Society**

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**Radio Free Asia** has begun...
AWRT CHAPTER
Elects Holaise Broeg

HELOISE PARKER BROEG, of WEEI Boston, was elected presi-
dent of the New England chapter of American Women in Radio &
Television at its organization meeting in Boston June 20 (B&T, June
23). Some 50 women broadcasters and telecasters attended the meet-
ing.

Other officers are: Connie Stack-
pole, Granite State Network, Man-
chester, N. H., vice president; Claire Crawford, WORL Boston, steering committee (Seaman); Sileen Keeveland, WHAV Haver-
hill, Mass., secretary; Louise Mor-
gen, WNAC-AM-TV Boston, treas-
urer.

Speakers included Harold E. Fel-
lows, NARTB president; Miss Mor-
gen; Marjorie Mills, WBZ Boston;
Mildred Carlson, WDBZ and WIZ-
TV; Mrs. Crawford; Jan Gilbert, Hal-
old Cabot & Co., Doris Cor-
with, AWRT national president and
NBC public affairs director, and Betty Stuart Smith, AWRT
director-at-large and radio public
relations director of J. Walter Thomp-
son Co. Dorothy Fuller, WBZ.

Eastern vice president, president.

BIELSKI SUCCEEDS KEM
In AF Radio-TV Post

CAPT. CASS BIELSKI has been named chief of the Air Force Ra-
dio-TV Section in the Dept. of
Defense, succeeding Lt. Col. Rob-
ert P. Kem, the Air Force Dept.
has announced.

Col. Kem is to assume new duties
as chief of the Air Force Sec-
tion at the Armed Forces Public
Information Center in New York
Tuesday (tomorrow). He will be
responsible for all AF public in-
formation activity in that area, with
stress on radio-TV. At the Pen-
tagon he was instrumental in de-
velopment of the Air Force Hour and
Serenade in Blue.

Capt. Bielski, who becomes chief
of that section, has been serving as
deputy to Col. Kem. He also has
worked on radio-TV productions
in recent years.

On All Accounts
(Continued from page 10)

WILLIAM C. BARNES
Was WMVA President

FUNERAL services were held
June 23 for William C. Barnes, 58, 
president, Martinsville (Va.)
Broadcasting Corp., operator of
WMVA-AM-FM Martinsville. Mr.
Barnes died June 21 following a
heart attack.

Native of Decatur, Ill., Mr. Bar-
nes went to Martinsville in 1937 and
bought the Daily Bulletin, of which
he served as publisher-owner un-
til its sale in 1946.

Mr. Barnes established WMVA
in 1940 and that station's FM affi-
liate in 1950.

His newspaper experience in-
cluded publications at Decatur and
Peoria, Ill., Beaumont, Tex., and
Chicago. He represented the Ameri-
can Legion national magazine in
Detroit, and had served as secre-
tary to two congressmen in Wash-
ington. Survivors include his wife
and four daughters.

Mrs. Ruth Gilbert
MRS. RUTH GILBERT, wife of Dick Gilbert, KTYL Phoenix disc
jockey, and who as Ruth Wimp
formed with her husband the radio
and theatre singing team of Gilbert
and Wimp in the early 1930s, died
June 20 in an automobile accident
near Wittman, Ariz. The husband
and wife team also published sev-
eral tunes and Mrs. Gilbert drew
pen and ink portraits. Her mother
and a sister also survive.

We keep
plugging it!

KWK is the radio
buy in St. Louis!

KWK's LOW-cost
per-thousand radio homes
delivered makes it a
real catch!

Your Katz man has the
facts in booklet form
fully documented.

GLOBE-Democrat Tower Bldg.
Saint Louis

June 30, 1952 • Page 71
NEC CAMPAIGN
Radio Outlets Support
NEW ENGLAND'S radio stations have lined up solidly behind a New England Council campaign to advance the region's economy.

In mid-May, each of the 124 stations in New England's six states received a transcription of 13 spot announcements produced by the council. The spots present statistics showing that employment and payrolls are running close to all-time highs in the region, and that new industries are creating thousands of new job opportunities.

To date, NEC reported, 101 stations have pledged their cooperation in using the material. All of the region's 50 kw stations have expressed willingness to cooperate, the Council added.

Vermont and Rhode Island have a 100% record, with all their stations running the spots. Of Maine's 14 outlets, 12 have responded. In New Hampshire, 10 out of 12 have agreed to cooperate; in Massachusetts, 33 out of 52, and in Connecticut, 20 out of 26.

Radio material was produced by Daniel Richardson, general manager and program director, WCBR Waltham, Mass. Wallace Dickson, NEC public relations director, said the council expects to release additional material in mid-August.

NPA RESHUFFLE
Cotton Succeeds Milling
J. A. MILLING has returned to RCA Service Co., from which he was on leave, and Richards Cotton, assistant to the president of Philco Corp., has replaced him as director of the Electronics Div. of the National Production Authority and chairman of the government's Electronics Production Board.

Mr. Milling had been division and board chief since the resigna-
tion of E. J. Morris Jr., who re-
turned to Westinghouse Electric Corp. earlier this year. Mr. Milling came to NPA last year from RCA Service Co., of which he is a vice president.

OCEAN'S Only
50,000 WATT STATION

ABC Affiliate in Portland

WESTINGHOUSE RADIO STATIONS Inc.
WBZ - WBAA - WOWO - KEX - KYW - KDKA - WRB-TV
National Representatives, Five & Others, except for WBZ-TV; for WBZ-TV, NEC Spot Sales

TELEVISION COMMUNICATIONS INDUSTRIES, Chicago, announces production of Stay-Brite picture tube baffle to improve contrasts and restore brilliance of old tubes. Five positions permit allowing filament voltage to prolong life of all tubes for year or more.

INSULINE Corp. of America, Long Island City, N. Y., announces production of two new test leads designed to fit RCA vacuum-tube voltmeter and others equipped with screw-on microphone type connectors. No. 316 contains isolating resistor in its probe and is intended for d-c measurement. No. 317 is straight-through lead for utility applications.

Technical... BUCK POOLE, engineer, WMRC Greenville, S. C., and Lyall Lunsford were married June 14.

NARF DISTRICT
Sets Winston-Salem Meet
SECOND annual Southeastern District convention of the National Assn. of Radio Farm Directors, comprising the southeast from Virginia through Mississippi, will be held Oct. 17-19 at Winston-Salem, N. C., with delegates studying latest farming practices in Forsyth and adjoining North Carolina counties.

Other studies and an entertainment program of sightseeing have been arranged, according to the district board of directors, which includes Erle Lund, WLYA Lynchburg, Va., Frank Raymond, WDVA Danville, Va., and Harvey Dinkins, WSJS Winston-Salem.

Forum Available
PROGRAM, The Georgetown U. Forum, formerly presented for radio by the Liberty Broadcasting System, is now available to independent stations on an exclusive city basis," according to Rev. Francis J. Heyden, S. J., forum's director. The program also is seen on television in New York, Washington, and Washington. Information can be obtained from Father Heyden at Georgetown U., Washington, D. C.
ATTEMPT to get the Senate to vote on the McCarran resolution (S J Res 168) prohibiting the President from leasing or selling electromagnetic devices with the press facilities [B+T, June 2]—failed last week when the Senate voted down a surprise motion to consider the proposed constitutional amendment by vote of 42 to 32. Motion to consider the resolution was made by Sen. Pat McFarland (D-Wash.), a supporter of the resolution, last Saturday (June 7). It was defeated on a motion to table by Majority Leader Ernest W. McFarland (D-Calif.). Sen. McFarland's objection to consideration of the resolution was primarily that Senate Democratic and Republican leaders had agreed to handle on Saturday nothing but calendar bills to which there were no objections.

Sen. McCarran's resolution would amend the Constitution to provide that the "executive power of the United States shall not be construed to extend at any time to any taking of private property other than in a manner prescribed by law." Constitutional amendments must be passed by two-thirds of both the Senate and House and ratified by three-fourths of the States. Although S J Res 168 stemmed from the steel industry seizure by the President, radio-TV and the press got the picture last April. Responding to a question by Col. J. Hale Steinman, co-owner of the Lancaster (Pa.) Intelligencer Journal and New Era and one of the Steinman radio-TV stations during a visit by members of the American Society of Newspaper Editors, President Truman said that under certain circumstances the President must act in the best interest of the country. A week later, he disclaimed interpretations that he said he could not cite radio, TV stations and newspapers, but again at his May 22 news conference he said he felt he had inherent powers of seizure under the Communications Act last October amended Sec. 506 (e) to include electronic devices and to give the power of seizure to the President upon proclamation "that there exists war or threat of war, or a state of public peril or other national emergency, in order to preserve the neutrality of the United States." In his Executive Order last December, the President delineated specific authority to mean "use or control" of any station by a government agency.

**PROPERTY SEIZURE Senate Beats Down Vote**

**AP RADIO NEWS**

**Improvement Comm. Set Up**

ASSOCIATED Press announced last week the formation of a seven-member committee to meet with AP executives to help improve the AP radio news report.

This action was taken at the suggestion of the AP board of directors. In its annual report April 21, the board commended radio members for their increasing activity in supplying news and recommendations that "might contribute to the continuing improvement of the news report of the Associated Press."

The committee, all of whom have accepted invitations from AP General Manager Frank J. Starzel, are:

Matthew Bonsbrouck, KOYU Oklahoma City; Joe H. Bryant, KCBD Lubbock, Tex.; Tom Eaton, WTCI Hartford; W. Ray, W. New Haven; Jack Kreuger, WTMJ Milwaukee; Don Mitchell, WILM Wilmington; and Les Mawhinney, KTVI St. Louis.

The committees were chosen on the basis of geographical location and station power. They will meet at AP headquarters in New York in the fall, at a date to be announced.

**DOUBTFUL ADS**

**Better Bus. Urges Review**

A RECOMMENDATION to trade and business groups to form advertising boards of review to bring pressure on advertising that "is not false but does not come clean with the truth" was sounded at the 58th annual convention of the American Business Bureaus in Swamps, Mass., last week.

John O. Gaver, chairman of the association's board of governors, said that "outright lies in advertising are rare today" but he added there was still the current "twilight zone" type of copy used by some national and local advertisers. He called this advertising group "on high but the country to cooperate in a campaign with the bureaus to "bring the full weight of business dissatisfaction to bear upon such advertising."

Riple Leaves WLAW

WILLIAM A. RIPLE is resigning as general manager of WLAW Boston - Lawrence effective to morrow (Tuesday) he reported last week. Mr. Riple said he planned a three-month vacation. **COPPER EASED**

NAPA Boosts for Radio-TV

SUPPLY of copper for radio-TV receivers was further eased by the government this month ago with manufacturers slated for increased allotments during the third quarter to meet these and other civilian needs.

This was revealed by the National Production Authority in a series of orders involving the import of copper from foreign countries by U. S. producers. Manufacturers are expected to realize sizable boost in overall copper supplies for consumer durables, up to 60% instead of 35% of their base period usage.

Late last month NAPA announced that quotes of controlled metals (copper, steel, aluminum) will be pegged higher starting July 1 to enable set-makers to meet expected seasonal demands for radio and television receivers [B+T, June 2].

The government also has announced that expansion goals are either filled or pending in current applications for speedy tax writeoffs from plant manufacturers.

It was understood that companies turning out top priority or defense supporting equipments, need no longer apply for tax amortization to expand their facilities. Military needs, with respect to expansion, are nearing the point of being met, it was explained.

Industry was advised generally by the Defense Production Administration that no more expansion involving tax writeoffs should be without prior consultation with the government.

**Oldfield Promoted**

LT. COL. Barney Oldfield, chief of public information, Headquarters, Allied Air Forces Central Europe, has been promoted to the rank of colonel, according to the U. S. Air Force, which announced a list of promotions. Col. Oldfield, a commentator at KFAB and KOIL stations in Omaha and KFOR Omaha and KFOR Lincoln before recall to military service in 1940, was transferred to Europe in early 1951. He was working on the staff of Gen. Lauris Norstad, and previously worked in U. S. Air Force public relations directorate office at the Pentagon.
 programs promotion premiums

TWO-WAY PROMOTION
MUTUAL promotion contract running 52 weeks will be put into effect July 1 by KBIG Avalon, Calif., and Western Amusement Co. Movie concern will utilize 45-second trailer on KBIG in its 18 theatres in addition to mentions of the station in printed programs. Simultaneously, daily program, "Racing Series," starts at KBIG featuring theatres' motion picture schedules.

KCMO WINS CONTEST
BROCHURES outlining programming for community service were submitted by station management for the annual Community Service Award sponsored by the Kansas City Advertiser & Sales Executives' Club. Judging was done at the College of Missouri School of Journalism. Contest was won by KCMO Kansas City for the second consecutive year.

'BARDNANCE CAPERS'
NEW show featuring rotating roster of station's entertainers was begun last week on WLWT (TV) Cincinnati, featuring Louis Innis, Tom Bolton, Horace Rhea, Randy Swearingen, a "rain maker" who was unable to produce because of a cloudless sky. Those who attended contented themselves with machinery exhibits, a rodeo performance and "discussion" of weather and its effect on agriculture.

CLEAR AND SUNNY
MIDWESTERN farmers numbering 1,500 literally prayed for rain at Farm Day sponsored in early June by KMA Shenandoah, Iowa. Featured on the day's agenda was Tom Swearingen, a "rain maker" who was unable to produce because of a cloudless sky. Those who attended contented themselves with machinery exhibits, a rodeo performance and "discussion" of weather and its effect on agriculture.

RELIGIOUS PROGRAMMING
RECORD is claimed by WCBC Anderson, Ind., in length of religious broadcasting. Station fortnight ago broadcast a two-and-one-half hour program from annual International Camp Meeting in Anderson, sponsored by Church of God. Program consisted of interviews and musical solos performed by talent from every state as well as from Canada and Europe.

REGATTA BROADCAST
ROWING regatta featuring Olympic Rowing Trials at local Lake Quinsigamond will be broadcast to central New England by WTAG Harvard, Mass. Boats connected if theirkite line of the mile-and-a-half course. Station will also pipe its on-the-air description over a public address system for the lakeshore grandstand.

WWDC'S BLOOD APPEAL
ALL-OUT radio campaign is being staged by WWDC Washington through July 4 to point up an appeal for blood for wounded and hospitalized military personnel. Every public service announcement, station identification break and the entire all-night show, from 2 to 6 a.m., will be devoted to the appeal on June 25 using slogan "Share Your Blood for Independence."

MEMORY CONTEST
NOSTALGIA paid off last month for WBOW Terre Haute, Ind., and two more stations in a "memorial contest" conducted by the station as part of 25th anniversary observances. For a month prior to June 15, WBOW's birthday, listeners were asked to send in letters stating "What I Remember Best About WBOW." Writer of most apt letter received $100. Station reports that so far four winners have been selected.

RADIO PROMOTES SELLOUT
PROMOTION exclusively by radio brought sellout attendance at first Pacific Northwest Dance Championship held at Seattle's Olympic Hotel June 14. Only advance notice of event was a spot announcement campaign on KRSC Seattle with 30-second commercials every half hour during last four days of a three-week campaign. Promotion was sponsored by Veloz & Yoshi dance studio.

RADIO DRAMA EXPERIMENT
EXPERIMENTAL drama series has been launched at WSUI Iowa City, Iowa, for summer months. Residents of the community, in addition to students and U. of Iowa staff members, are participating in acting and writing capacities on "How To Get Out Of A Jail." Series is attempting to create new interest in radio drama by testing new and unusual production techniques. Program are aired weekly for 45 minutes.

YACHTING GIMMICK
SECOND phase of "Vacation Express's" summer promotion tying in with 26 resorts in station's coverage area, has been launched by WCAU Philadelphia. Residents have entered into a joint promotion which includes a special program, "Vacation Express," highlighting a different recreation spot each week. Station in turn gets advertising in resort newspapers and pictures of WCAU's talent on boardwalks and in theaters.

FROM LOCAL STANDPOINT
WRITER and political analyst Gerald W. Johnson has signed a contract with WAAM (TV) Baltimore which will bring viewers information on events "as they appear from Bolton St. in Baltimore." Series will be aired weekly commencing July 4 from 9-9:15 p.m.

COVERAGE DETAILS
RED, white and blue trimmed release has been sent out by WAVE-AM TV Louisville, Ky., pointing out details of stations' coverage of both Democratic and Republican conventions slated for July in Chicago. Complete daily schedule is offered as well as behind-the-scenes information on how teletexts and broadcasts will come to viewers and listeners.

McGILLVRA, Rep.
New York • • • • Chicago
Our Respects To

(Continued from page 46)

associated with the late Louis G. Caldwell, dean of radio lawyers. The job was scheduled to take three days. Mr. Scharfeld, however, spent three months in Maryland. He swears it was the "mañana" attitude there that kept him so long, but his friends say it was because he found the pace so great to his liking.

This adherent of the art of easy living was born, not on some south sea isle as his characteristic might indicate, but in the bustling manufacturing and commercial city of Cleveland. The day was June 22, 1903.

At East High School, Cleveland, he learned the arts of the advocate. Even then, he recalls, he opposed centralized government and bureaucracy. As captain of his school debating team, he wrote "em upholding the negative of the proposition, "The Federal Government Should Establish a Department of Education."

After Harvard Law School, Mr. Scharfeld in 1928 joined his uncle, A. E. Bernestein, U.S. District Attorney in Cleveland. Late that year, he was in Washington on business, then someone at the Department of Justice suggested he see Mr. Caldwell, general counsel of the then new Federal Radio Commission, just organizing. Mr. Caldwell talked him into joining the FRC as assistant counsel, among the first at that agency.

It was the days of the making of radio law, and for the next two years Mr. Scharfeld was a member of the legal group who formulated the foundation of broadcasting regulations. Among his contemporaries were the following, still practicing this legal specialty: Fanny Neyman (Litvin), Ralph Walker, Paul Segal, Duke Patrick, David Deibler, Ben Fisher, and Paul Spearman.

Early Legal Battles

During those early days, Mr. Scharfeld participated in many legal cases which established the right of the FRC to regulate broadcasting and to look into the qualifications of a prospective licensee. The one he recalls best, however, was General Electric Co. v. the U.S.

This involved the grant of another station on the frequency used by the GE station in Schenectady (WGY). GE protested, took the case to the Court of Appeals, which reversed the FRC. The government appealed to the Supreme Court and that tribunal denied a writ of certiorari on the ground that the Court of Appeals in this case acted as an administrative agency and not as a review court.

In those days administrative law was not spelled out in the way it is today. Courts not only reviewed the legality of decisions, but also the facts of the case.

The GE case was one of the decisions which spurred the FRC to get the law spelled out in more detail and to ensure that courts had legal review power only. (Today, many students of radio-TV law recall that responsibility had never been changed.)

Private Practice in 1931

In 1931, Mr. Scharfeld joined his ex-boss in private practice. Mr. Caldwell had become resident Washington partner of the Chicago law firm of Kirkland, Fleming, Green & Martin (now Kirkland, Fleming, Green, Martin & Ellis). In those days, no one was reporting FRC regulations and orders on a regular basis. So Mr. Caldwell, as editor, and Mr. Scharfeld, as associate editor, established and published the Journal of Radio Law. This quarterly covered radio regulation and legislation with interpretative articles by "names" in the field, decisions, general orders, examiners' reports, and other regulatory memoranda.

It was during his long association with Mr. Caldwell that Mr. Scharfeld was imbued with the principle that radio (and television) must be as free as newspapers in its rights as a medium of communications. Mr. Caldwell was the great advocate of free speech for radio.

Mr. Scharfeld's philosophy of radio law can be summed up in the phrase, "The less regulation the better." He feels strongly that procedural matters are just as important as the substantive factors in broadcast regulation. He thinks the FCC's practices in this respect have improved over the years but that there is still room for improvement. He is a great believer in settling matters between clients and the FCC through negotiation and compromise, rather than through a strict, inflexible following of the letter of the regulation with its concomitant long, expensive hearings and litigation.

He believes that of late—perhaps due to lack of personnel or changes in the attitude of FCC Commissioners and staff executives—the Commission is tending in that direction.

In 1936 Mr. Scharfeld joined with Philip G. Loucks, then managing director of NAB, to form Loucks & Scharfeld. It was a busy and lucrative practice. In 1943, Mr. Scharfeld volunteered for service in the Army.

After donning khaki and two bars on his shoulders, he was sent to England, attached to Gen. Montgomery's British 21st Army Group as public safety officer. After the Normandy invasion, Mr. Scharfeld was transferred to the U.S. Army, became military government officer in a unit training for the occupation of Bavaria. He was transferred out of that unit to a job as deputy director of the School for Military Government at Romilly, France. Following that stint, he was made a member of the military intelligence target force for General Patch's 6th Army Group which had come up through southern France into Germany. After the capitulation of Germany, Capt. Scharfeld was transferred back to the Bavarian military government, which served in the occupation of that area.

Returns in 1945

Major Scharfeld returned home for demobilization Sept. 30, 1945.

After six months of "reorientation," Mr. Scharfeld rejoined Mr. Loucks. In the middle of September, he opened his own office for the practice of administrative law, with emphasis on radio and TV.

With his return to civilian pursuits, Mr. Scharfeld became active in the work of the FCBA. He held committee chairmanships, was a member of the executive committee, and early this year became president of the organization which represents attorneys practicing before the FCC. He is also a member of the American Bar Assn., the District of Columbia Bar Assn., and the American Judicature Society and the Radio Pioneers Club in the Kansas City area.

Although he still likes to play a fast game of tennis, his physician told him recently that he's getting too old for that young man's game. He also likes to watch a fast stretch at the races, and he's glad that no man ever gets too old for that.

His big hobby, however, has been breeding wire-haired fox terriers. He is a member of the American Fox Terrier Club, and started breeding the spirited canines in 1926 when he first became the owner of one. Before the war, he ran the Lucart Kennels, near Marlboro, Md., showed and won many trophies with his show dogs.

In 1933, Mr. Scharfeld was married to Lucille Hasler Speer. They were divorced in 1946. Daughter Diane was born in 1939.

WELDON & CARR

Hagaman Joins D. C. Div.

APPOINTMENT of Boynton G. Hagaman as engineer-in-charge of the Weldon & Carr laboratory facilities in the Washington Div., was announced last week. Mr. Hagaman formerly served as chief engineer for KDTH Dubuque, Iowa, and KLIR Rochester, Minn., and directed their individual installations.

During World War II, Mr. Hagaman was project engineer on Army and Navy contracts. He distinguished himself in the invention of the cardiocometer. Additionally, he contributed to the design of physiological instrumentation at Rochester's Mayo Clinic.

AGRICULTURE

We've been programmed for the former 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

Cut Costs with the SESAC Transcribed Library

A complete service for $40 to $57.50 a month

- Over 4000 musical selections
- Scripts, Program Notes
- Bridges, Moods and Themes
- Double-barreled sales aids

SESAC Inc., 475 Fifth Ave., N. Y. C.

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Operator Proposal Comments Flood FCC

(Continued from page 28)

engineer, who spends a goodly amount of time on preventive maintenance.

When WKBL was founded in 1938, we found no difficulty in obtaining three first-class operators at $40 per week, which was in line with salaries of other radio men and of factory workers and store clerks in the area. Today, according to our calculations, to secure three first-class operators, we would have to pay nearly twice that, according to what we have been told by the state in which we have been able to secure operators are the salaries of the employees of the other WKBL staff members who are in business with us, a small factory and store workers, that is, with an increase of from 60% to 150%, and it seems hard to justify a 100%, increase, if it were worth it for a period of a year and a half. In populous areas where radio stations are higher, every staff person is worth a little more than the cost of a first-class operator in a small factory, and the cost could be paid all of the first time on preventively maintaining the new equipment and repair of other equipment, rather than merely sitting around pass the time, for an unlikely occurrence of trouble.

James H. Duncan, manager of 290 WKLW, KSIL, and WJPT, supporting the NARTB proposal, wrote FCC that "just about every small station in the country and particularly those in remote or rural localities are at a very decided financial disadvantage when it comes to hiring engineers as the FCC now states that only first-class licensed men may be used."

"In my opinion," he wrote, "this is not equitable because the smaller station cannot compete financially with the larger-market station when it competes with first-class engineers. In order to secure the three engineers required to run the average small station, an unduly large portion of the budget must be allotted to the engineering department. As a result the general listenability of the station suffers."

Mr. Duncan believes that a lesser grade operator can handle the normal operation with a first class engineer on call to make major adjustments when necessary. He sees no problems concerning adjustments to meet Conelrad requirements.

Relax Requirement

Clarence Rulong, chief engineer of WJAR Morgantown, W. Va. (250 w, 1250 kc), urged FCC to relax the requirement: "We feel this move is necessary in view of the fact that holders of first class licenses are becoming increasingly busy and cannot find men to handle the radio station for them."

William A. Reeves Jr., manager of WLYA Muscle Shoals, Ala. (250 w, 1450 kc), wrote the Commission:

It has been our experience over a period of years that one trained operator is sufficient to keep equipment in first-class and radio station going at all times. Other first-class engineers seldom have the time to more than make necessary meter readings and log entries, which leaves any man of average intelligence could do. Usually, when troubles are so necessary to call in the chief engineer who has had more training in the experience in order to have proper adjustments made.

Robert M. Wallace, managing director of WOHIS Shelby, N. C. (250 w day, 750 kc), wrote in support of the proposal: I am chairman of a committee of the North Carolina Assn. of Broadcasters now working with North Caro-

llina State College to set up a school to train operators. We hope to have this school started at the beginning of the school year in September. Should this committee, however, is of the opinion that even with this school in operation, we will be unable to fill the need for operators under proposed rules and regulations. This will be due in a large measure to the increased demand for operators brought on by the influx of television stations.

Hudson C. Miller Jr., manager of WKUL Cullman, Ala. (250 w, 1340 kc), wrote FCC:

"WKUL is one of your smaller stations and I would like to point out to you that in my opinion we can do a more adequate public service if we are not required to have more than one first-class engineer. We operate with combination engineer-announcer. This will permit us to hire a much better announce. Our tremendous amount of time is spent in getting a first-class license that would be necessary to handle the necessary material to pass the test and then to hire themselves out to a station at a higher rate of income than to them and higher cost to us. These announce-engineers know nothing about the engineering end of radio except how to read the meter and fill in the log. During all these years I have never known one other than our chief engineers and who could even change a tube properly. When something is wrong the engineers have always had to call the chief engineer."

Douglas Featherstone, president and treasurer of WCRS Greenwood, S. C. (250 w, 1450 kc), wrote that the requirement that only first class engineers could be used watch "appears to us now to be economically wasteful and injurious to stations who are desirous of doing quality broadcasting. Economies the big station operator "would be diverted into improved program services," he contended, if FCC adopted the relaxation proposal.

Earl Hodges, engineer at Batesville, Ark., suggested the engineer "shortage" could be reduced by requesting all first class operators or engineers to furnish a written report of their good standing in U. S. employment offices in their areas, and have stations "submit the salary or wages asked by any prospective first class license by the offer made by the station."

Don E. Johnson, KOIL Omaha, who termed himself a "worried transmitter engineer," opposed the NARTB petition on grounds that stations "are not interested in rendering a better public service by cutting corners."

J. A. Brimmer, chief engineer of WLBK Leesburg, Fla., urged FCC to adopt more strict rules. He agreed remote operation would save money in the long run but pointed out a transmitter must be observed to see if it is running correctly.

"You can’t depend absolutely on any form of metering to do this. A transmitter would burn up before anybody would know it," he said.

He felt increased work on installation and upkeep of remote opera-
ed equipment would tend to offer any saving on payroll.

Boyd Protest

Harry R. Boyd, Louisville, an operator for 15 years, in his protest to FCC took note of the CLOSED CIRCUIT "3.9. June 9" reported which employed a firm has noted engineers are going into the set servicing field for $1.80 an hour in lieu of broadcasting's $1.10.

"There is no shortage of license men," he wrote, "there is a shortage of men who don't want to work for less than a day labor wage. . . . This is a time when kids come out of high school and start at $50 a week as store clerks.

He asked that requirements be raised instead of lowered, suggest a special license for chief engi neers. He would require a man to serve three years before being qualified to take the chief engineer's examination.

Lewis C. Sheckler, Denver, state the U.S. Employers Service "classifies the field as overcrowded. The constantly increasing number of outstanding regular licenses also rules out any possibility of a shortage."

Acton Tillery, chief engineer to KTRC Santa Fe, N. M., protested the proposal. He wrote:

In my opinion entering the set repair and maintenance work is not a clerical function. It is to keep the operator continuously informed as to the condition of the equipment as it whether the equipment is operating properly or as to whether a break down is imminent, thus a proper understanding of the meanings of the stations..."
TRANSDUCTORS

RCA Reports Advances

PROGRESS in transistor research which for the first time promises the use of transistors in VHF television, FM radio and point-to-point radio communications was reported last week by RCA.

The announcement that several developmental point-contact transistors were made public, one of which is capable of oscillating well up in the 100-to-200 mc band and one at 225 mc was made by Dr. Charles B. Jolliffe, vice president and technical director of RCA. The frequency value previously achieved by transistors, according to published reports, has been 50 mc. The transistor is still in the developmental stage. It consists of a speck of germanium crystal and fine contact wires and is no greater in size than a kernel of corn. It can perform many of the functions of electron tubes.

Dr. Jolliffe said that prior to the recent RCA experiments, transistors have been regarded as limited to relatively low frequency applications in TV, FM radio, point-to-point radio communication and other electronic equipment for military use.

This latest development was accomplished by B. N. Slade, Transistor engineer of the RCA Tube Dept., RCA Victor Division, Harrison, N. J.

KERO'S Coverage

GLEN M. STADLER, news analyst, KERO Eugene, Ore., is covering activities of the Oregon delegations to the Chicago political conventions. Mr. Stadler is recording interviews with delegates and sending them to KGAL Lebanon, KXL Portland and KGAE Salem.

**LONDON MISSION**

Webster Heads U. S. Party

FCC COMR. E. M. Webster heads a group of government officials who will be in London for a July 9 conference with members of the British Commonwealth Communications Council on proposed modifications in the 1946 Bermuda Telecommunications Agreement. Comr. Webster flew to England ahead of the party, leaving June 20 in order to survey British marine radio systems, telecommunications and TV developments.

In addition to Comr. Webster, the U. S. group, which is slated to sail for England on the United States July 3, includes among others, T. H. Neblett, assistant chief of Telecommunications Policy Staff in charge of international communications, State Dept., Jack Werner, FCC Common Carrier Bureau Chief, Marion Woodward, chief, FCC International Communications Div. The group is to return July 23.

**Depart Stores' Blue Monday**

(Continued from page 38)

will break with another selling campaign to test the effectiveness of its "educational" campaign.

One result of this method of advertising has already become apparent. Traffic in the housewares department of the department store has shown a steady increase since the beginning of the test.

Recently substitutive to the radio campaigns—there have been a dozen since late in March—or no there is one seriously indicative note that has become apparent. Pomeroy's total store-wide sales for the 10-day, pre- Easter season was $99,700, compared to $82,300 in the same 1951 period. This is a gain of 20.4%. Similar Allied stores in nearby markets showed increases of only 11% and 4.2% for the same period.

Federal Reserve Board reports on department store sales for the week ending April 5 showed a national increase over the previous period of 7%, and for the week ending April 12, increases were 8%.

For the Philadelphia district, in which Pottsville is located, department store sales increased 13% for the week ending April 5, 5% for the week ending April 12.

Results of all the tests are collected and published by Department Store Studies, c/o WPAM Pottsville, Pa. The studies include a description of the merchandise advertised, copies of announcements and scripts, a detailed analysis of costs and results. They cost $15 a month. Coordinating the entire program is Sam Cuff, radio-TV consultant to Allied Stores Corp.

Back in 1945 another Allied store was the guinea pig in a broad radio advertising study. Joske's of San Antonio, in conjunction with the Broadcast Advertising Department of NABTB (now separated and autonomous as Broadcast Advertising Bureau), conducted a lengthy study of "beamad" radio advertising—sponsoring programs directed to specific segments of the listening audience.

The study being conducted by Pomeroy's is a continuing one and is aimed at providing a more complete and up-to-date test of radio advertising for department stores.
FCC ACTIONS

JUNE 20 THROUGH JUNE 26

CP-construction permit
DA-antenna
ERF-effective radiated power
STL-studio-transmitter link
STA-special temporary authorization
SSA-special service authorization
antenna cond.-conditional
D-day LS-local sunset
N-night mod-modification
aur-satellite trans-transmitter
vis.-visual
unl.-unlimited hours

Grants authorizing new stations and transfers, accompanied by a round-up of new station and transfer applications, begin on page 85.

JUNE 20 Applications . . .

June 20 Applications . . .

ACCEP TED FOR FILING

Change Transmitter Location

WPRT Prestonburg, Ky. — CP which authorized new AM to change trans. location and type of trans.

Renewal of License

WABC KIthamna, Pa., CP to increase power from 500 w to 1 kw.

Change ERP

WMCF (FM) Memphis, Tenn. — Mod. CP which authorized change in exist. ERP to change ERP from 330 to 325 kw; ant. height above average terrain 430 to 495 ft.; overall height above ground from 729 to 746 ft.

TENDERED FOR FILING

Changes in DA

WISH Indianapolis, Ind. — CP to change DA system and move trans. location 650 ft. southward of present site.

APPLICATION RETURNED


APPLICATION DISMISSED

WERT Rio Rancho, N. M. — DISMISSED voluntary assignment of CP to Marvin I. Thompson.

June 20 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Followings stations were granted renewal of licenses on regular basis: KDKA and WGHQ, Allegheny F. C., Pittsburg, Pa.; KWTX and KLTV, Tex.; KWAL Seattle, Wash.; KXAM and KHOD, Colorado Springs, Co.; WABC, WOR, WORL, KMYC, N.Y.; WQAM, Miami, Fla.; WCAP, Columbus, Ohio; WCAT Rapid City, S. D.; WCVF Clayton Force, Va.; WMFR (FM), Mayesah, N. C.; WQWM Greenville, Miss.; WHOL Philadelphia, Miss.

Renewal of License


June 23 Applications . . .

June 23 Applications . . .

ACCEP TED FOR FILING

License for CP

KBLA Burbank, Calif. — License for CP which authorized new AM.

WQXI Atlanta — License for CP which authorized change in power, hours, installation of DA-N and change in trans. and studio location.

WBZZ Ponce City, Okla. — License for CP which authorized change in trans. and studio location.

Extension of Completion Date

KMYC Marysville, Calif. — Mod. CP which authorized change in facilities for extension of completion date.

Changes in DA

KGDN Stockton, Calif. — License for CP which authorized changes in DA.

License for CP

WPWF-FM, West Palm Beach, Fla. — License for CP which authorized change in DA.

Change ERP

WCPQ-FM Cincinnati — CP to change ERP from 10 to 12.5 kw; ant. height above average terrain from 650 to 580 ft.; overall height above ground from 850 to 545 ft.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS
Engineer on duty all night every night
JACKSON 5502
P. O. Box 2037
Kansas City, Mo.

TOWERS

AM FM TV Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon
JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N.W.
Washington, D.C. 20414
Member A.F.C.C.*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DL 1319
WASHINGTON, D.C.
P.O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D.C. *
Member A.F.C.C.*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D.C. *
Member A.F.C.C.*

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D.C.
Metropolitan 4477
Member A.F.C.C.*

RUSSELL P. MAY
John A. Moftet, Associate
1422 F St., N.W. Kellogg Bldg.
Washington, D.C. Republic 3984
Member A.F.C.C.*

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss Inc.
927 15th St., N.W. Republic 3883
WASHINGTON, D.C.

LYNNE S. SMEBY
"Registered Professional Engineer"
1311 G St., N.W. EX. 8073
Washington 5, D.C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 3, CALIFORNIA SUTTER 1-7545

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television- Electronics-Communications
1610 Eye St., N.W., Wash. 6, D.C.
Executive 1220-Executive 3351
(Night/Call/Afternoon Lockwood 3-1815)
Member A.F.C.C.*

GEORGE M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D.C.
Member A.F.C.C.*

GEORGE M. GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D.C.
Member A.F.C.C.*

JOHN C. CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D.C.
Member A.F.C.C.*

KEAR & KENNEDY
1302 18TH ST., N.W. HUDSON 9000
WASHINGTON 6, D.C.
Member A.F.C.C.*

GUY C. HUTCHERSON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road-Riverside 2-1153
Riverside, Ill.
(A Chicago suburb)

GRANT R. WRATHALL
Aparté, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS-3552
Member A.F.C.C.*

RAYMOND M. WILMOTTE
1469 Church Street, N.W. D'Anfrev 1231
Washington 5, D.C.
Member A.F.C.C.*

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. NOmonady 2-6715

VANDIVER, COHEN & WEARN
Consulting Electronic Engineers
413 Evans Blvd. NA. 3698
1420 New York Ave., N.W.
Washington 5, D.C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KVA.
33 Elm Ave. San Francisco 8, Calif.
Mill Valley, Calif.
Dugay 5-6580

WASHINGTON & CARR
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D.C.
National 7737

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kenosha St., N.W., Wash., D.C.
Phone O'Dowd 8071
Box 2660 Birmingham, Ala.
Phone 6-0752
Member A.F.C.C.*

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
Alwau 4382
Washington, D.C.-Republic 6160

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D.C.
Telephone District 1205
Member A.F.C.C.*

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member A.F.C.C.*

GEORGE C. DAVIS
501-514 Nunsery Bldg.—Sterling 0111
Washington 4, D.C.
Member A.F.C.C.*

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Waterman Bldg.
Washington 4, D.C.
National 5737

WELDON & CARR
CONSULTING RADIO ENGINEERS
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Burch
Member A.F.C.C.*

D. M. LUND, JR.
CONSULTING RADIO ENGINEER
2849 9th St., N.W.
Washington 6, D.C.

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KVA.
33 Elm Ave. San Francisco 8, Calif.
Mill Valley, Calif.
Dugay 5-6580

June 30, 1952 • Page 79
Help Wanted

Managerial

We have openings for two district sales managers—one east of the Missis- sippi and one in the midwest. You must be a minimum of 25 years old and have at least 10 years experience in automotive retailing. Contact F. P. Kendall, Executive Vice President, National Auto Bureau, Inc., Chicago, Illinois.

Salesmen

Salesmen who can handle world-class automotive equipment sales. National organization, Excellent products, Middle West, experience desirable but not necessary. Replies confidential.

Box 2039, BROADCASTING + TELECASTING.

Managerial

Sales manager to join group rehabilitation organization. Must have thorough knowledge of medical field and be able to take part in ownership. Box 42009, BROADCASTING + TELECASTING.

Mountain area network affiliate in a sales management "preferred" area wants experienced, suitably licensed, Former local Continental radio announcer. Box 1724, BROADCASTING + TELECASTING.

Salesman—announcer. Old Dominion station offers a wonderful opportunity for an experienced and well-rounded announcer with a minimum of two years' experi- ence in radio sales and announcing. Box 33204, BROADCASTING + TELECASTING.

CBS station in highly competitive southeastern state will add one salesman to present staff. Reexamination on commission basis with sales experience. Write in full giving references and experience. Box 3702, BROADCASTING + TELECASTING.

Salesman—announcer. $20,000 per year salary. Box 2028, BROADCASTING + TELECASTING.

Experienced salesman—announcer. 15 percent commission. 30 days guarantee for first 60 days. Unrestricted, protected prospects. Must have car. August D. 1947, WNMP, Evanston, Illinois.

Announcers

Experienced announcer—sev- enty-five years start. Upper Midwest, not a vacation route. Excellent pay and fringe benefits. Box 3204, BROADCASTING + TELECASTING.

Good announcer who has experience in the writing Pennsyl vania Independent. Send full resume experience, plus audition tape, picture and sample of writing. Box 3007, BROADCASTING + TELECASTING.

No charge for blind box number. Send box replies to BROADCASTING + TELECASTING, 870 National Press Bldg., Washington, D.C.

Classified Advertisements

Available in payable. Checks and money orders only.

All other classifications 30¢ per word—$2.00 minimum. All other classifications 30¢ per word. Price as advertised. 

Display ads. $15.00 per inch

Help Wanted

Engineer, Daytimer, Write or wire Wallace Wee, Chief, KGXI, Fort Myers, Florida.

First class engineer needed immediately for daytime station, WAFP, McComb, Mississippi.

Michigan station has immediate opening for first class engineer. No an- nouncing required. Good salary, plus paid vacation time. Send complete background to WFFB, Benton Harbor, Michigan.

Engineer-announcer. Starting salary $70.00 per week WIBE, Birmingham, Alabama.


Wanted: Staff announcer who can also do newscast. Please send all in- formation to WIBB, Washington, D.C. Box 270, BROADCASTING + TELECASTING.

WANTED: Announcer—good salary. Write for information. Box 3525, BROADCASTING + TELECASTING.

First phone technician operator. WSGW, Carollar, Michigan.

Engineer-announcer for 250 watt station in Statesboro, Georgia. Nice college town. Excellent conditions, good salary. Job open August 1st. Box 510, BROADCASTING + TELECASTING.

Immediate opening for two first class position. Excellent station. Salary above average. Experience necessary. Box 247, BROADCASTING + TELECASTING.

First class announcer-engineer needed for a new station. Box 240, BROADCASTING + TELECASTING.

Successful manager with many years experience desired in a Washing- ton area managerial position in state or vicinity of Texas only. Box 358P, BROADCASTING + TELECASTING.

Situations Wanted

Managerial

Experienced, capable manager, who intends to return to the west coast. Radio pioneer with proven ability in management and marketing. Starting in markets up to 50,000 population. Year of experience in sports, special events. Family man age 45, good background, Radio Management. Box 327P, BROADCASTING + TELECASTING.

Manager. Three years present station. Excellent opportunity, but a hard hitting sales producer. Started from bottom. Know all the tricks of the trade. First class designation, interested in management. Box 502P, BROADCASTING + TELECASTING.

Young, aggressive radio executive experienced in station operation desires position in large market. Excellent background in sound programming, live-music sa- les. Excellent personality, wide contacts, story, management. Box 505P, BROADCASTING + TELECASTING.

Securing step-up to general manager- ship. Thoroughly familiar with all phases of successful radio, program and sales; plus accounting and business background. Box 563P, BROADCASTING + TELECASTING.

Salesmen

Experienced, salesman, producer, an- nouncer, merchant. Adult, family, nothing part-time. Daring approach is wanted to work for station that needs aggressive, enterprising and able men. Box 355P, BROAD- CASTING + TELECASTING.

Top level radio sales executive, local, to secure career position in TV sales management or general ma- nagement position. Married, with 5 years' experience in radio sales. Over $60,000 in sales last twelve months. Will offer card. Send immediate request. Box 578P, BROADCASTING + TELECASTING.

Announcers

Staff announcer with thorough experi- ence, major markets. Emphasizes newscast, personality and writing. Offering good future. Box 508P, BROADCASTING + TELECASTING.

Announcer desires permanent position with growing station. Superior, mature voice. Very strong on news, capable DJ. 3 years educational FM, commercial DJ. 2 years educational FM. Send complete resume on request. Box 512P, BROADCASTING + TELECASTING.

20 years radio, Year television. Have announced and produced top network shows or local ones. Pioneer with proven abil- ity and record. Box 478P, BROADCASTING + TELECASTING.
For Sale (Cont'd)

One 610 AD condenser microphone and RA-1955 amplifier available with plug and suspension ring. $450.00. W.D. Detroit.

RCA BFO, 68-8 $75.00. RCA dist. & AD 1960. 330 tube recorder, mounted in cabinet. $50.00. W.D. Ann Arbor, Michigan.

200 stainless steel 5000 prepaid. Used for two years use. WPAF, Pawtucket, R.I.

Wanted to Buy

Stations

Station in south, desired. Preferably in Tennessee or Kentucky. All in The Radio Network. TELECASTING. TELECASTING.

Equipment, etc.

Wanted, FM equipment in good shape. Send information to Radio Station WFRN, P. O. Box 600, Reidsville, N. C.

Used equipment: Frequency monitor, modulation monitor, setting amplifiers, pick-up, tunable coils, coax line. WMAM, Marquette, Wisconsin.

Miscellaneous

Anyone knowing Jack Delahunt A.R.A. of Jackson, N. J. Please write to Box 352, BROADCASTING TELECASTING.

Commercial crystals and new or replacement broadcast crystals for Bally, Hill, and other. Locations. Also monitor and frequency meter and instrument service. Box 352, BROADCASTING TELECASTING.

HELP WANTED

Manager

COMMERCIAL MANAGER

for a 1,000 watt station located in market of 250,000. Small Farm City. approach at a good guarantee against 15%. Ready to turn over $1300 to applicant. Write Box 352, BROADCASTING TELECASTING.

Technical

For Sale

Stations

West coast FM now on air. Ideally located for reception. Box 509B, BROADCASTING TELECASTING.

Two new GE 3 kW FM amplifiers; one GE 200 watt, all types of transmission equipment and station sets. BOX 509B, BROADCASTING TELECASTING.

For Sale

Equipment, etc.

Two new Radio TV-1D vertical pickup assemblies complete with Norman Brush F-600 tape recorder. Lintex antenna and cleaning kits. Full equipment and tuning unit. BOX 509B, BROADCASTING TELECASTING.

Steel tower, 110 feet, zinc coated. Can be extended to 160 feet cheaply. Excellent for immediate delivery. BOX 509B, BROADCASTING TELECASTING.

Transmitting tubes to the high dollar. 500 and 1000 watt. All standard brands. All new in condition. BOX 509B, BROADCASTING TELECASTING.

Complete one kilowatt station equipment now for sale. RCA 500C station complete, plus transmitter, amplifier, receiver, etc. Excellent condition. BOX 509B, BROADCASTING TELECASTING.

Send for more details. Write for complete M.M. Cote transcription library. Box 509B.

For Sale

100 feet Andrew type 400 - 314' coaxial line, all new, unused, in excellent condition. $100.00. W.D. Seattle.

500 feet 8" braid, all new and unused. $35.00. W.D. Seattle.

500 ft. Brush A-4401 coaxial line. BOX 509B.

Complete M.M. Cote transcription library. $150.00. W.D. Seattle.

Write or Wire

W.D. Seattle.

Write or Wire

Telephone Engineer

Cable and antenna Engineer for 1000 watt directional AM station located in the northwest. Must know all details of transmitter and station operation and maintenance.

2000 watt TV equipment complete, delivered or shipped. BOX 509B, BROADCASTING TELECASTING.

And him strong for the neighborhood. Lee SMALL. Write or Wire.

For Sale

Engineers needed for radio stations in the northwest. Write or Wire.

RCA 1000 watt TV transmitter associated, with receiver, and complete transmitter equipment. W.D. Portland.

Complete M.M. Cote transcription library. $150.00. W.D. Seattle.

Write or Wire

Lee SMALL.
FRANK G. SILVERNAIL of BBDO, New York, was named last week to head the American Assn. of Adv. Agencies’ 1952-53 standing committee on radio and television broadcasting, while Walter Craig of Benton & Bowles, New York, was appointed chairman of the standing committee on radio and television production.

Harlow F. Roberts of Goodkind, Joice & Morgan, Chicago, was appointed vice chairman of the radio-television broadcasting group; and C. Burt Oliver of Foot, Cone & Belding, Hollywood, was named to a similar post on the radio-TV production group. The committees are to hold their last meetings of the 4-A’s, all of which were said to have now been selected.

Chairmanships of three 4-A special committees also were announced:

James M. Cecil, of Cecil & Presbrey, New York, chairman of special committee on advertiser relations; John P. Cunningham of Cunningham & Walsh, New York, special committee on agency personnel; and Loren Stone of Compton Adv., Chicago, art consultant, Mr. Cunningham is also chairman of the 4-A’s board of directors.

Chairman and vice chairman of the standing committees, in addition to radio-TV broadcasting and radio-TV production, were listed as follows:


Expert Advertising—Chairman, Lorimer B. Shoom of Young & Rubicon, New York; Vice Chairman, H. I. Orwig of The Buchen Co., Chicago.


Improvement of Advertising Content—Chairman, George Reeves of J. Walter Thompson Co., Chicago; Vice Chairman, S. H. Doremus of Young & Rubicon, New York.

Magazines—Chairman, Guy Richards of Compton Adv., New York; Vice Chairman, E. Ross Gamble of Leo Burrett Co., Chicago; Mechanical Production—Chairman, George Dearnley of McCann-Erickson, New York; Vice Chairman, E. Thomas Mehl of J. Walter Thompson Co., Chicago.


Newspaper—Chairman, H. K. Kynett of The Alkin-Kynett Co., Philadelphia; Vice Chairman, Daniel M. Gordon of Buthraff & Ryan, New York; Outdoor & Transportation—Chairman, J. J. Hattang of Campbell-Knight, Detroit; Vice Chairman, W. F. MacDonald of Kudner Agency, New York.

Research—Chairman, D. F. Robinson of Price, Robinson & Frank, Chicago; Vice Chairman, F. B. Manlove of BBDO, New York.

The 4-A board’s operations committee, to oversee four main fields of organizational activity, will include:

E. E. Sylvester of Knox Reeves Adv., Minneapolis, will be in charge of personnel activities; Erle Ludgin of Erle Ludgin Co., Chicago, will oversee research; Henry M. Stevens of J. Walter Thompson Co., New York, who is 4-A’s vice chairman, will be in charge of radio-TV activities; in addition, William Reydel of Cunningham & Walsh, New York, will head the committee on Qualifications for Membership, while William B. Baker Jr., of Benton & Bowles, New York, heads the Press Relations Committee.
FCC Actions (Continued from page 79)

SUMMARY THROUGH JUNE 26

Non Docket Actions — New Applications

AM Applications

AM stations
2,255

FM stations
435

TV stations
108

(Also see Actions of the FCC, page 78)

JUNE 26 DECISIONS

BY COMMISSION EN BANC

Change Operating Hours
WCLA, Rancho Cucamonga, Calif., granted mod. license to reduce hours from 11:00 a.m. to 1:00 p.m. daily.

AM -1600

NWYK, York, Pa., designated for hearing application change facilities from 1500 kc to 1500 kc untl DA-N; made WWRL New York a party to the proceeding.

Change Studio Location

KWEM West Memphis, Ark., designated for hearing application to change main studio location from 3903 West Memphis, Ark., to Memphis, Tenn.

VLW Muscle Shoals, Ala., granted application to install new vertical radiator at different location.

To Remain Silent

KPR5 Galiste, Kan., designated for hearing for additional 90 days from June 9, pending consummation.

New Objectives

SCSA Application Dismissed

KBQB San Diego, Calif., by order.

the largest possible number of people at the earliest practicable date.

Conr. Hyde contended the rules requiring applicants to state their cases upon a given channel "as contemplated by the act will contribute to the allocation of all broadcast frequencies in the most expeditious manner of disposition of an application." He said it was impossible to predict whether there will be a substantial number of non-hearing cases. On the other hand he felt there would be "few if any non-hearing cases in the absence of an allocation plan."

He predicted the assignment plan and rules "should likewise conduces to efficient handling of hearing cases and to just determinations."

It is still "an enormous job," he explained, pointing to the small staff available and the problem of obtaining funds from Congress.

Mr. Davis cited past FCC allocation difficulties, and said the TV license allocation should not be expected due to the expense of engineering antenna changes, ranging from $25,000 to $50,000 for each additional description.

In a number of cases AM installations can serve as the operating point for both TV transmitter and TV studio, he said, hoping FCC will not return applications that are not location main studio to the FCC from the FCC from the FCC.

Hyde Defends TV plan

(Continued from page 51)

height above average terrain from 375 to 325 over height above ground from 418 to 347 ft. trans. output to 10 to 613 kw.

TENDERED FOR FILING

KLAS Las Vegas, Nev.—CP to change from 1230 kc to 2500 kc to 1019 kc to 5 kc-D; instant trans. and DA-N.

AM -1550

WPAC Patchogue, N. Y.—CP to in- crease power from 250 w to 1 kc and install new trans.

June 26 Applications

ACCEPTED FOR FILING

KWSL Salt Lake City—CP to change from 1020 kc to 1080 kc; license on 10 kw plus.

KOKC Des Moines, Iowa—RETURNED application for renewal of license.

KSL-TV Salt Lake City—CP to change from 1020 kc to 1080 kc; license on 1 kw plus.

KBBQ San Diego, Calif.—order.

dismissed application for SSA to operate station non-directional D.

Extension of SSA

KWBU Dallas—All.

KLTV Dallas—On own motion. Commission extended SSA to continue extension until 1700 kc-D from June 15 to Sept. 15, 1952.

Renewal of License

WILL Urbana, Ill.—Granted renewal of license.

WLYK Versailles, Ky.—Granted re- newal of license for 15 kw c-w on waiver.

WRLD-FM Latan, Ala.—Granted renewal for 15 kw c-w.

Change Antenna Height

WFOB-FM Fostoria, Ohio—Granted CP to change height from 95 to 100 ft.

Change ERP

WROV-FM Massillon, Ohio—CP to change ERP from 295 w to 2.3 kw and, ant. from minus 5 ft. to minus 25 ft.

June 26 Applications

by order.

discretionary license and there are not at present any station separation might be used as additional engineering information becomes available.

He added, however, that substantial allocation of additional TV channels should not be expected due to the expense of engineering antenna changes, ranging from $25,000 to $50,000 for each additional description.

In a number of cases AM installations can serve as the operating point for both TV transmitter and TV studio, he said, hoping FCC will not return applications that are not location main studio to the FCC from the FCC.

Hyde Defends TV plan

(Continued from page 51)

the largest possible number of people at the earliest practicable date.

Conr. Hyde contended the rules requiring applicants to state their cases upon a given channel "as contemplated by the act will contribute to the allocation of all broadcast frequencies in the most expeditious manner of disposition of an application." He said it was impossible to predict whether there will be a substantial number of non-hearing cases. On the other hand he felt there would be "few if any non-hearing cases in the absence of an allocation plan."

He predicted the assignment plan and rules "should likewise conduces to efficient handling of hearing cases and to just determinations."

It is still "an enormous job," he explained, pointing to the small staff available and the problem of obtaining funds from Congress.

Mr. Davis cited past FCC allocation difficulties, and said the TV license allocation should not be expected due to the expense of engineering antenna changes, ranging from $25,000 to $50,000 for each additional description.

In a number of cases AM installations can serve as the operating point for both TV transmitter and TV studio, he said, hoping FCC will not return applications that are not location main studio to the FCC from the FCC.
RTMA Election
(Continued from page 31)
of General Electric, as director of engineering. James D. Secrest continues as secretary and general manager. John W. Van Allen is retained as general counsel.


Two new chairmen were elected among the five RTMA divisions. They are Matt Little, parts, and C. W. Miller, Westinghouse Electric, Baltimore, technical products. John W. Craig, Croyce Div., Avco Mfg., Cincinnati, was re-elected chairman of the set division. Others re-elected were R. E. Carlson, Tung-Sol Electric Inc., Newark, tube, and A. K. Ward, RCA Victor Div., Camden, amplifier and sound equipment.

Elected as vice president representing the Parts Div. was R. G. Zender, Lenz Mfg. Co., Chicago, former parts chairman. Others elected as vice presidents and their divisions are: John W. Craig, set; R. E. Carlson, tube; H. J. Hoffman, Machlett Labs., Springfield, Conn., technical products, and Arrie Liberman, Talk-A-Phone Co., Chicago, amplifier and sound equipment.


Dwight Cooke (I), of CBS Radio, interviews Harry A. Bullis, General Mills board chairman, on changing world business conditions in the series, "You and the World."

Set Sales Outlook
(Continued from page 31)

normal seasonal slump cut production.

Total radio and TV inventories were about 2,170,000 units at the end of fiscal 1950, but slightly under 1,500,000 at the end of May 1952, according to Frank W. Mansfield, Sylvania Electric Products Inc., chairman of the RTMA Industry Statistics Committee.

"Factory inventories have shown the greatest adjustment both in number of units and in per cent," Mr. Mansfield reported. "At the end of May, 410,000 sets in the hands of manufacturers represented a 391,000 unit decline from the 801,000 units at the end of last July. This represents a 48% decline. Distributor inventories declined during the same period by 119,000 units or 22% less and retailers had 186,000 fewer units or about 22% less."

"This adjustment has been accomplished in part by lower production. In fiscal 1950, more than 23 million radio and television sets were produced. The total for fiscal 1951 will be only slightly over 12.5 million. It should be noted, however, that this lower production has been characterized by less fluctuation than industry has enjoyed in the recent past." Production of radio-TV and electronic components was maintained at a remarkably high level during the past year despite material shortages and a lower output of receivers, according to R. G. Zender, Lens Electric Mfg. Co., chairman of the RTMA Parts Division.

"Conservation techniques developed by the industry since outbreak of the Korean War were largely responsible for the ability of parts manufacturers to continue to meet both military and industrial requirements in practically all categories," Mr. Zender reported.

The Parts Division increased membership from 228 to 240 in the year, Mr. Zender reported, with 47 also members of other RTMA divisions.

Shipments of radio and TV sets and parts to foreign countries in 1951 exceeded $70 million, according to V. S. Mamyezoff, Baytheon Mfg. Co., reporting as chairman of the Export Committee. Receivers accounted for $29 million of the total, or slightly more than half the value of last year's export of receivers.

The committee report reviewed work toward adoption of U.S. TV transmission standards by foreign countries.

We Can Do the Job
(Continued from page 29)

a U. of Michigan scientist drew a heated complaint from a viewer who had not mentioned the diety in his discourse on the birth of the earth, nor had he given any credence to the biblical story of the creation. "God created the Earth in six days."

Last week's hearing saw Methodist Bishop Wilbur E. Hammaker complete his temperance statement begun earlier this month.

Prepared to testify, but unable to because of the committee's inability to prolong the sessions, were Ralph Hardy, NARTB government relations director, and Dr. R. B. Biewens, NARTB TV director; Charles R. Denny Jr., NBC executive vice president; Gordon Brown, WSAY Rochester; Melvin Gold, National Television Alumni Council, and Herbert Monte Levy, American Civil Liberties Union.

The ACLU witness planned to oppose any censorship of radio-TV programs on the ground that it was unconstitutional and that existing laws are adequate to deal with any problems that may arise. He also wanted that the NARTB TV Code as an "improper delegation of a licensee's responsibility," and also as a combination in restraint of trade. Both these allegations were made by the ACLU to the FCC early this month [B&T, June 9].

Grange Names Battles

Roy Battles, farm director of WJW-Brunswick, is being appointed by the National Grange as Assistant to the Master, according to an announcement Thursday from Grange headquarters.

When You Say "B.M.I. It's Yours"

Another BMI "Pin Up" Hit—Published by Hill & Range

AUF WIEDERSEHNN, SWEETHEART*


*Non-exclusively licensed by BMI.

KPHO AM-TV Sale
Approved by FCC

The FCC Wednesday approved the $1.5 million cash sale of KPHO-AM-TV Phoenix, Ariz., to Meredith Pub. Co., publisher of Better Homes & Gardens and Successful Farming [B&T, May 5]. The sale was made by Phoenix Broadcasting Inc., licensees of KPHO-AM, and Phoenix Television Inc., licensees of KPHO-TV.

In other actions, the Commission authorized sale of KEFO El Paso, Tex., to Charles Brown-Brown Broadcasting Co. to KEPO inc. for $207,500, and approved the purchase of a third-interest in Pioneer Broadcasters Inc., licensees of KGW-A.F., FM Portland, Ore., by Samuel I. Newhouse Jr. for $116,666.67 from Donald E. Newhouse, giving the latter 66% interest [B&C Roundup, June 25].

Principals in KEPO inc. include President Miller G. Robertson, who has no other business interests; Vice Presidents W. G. Devon- dents W. A. Porter Jr. and Ralph L. Hardison, and Secretary-Treasurer W. B. Pratt, who are associated with Dakota Contractors Co. (coal mining and Consolidated Construction Co., both in Minot, N. D.) and have equal interest in KEPO inc.

The KPHO transaction gives the Des Moines publisher firm two AM and three TV outlets, the others including WOW-AM-TV Omaha, acquired in 1951 [B&T, Oct. 1, Aug. 18, 1951], and WHEN (TV) Syracuse. Meredith also is in the running for TV outlets in Albany and Rochester, N. Y.

The Meredith purchase called for John B. Mullins, a former stockholder, to remain as managing director of KPHO-AM-TV and for the following former stockholders to remain as consultants: John B. Mills, board chairman of the two former licensee firms; Dr. J. N. Harber, secretary-treasurer of both; author Erskine Caldwell, vice president; and Riney B. Salmon, vice president.

Blair, Hooper

Tiff Now in ARF's Lap

ADVERTISING Research Foundation will hand down a decision on the argument between John Blair & Co. and C. E. Hooper Inc. on the validity of the question used by Hooper interviewers—"Was anyone in your household listening to the radio or watching television just now?"

The Blair charge and Hooper denial that this double-barreled question short-changes radio [B&T, May 19] has been submitted to ARF by the Hooper organization, according to Mr. Hooper of Hooperings Stationers.

Newsletter also quotes ARF as replying that "the study we have in mind will be considerably broader than just the points outlined in your letter" but these are important points to be studied.


† RICHMOND, Va.—Richmond Newspapers Inc. (WRNL), VHF Ch. 2 (204-210 mc); ERP 316 kw visual, 58 kw aural; antenna height above average terrain 816 ft., above ground 24 ft. Estimated construction cost $1,721,849, first year operating cost $1,875,000, revenue $968,000. Post office address: 111 N. Fourth St., Richmond. Studio location: 111 N. Fourth St., Richmond. Transmitter location: Opposite intersection Kirkwood Ave. and Kenwood Ave., Brookland District. Geographic coordinates: 37° 25' 26" N. Lat., 77° 30' 05" W. Long. Transmitter RCA; antenna RCA. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Farnsworth & Allen, Richmond. Principals include President-Treasurer David Tennant (2.8%), Vice President-Assist. Treasurer J. D. Wise (1.3%), Assistant Treasurer L. Scott (0.1%), Secretary-Kay Kellane (0.2%), Frederick Lewis (14%), L. Slover (16%), R. Keith Kane, David Tennant Bryan and Stewart Bryan Jr. trustees under will of John Stewart Bryan, deceased (30.8%).

VANCOUVER, Wash.—Vancouver Radio Corp., UHF Ch. 21 (612-618 mc); ERP 3,000 kw visual, 615 kw aural; antenna height above average terrain 1,014 ft., above ground 284 ft. Estimated construction cost $230,000, first year operating cost $129,950, first year operating cost $75,000, revenue $70,000. Post office address: 101 East Wisconsin Avenue, Cincinnati, Ohio. Studio and transmitter location: 101 East Wisconsin Avenue, Cincinnati. Legal counsel D. W. Wirth (34%), Dorothy W. Pickard (18.4%).

† WUSA, Wash.—WUSA Inc. (WUSA), VHF Ch. 7 (174-180 mc); ERP 210 kw visual, 105 kw aural; antenna height above average terrain 436 ft., above ground 403 ft. Estimated construction cost $298,927, first year operating cost $240,000, revenue $230,000. Post office address: P. O. Box 29, Wausau, Wis. Studio and transmitter location: 1,8 mi. N. E. of center of Wausau. Geographic coordinates: 44° 09' 56" N. Lat., 89° 36' 06" W. Long. Transmitter antenna, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commer- Cial Radio Equipment Co., Washington. Principals include President John R. Tomke (61.14%) and Vice President Charles L. Leake (48.86%).

Existing Stations

Change in Channel

(The following station requests change in frequency as required under provisions of FCC Sixth Report & Order (4/17, April 14.)

WBBR (TV) CHICAGO—Balaban & Katz Corp, VHF Ch. 2 (54-60 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 657 ft., above ground 700 ft. Estimated construction cost $129,786. Transmitter antenna, antenna RCA. Change from Ch. 4 (66-72 mc), ERP 25.2 kw visual, 12.8 kw aural.

Support to Educators

(Continued from page 51)

a large-scale drive to help educational television become an immedi- ate reality on a wide scale throughout the nation. He said the offer is the first step in a three-phase pro- gram. It is designed first to encour- age educators contemplating TV to make a final decision. The offers will be given to stations for pur- chase of capital equipment which will facilitate high-quality opera- tion or may be used in any other way that will help provide good program service.

Second phase of the plan, Mr. Abrams reported, is the establish- ment of a Television Educational Council whose members would be educators, scientists and public- spirited citizens. The council will give guidance to the educational telecasters in establishing "univer- sities of the air" and "a classroom in the home"

Final part of the plan, which Mr. Abrams said had yet to be worked out in detail, envisages the establishment of a fund for the purpose of promoting educational television and fostering its develop- ment. He said:

"It is my hope that industrialists in this and other industries will join in a cooperative action designed to back the educators responsible for estab- lishing this new cultural medium.

Emerson Corp. will welcome the oppor- tunity of contributing its share of an industry fund, which should set its goal at $5 million.

When the last April 14 set aside air space for 242 educational TV stations, TV manufacturers were "given a once-in-a-lifetime opportunity to influence the whole tenor of the TV industry, not only for today's public but for future generations," Mr. Abrams stated.

"The possibilities of these edu- cational stations stagger the im- agination," he said. "For the first time, our whole intellectual herit- age can be brought directly and vividly into living rooms of people and almost every living room in the nation."

Commenting that "receiver man- ufacturers perhaps more than any other group have a responsibility to see that television serves the people well," Mr. Abrams pointed out that "it is also a matter of self- interest."

Educational television, he noted, will open up a vast new market for the sale of sets to schools, will encourage the purchase of sets by individuals who have not been at- tracted by today's TV programming, and, especially, will open up sales in communities where educational stations can get on the air while commercial applicants are still tied up in hearings. Educational stations in those communities, he said, in communities too small to support local commercial sta- tions.

WSAZ Appoints Katz

WSAZ Huntington, W. Va., has appointed Thomas R. Katz, 46, as its national sales representa- tive, effective July 1.
THEATRE TV REPORT

INCOMPLETE tabulation of figures by Theatre Network Television (TNT) indicated Friday theatre telecast of Maximum was broadcast 75% of the time by 38 theatres in 24 cities. TNT said telecast was made by movie circuits, including those of Paramount Pictures, Loew’s, Warner’s and RKO.

antenna 97 ft., construction cost $133,000, operating cost $120,000, revenue $170,000.

★ KRCG Rochester, Minn., Ch. 10, ERP 107.3 kw, antenna 514 ft., construction cost $435,000, operating cost $450,000, revenue $450,000.

★ KFOR Lincoln, Neb., Ch. 10, ERP 55 kw, antenna 677 ft., construction cost $583,000, operating cost $370,000, revenue $150,000.

★ WREW Albany, N. Y., Ch. 11, ERP 206 kw, antenna 1,161 ft., construction cost $354,474, operating cost $229,660, revenue $250,000.

★ WIBC Indianapolis, Ind., Ch. 16, ERP 29.3 kw, antenna 751 ft., construction cost $236,370, operating cost $22,713, revenue $154,600.

★ WNET Rochester, N. Y., Ch. 10, ERP 38.2 kw, antenna 329 ft., construction cost $314,100, operating cost $250,600, revenue $315,000.

★ W5RJ Provo, Utah, Ch. 11, ERP 281 kw, antenna 97 ft., construction cost $43,642, operating cost $170,000, revenue $145,000.

★ WTJK Durham, N. C., Ch. 11, ERP 316 kw, antenna 293 ft., construction cost $438,000, operating cost $446,943, operating cost $400,000, revenue $450,000.

★ WSJS Winston-Salem, N. C., Ch. 12, ERP 316 kw, antenna 500 ft., construction cost $424,543, operating cost $400,000, revenue $450,000.

★ WBOC Winston-Salem, N. C., Ch. 12, ERP 316 kw, antenna 500 ft., construction cost $424,543, operating cost $400,000, revenue $450,000.

★ KTUL Muskogee, Okla., Ch. 8, ERP 316 kw, antenna 592 ft., construction cost $353,285, operating cost $394,400, revenue $347,000.

★ KOMA Oklahoma City, Ch. 9, ERP 316 kw, antenna 330 ft., construction cost $320,500, operating cost $226,500, revenue $279,000.

★ KTVZ Redding, Calif., Ch. 27, ERP 26.4 kw, antenna 947 ft., construction cost $456,720, operating cost $300,000, revenue $170,000.

★ KTWR Hutchinson, Kan., Ch. 12, ERP 59 kw, antenna 225 ft., construction cost $176,220, operating cost $120,000, revenue $210,000.

★ KSCJ Sioux City, Iowa, Ch. 3, ERP 100 kw, antenna 396 ft., construction cost $511,820, operating cost $270,600, revenue $320,000.

★ KDIN New Orleans, Ch. 4, ERP 100 kw, antenna 1,000 ft., construction cost $275,800, operating cost $220,000, revenue $270,000.

★ WCHR Portland, Me., Ch. 6, ERP 100 kw, antenna 667 ft., construction cost $725,800, operating cost $170,000, revenue $270,000.

★ WBBR Philadelphia, Pa., Ch. 64, ERP 1.2 kw, antenna 1,000 ft., construction cost $600,000, operating cost $250,000, revenue $200,000.

PEOPLE...

HARTLEY SAMUELS, formerly responsible for retail sales at WOR New York, will join sales staff of WJZ New York tomorrow (Tuesday) as supervisor of retail sales. William Williams, who served last program week, will shift to ABC national spot sales department.

EDWARD W. SCUDDER JR., president of WNJR Newark, has been named Essex county chairman for 1952 Sister Elizabeth Kenny Foundation fundraising campaign.

ROBERT H. DOLBEAR, has been appointed sales engineer for instrument division, Algre & De Murray, Woburn, Mass., according to announcement from E. G. Nichols, technical sales manager. Mr. Dolbear was formerly field service engineer for electronics division of Curtiss-Wright Corp.

JANET (JAN) GILBERT, Henry Cabot Agency, Boston, expected to join Sherman & Marquet for N. E. people. Miss Gilbert, who used to buy radio (TV included) effective July 7.

TRANSISTORS BY BULOVA


LUX RATING TOP

Lux Radio Theatre (CBS, Mon., 9-10 p.m. EDT) with 11.1 rating in 4,751,016 homes, was highest one-week evening program according to national Nielsen ratings service. These programs were for week of May 18-24. Top rated programs in other categories included evening, Monday—One Man’s Family (NBC, 7:45-8 p.m.), 5.2 in 2,226,000 homes; Thursday—Romans in High Heels (CBS, 10-11:30 p.m.), 6.3 in 3,659,000 homes; Sunday—Hollywood Star Playhouse (NBC, 5-6:30 p.m.), 4.0 in 2,476,000 homes, and Saturday—Theatre of Today (CBS, 12-12:30 p.m.), 6.4 in 2,739,000 homes.

BROADCASTING • Telecasting
"Program-Wise"...

Does the farmer stop milking his cows during the summer? Ridiculous! No more than the KMBC-KFRM Service Farms stop farming during the summer—or no more than Phil Evans, Bob Riley or Jim Leathers stop passing out that vital farm information to the Heart of America farmer who turns on the radio in his barn to catch KMBC-KFRM farm programs while he gets his milking done. Or no more than the Team's News Department stops disseminating the latest news in eleven daily newscasts. Yes indeed, KMBC-KFRM is "program-wise." Summer time—wintertime, the Team is on-the-air with the kind of programming that it knows from thirty years of broadcasting experience the largest share of the audience will return to, and listen for, day after day.

It is this program wisdom which has long since placed The KMBC-KFRM Team in top spot in The Heart of America—and continues to keep The Team in that spot by a comfortable margin.

Call KMBC-KFRM or your nearest Free & Peters Colonel for the KMBC-KFRM program story. BE WISE--REALIZE . . . to sell the Whole Heart of America Wholeheartedly it's . . .
Maryland's pioneer radio station is proud and happy to be among the early birds who celebrate 30 years in radio in 1952.

They've been good years, too. We've done a lot of trailblazing in our community. We originated the first live speech by a President of the United States, we introduced the mobile unit to Maryland, we originated the first regularly sponsored newscast in the whole country, and many, many more.

We intend to continue intelligent pioneering wherever possible. We believe that radio stations have learned much in the past and have much to learn in the future.

Here's a gentle reminder. If you're out to do a real selling job in the Baltimore market, just cut yourself a slice of