

# BROADCASTING TELECASTING

## We like to talk to PENNY PINCHERS!

Time buyers who watch every penny are the ones for WITH! Because on WITH every penny counts! WITH's rates are low—and WITH's audience is big. That's a combination that produces *low cost results*.

Here's proof: local advertisers *must* get immediate, profitable results from any advertising medium. *And WITH regularly carries the advertising of more than twice as many Baltimore merchants as any other station in town!*

Get the whole exciting story about WITH from your Forjoe man. Do it today!

**WITH**  
IN BALTIMORE



TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

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**TELECASTING**  
Begins on Page 63

**21<sup>ST</sup>**  
The Newsweekly  
of Radio and  
Television.  
year

Here's proof of **QUALITY** of **WHAS** **PROGRAMMING** . . .

# "The Old Kentucky Barn Dance"

. . . draws 18,500 people  
to Louisville's Armory.



**NOT EVEN  
S. R. O.**

**JAMMING THE LOUISVILLE ARMORY! TURNING AWAY 10,000\*! THE OLD KENTUCKY BARN DANCE MAKES HISTORY!**

Farmers moved their milking schedules ahead . . . Traffic outside the Jefferson County Armory was backed up for three blocks . . . Even the cast had to fight their way in . . . for this history-making event.† And what was the magnet? The finest collection of local talent ever heard in the Kentuckiana area, "The Old Kentucky Barn Dance." This popular show is a regular Friday night feature on WHAS (7 to 8). Act now, availabilities won't last long.

\*Official police estimate 8,500 capacity, 10,000 turned away.  
†Armory Manager says biggest "building" crowd in Louisville history.



Mobbed in the best Hollywood tradition for autographs, (l. to r.) Tom "Cactus" Brooks and Randy Atcher sign as thousands peer. Featured with them in the three hour "Old Kentucky Barn Dance" extravaganza were such WHAS stars as Janie Workman, Bob Fischer, The House Sisters, the Red River Ramblers, the Bell Family and Maggie Mae. All pre-program publicity was via WHAS.

Basic Affiliate of the  CBS Radio Network



VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

*The only radio station serving and selling  
all of the rich Kentuckiana Market*

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES



## Do Some *Independent* Thinking About Radio Today

People who care about their money are doing some hard thinking about radio today . . . some *independent* thinking. In fact, many national advertisers who formerly bought network radio are finding they get better results when they use the leading *independent* radio stations. Don't take our word for it—make us prove it. Write to any AIMS station listed below for all the facts.

### JUST READ WHAT THESE INDEPENDENT THINKERS SAY:

"Sales overall for the month of November have tripled those of the same month last year, thanks to our daily 15-minute program on the Danny Ryan Show."

—To Radio Station  
WBBW,  
Youngstown, Ohio

—From Yahrling-Rayner  
Music Company  
Youngstown

"... we scheduled advertising on your station to run through 10 days. In exactly half that time, however, your radio blast had been so effective that our Denver warehouse was almost entirely sold out."

—To Radio Station  
KMYR,  
Denver, Colorado

—From Bernstein Brothers,  
Pueblo, Colorado

## THESE ARE THE LEADING INDEPENDENT RADIO STATIONS:

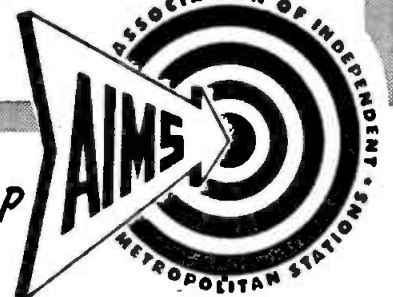
WCUE —Akron, Ohio  
WBMD—Baltimore, Maryland  
WBNY—Buffalo, New York  
WJMO—Cleveland, Ohio  
WVKO—Columbus, Ohio  
KMYR —Denver, Colorado  
KCBC —Des Moines, Iowa  
WIKY —Evansville, Indiana  
WCCC —Hartford, Connecticut  
WXLW—Indianapolis, Indiana  
WJXN —Jackson, Mississippi  
KLMS —Lincoln, Nebraska

WKYW —Louisville, Kentucky  
WMIE —Miami, Florida  
WMIL —Milwaukee, Wisconsin  
WKDA —Nashville, Tennessee  
WBOK —New Orleans, Louisiana  
WWSW—Pittsburgh, Pennsylvania  
KXL —Portland, Oregon  
WXGI —Richmond, Virginia  
KSTL —St. Louis, Missouri  
WMIN —Minneapolis-St. Paul  
KNAK —Salt Lake City, Utah  
KITE —San Antonio, Texas

KSON —San Diego, California  
KYA —San Francisco, California  
KING —Seattle, Washington  
KREM —Spokane, Washington  
WACE —Springfield, Massachusetts  
KSTN —Stockton, California  
WOLF —Syracuse, New York  
KFMJ —Tulsa, Oklahoma  
WNEB —Worcester, Massachusetts  
WBBW—Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city

*Aim for BULL'S-EYE results...with the AIMS GROUP*



# Sales Results!

**KRLD-TV  
gets 'em!**

Every week, by word or letters from KRLD-TV advertisers, overwhelming and conclusive

**PROOF PILES UP!**



*Home folks know Best!*

Owners and Operators  
of  
**KRLD**  
50,000 Watts  
Serving Dallas—Fort Worth  
and the Great Southwest

John W. Runyon, President  
Clyde W. Rembert, Managing Director

This is why

**KRLD-TV**

**CHANNEL 4, DALLAS**

is your best buy

**EXCLUSIVE OUTLET FOR CBS**

**PROGRAMS IN DALLAS • FT. WORTH**

**TEXAS' HIGHEST POWERED TV STATION - - Serving the  
SOUTH'S LARGEST METROPOLITAN MARKET AREA**



# at deadline

## CLOSED CIRCUIT

WHEN WILL network business situation stabilize—now that big accounts are entering second round in drive for rate concessions? Best guess is that, despite welter of evidence of radio's unapproached circulation, stability won't come until fall of 1953, when there will be more TV stations in more markets, and results thereby can be gauged.

AGGRESSIVE steps to meet radio rate-cutting attempts head-on expected to come out of unheralded meeting of NARTB's AM Committee today (Monday), with more to be heard of plans at Chicago convention.

RESULTS of confidential survey—still being held back—discloses that radio is *must* medium for dime-to-dollar consumer products (cigarettes, soaps, toothpastes, etc.) while TV pays off best for big non-repeats, like automobiles, refrigerators, carpeting, etc.

WHY'S THERE so much talk about network rate-talent deals, and nothing at all about printed media—notably magazines. Answer: When deal is made by account with magazine, (special discounts, merchandising including kitchen sink, etc.) only two people know it. In network radio, 'tis argued, network first must get clearance of affiliates, then everybody knows about it.

ANNOUNCEMENT shortly will be made of appointment of Gayle Grubb, ABC vice president in San Francisco (KGO-AM-FM-TV) as vice president and director, Fort Industry Co. in charge of Detroit operations (WJBK-AM-FM-TV). He succeeds Richard E. (Dick) Jones, who resigned two months ago, but has not announced plans.

PRESIDENTIAL Telecommunications Advisor Haraden Pratt won't get around to U. S. domestic frequency problems—needs of government departments vs. private users—for another six months. While discussions with FCC and IRAC (Interdepartment Radio Advisory Committee) are held periodically, Mr. Pratt and his aides currently are mired in international broadcasting question and specifically 4 mc-27.5 mc band. Pressing need is to implement ITU Atlantic City agreement governing fixed service frequencies.

RE proposed "frequency management" policy drafted by executive unit of the Technical Policy Steering Committee fortnight ago, FCC reportedly has given its assent. Policy recognizes need for transfer of frequency rights among all users "as required in the national interest." Practical application of policy, when effected in due course, could mean greater share of spectrum space for radio-TV broadcasting and other private users through FCC, if IRAC (Defense, State, other departments) relinquishes frequencies.

SIGNS of interest in TV network station performance under new video code already apparent, with more than one group recording

(Continued on page 6)

## McCANN-ERICKSON ANNOUNCES PROMOTIONS

PROMOTIONS for seven executives of McCann-Erickson, N. Y., announced by Marion Harper Jr., agency president.

Thomas H. Lane, vice president in charge of radio and TV, elected to board of directors and will assume new duties as senior service division manager, reporting to president. Alfred J. Scalpone, vice president, becomes general executive coordinating radio and TV activities in domestic and overseas office.

Leonard F. Erickson becomes head of radio-TV department in New York office in addition to his other duties. Hendrik Booraem named vice president and manager of new program development in radio and TV. J. Neil Reagan, manager of Hollywood office, named to vice presidency. William C. Dekker named vice president in charge of media in New York office coordinating all media activity. John J. Flanagan, vice president, becomes manager of combined media department.

## 82 STATIONS, 4 NETWORKS SUBSCRIBE TO TV CODE

TOTAL number of subscribers to NARTB Television Code was 82 stations Friday afternoon, eve of March 1 effective date. Four TV networks are subscribers (early code story page 65).

Added to list of 77 station subscribers previously announced were WATV (TV) Newark; WCPO-TV Cincinnati; WFAA-TV Dallas; WOC-TV Davenport, Iowa; WOR-TV New York.

## GRABHORN RESIGNS NARTSR

NARTSR board of directors, at special meeting Friday afternoon called by Vice President Eugene Katz in absence of President J. J. Weed, accepted resignation of Murray Grabhorn, general manager, who is joining Edward Petry & Co. March 15 (see earlier story, page 29). No successor to Mr. Grabhorn was named.

## MBS 30 Per Cent Stock Rule Eliminated

CLEAR VOTING control of Mutual Broadcasting System assumed by General Tire & Rubber Co. after half-day session in which representatives of all MBS shareholders approved elimination of by-laws ban on any single entity voting more than 30% of stock. Through acquisition of Don Lee Broadcasting System and more recent merger of its own radio-TV interests with those of WOR-AM-FM-TV New York, General Tire owns almost 60% of MBS stock.

Action to remove by-laws' stock voting restrictions was taken at MBS board meeting in Miami Thursday and was described as unanimous. Thomas F. O'Neil, Mutual chairman and General Tire vice president, presided. Question of change in Mutual's type of operation, which has long been subject of speculation, was not discussed at meeting, it was re-

## BUSINESS BRIEFLY

**P&G SWITCH** ● Procter & Gamble's Cheer, through Young & Rubicam, N. Y., understood to be planning to switch its spot radio budget into network by sharing sponsorship of *Pepper Young's Family* on NBC radio, five times weekly, with P & G's Camay soap.

**CLORETS SPOT CAMPAIGN** ● American Chiclet Co., N. Y. (Clorets), through Dancer-Fitzgerald-Sample, N. Y., breaking another spot campaign starting March 17 in 15 radio markets.

**TEXAS SATURATION DRIVE** ● General Foods, N. Y., is starting saturation spot campaign in Texas for its instant Maxwell House coffee, effective today (Monday) for two weeks. Live copy with booklet offer will be used.

**SHOE POLISH LATE** ● Griffin Mfg. Co., Brooklyn (Griffin shoe polish), launches its annual spot campaign this year two months later than usual, starting early this month on about 175 stations throughout U. S. Birmingham, Castleman & Pierce, N. Y., is agency.

**S. E. P. RENEWS** ● Curtis Pub. Co. (*Saturday Evening Post*) renews *Keep Posted* on DuMont network. Agency: BBDO, N. Y.

**LUSTRE COLOR EXPANDING** ● Colgate-Palmolive-Peet, Jersey City, through Lennen & Mitchell, N. Y., presently using small six-week radio spot test for its Lustre Color, will expand in 29 top markets if test is successful.

**ADAM HATS EXPANDS** ● Adam Hats, N. Y., through Hirshon-Garfield, expanding radio spot schedule, effective March 17 for four weeks.

**SWITCH PROGRAM** ● Electric Companies Advertising Program, New York, switches its *Meet Corliss Archer* show from CBS Radio to ABC Radio, Sunday, 9:15-45 p.m. effective

(Continued on page 98)

ported. All present board members continuing to serve.

Annual meeting of stockholders, when officers and directors are elected, set for April 24 in New York. At that time renewal of President Frank White's contract also will be decided; his present three-year pact expires April 30.

Miami meeting was described as "wholly harmonious," with what had been expected to be a two-day agenda dispatched in one long half-day session. MBS board members, in addition to Messrs. O'Neil and White, are Elbert M. Antrim, WGN Chicago; Willet H. Brown, Don Lee network; H. K. Carpenter WHK Cleveland; Benedict Gimbel Jr., WIP Philadelphia; J. R. Poppele, WOR New York; Frank Schreiber, WGN; Theodore C. Streibert, WOR; Linus Travers, Yankee network; James E. Wallen, MBS.

for more AT DEADLINE turn page



(Continued from page 5)

## NEW RADIO-TV SERVICE STARTED BY NIELSEN

NATIONWIDE measurement service covering weekly and monthly audience coverage of radio and TV stations and networks now placed in operation by A. C. Nielsen Co. Service purchased by NBC under contract calling "for largest single survey ever made by the research firm."

John K. Churchill, Benton & Bowles media research director, joins Nielsen firm in New York today (Monday) as vice president. Duties include direction of new service.

Six-point project said to include weekly audience for each station and network for entire U. S. and separately for each county or other economic area, showing within few hours unduplicated coverage of any proposed station or network group; composition of weekly audience by frequency of listening and economic status, family size and composition, TV ownership, car ownership, race, farm ownership; monthly audience of each station and network; homes reached per minute by each network affiliated radio station, by morning, afternoon, evening; out-of-home radio listening; ownership of multiple radio sets, car radios and TV sets.

## THIRD FM PROMOTION DRIVE STARTS IN WASHINGTON

THOUSAND of announcements calling attention to District of Columbia "FM Month" campaign being broadcast by AM and FM stations in Washington and surrounding area. Drive started Saturday. It is third conducted under NARTB and Radio-Television Mfrs. Assn. auspices, with cooperation of dealers and distributors, as means of stimulating FM set sales and listening.

Sales of FM sets rose sharply in North Carolina as result of campaign in that state, first of series, according to John Smith, NARTB FM director.

## TV APPLICANTS ASK FOR REVISIONS

BELIEVED to be first of pre-freeze TV applicants to revise application to meet expected changes in allocations, WEMP Milwaukee Friday filed amendments for 100 kw on Channel 6 with 1,021 ft. antenna height above average terrain. New transmitter site on northside of Milwaukee is 170 miles from nearest co-channel transmitter, WOC-TV Davenport. Milwaukee station, 45% owned by WTCN-AM-FM-TV Minneapolis, went through part of hearing before 1948 freeze was imposed. In revised application, WEMP also updated cost figures, estimated \$900,000 construction costs (vs. \$258,000 in old application); \$916,000 cost of first year's operations (vs. \$116,000). FCC proposed to delete Channel 6 from Milwaukee in "Third Notice" last year. That was based on 180-mile minimum city-by-city separation factor.

## TITO INTERVIEW

UNITED PRESS Movietone Television Films announced Friday release of exclusive interview with Marshall Tito of Yugoslavia who, in English, sent personal message to American people asking for sympathy with his efforts to "Create a happy new strong Yugoslavia."

## In this Issue—

For first time Congress begins to face the question of what privileges to accord radio and television in covering Congress. It's forced to face it by a summary ruling of Speaker Sam Rayburn ousting radio-TV from all hearings. A show-down battle is indicated. *Page 28.*

Big retail clothing chains are planning radio budget expansions. *Page 27.*

As predicted, Vice Chairman Walker becomes chairman of FCC and Robert T. Bartley, Sam Rayburn's nephew, moves into Commission vacancy. *Page 25.*

CBS is hungry for television stations. It has several deals in the works to pick up the maximum of five owned outlets—either by purchase, trade or partnership. *Page 23.*

Wayne Coy has another deal on the fire with Time Inc. He and Time may jointly buy KOB-AM-TV Albuquerque. *Page 25.*

The government is sniffing at what could become one of the biggest anti-trust investigations in years—that of the whole radio and television manufacturing industry. It will be up to a federal grand jury to decide such questions as whether FM was stifled by an industry conspiracy and whether another conspiracy exists in the case of color TV—and if so whether anti-trust laws have been violated. *Page 27.*

NBC's combined radio and television sales in 1951 were \$137 million, a 48% gain over the previous year. All the increase came from television. *Page 29.*

Zenith Radio Corp. seeks FCC OK of Phonevision, wants a rule-making hearing at which it will demonstrate various techniques of subscription television. *Page 32.*

Though nothing is certain about it, there are indications that government restrictions of radio-TV construction may be relaxed this year. If so, it would be news of special interest to prospective TV station builders. *Page 28.*

Forecast now is for a later spring around the FCC, where the wise money is being placed on March 22 as the earliest date the thaw of the TV freeze can be expected. *Page 65.*

National Production Authority is expected to exempt theatrical colorcasting from the color television manufacturing ban. *Page 66.*

Addenda to 1952 BROADCASTING YEAR-BOOK appears on *Page 46.*

## Upcoming

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 3: NARTB AM Committee, NARTB Hdqtrs., Washington.

Mar. 5: NARTB FM Committee, NARTB Hdqtrs., Washington.

(Other Upcomings page 34)

commercials out of curiosity to see how match terms of document. Heavy demand 1. copies of code, incidentally, from advertising agencies.

APPOINTMENT of parent company executive to coordinate its radio-TV operations shortly may be made by General Tire & Rubber Co. which controls (58%) Mutual and owns Yankee Network, Don Lee and General Teleradio (WOR-AM-FM-TV). Thomas F. O'Neil, operating head of radio-TV properties for General Tire, expected to designate new official who would headquarter in New York.

TO AVOID any implications of favoritism, J. A. Milling, Electronics Production Board chairman and NPA Electronics Div. chief, has divorced himself from top-level agency discussions on revised color TV equipment ban. Sen. Ed Johnson (D-Col.) had noted Mr. Milling's association with RCA Service Co. in letter to Defense Mobilizer Charles E. Wilson [B\*T, Jan. 28].

WASHINGTON attorneys and others are receiving inquiries about pitch being made by "Economic Education Fund," St. Louis, for support of project to amend Communications Act for permanent station licenses after five years of operation. Pamphlet, which alleges FCC suppresses free speech, has America First connotations. It supports candidacy of William R. Schneider, St. Louis attorney, for President on Republican ticket. Latter is entered in New Hampshire primaries. Complaints to FCC last year over refusal of several St. Louis stations to accept broadcasts are recited in pamphlet titled, "Survival in Communist-Socialist Gold Brick World."

## INTERNATIONAL TELEMETER PLANS SEPTEMBER TEST

PUBLIC TEST of coin-box subscription TV in September was announced last week by International Telemeter Corp., half-owned by Paramount Pictures. Tests will take place in California desert resort of Palm Springs, will consist of (1) community antenna system and (2) scrambled picture service.

Plans made public at Los Angeles demonstration (over KTLA) of ITC "pay-as-you-look" subscription method. ITC will erect \$100,000 master receiving antenna on mountain west of Palm Springs, 90 miles from Mt. Wilson where all seven Los Angeles TV stations are located. Subscribers to community antenna service will pay \$150 up for installation, \$4 per month for service. ITC has also made arrangements with three Palm Springs theatre owners to feed feature films in scrambled form over the system which subscribers can clear up through coin-box payments. Fee will be regular theatre admission price, with ITC keeping only small percentage; remainder going to theatre owners. Subscription service will use Channel 6 (82-88 mc), will not interfere with reception of Los Angeles programs. ITC also hoping to acquire block of Paramount features for future Palm Springs closed circuit tests.

During demonstrations last week, following movie industry leaders were in audience: C. B. DeMille, Charles P. Skouras, Walter Wanger, Hal Wallis, Sol Lesser, Y. Frank Freeman, Steve Brody, William Thomas, William Pine and Sam Briskin. Also present was John K. West, NBC Western Div. vice president.

for more AT DEADLINE see page 98

THERE'S NOTHING BETTER THAN...

**FIRST PLACE!**

Hooper - Omaha - Council Bluffs,  
December, 1951

	KOWH	Sta. "A"	Sta. "B"	Sta. "C"	Sta. "D"	Sta. "E"
<b>MORNING</b> 8 A.M. - 12 Noon Mon. - Friday	<b>33.5</b>	13.3	25.4	13.4	10.0	1.3
<b>AFTERNOON</b> 12 Noon - 6 P.M. Mon. - Friday	<b>47.8</b>	23.8	10.4	11.4	8.1	2.0
<b>SATURDAY</b> 8 A.M. - 6 P.M.	<b>41.9</b>	14.5	16.1	10.5	10.4	3.7
<b>TOTAL*</b> 8 A.M. - 6 P.M. Mon. - Saturday	<b>42.1</b>	18.8	16.4	11.9	9.1	2.1
<b>COST PER POINT</b> based on station's one time one min. rate.	<b>30¢</b>	\$1.60	88¢	\$1.67	82¢	\$3.33

\* Every rated hour shown above given equal weight

\* Based on the latest available  
Hooper share of audience for  
unaffiliated stations including  
the Omaha and Council Bluffs  
Market (Oct.-Nov., 1951) ...  
12 noon through 6 P. M.

● *Largest total audience* of any Omaha station in every time period, weekday morning, weekday afternoon, all day Saturday — and Sunday!

● *Largest share-of-audience*, in any individual time period, of any independent station in all America!\*

Represented Nationally By

*The Bolling Co.*



**Kowh**  
**OMAHA**

*"Americas' Most Listened-To Independent Station"*



# Have you caught up with the new Canadian census?

It happens every ten years. The new figures now show Canada to be a market of over 14,000,000.

Some live here—some there—from Gander, Newfoundland, to Port Alberni, Vancouver Island.

Not much in common, either. But two things that should interest you.

First, their standard of living is phenomenally high. Secondly, radio in Canada reaches 95% of all homes.

Something else you should know is that radio in Canada *really* sells them. We have no TV stations and there are many places where other media coverage is absent or spotty.

But not radio. "In Canada you sell 'em when you tell 'em!"

For any radio information you want about this rich market, ask any of our independent member stations from coast to coast or write to us.

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

## CANADIAN ASSOCIATION OF BROADCASTERS

108 Sparks St.,  
Ottawa.

37 Bloor St., West  
Toronto.

# BROADCASTING TELECASTING

## THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices:

870 National Press Bldg.

Washington 4, D. C.

Telephone ME 1022

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### WASHINGTON HEADQUARTERS

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

**CHICAGO BUREAU** 360 N. Michigan Ave., Zone 1, *Central 6-4115*; William H. Shaw, *Midwest Advertising Representative*; Jane Pinkerton, *News Editor*.

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

**TORONTO:** 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

Annual subscription for 52 weekly issues \$7.00.

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

Annual subscription to BROADCASTING • TELECASTING including 54 issues \$11.00.

Add \$1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues \$5.00 per copy.

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

\* Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.





*The biggest  
"small part"  
in the world!*

Many of the parts needed in factory production are mighty small. But these parts can loom up mighty *large*—when they're missing!

For tiny as they are, their absence can halt an entire production line—can cost a manufacturer thousands of dollars *every day* while he waits for replacements to arrive.

And the sources of supply are often hundreds of miles from his factory!

What does he do? He cuts replacement time from days to hours. He gets needed parts the world's fastest way—via Air Express!

The money saved by Air Express speed is figured in millions—but its cost is counted in pennies. Whether you need steel bolts or bolts of cloth, you can profit from regular use of Air Express. Here's why:

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

**IT'S DEPENDABLE**—Air Express provides one-carrier responsibility all the

way, gets a *receipt upon delivery*.

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

New parcel post regulation affect you? Call your local agent of Railway Express, Air Express Division.



*It pays to buy the giant economy size:*

**WBBM has  
than the next  
stations**

more audience  
2 Chicago  
... *combined!*

WBBM Chicago's *Showmanship* Station

Phone WHitehall 4-6000, Chicago—or any

CBS Radio Spot Sales office—for availabilities.

# W·I·N·D

## BEST CHICAGO

## BUY

### ENTIRE YEAR 1951

### 7 DAYS A WEEK—6 A.M.-MIDNIGHT

	SHARE OF AUDIENCE	BASE "A" HR. RATE
NET A	27.6%	\$1100
NET B	15.7%	\$900
WIND	13.0%	\$250
NET C	10.2%	\$900
NET D	9.5%	\$900
IND B	8.1%	\$338
IND C	5.9%	\$300
IND D	3.0%	\$240

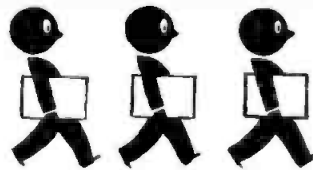


SOURCES: PULSE OF CHICAGO, 1951; SRDS

*"The Most Homes Per Dollar Station"*

400 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS  
AM RADIO SALES CO., REPRESENTATIVE

ROBT. MEEKER & ASSOC.  
West Coast Representatives



## agency

**J. M. HICKERSON**, president of Albert Frank-Guenther Law, N. Y., resigns. He is expected to announce formation of his own agency shortly.

**THOMAS J. ELLIS**, Cecil & Presbrey, N. Y., appointed media director of Grant Adv., same city.

**THAD McCARTHY**, Rio de Janeiro office of J. Walter Thompson Co., joins agency's New York staff.

**ROY L. BERRICK** to Mann-Ellis Adv., N. Y., as account executive.

**DAVID D. BROWN**, manager Kastor, Farrell, Chesley & Clifford, Chicago, to contact staff, Tatham-Laird, that city.

**WILLIAM P. HENDRICKS** elected a vice president Casler, Hempstead & Hanford, Chicago, where he is account executive.

**H. D. ROACH**, account executive, Young & Rubicam Ltd., Toronto, has rejoined McKim Advertising Ltd., Toronto, as vice president and director in charge of marketing and research.

**CARL CHESTER WICKSTROM**, account executive, Lee Ringer Adv., L. A., elected vice president.

**JACK SHEFRIN**, former program director of WOAK (FM) Chicago [now WFMT (FM)], and WMID Atlantic City, N. J., joins John Kaye Agency, Kansas City, as head of radio-TV production.



## on all accounts

**FRANK KNIGHT**, radio and TV director of the Richard A. Foley Adv. Agency, Philadelphia, claims to have written and produced more singing commercials than anyone in Philadelphia. He has written for approximately 40 different products and services, both national and local.

At the age of 16, Mr. Knight decided he wanted to make advertising his career. At that time he was attending the Friends Central School in Overbrook.

He went to see Wilfred W. Fry, president of N. W. Ayer & Son, who advised him to attend the U. of Pennsylvania's Wharton School to get the necessary background for advertising.

While he attended Penn, where he majored in advertising, he helped to write and produce the Mask and Wig shows and also led the 110-piece university band for 2 years. He graduated from the U. of Pennsylvania in 1941.

The Campbell Soup Co. selected Mr. Knight for their marketing training program of advertising while he was still in college. With the war came brief duty as a Coast Guard bandsman. In 1945 he joined the WFIL Philadelphia advertising

and promotion department. At this time he began writing and producing radio and TV singing commercials on a freelance basis.

In 1949 he became the radio and TV director of J. Cunningham Cox Adv. One year later he joined the Foley agency as radio and television director.

At Foley, Mr. Knight originated a time buying form which simplifies the purchase of spot radio and television and has since been adopted by many other advertising agencies [B•T, Oct. 29, 1951].

Some of the radio and TV accounts of Foley are the Baltimore & Ohio Railroad, French's Pet Supplies Products, Abbotts Dairies, Delaware Park Race Track, Burk's Meats and Klux Dog Candy.

The Beneficial Saving Fund singing commercial, which was written by Mr. Knight, has been on the air for six years with the same tune and lyrics

and is still being aired about 30 times a week. Frank's Esslinger Beer jingle has averaged about a hundred airings per week in Philadelphia in one year.

Mr. Knight believes "that the most successful commercials are those that drive home product

(Continued on page 62)



Mr. KNIGHT

beat



MICHAEL LEVIN, Ward Wheelock Co., N. Y., to Erwin, Wasey & Co., that city, as director of radio-TV creative productions.

LEON RONNEL, account executive, Dan B. Miner, L. A., to Lee Ringer Adv., same city, in similar capacity.

CALVERT & PERRY Adv., Hollywood, organized by J. RUSSELL CALVERT and NORMA PERRY, formerly known as Food Adv. Co., same city.

JERRY B. HOOPES, Leo Burnett Adv., Chicago, to C. Wendel Muench & Co., that city, as art director.

RAND ADV., N. Y., opens new offices in Hollywood at 6399 Wilshire Blvd. SELIG J. ALKON is vice president in charge.

JAMES G. WELLS, Buffalo advertising executive, announces formation of James G. J. Wells Inc., Hotel Statler, Buffalo, of which he is president. GENE NOVAK, producer, appointed radio-TV director and KENNETH KAPLAN named account executive.



Mr. Wells

VIRGIL A. WARREN Adv., Spokane, and ATHERTON ADV. AGENCY, Los Angeles, elected to American Assn. of Advertising Agencies.

EDGAR W. CLARK, merchandising manager of tire division of Dayton Rubber Co., Dayton, to Kenyon & Eckhardt, N. Y., as sales promotion director in promotion and publicity department.

VIRGIL B. LOCKWOOD, copy department of Beaumont & Hohman, Seattle, added to copy writing staff of The Condon Co., Takoma, Wash.

JOHN H. RIORDAN Co., L. A., relocates at 3670 Wilshire Blvd., that city.

DOROTHY SEELEY, production manager, Louis Bass Co., L. A., to Western Adv., same city, in similar capacity.

JAMES L. EGOLF, Beck Engraving Co. of Philadelphia, has joined production department of Gray & Rogers, that city.

ARGUS Adv., headed by CLARENCE B. HOROWITZ, opens Los Angeles offices at 303 S. New Hampshire St. Telephone is Dunkirk 8-6187.

JOHN I. EDWARDS & Assoc., Los Angeles, moves to 1520 N. Gower St., Hollywood, in mid-March.

DON BLACK, assistant account executive, Edward S. Kellogg Co., L. A., resigns to enter U. S. Navy.

WELSH-HOLLANDER, Los Angeles advertising agency, announces opening of new offices at 350 S. Alvarado St., that city, effective March 1.

ROBERT D. SLATE, *San Francisco News*, to Gilman, Nicoll & Ruthman, S. F.

JULIAN W. PEARSON, Gray & Rogers, Phila., has joined Robert S. Kampmann Jr. Adv., same city.

MRS. JOSEPHINE H. HOOVEN of United Features Syndicate has joined the copy staff of N. W. Ayer & Son, Phila., in educational department.

JOSEPH D. KNAP Jr., Badger & Browning & Hersey Inc., N. Y., to Wesley Assoc., that city, as media director.

JEAN WADE RINDLAUB, vice president of Batten, Barton, Durstine & Osborne Inc., N. Y., named honorary vice president of the Gamma Alpha Chi, professional advertising fraternity for women.

JOSEPH G. MASON, copy executive with Geare-Marston Inc., Phila., to copy staff of Buckley Organization, that city.

RICHARD CRISP, research director at Tatham-Laird, Chicago, to discuss copy testing at American Marketing Assn. workshop session there Wednesday at De Paul U.

**HOOPER\* Again Proves**  
**KVOO IS YOUR BEST**  
**BUY IN OKLAHOMA'S**  
**NO. 1 MARKET AREA**

\*November, 1951

Share of Radio Audience

	KVOO	"B"	"C"	"D"	"E"	"F"
8 to 12 a.m.....	28.8	22.9	20.1	4.4	15.1	7.1
12 to 6 p.m.....	43.8	26.0	7.5	6.6	14.5	2.7
6 to 10:30 p.m....	41.3	30.8	13.4	7.3	*	4.8
6 to 8 a.m.....	43.2	24.2	6.8	2.5	**	19.4
(Indicative)						
Sunday —						
12 to 6 p.m..	24.4	20.8	9.9	12.0	21.0	13.6

\* Daytime only  
 \*\* Signs on at 7 a.m.

*If your advertising dollar needs to do its best possible job (and whose advertising dollar doesn't?) You'll measure it on a cost per listener basis. When you do that you'll choose KVOO, Oklahoma's Greatest Station.*

**KVOO**  
 Oklahoma's Greatest Station  
 50,000 WATTS    1170 KC    NBC AFFILIATE

**TULSA, OKLAHOMA**  
 National Representatives—Edward Petry & Co., Inc.

# open mike



## NCAA, Please Copy

EDITOR:

This is an unusual greeting to come from the promoters of a football event; yet the board of directors of the National Milk Bowl, annual football classic for small-fry elevens, do welcome [radio-TV] coverage of that bowl.

It is a little early perhaps to start talking about bowl coverage; there is a possibility, however, that advertisers or television-radio executives may want to list something in their "future book."

The 1951 National Milk Bowl, held in Marlin, Tex., was listed by the Associated Press as one of the 15 leading bowl classics along with

the Cotton Bowl and the Rose Bowl . . . There are a score or more of satellite inter-county bowls in Texas from which a Texas representative is chosen to meet a team from out of state . . .

Joe Moore, for 10 years a lead-off man for the New York Giants baseball team, is president of the Milk Bowl Inc., a non-profit Texas corporation which distributes bowl profits to needy youth without administrative charge . . .

*Eugene C. Weaver*  
The Allen Military Academy  
Bryan, Tex.

EDITOR'S NOTE: Players on Milk Bowl teams must not be more than 15 years old and must weigh less than 100 pounds.]

## Hyphen Trouble

EDITOR:

Your hyphen in today's issue [Feb. 25] hurts. I am not sure how much damage it will do ultimately.

Our forthcoming study is not a "CBS-Standard project." It is not fair to our clients who are affiliates of the other networks to call this job a "CBS-Standard project." . . .

Perhaps it would help you to remove the hyphen if you were to consider the following:

1. Although 88 of our clients are CBS affiliates, 225 belong to other networks.

2. Seventy-five of our clients are not affiliated with any network.

3. When I last ran up the dollar figures, more revenue was coming from NBC affiliates than from those of any other network. . . .

I do not mean to gripe and I certainly do not object to being associated with CBS in any industry-wide effort, but this is one in which we have tried to keep the

base as broad as possible and I would appreciate your cooperating with us to the extent you can.

*Kenneth H. Baker*  
President  
Standard Audit & Measurement Services Inc.  
New York

[EDITOR'S NOTE: B•T regrets an unfortunate choice of terminology in a Closed Circuit where accuracy suffered in the interest of terseness.]

\* \* \*

## Industrial Good Will

EDITOR:

Could I possibly impose on you again and ask you to send me a half-dozen or so copies of the Lawrence, Mass., story ["How Industry Makes Friends by Radio"] that you published on pages 26 and 34 of BROADCASTING • TELECASTING's Feb. 25 issue?

Woonsocket is faced with the same problem and perhaps I can start something with this idea.

*Eugene A. Mailloux*  
Sales Manager  
WHON Woonsocket, R. I.

\* \* \*

## Got Out the Vote

EDITOR:

It isn't that WOOD-TV in Grand Rapids, Mich., wants to grab off any credit, but the fact remains that balloting in the Feb. 18 primary election reached an unprecedented high this year. And this was WOOD-TV's first chance to promote elections on its new operation.

The public service announcements, which emphasized the material benefits to be derived from voting, rather than stressing such abstractions as "duty," "good citizenships," etc., were planned and prepared by John Corbett, producer at the station.

*Willard Schroeder*  
General Manager  
WOOD-TV, Grand Rapids, Mich.

\* \* \*

## Boiled in Oil

EDITOR:

There appears in the [Jan. 28] issue of B•T a full page advertisement for the oil industry.

Fully one-third of this "newsletter" makes a comparison between the newspaper business and the business of oil. . . .

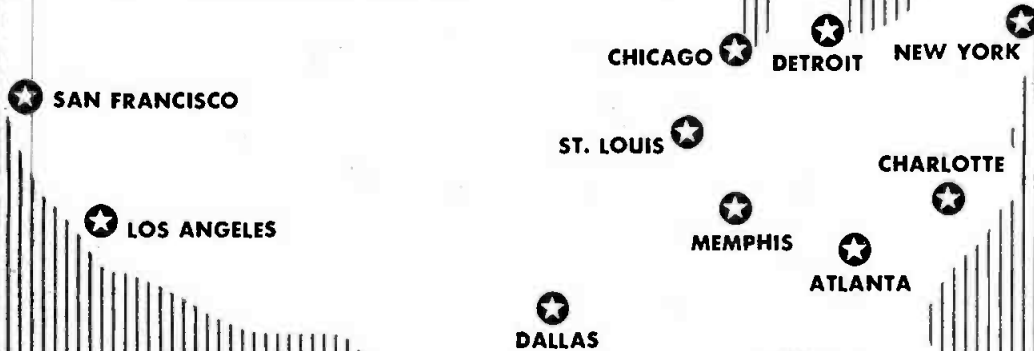
I'd like to point out that a great number of industries even at this late date do not break down and separate their ads, public relations reports and "newsletters" and channel them into proper media fields.

Mr. [H. B.] Miller [executive director, Oil Industry Information Committee] could very well have written and made a comparison between radio and his oil business.

*Jack Davis*  
WPDQ Jacksonville, Fla.

(Continued on page 20)

## The Branham Network



10

Branham offices representing Radio and Television Stations

# THE BRANHAM COMPANY



**TOP**

# COVERAGE...to lead your Western sales parade!



*Get in step with NBC Pacific Coast Network. NBC reaches 83.5% of all radio homes in the Far West. That means a bigger part of America's fastest growing market for you!*

Are you getting your full share of the golden stream flowing from the Pacific Coast? Day or night NBC Pacific Network takes your sales message into more homes than any other network serving this area.

*And 98% of all Pacific Coast families have radios in their homes!*

More than 11% of the national buying income is on the Pacific Coast... and it's getting bigger. Get your sales story to the greatest number of these potential customers over NBC Pacific Coast Network.

*NBC costs per thousand are lower than those of any other network serving the Far West!*

For complete details consult your nearest NBC Sales Office today.

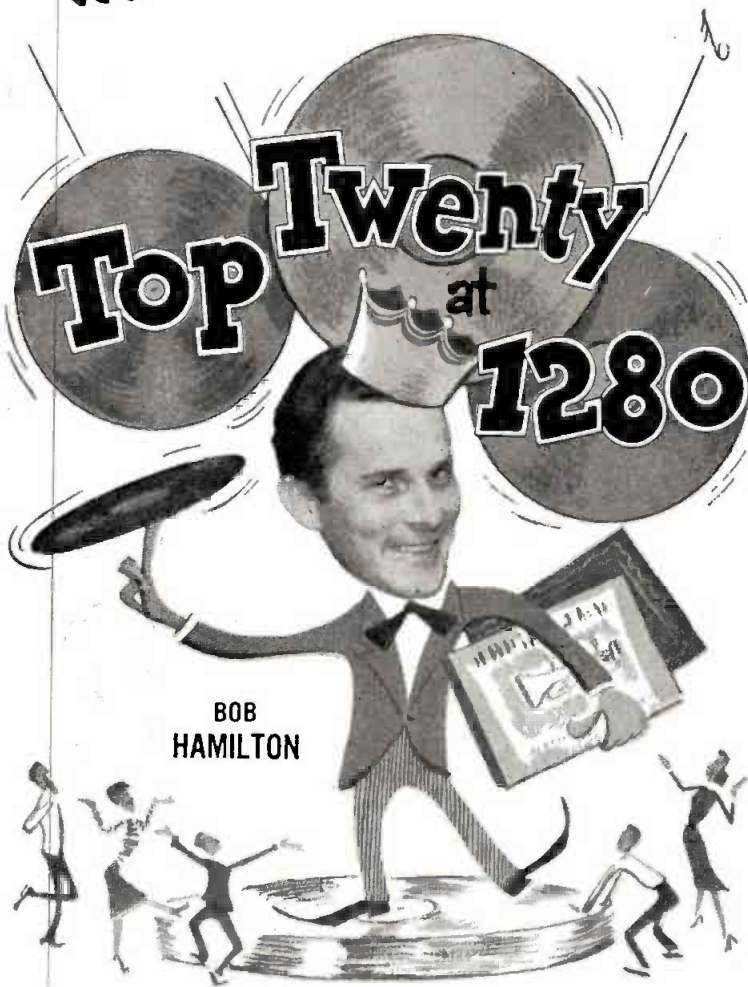


**WESTERN NETWORK  
NATIONAL BROADCASTING COMPANY**

*A Division of Radio Corporation of America*

**HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK**

# the ~~TOP~~-Rated\* Afternoon Show in New Orleans!



\* Here's another sales-scoring "plus" for WDSU sponsors. The latest PULSE and HOOPER both show "Top Twenty At 1280" the most-listened-to late afternoon radio show in the New Orleans area. Put your sales message on WDSU—and you'll reach the vast "Billion Dollar New Orleans Market"!

Write, Wire  
or Phone Your  
JOHN BLAIR Man!



## new business



### Spot . . .

**H**OUSE OF WESTMORE Inc., Hollywood, beginning spot radio-TV campaign in major markets for Tru-Glo liquid make-up. Company advertising appropriations have doubled that of last spring. Agency: Harry B. Cohen Inc., N. Y.

**PIEL'S BEER** to sponsor NBC package, *Dangerous Assignment*, on WCAU-TV Philadelphia and WNBTV (TV) New York starting mid-March. Agency: Kenyon & Eckhardt, N. Y.

**TIDY HOUSE PRODUCTS Co.**, Shenandoah, Iowa, has expanded radio activity in the Midwest. *Kitchen Club*, 15 minute program, will be aired five times weekly on nine additional stations and *Haden Family Program* has been placed on four additional stations five times weekly. Agency: Buchanan-Thomas Adv., Omaha.

### Network . . .

**LEWIS HOWE Co.**, St. Louis (Tums), to sponsor *Barrie Craig, Confidential Investigator* on NBC Tues., 8:30-9 p.m. EST, effective March 18, replacing *Tums Hollywood Theatre*. Agency: Dancer-Fitzgerald-Sample, N. Y.

**TIME Inc.**, N. Y., to sponsor Thurs. 8:20-8:25 a.m. portion of NBC-TV's *Today* program seen Mon. through Fri., 7-9 a.m. EST and CST. Contract is for 13 weeks. Agency: Young & Rubicam, N. Y.

**LIGGETT & MYERS TOBACCO Co.**, N. Y. (Chesterfield cigarettes), starting TV film version *Gangbusters* on NBC-TV, alternating Thurs., 9-9:30 p.m. (EST), March 20. Series alternates with *Dragnet* for company's Fatima cigarettes. Agency: Cunningham & Walsh Inc., N. Y.

**BU-TAY PRODUCTS Ltd.**, L. A. (Rain Drops water softener), starts *Lucky U Ranch* series on 25 ABC western stations, Tues. and Thurs., 12:30-1 p.m. (PST), for 13 weeks from March 4. Agency: Dan B. Miner Co., L. A.

**HOFFMAN RADIO Corp.**, L. A. (radio, TV sets), starts second quarter-hour segment of *CBS News Room, Sunday Desk* on 11 Columbia Pacific Network stations, Sun., 5:30-6 p.m. (PST), for 52 weeks from March 2. Agency: Foote, Cone & Belding, L. A.

### Agency Appointments . . .

**ANGELIQUE & Co.**, Wilton, Conn., names Duane Jones Co., N. Y., to handle Black Satin, White Satin and Gold Satin perfumes, colognes and bath powders.

**WHISTLE & VESS BEVERAGES Inc.**, St. Louis, appoints Olian Adv., that city.

**M. JACKSON & SONS, L. A.** (men's clothing), appoints McNeill & McCleery, Hollywood. **JERE BAYNARD** is account executive.

**HEMET PACKING Co.**, Hemet, Calif. (fruits and vegetables), appoints Glasser-Gailey Inc., L. A.

**GRANDMA'S CAKES AND COOKIES**, Oakland, Calif., names Jewel Agency, that city.

**HUCK-GERHARDT Co.**, Phila. (Wel-Bilt door manufacturer), appoints Gray & Rogers, same city.

**SUSAN'S BABY STUDIOS, L. A.** (portrait studios), appoints Walter McCreery Inc., Beverly Hills.

### Adpeople . . .

**KARL SCHULLINGER**, manager of radio-TV production, Young & Rubicam, N. Y., to American Tobacco Co. in charge of radio-TV activities.

**LONDON J. SMITH**, manager of chain store sales, Eversharp Inc., N. Y., promoted to eastern regional manager.

**WILLIAM H. BAKER**, executive, Raymond L. Sines & Assoc., S. F., and **RALPH H. EICHER Jr.**, *Brookings Register*, Brookings, S. D., appointed to advertising staff, Tidewater Associated Oil Co., S. F.

**EDWARD R. McDONALD**, Ruthrauff & Ryan, S. F., joins Henry J. Kaiser Co., Oakland, as advertising and sales promotion assistant.





**JOHN FORD**  
Dean of local newscasters.  
Morning news twelve  
years for same sponsor.  
No pundit . . . just fresh  
natural "folksy" style.  
Other news at 12:00 noon  
and 6:00 P. M.



**CHARLES McCUEN**  
Crisp, authoritative  
delivery . . . formerly  
KRNT Des Moines news  
chief. Heads up thirty-three  
man news staff. Heard  
week nights, 9:00 P. M.

# At WTCN *we have* **NEWS** *for You!*

**The Equipment and Staff to cover it:**

**The Audience to hear it:**

**. . . and the Newscasters to deliver it!**

This year . . . and this month . . . Politics is News! From the red fire preamble to the morning of November 5, election news is creating a bonus for news sponsors.

In the Minneapolis-St. Paul market WTCN-Radio has built listener loyalty for their news programs with this formula:

**To Network news . . . add Local news  
Well Covered, Written, and Told**

To our listeners local news, color, names are top news items. A staff of thirty-three works on news from radio cars, mobile transmitters, in our news room, and from surrounding towns. Costs money . . . and builds audience.

**No "Rip and Read" boys**

Good leg men, expert re-write staff, careful editing by trained editors! Radio news on WTCN is colorful and complete, well-written, pre-viewed by the newscaster . . . then well told.

**The friendly voices Northwest folks know**

WTCN newscasters . . . *not* announcers . . . know *how* to deliver news. They are part of the life of folks out here.

News . . . carefully built and expertly delivered . . . has made WTCN a dependable *source* of news and therefore a sound medium for your advertising.

*"They knew his bell,*



*his voice: and so the friendship of a voice with many people was formed"*

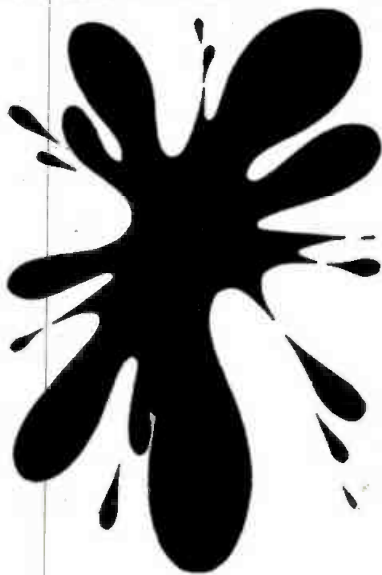
National Representatives  
**FREE AND PETERS**

# WTCN-Radio

and WTCN-TV

MINNEAPOLIS—ST. PAUL

*Town Crier of the Northwest*



**WOOPS!!**

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

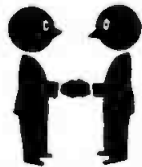
IN THE NATION'S CAPITAL  
YOUR BEST BUY IS

FIRST in WASHINGTON

**WRC** 

5,000 Watts • 980 KC

Represented by NBC Spot Sales



feature of the week



*ACTION at Oklahoma State GOP convention was explained by newscaster Rogers for WKY-TV Oklahoma City viewers. Pickup was made by one of two cameras located on right side of stage in municipal auditorium. A second was placed at left side of stage and still another in forefront of delegation. Floor camera picked up speaker's table to Mr. Rogers' right and swung around for closeups of delegates. Stage units panned the convention scene. Interviews were handled by a second newscaster, John Fields. Scoreboard points up sponsor of TV coverage.*

**I**F THE experience of WKY-TV Oklahoma City is any guidepost, telecasters who contemplate coverage of state political conventions had better discard any notion of following a rigid schedule.

That's the word from Bob Olson, WKY-TV program manager, and newscaster Mack Rogers after telecasts of the GOP Oklahoma state convention from the Oklahoma City municipal auditorium.

The station carried the highlights of the first political convention ever telecast in Oklahoma. The coverage was sponsored by Westinghouse Electric Corp., which also has

agreed to underwrite CBS Radio and Television broadcasts of the two national party conclaves next summer.

Reporting on the turmoil which perhaps will be compounded a thousandfold next summer, Mr. Rogers said WKY-TV "soon discovered that political parties make up the rules as they go along and the highlights of the convention may come at any time." Mr. Rogers handled the commentary and Mr. Olson directed the telecast.

"This utter unpredictability of the convention itself was our main problem," Mr. Olson reported. "We (Continued on page 61)



strictly business

**I**N THE LATE twenties, Arthur A. (Arche) Mayers, now president of Unity Television Corp., New York, left the family radio business to go into film work "because I wanted something new."

All this in spite of—and perhaps because of—his family's having been in radio for some time. They were, it is said, producers of the first electric radio set, in the days of battery receivers. Mr. Mayers had joined them, after a public school education, in their Argos Electric Co., but he now finds himself going full cycle with a business that distributes films for the newer form of broadcasting—television.

He left the family business, however, to become general manager of Colorfilm Corp., helping while there (Continued on page 94)



Mr. MAYERS

Wilkes  
Barre's  
Reliable  
EAR Way\*



If You  
Want Coverage  
That Counts...

Quote From Sales  
Management

"Your story is far stronger than last year. Your quality of market index is now 28% above U. S. average; 24% above Pennsylvania. You have topped \$6,000 per annual family income . . . \$1,102 above U. S. average."



with 4 billion dollars  
annual cash income,  
half industrial, half farm;  
97% radio saturated

whose study #2  
revealed WMT's total  
weekly family listening  
as 338,480 (in 87 counties)

our  
30th  
year

IOWA

CEDAR RAPIDS  
(Linn County)

WMT  
(Established 1923)

Basic CBS Network

NARTB



Rates effective June 1, 1951. (Card No. 13.)  
Card received May 15, 1951.  
Owned and operated by American Broadcasting Stations, Inc.  
Business Office and Studios—5th floor Paramount Theatre Bldg., Cedar Rapids, Iowa, telephone 6127.  
Transmitter—1-1/2 miles east and 1-1/2 miles north of Marion, Iowa.  
Wave—Power—Time  
Operating power—500 watts.  
500 meters (100 kilocycles)  
Licensed to operate full time. Operates on Central Time.  
Daylight Savings Time not observed.  
Operating schedule: Week days 5:00 a.m. to 1:00 a.m.; Sunday 6:30 a.m. to 1:00 a.m.

Agency Commission  
15% to recognized agencies on station time only; no cash discount. Bills due and payable 10th of following month.

General Advertising  
For combination rates see CBS Radio Network (Basic Network).  
Rates include music copyright fees. BMI, ASCAP and SESAC licenses.

Programs and announcements cannot be combined for the purpose of earning larger discounts.  
Announcements run adjacent to higher time classification will be charged at the rate of the higher classification.

Advertising of alcoholic beverages other than beer and wine not accepted; beer and wine programs only acceptable after 3:00 p.m.

Length of commercial copy:

	Programs		News— Day & Eve
	Day	Evening	
5 minutes.....	1:30 min.	1:15 min.	1:15 min.
10 minutes.....	2:15 min.	2:00 min.	2:00 min.
15 minutes.....	3:00 min.	2:30 min.	2:30 min.
20 minutes.....	4:00 min.	3:45 min.	
30 minutes.....	4:15 min.	3:00 min.	
45 minutes.....	5:30 min.	4:30 min.	
60 minutes.....	7:00 min.	6:00 min.	

When practicable management suggests copy be held below the maximum quoted above.

CLASS "A"  
(6:30 p.m. to 10:00 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	250.00	140.00	80.00	60.00	40.00
26 tl.	237.50	133.00	76.00	57.00	38.00
52 tl.	225.00	126.00	72.00	54.00	36.00
104 tl.	212.50	119.00	68.00	51.00	34.00
156 tl.	200.00	112.00	64.00	48.00	32.00
208 tl.	187.50	105.00	60.00	45.00	30.00
312 tl.					25.00
500 tl.					15.50

CLASS "B"  
(12:00 noon to 1:00 p.m. and 10:00 p.m. to 10:15 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	175.00	105.00	70.00	52.50	35.00
26 tl.	166.25	99.75	66.50	49.90	33.25
52 tl.	157.50	94.50	63.00	47.25	31.50
104 tl.	148.75	89.25	59.50	44.65	29.75
156 tl.	140.00	84.00	56.00	42.00	28.00
208 tl.	131.25	78.75	52.50	39.40	26.25
312 tl.					21.75
500 tl.					13.50

CLASS "C"  
(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:15 p.m. to 10:30 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	140.00	84.00	56.00	42.00	28.00
26 tl.	133.00	79.80	52.70	39.50	26.60
52 tl.	126.00	75.60	50.40	37.50	25.20
104 tl.	119.00	71.40	47.80	35.70	23.80
156 tl.	112.00	67.20	44.80	33.60	22.40
208 tl.	105.00	63.00	42.00	31.50	21.00
312 tl.					18.00
500 tl.					11.60

CLASS "D"  
(Before 7:00 a.m. and after 10:30 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	112.50	67.50	45.00	33.75	22.50
26 tl.	106.50	64.15	42.75	32.05	21.40
52 tl.	101.25	60.75	40.50	30.40	20.25
104 tl.	95.50	57.50	38.25	28.70	19.15
156 tl.	90.00	54.00	36.00	27.00	18.00
208 tl.	84.40	50.85	33.75	25.30	16.90
312 tl.					15.00
500 tl.					8.70

CLASS "B"  
(12:00 noon to 1:00 p.m. and 10:00 p.m. to 10:15 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	175.00	105.00	70.00	52.50	35.00
26 tl.	166.25	99.75	66.50	49.90	33.25
52 tl.	157.50	94.50	63.00	47.25	31.50
104 tl.	148.75	89.25	59.50	44.65	29.75
156 tl.	140.00	84.00	56.00	42.00	28.00
208 tl.	131.25	78.75	52.50	39.40	26.25
312 tl.					21.75
500 tl.					13.50

CLASS "C"  
(7:00 a.m. to 12:00 noon, 1:00 p.m. to 6:00 p.m. and 10:15 p.m. to 10:30 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	140.00	84.00	56.00	42.00	28.00
26 tl.	133.00	79.80	52.70	39.50	26.60
52 tl.	126.00	75.60	50.40	37.50	25.20
104 tl.	119.00	71.40	47.80	35.70	23.80
156 tl.	112.00	67.20	44.80	33.60	22.40
208 tl.	105.00	63.00	42.00	31.50	21.00
312 tl.					18.00
500 tl.					11.60

CLASS "D"  
(Before 7:00 a.m. and after 10:30 p.m.)

	1/2		10		1
	hr.	hr.	min.	min.	
1 tl.	112.50	67.50	45.00	33.75	22.50
26 tl.	106.50	64.15	42.75	32.05	21.40
52 tl.	101.25	60.75	40.50	30.40	20.25
104 tl.	95.50	57.50	38.25	28.70	19.15
156 tl.	90.00	54.00	36.00	27.00	18.00
208 tl.	84.40	50.85	33.75	25.30	16.90
312 tl.					15.00
500 tl.					8.70

SPECIAL FEATURES  
News Service—OF, AP, INS.  
News—music charge—1/4 hour, 10:00; 5 minutes, 5:00 net.

Strip Rates—Six periods per week (approximately 13 minutes) before 6:30 a.m. and after 10:45 p.m. daily except Sunday:

Per wk. 1 wk. 13 wks. 26 wks. 39 wks. 52 wks.  
6 times 140.00 133.00 126.00 119.00 112.00  
3 times 84.00 79.80 75.60 71.40 67.20  
The Sunrise Hour—Farm program, Monday through Saturday, 5:00 a.m. to 7:00 a.m. Available strips include a general program of news and live entertainment from 5:00 a.m. to 6:00 a.m.; news strip, 6:15 a.m. to 6:30 a.m.; transcribed musical feature, 6:30 a.m. to 6:45 a.m.; "Farm Forum," 6:45 a.m. to 7:00 a.m. Rates on request.

Sports—Sponsorship of Tait Cummin's sports broadcasts available on two, three, five or six per week basis. Rates on request.

"Midnight Serenade"—12:00 midnight to 1:00 a.m., seven days per week, sold on a daily rotating spot announcement participation basis, 1/2 Class "D" spot announcement rate, with frequency discounts as warranted.

POLITICAL  
One time rates apply; payable in advance. Copy of political speeches or interviews must be submitted 24 hours in advance and left as permanent record.

TALENT AND REMOTE CONTROL  
Rates and details on request.

TRANSCRIPTIONS  
Vertical and lateral.  
Transcriptions accepted at regular rates.  
Phonograph records accepted at all hours.

Library Service—Lank-Worth, Thesaurus.  
Instantaneous reference recordings: Original auditions and program changes furnished without charge.  
Additional transcriptions, 1/4 hour 5.00 plus shipping charge.

SERVICE FACILITIES  
Additional charge made when special announcers are assigned to programs outside of their regular shift.

Closing Time  
All program content and advertising copy must be received at least 48 hours in advance.

Personnel  
General Manager—W. B. Quarton.  
Commercial Manager—Lewis Van Nostrand.  
Prom. & Merchandising Mgr.—Leo F. Cole.

Representatives  
The Katz Agency, Inc.

a.m. share  
of audience  
80.4  
(Hooper)  
afternoon share  
of audience  
69.1  
(Hooper)

Plus 38  
Iowa regional  
correspondents

where WMT has  
2 listeners for every  
1 shared by all other  
stations combined

Exclusive CBS Radio  
outlet in Eastern Iowa

Iowa's best  
frequency for  
receptivity

Eve. share of audience:  
72.2. (Hooper)

Last month 189 spot  
advertisers used WMT.  
138 of them are on a  
52-week basis!

which are for  
further data. +  
dotted line talk.

## Open Mike

(Continued from page 14)

### Everywhereness

EDITOR:

You can put in your book that John S. Hayes, president of WTOP Inc., was quick to jump at your excellent editorial concerning the promotion of radio by radio [B•T, Feb. 18].

WTOP, AM and FM, are now lining up a multitude of spot announcements plugging the local "radio is everywhere" angle. In addition, John Hayes is giving over one or more sustaining half hours to be "sponsored by radio."

These will have "commercials" plugging the everywhereness of radio in the Washington metropolitan area.

*Cody Pfanstiehl  
Promotion Manager  
WTOP-AM-FM-TV  
Washington, D. C.*

### Technicians' Tizzy

EDITOR:

... I ... doubt that any of these creditable broadcasters would particularly care to see the first phone requirements dropped because they are wise enough to recognize the fact that they must entrust the care, use, and uninterrupted operation of costly equipment to somebody, and certainly better to men who are interested enough in it to have invested their time and money in study to justify that trust. ...

*James P. Rogers  
First Phone Man  
WFPM Ft. Valley, Ga.*

EDITOR:

... I read with much interest the article by William C. Grove in the Feb. 4 issue, "Operator Rules Changes." ...

Recently our "engineers" began showing up at the last minute for

work in the morning and in order to save our tubes a little (warmup, you know) our 68-year-old janitor now flips all the switches and pushes all buttons except the plate current button when he comes in to clean up each morning. By rights he ought to be called an engineer, but he can't even write his name. ...

I warmed a comfortable chair in front a transmitter for a good, long time before I somehow became ensnared in this madhouse end of the business called management. I utter a silent prayer each night that Mr. Groves' proposals be accepted by the FCC.

*Edwin J. Powell  
V. P., General Manager  
WMTE Manistee, Mich.*

EDITOR:

... I should like to congratulate those men who are so adequately expressing their opposition to this vicious petition which, if accepted,

will certainly prove detrimental to the radio broadcast industry and disemploy a large number of men who have studied and sacrificed and earned their first class license. ...

*William Manley Estes  
Columbia, Ky.*

EDITOR:

... I for one hope the Commission doesn't fall for that tripe about the shortage [of first class operators] ...

I have worked where there wasn't another capable man on the job and I've had to be called back from a vacation to tune the driver stage of a 250 w rig. You are afraid for your chief to go out of town in a case like that, or take another job, and he never gets a chance to take a vacation, since you wouldn't have anyone to depend on in case of trouble, and they haven't made even the 250's failure-proof yet.

So, you tightwads, loosen the purse strings and divide the fruits properly, then you won't have occasion to ask the Commission to destroy a profession to satisfy your greed.

*Earl Hodges  
Chief Engineer  
KRLW Walnut Ridge, Ark.*

EDITOR:

My heart bleeds for Mr. Webb and the 60% of the first class operators he says will be out of a job if the FCC operator rules are changed. I also feel deep concern for the hundreds of livery stable owners who lost their business when the horseless carriage hit the market. ...

In our own case, a change in the rule will make no difference in the operating expense of this station. It will enable me to staff the station on a practical, sensible basis. ...

*J. B. McNutt Jr.  
Gen. Mgr.-Chief Engineer  
KBUD Athens, Tex.*

### Vanishing Tapes

EDITOR:

I certainly wish that those persons that subscribe to and use the services of BROADCASTING • TELECASTING would live up to the good name that the publication has.

I wouldn't know how widespread the practice is or how many have been the victims, but I for one am a-cussin' those stations that run an ad for help asking for an audition tape and then never return same. Personally I have lost several tapes in this manner and because it's a blind ad a guy doesn't know to what station he should send an inquiry. ...

Tapes, regardless of size, aren't cheap and so long as a mailing label and [return] postage are included when the tape is sent out, there is no reason why they can't be returned. ...

Needless to say, many stations are prompt in the return of all material that is sent to them. They make this job of looking for work much easier.

*Edward R. Nix  
Ex-Program Director  
Riverside, Calif.*

# WLOF ORLANDO, FLORIDA NOW HAS THE

# 3<sup>RD</sup> HIGHEST RANKING

## HOOPER RATING (\*) OF ALL MUTUAL NETWORK AFFILIATES IN THE NATION

SOME OF WLOF'S DAILY  
QUARTER-HOUR SHOWS  
ATTAIN A HOOPER  
SHARE OF AUDIENCE OF

# 48.2%

IN A FOUR NETWORK-STATION CITY

FOR SPOT AVAILABILITIES CONTACT:

PAUL H. RAYMER COMPANY, INC.

# WLOF

"FLORIDA'S SWEET MUSIC STATION"

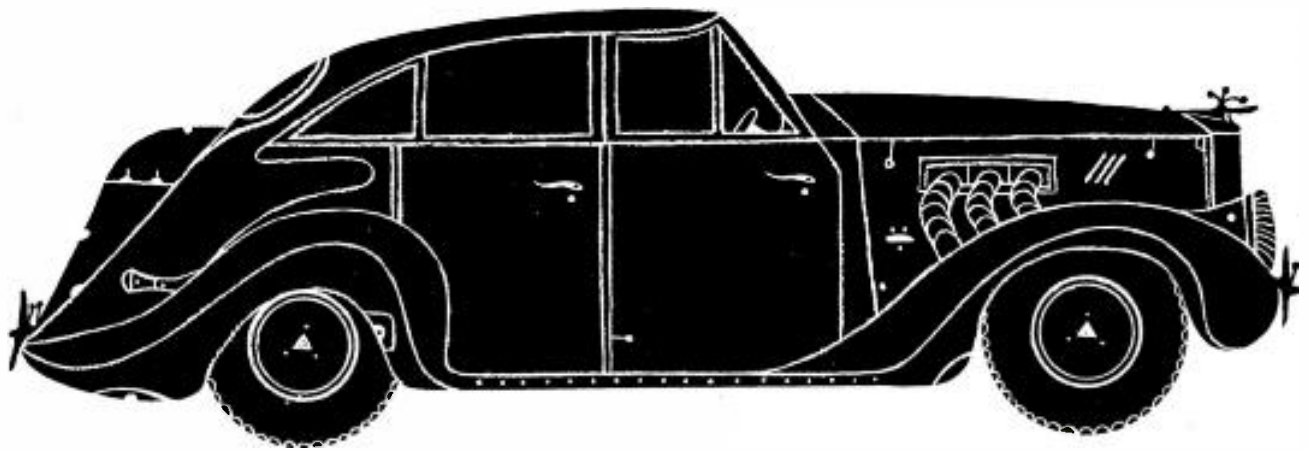
5000 WATTS • 950 KC • MBS NETWORK

ORLANDO, FLORIDA

J. ALLEN BROWN

Vice President & General Manager

(\*) Monday thru Sunday  
12:00 Noon to 6:00 PM  
Oct.-Nov., 1951 Study



## CUSTOM-BUILT TELEVISION

Television, A.D. 1952, has been engineered into a fabulously efficient advertising vehicle.

And Spot Program television uses all the standard parts which make TV effective...and adds a custom-built, one-of-a-kind, special body.

BUY TV BY SPOT and your station-list is shaped to your own marketing specifications. No unwanted "must" cities nor "must" stations to pay for; a red carpet in the cities you do want. Film programs assure audience-holding picture clarity in all your markets. Plus...savings in station rates which are

enough to cover film prints, their distribution and other costs, if any.

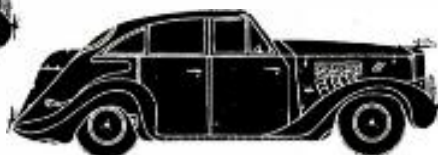
These are only a few of the basic advantages of Spot Program television. If you are planning any sort of road test of this great vehicle, it will pay you to examine all the advantages of special-body TV, designed to your needs.

There are experienced TV salesmen in the Katz office nearest you, who can demonstrate in detail why more and more advertisers are saying:

YOU CAN DO BETTER WITH SPOT...MUCH BETTER.



## AT ASSEMBLY-LINE PRICES



**THE KATZ AGENCY, INC • NATIONAL ADVERTISING REPRESENTATIVES**

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

**Ready to pick  
next season's  
gridiron winners?**



Don't think for a moment that it's too early to get excited about football. Real fans of the sport are making plans right now... just as discerning advertisers are planning to take advantage of the sports programs that attract and influence the most fans!

Speaking of influence, put this down on your score card. Last season, Leo Egan (WBZ Sports Director) challenged his listeners to beat him at predicting football scores. No prizes offered... just a "football prognosticator's certificate." Of the thousands and thousands of listeners, more than 10,000 wrote in to match wits with the expert... a tough assignment indeed! Mail came regularly from 45 counties... more than two-thirds of all the counties in New England! Better get a play-by-play account of Leo Egan's two programs, at 6:15 PM and 11:05 PM. Both enjoy top ratings throughout the Boston area. Check WBZ or Free & Peters.

**WBZ BOSTON**  
50,000 WATTS  
NBC AFFILIATE



**WESTINGHOUSE RADIO STATIONS Inc**  
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

**RADIO — AMERICA'S GREAT ADVERTISING MEDIUM**  
BROADCASTING • Telecasting

## LOCKED OUT

By DAVE BERLYN

SUDDENLY locked out of Congressional procedures to which the press has unfettered access, radio and television last week began an uphill fight to obtain recognition as responsible news reporting media.

As BROADCASTING • TELECASTING went to press, the Congress itself was in a furore over the ruling of House Speaker Sam Rayburn barring radio and television from covering public hearings of House committees.

In essence, Speaker Rayburn (D-Tex.) had said:

The House rules, which the House Speaker administers, do not give authority to the committees or subcommittees of the House to permit broadcasts or telecasts. The broadcast media are not mentioned, according to Speaker Rayburn, and in the absence of authority, under House rules, the Speaker can interpret them. His interpretation: No radio, no television, no recordings, no film, no newsreels.

A ground-swell of indignation poured into the Speaker's office in the House side of the Capitol following his announcement at his morning news conference.

House Minority Leader Joseph W. Martin (R-Mass.) told BROADCASTING • TELECASTING he thought the issue would come up at a GOP policy meeting scheduled for today (Monday) or tomorrow.

"The only thing we can do is to change the rule and make it definite," he said. There should be no ban on radio and television nor should the Speaker assume this authority, Rep. Martin indicated.

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

Concrete moves already are underway in the House. Resolutions have been introduced to amend the rules, which authorities concede are perhaps the only way to lift the iron curtain dropped on the broadcast industry.

A delegation representing NARTB conferred Tuesday afternoon with Speaker Rayburn, explaining the industry's feeling that fundamental rights of free speech are on the block. The Speaker told the delegation his interpretation would stand until the rules are

changed. For NARTB at the conference were President Harold E. Fellows; Thad Brown, TV director; Robert K. Richards, public affairs director, and Gilmore Nunn, WLAP Lexington, Ky., former NARTB board member and active in association affairs.

Meanwhile, radio commentators, newscasters and leaders of the radio-TV industry jumped into the fray. Nation-wide editorial opinion was varied.

There were a combination of factors leading to the Rayburn ruling. Here is a boiled down

\* \* \*



RADIO-TV Correspondents Assn. meets in executive session to consider Speaker Sam Rayburn's stand on radio and TV at House committee hearings. At luncheon last Tuesday in Washington's National Press Club (l to r): Howard L. Kany, AP radio, member-at-large; Richard Harkness, NBC radio, treasurer; Martin Agronsky, ABC, vice president; Hollis M. Seavey, MBS, president; Charles E. Shutt, Telenews Productions Inc., member-at-large, and Rudolph Block, representing independent radio stations, member-at-large. Joseph C. Harsch, LBS-WOL Washington, secretary, was not present when picture was taken. Newsmen Harkness and Seavey read protest sent Speaker Rayburn by the National Assn. of Radio News Directors.

## Way Sought to End House Ban on Radio-TV

version of what happened last Monday and ensuing days with addition of background information:

● The action: The House Un-American Activities Committee had scheduled a hearing in Detroit last Monday to probe subversive influence in the auto industry. TV cameras and microphones were ready. Chairman John Wood (D-Ga.) and three other members arrived but announced radio-TV would be barred and cited Speaker Rayburn's feeling on the matter.

● Shifting to Washington: Newsmen questioned Speaker Rayburn at his daily news session. The Speaker admitted he had intervened. He added that he had stopped broadcasts and telecasts in the past when he had learned of them and was following that policy as long as House rules explicitly gave him authority to do so.

● That afternoon in the House: Speaker Rayburn repeated his stand when asked to rule on a parliamentary inquiry. Interrogator Martin said he interpreted the rules differently.

● House Judiciary Committee Chairman Emanuel Celler (D-N. Y.) introduced a resolution calling for creation of a special joint  
(Continued on page 30)

## CBS DICKERS FOR TV

IN ITS quest for owned and operated television stations which would place it on a parity with competitive networks, CBS last week was negotiating on a number of fronts looking toward purchases, trades or partnerships.

While no formal verification of pending transactions was forthcoming from CBS executives, it was ascertained that conversations have been going on for several months to crystalize projects that might give it the present maximum of five TV stations in as many key markets.

President Frank Stanton was in Washington last Thursday and talked informally with members of the FCC. He was on hand to congratulate Paul A. Walker upon his assumption of the FCC chairmanship within minutes of Presi-

dent Truman's announcement of the appointment.

CBS now owns 2.45 television stations. Its owned stations are WCBS-TV New York and KNXT (TV) Los Angeles. It also owns 45% of WTOP Inc., Washington, which includes WTOP-AM-FM-TV there. In addition, CBS has a contract for acquisition of WBKB (TV) Chicago from Balaban & Katz, contingent upon approval by FCC of the now-in-hearing proposed merger of ABC and United-Paramount, involving a \$25.5 million stock transaction. CBS would pay \$6 million for WBKB—a record price for a single facility in radio or television.

While CBS officials were non-committal on the areas of negotiation, it was not denied that conversations are in progress in Boston looking toward disposition or exchange of the network's WEEI

## Wants Five VHF's

there for another property. Among those understood to be interested in this facility is Tim McInerney, Washington manufacturers' representative and former assistant to Supreme Court Justice Tom Clark when he was Attorney-General. His backing is said to include Joseph P. Kennedy, Boston industrialist and former Ambassador to the Court of St. James.

But aside from this discussion, it was learned that talks are underway which would involve exchange of WEEI for a combination AM-TV facility in another market.

Overtures have been made, it was understood, for possible sale of control of its KMOX St. Louis to the St. Louis Post Dispatch under a transaction whereby CBS would acquire 45% of the corporate entity which would include KMOX and KSD-TV there, now owned by the newspaper.

# FCC HONORS COY

## Colleagues Commend Service

LETTER paying tribute to former FCC Chairman Wayne Coy was unanimously adopted by his colleagues Feb. 25 at the first Commission meeting following Mr. Coy's resignation the week before [B•T, Feb. 25].

Expression of regret at his leaving paid honor to "a career of service with the FCC which has been marked by the highest conception of duty, by tireless industry and by conspicuous leadership."

The letter continued: "During your term as Chairman the Commission has been confronted by some of the most complex technical and policy problems of its entire history. In the solution of those problems you have made a contribution that will forever reflect credit upon your competence and devotion to the public interest."

By the distinguished performance of your duties you have emphasized the opportunities, the responsibilities and the contribution to our nation of gifted men in the service of their government.

We honor you for your abilities, for your great qualities of mind and heart and for your unflinching courage. We shall always recall with pleasure your helpfulness, understanding, tact and humor in many difficult situations. We are particularly appreciative of the encouragement which you have lent to expressions of and tolerance for individual viewpoints and philosophies on the part of all of us.

While we deeply regret the end of our association on the Commission, we give you our best wishes for all success in your future undertakings. You are richly deserving of further honors and rewards that we are sure the future holds for you.

A copy of this letter is being entered on the permanent Minutes of the Commission.

## 'NO CARLSEN, HE'

Rep. Ayres Says of Coy

POLITICAL whirligig in Congress swept up the resignation of Wayne Coy as FCC chairman [B•T, Feb. 25] in its rapid, changing motion last week.

Rep. William H. Ayres (R-Ohio) in a statement said of Mr. Coy, "No Carlsen, he," implying that Mr. Coy had decided not to stick with the political weathers of the administration but to "jump while the jumping is good, particularly when Mr. Coy's living habits are such, as he says, that he cannot skimp along forever on a mere \$15,000 a year—enough, incidentally, to maintain three ordinary American families for that time.

"I must confess though, that it is disillusioning to see such a fervent administration supporter as Mr. Coy abandon ship, so many months before the election."

## Wage Scale Approved

WAGE Stabilization Board approved contract pay provisions negotiated by Radio and TV Directors Guild with ABC radio, retroactive to Jan. 16, 1951. New scale provides base pay of \$110 weekly on hiring and \$120 weekly after first year. Contract includes schedule of commercial fees and severance pay, but board has not issued ruling on these features.

## STATEMENT OF CHAIRMAN PAUL A. WALKER

I HAVE just been advised of my appointment by President Truman as chairman of the FCC. This appointment I accept with the full realization of the scope of the task to be accomplished and the importance to the public of how it is done.

Our most urgent public mission, at this time, is to complete our task in the field of television allocations. The Commission now is actively considering its final allocations report and it hopes to complete that assignment with greatest possible dispatch. But aside from this project, the Commission is confronted with myriad activities about which the public knows little.

We have large responsibilities in fields other than radio and television broadcasting. These have to do with the various common carrier activities and the safety and special radio services, so important to our nation's well-being. We also have entrusted to us important functions having to do with the national defense.

Our course of activity is well charted. With the appointment of Robert T. Bartley to the vacancy created by the resignation of Wayne Coy as a commissioner, the Commission will have its full strength. Our activities are constantly expanding. Our great need is manpower. We are hopeful that Congress will acquiesce in the recommendations of the Budget Bureau to enable us to acquire the personnel essential for the optimum job required of us.

## HST DISCLOSES

### FCC Appointments

OFFICIAL disclosure that the FCC vacancies had been filled came at Thursday morning's radio-press conference at the White House. President Truman opened the 10:30 a.m. session with announcement that he had asked Comr. Paul Walker to be chairman of the FCC and was sending the name of Robert T. Bartley to the Senate for the unexpired term of Wayne Coy.

A reporter's query about Mr. Bartley led another reporter to say, "He's Rayburn's son-in-law." The President agreed, but was met with the disclosure that the proposed

new commissioner is Speaker Rayburn's nephew and a Texan.

The new chairman was a White House caller Tuesday afternoon but refused to answer reporters' questions about his status when he emerged from the Executive Office.

## WING, WIZE Name H-R

WING Dayton and WIZE Springfield, Ohio, both owned by Secretary of Commerce Charles Sawyer, has named H-R Representatives Inc. as national representatives, effective last Saturday. Both affiliated with ABC, WING operates on 1410 kc with 5 kw and WIZE on 1340 kc with 250 w.

## The Crucible . . . . . AN EDITORIAL

PRESIDENT TRUMAN did what came naturally when he named Paul A. Walker chairman of the FCC in his own right. He likewise did the obvious when he appointed Robert T. Bartley to the vacancy on the Commission created by the sudden resignation of Wayne Coy.

The real test comes in the weeks ahead. The big bonanza is television. It is a political year. The politicians know the value of a franchise, as measured in votes.

The Democrats are in control. They intend to keep it. They will use every device and means available. (The Republicans would do the same if they were in power.)

Chairman Walker is tossed into this crucible at the twilight of a career in public office. He has been near the throne but never on it, as now. He will get the pressures from good party workers on the Hill, at the Democratic National Committee, and even from the White House. There's ample precedent in this and other administrations.

Neither Chairman Walker, nor any other chairman, should be subjected to pleas for favoritism that go beyond the record. The Commission, in recent years, has avoided capitulation to political pressures. It is also true that in recent years (the freeze has been on in TV since September, 1948) there haven't been many pitches.

But times and values have changed. It will take a strong, stolid Commission to withstand the inevitable. Chairman Walker and his six colleagues know it.

It will be only a matter of weeks before the FCC begins its evaluation of TV applications. The first authorization that stems from political suasion could: (1) threaten the whole licensing process with litigation, or (2) result in an influence-peddling melee that would put the whole allocation up for political grabs.

# ROBT. BARTLEY

## Know-How Is Boon to All

ROBERT TAYLOR BARTLEY's record speaks for itself in the broadcast industry. He has been in the business, was an ex-staffer of FCC, of NAB, and is well-versed in the affairs of government and Congress.

The latter knowledge he has picked up with ease as executive assistant to his uncle, House Speaker Sam Rayburn (D-Tex.). He will be 43 on May 28.

Born in Ladonia, Tex., Mr. Bartley spent his first 23 years in the Lone Star State, leaving Southern Methodist U. after two years of study to run a filling station and later to sell appliances for a gas company.

During the depression, Mr. Bartley came to Washington, and became executive secretary of the Public Utility Holding Co. inquiry conducted by the House, serving under Dr. Walter W. M. Splawn, whom he accompanied to the Interstate & Foreign Commerce Commission when Dr. Splawn was named to the agency.

In 1934, he became director of the Telegraph Div. of the FCC, and when it was abolished three years later, Mr. Bartley was made a Securities & Exchange Commission examiner.

Broadcast experience was gained as executive secretary to the late John Shepard 3d, president of the Yankee Network. He subsequently became a vice president. He also was secretary-treasurer of the American Network, a projected hookup of FM stations, and FM Broadcasters Inc. This New England background encompassed the years 1939 to 1943.

In 1943, Mr. Bartley joined NAB as Director of War Activities. Later he became Director of Government Relations and headed the FM Dept. through its merger with FMBI with NAB. He left NAB in 1947. He also had been an applicant for a Houston station and was president and treasurer of KHTN Corp. in 1945.

[Editors Note: For review of FCC Chairman Paul A. Walker's career, see B•T, Feb. 25].

## Kratokvil Named

FRANK M. KRATOKVIL was named assistant chief of the new Field Engineering & Monitoring Bureau of the FCC, it was announced last week. Mr. Kratokvil also was named chief of the Field Operating Division of the bureau, a post in which he will supervise the operations of 24 district offices, six sub-offices, three ship offices and 19 monitoring stations. Mr. Kratokvil was previously assistant chief of the Field Engineering & Monitoring Division of the Office of the Chief Engineer and before that was chief of its monitoring branch. He started as a radio inspector with the Commerce Dept in 1928.



# IT'S CHM. WALKER

And Comr. Bartley, as Advertised (B • T, Feb. 25)

By SOL TAISHOFF

ON EVEN keel again with a new chairman and a new commissioner, the FCC this week resumes its consideration of the final TV allocations—its first order of business—with the hope of completing the job “with greatest possible dispatch.”

The quote is from Paul A. Walker, who last Thursday assumed the chairmanship in his own right by appointment of President Truman. He expects to have his seventh commissioner—Robert T. Bartley of Texas—on the job this week. But Mr. Bartley probably won't participate in the vote on TV allocations, now ready for final review after a 41-month solid freeze.

Mr. Walker, who climaxes his more than 17 years with the FCC by acquiring the coveted chairmanship, inherits this Herculean assignment from Wayne Coy, who resigned Feb. 21 to become Time Inc.'s consultant on radio-TV (see story this page). This appointment, announced by the President last Thursday, coincident with the nomination of 43-year-old Bob Bartley, is for the “permanent” chairmanship.

#### Serves Until Elections

Mr. Walker, who has been eligible for retirement for more than a year (he is 71), is expected to serve at least until after the November Presidential election. His term as a commissioner (the President appoints the chairman from among the members) does not expire until June 30, 1953.

Senate confirmation of the Bartley appointment to fill the unexpired Coy term, which runs until June 30, 1958, is expected without difficulty. An old hand on Capitol Hill where he has served for the past five years as top assistant to his uncle, Speaker Sam Rayburn, Mr. Bartley may well receive the “Senatorial courtesy” accorded members of Congress which amounts to confirmation by acclamation.

He testified Friday before the Senate Interstate & Foreign Commerce Committee in open session. They made short shrift of it and reported the nomination favorably to the Senate the same day (see story page 6).

What Chairman Walker means by “greatest possible dispatch” was problematical as it pertains to the long-awaited and potentially explosive TV allocations. FCC first shot for a mid-February deadline. Now it looks hopefully toward mid-March. But because of the infinite amount of detail and paper work involved (maybe 800 pages, mimeographed), it could well be toward the end of March before eager applicants and prospective applicants get their first look at a mosaic providing for 2,000 stations, along with the ground rules governing procedures.

Sen. Robert S. Kerr (D.-Okla.)



NEW FCC CHAIRMAN, Paul Walker (l), and new Commissioner-Nominee Robert T. Bartley met informally Thursday afternoon at FCC just after President Truman announced the appointments.

told BROADCASTING • TELECASTING last Thursday that he had sent a formal letter to the President endorsing Mr. Walker's elevation to the chairmanship [CLOSED CIRCUIT, Feb. 25]. Senator Kerr said the recommendation was the climax of a “life long friendship of a fellow Oklahoman.” Senator Kerr owns KRMG Tulsa and has an application pending for control of KTOK Oklahoma City. He is regarded as

a “dark horse” in the Democratic Presidential race, should President Truman decline to run.

It also was learned authoritatively that the women's division of the Democratic Committee, headed by India Edwards, vice chairman, supported the Walker candidacy. Mr. Walker, like Comr. Frieda B. Henneck, has advocated reservation of TV channels for noncommercial educational stations.

Nomination of Mr. Bartley was highly praised by Sen. Edwin C. Johnson (D-Col.) last Thursday, the day before his Senate committee scheduled the hearing.

Questioned by BROADCASTING • TELECASTING about the President's choice of Mr. Bartley to fill the vacancy on the Commission, Sen. Johnson said:

“From what I know of this chap [Bartley], it is a very good appointment. The President made an exceptionally good choice. Bartley has good judgment and is cool headed. I think he will prove to be a very valuable commissioner on the FCC.”

Neither the Walker nor the Bartley appointments came as a surprise [B•T, Feb. 25]. The Walker appointment, however, while in the “permanent” category, must be viewed in the light of his eligibility for retirement. Logically, it is expected that he will serve through November or possibly the end of the year.

In November he will have completed his 18th year with the FCC, having been appointed to the original Commission in 1934. The end of the year is regarded as the logical time for his retirement in the

(Continued on page 44)

## COY, 'TIME' TO BUY KOB? \$1 Million Deal

SEQUEL to retention of Wayne Coy by Time Inc. as its consultant on radio-TV matters might develop shortly with the acquisition by the corporation and Mr. Coy of KOB-AM-TV Albuquerque on a 50-50 partnership basis.

Negotiations were in progress last week, it was learned authoritatively, whereby the properties,

owned by Publisher T. M. Pepperday of the Albuquerque Journal, would be purchased for between \$1,000,000 and \$1,100,000.

Mr. Coy, who resigned as chairman of the FCC on Feb. 21, would become president and operating head of the Albuquerque properties, moving to the New Mexico city upon FCC approval of the transfer.

He would continue, however, as Time consultant and, under the arrangement with Time Inc., would participate in any other station properties acquired by corporation.

Closure of the transaction, it was reported, is dependent upon working out of financial and tax matters. Mr. Pepperday, who has been in frail health, is understood to be desirous of disposing of his radio-TV holdings “to the right people,” but plans to continue operation of his newspaper properties in the southwest. He will not sell to absentee owners, it is understood.

While no formal statement was forthcoming from Time Inc., it is understood Mr. Coy's arrangement contemplates a salary of about \$25,000 as consultant, plus like amount for operation of Albuquerque stations upon acquisition.

The Albuquerque transaction would involve purchase of the capital stock of Albuquerque Broadcasting Co. KOB, established in 1921, operates under special service authorization on 770 kc with 50 kw local sunset, 25 kw night. It is affiliated with NBC.

KOB-TV, which began operation in 1948 and is the only TV station in New Mexico, operates on Channel 4. It takes service from all four TV networks by kinescope.

Details of the transaction presumably will not be released until

(Continued on page 44)



Drawn for BROADCASTING • TELECASTING by Sid Hix

# RACING NEWS

## FCC Cites 16 Outlets for Hearing

## Stations in Hearing

AFTER nearly four years of consideration, FCC plans to resolve the whole issue of horse-racing broadcasts once and for all. Last week it set for hearing the licenses of 16 stations, using this means to bring the entire issue into the open on what is in effect a "show cause" proceeding.

Some 25 additional stations are due to be tagged when their license applications come up for renewal in the next few months. They, too, are under an FCC cloud for running horse race information programs.

Not of the Commission's position is that afternoon-long track programs—giving odds, scratches, track conditions, prices paid, etc.—aid gamblers.

Included in the 16 stations cited last week were three TV stations. All are alleged to have regular weekday bangtail programs, which the FCC obviously considers against the public interest.

In actions the same day, the FCC renewed for the regular period the licenses of WANN Annapolis and WMEX Boston. Both stations had been on temporary license since early last year while the Commission considered how to deal with racing programs. Both stations have since discontinued such programs.

### Refers to Questionnaire

Commission decision in both cases referred to the questionnaire on horseracing programs sent to stations early last year, said it had "acquired considerably greater information on the extent to which horse racing information is being broadcast and the nature of the service being thereby rendered" since it expressed its views in 1948 on the WWDC Washington case.

In 1948, the Commission renewed the license of WWDC after lengthy consideration on the chief ground that horserace information programs were not illegal in themselves and that the Washington

station had not overemphasized track results so that its program structure was out of balance [B•T, Feb. 2, 9, 1948].

Most recent action was the Commission denial of license renewal for WTUX Wilmington, Del. [B•T, Oct. 16, 1950]. Commission declared that station's horse race program was being used by gamblers in Wilmington. Station is on temporary license pending Commission's decision on its petition for reconsideration on the grounds it dropped horserace news early in 1950.

In the renewals for WANN and WMEX, the FCC made these salient points:

Although the dissemination of horse racing information by broadcast stations takes a variety of forms, review of all the responses received to our horse racing questionnaire reveals a significant pattern—stations that emphasize horse racing offer their information during the afternoon while flat-racing is generally in progress. It is common knowledge that bookmakers, whose activities are in most states illegal, operate too during the afternoon while racing is in progress. The ease with which the afternoon dissemination of horse racing information through the facilities of broadcast stations can be of aid in illegal gambling activities has become evident, and there is good reason to believe that the possible use of such information is not avoided by such alleged safeguards as delays in announcing results for a fixed period of time, such as, for example, ten minutes. Accordingly, the Commission has been gravely concerned in considering applications for renewal of station licenses from licensees who as a regular practice engage in the broadcasting of horse racing information during the afternoon when such information would apparently be of particular value to illegal gambling activities.

In view of the foregoing, the Commission was prompted to scrutinize

carefully the broadcast operations of . . . applicants for renewal of license who offer such programs. For, quite apart from the question whether the broadcasting of horse racing information during substantial segments of afternoon broadcast time may result in an overall program imbalance inconsistent with operation in the public interest, we believe it is clear that the broadcasting of information pertaining to horse racing or any other sporting event in a manner making it particularly susceptible of use as an aid to illegal gambling presents a serious question whether the station involved is being operated in the public interest. The fact that the broadcasting of such information makes it particularly susceptible of use in the furtherance of unlawful activities is enough, in itself, to place a heavy burden upon a station to justify its operation in terms of the public interest.

### Technicalities Barred Step

At one time it was believed that the Commission would come out with a policy statement on the when and how much of horserace programs. It was understood that legal technicalities barred the use of such a step. One of the reasons, deduced by some sources, is that the dissemination of race track information is not illegal in many states. Such information is carried as a matter of course in newspapers.

Feeling among most observers is that virtually all the stations cited will cease horse race programs and win license renewals when they do advise the Commission. It is dubious, they say, that any station will fight to retain its right to broadcast such programs.

Matter of horse race broadcasts gained wide audience during last year's Kefauver Crime Hearings.

## RATES

PROCTER & GAMBLE, engaged in a drive to secure nighttime radio rates more nearly on a par with daytime charges [B•T, Feb. 25], expects to start final deliberations over its new advertising appropriations for all its products about mid-March, a company official told BROADCASTING • TELECASTING last week.

By that time it presumably will have from CBS Radio, which carries all three of its nighttime programs, a definite answer on its bids for lower rates on the three shows.

The P&G official said the use of TV advertising made it necessary to strike a new balance within the overall advertising budget in order that the company can be able to use all the media it desires to use. P&G traditionally is the nation's heaviest radio spender.

The official reiterated the suggestion—which spokesmen for P&G had advanced to CBS Radio officials in negotiations a fortnight ago—that unless the nighttime rates are trimmed, some or all of the three shows may be dropped. He rejected, however, reports that P&G was asking that the nighttime rates be cut back to a point where they equal daytime rates.

His statement was confirmed, meanwhile, by CBS Radio officials who said that the advertiser, while seeking lower rates, had not given

## P&G Expects CBS Radio Adjustments Soon

an exact figure on the amount of reduction desired. It has been the position of other network authorities that the company's bid has been more in the nature of a businessman's effort to secure the best buy possible, rather than an either-or-else demand.

The three shows involved, all Monday - through - Friday, are Lowell Thomas (6:45 - 7 p. m.), through Compton Adv.; *The Beulah Show* (7-7:15 p. m.) through Dancer - Fitzgerald - Sample, and *The Tide Show* (7:15 - 7:30 p. m.), through Benton & Bowles.

One of the major arguments advanced by representatives of P&G in the negotiations with the networks is that the ratings of these shows are comparable to those of P&G's daytime shows and that accordingly the time charges should be more nearly equivalent.

The three programs represented gross billings in excess of \$3.5 million for CBS Radio last year.

STATIONS cited for horse race news programs, with consolidated hearings to be held in the various cities, are as follows:

New York — WJZ-TV, WPIX (TV) and WBNX.

San Francisco — KJBS, KSAN and KYA.

Los Angeles — KWKW and KLAC-TV.

Miami — WMIE and WWPB-FM. Also these on an individual basis:

KVSM San Mateo, Calif.; WWBZ Vineland, N. J.; WRIB Providence, R. I.; WGPA Bethlehem, Pa.; WITH Baltimore, Md.; WAAF-FM Chicago.

All seek license renewals except WMIE and the three TV stations which are operating on program tests or other special authority and have applications for licenses pending.

In the limelight was WMIE Miami, then applying for a transfer of control to Arthur B. McBride and Daniel Sherby. The transfer was finally approved last September [B•T, Sept. 10, 1951]. Station was later sold to ex-Gov. E. D. Rivers of Georgia [B•T, Nov. 26, 1951].

Following issues were listed for the hearings of the 16 stations:

1. To determine whether, to what extent, and the manner in which the subject station has broadcast, is currently broadcasting and proposes to broadcast the following information relating to horse racing: (a) Entries; (b) scratches; (c) probable jockeys; (d) jockey changes; (e) winning jockey; (f) weights; (g) selections; (h) off-time; (i) next post time; (j) track conditions; (k) weather conditions; (l) time of race; (m) mutuels or prices paid; (n) results of race; (o) results in code; (p) post positions; (q) running account of race; (r) pre-race betting odds.

2. To determine the manner in which the station obtains the above information.

3. To determine whether the broadcast of horse racing information by this station appears likely to be of substantial use to, or is used by persons engaged in illegal gambling activities.

4. To determine (a) the sponsorship, if any, of programs offering horse racing information, (b) the arrangements between the sponsors and the licensee for the handling of the broadcasts of horse racing information, and (c) whether and to what extent these arrangements have been or are being carried out.

5. To determine the arrangements, or commitments, if any, entered into by this station with persons engaged in illegal gambling activities for the broadcast of horse racing information, and the extent to which those commitments or arrangements are being met.

6. To ascertain whether the licensee in this proceeding has had discussion or dealings with any other broadcast station, with respect to the manner in which broadcasts of horse racing information should be handled, and to determine the outcome of such discussions or dealings.

7. To determine what instructions, if any, have been given by the licensee to its employees concerning the manner in which horse racing information is to be handled.

8. To determine what steps, if any, have been taken, and the manner in which such steps were taken by the licensee to ascertain the nature of the listening interests being served by the broadcasts of horse racing information.

9. To determine the effect of the broadcasts of horse racing information upon the station's overall programming.

10. To determine, on the basis of the evidence adduced pursuant to the foregoing issues, whether a grant of the above-entitled renewal application would be in the public interest.

## FAIR TO B & J

### To Head N. Y. Office

HAROLD CLEMENTS FAIR, program director of WHAS-AM-TV Louisville, is rejoining Bozell & Jacobs—two decades later, this time in the New York office, in charge of radio and television for the agency—effective March 15.

Prior to his Louisville position Mr. Fair was director of the program department of NAB in Washington. Before that he was program director of WHO Des Moines and in the early thirties was with Bozell & Jacobs in its Omaha office as head of the radio department.



Mr. Fair

# MFRS. ANTI-TRUST PROBE

*'Industry-Wide', Says Justice*

By RUFUS CRATER

START of a far-reaching grand jury probe for signs of anti-trust law violations in the radio and television manufacturing industry [CLOSED CIRCUIT, Feb. 11, 4] was confirmed late last week.

Officials of the Anti-Trust Division of the Justice Dept. acknowledged Thursday that an investigation of the electronics field was on foot and said it was "industry-wide."

Beyond this disclosure they would not comment, but it was known that subpoenas have been issued in which substantially all of the nation's major manufacturers of AM, FM or television transmitting and receiving equipment are named.

The subpoenas—some of which are yet to be served, apparently—call for mountainous quantities of company records, correspondence and other documents to be delivered before a grand jury of the U. S. Court for the Southern District of New York on May 12, at 10 a. m. in Room 513 in the U. S. Courthouse, Foley Square, Manhattan.

Nature of the material being re-

quested encompasses the color television battle which raged a year ago and still flares up; the older charge of Dr. Edwin H. Armstrong that FM was stifled; the question of concerted action for or against FCC-proposed TV standards or the production of color TV equipment, along with a wide range of other subjects including patents, patent litigations, production and sales figures, royalties paid and royalties collected, exchange of technical information and expenditures for research and development in the radio or television and related electronics manufacturing fields.

## Exploratory Investigations

Legal authorities emphasized that grand jury investigations are exploratory—to determine whether an indictment of any sort appears justified—and do not imply that definite charges have been or necessarily will be filed.

The list of manufacturers known to have been subpoenaed—or presumed to be scheduled for service, since the investigation was characterized as "industry-wide"—included RCA, whose activities were singled out as a specific subject upon which certain information was demanded, and CBS, General Electric, Westinghouse, Philco, Hazeltine Corp., International Telephone & Telegraph Co., Zenith and DuMont.

Radio-Television Mfrs. Assn., whose membership represents more than 85% of the country's radio-TV output, also was served with a subpoena.

Among the companies which were reached for comment, CBS and Westinghouse acknowledged they had been served but declined to

comment. RTMA President Glen McDaniel said the association "has been served and we will comply." Officials of Hazeltine declined to say whether that company had been served.

The scope of the information called for by the Justice Dept. was such that it was regarded as (1) a certainty that the Justice Dept. and grand jury would have enough material at hand to take its exploration into virtually any nook and cranny of industry operations and (2) an uncertainty that they would be in position to get started on the scheduled May 12 opening date.

The subpoenas—*subpoenas duces tecum*, calling for production of documents—are directed at corporate bodies rather than individual officials, and, in the standard opening form of such subpoenas, "command you" to appear at specified time and place "to testify and give evidence in regard to an alleged violation of the federal anti-trust law. . . ."

## Data Called For

The range of the data called for extends from documents—on some subjects, all available since Jan. 1, 1934—which have been exchanged between companies, between company and "any association of radio, television or electronics manufacturers," between company and radio-TV patent licensors or owners, and between officials within a company—on such subjects as respondent company's "refusals" to purchase patents or patent rights from others, or to grant licenses to others; any refusals by RCA to grant patent licenses to respondent company; any exchange of infor-

mation among domestic manufacturers of vacuum or cathode ray tubes with respect to computation of tube prices; any restrictions on types or quantities of TV, AM or FM receivers (including parts and components) to be produced by domestic manufacturers, and cooperation with other radio or TV companies with respect to standardization of products or research.

Documents of this sort dating back to Jan. 1, 1939, are called for if they bear on manufacture or non-manufacture of (1) the field-sequential (CBS type) color TV system, and (2) all-electronic systems (such as RCA's).

Data on "activities by your company to delay, hinder or prevent the manufacture for commercial use of FM transmission and receiving equipment" is sought, along with records relating to "withholding of any products from the market, subsequent to Jan. 1, 1939."

Also going back to Jan. 1, 1939, the Justice Dept. asked for any documents relating to "dominance, control or influence" of RCA over any association or group of radio-TV manufacturers.

Records since Jan. 1, 1936, are requested if they deal with "proposals for, and concerted, joint or agreed-upon action" between respondent company and (1) any TV manufacturers' association; (2) any TV manufacturer, either in support of or in opposition to FCC-proposed TV standards or to the production of any kind of color TV equipment.

For the period since Jan. 1, 1949, the Justice Dept. also seeks records of company policy determinations

*(Continued on page 48)*

## HENRY JOINS ORR

*Named Vice President*

SAMUEL J. HENRY Jr., director of advertising media, Trans World Airlines, joined Robert W. Orr Assoc., New York, March 1. He has been named vice president and account executive of the agency.



Mr. Henry

Most of Mr. Henry's business career has been devoted to broadcasting, advertising and aviation. After three years with Eastern Air Lines and Ludington Airline in the early 30's, he joined CBS as assistant to the manager, Radio Sales. A year later he went to World Broadcasting System as advertising and sales promotion manager.

In 1939, Mr. Henry became first director of the NAB (now NARTB) Bureau of Radio Advertising. He was commissioned a lieutenant, j.g., in the Navy in 1942, serving with Naval Air Transport Service in the South Pacific and rising to the rank of lieutenant commander.

He was named advertising manager of TWA's transcontinental division in November 1945. Since 1949, he has been advertising-media director of TWA, responsible for the firm's extensive radio, TV, newspaper, magazine and outdoor advertising in the United States and 18 other countries. He has served as chairman of the Air Transport Assn. Advertising Subcommittee for Air Express and is a member of the European Travel Commission Coordination Committee.

# CLOTHING BUDGETS

By FLORENCE SMALL

FIVE AMONG the nation's leading retail clothing chains, as well as the largest local clothing advertiser in New York, will greet the spring and pre-Easter promotional season with generally increased budgets in which local radio will share heaviest, with television also slated for augmentation though on a more limited basis.

Keynoting the attitude of the clothing chains in respect to radio, Jerry Bess, vice president of Frank B. Sawdon Inc., the agency handling the radio and TV advertising of Robert Hall Clothes, said to be the country's leading user of radio spot announcements, told BROADCASTING • TELECASTING that "we have found that radio is still a very potent force in mass media advertising even in those cities which today are considered primarily TV markets by most national advertisers."

The firm, which spends over \$1

million annually in radio and TV, will expand its present coverage of over 150 radio stations, coast to coast, to more than 180 stations under the terms of the new budget.

As part of its new promotion, Robert Hall will salute the opening of 18 new "super salesrooms" in 11 cities, increasing the number of Hall stores to 130 across the country.

A keystone of the Robert Hall policy is on-the-spot analysis of cities and station coverage. Mr. Bess plans personally to tour the areas where Robert Hall is inaugurating salesrooms or expanding its present operation in order to direct the buying and scheduling of radio-TV advertising for the pre-Easter periods as well as for the remainder of the year.

New Robert Hall markets are the following: Detroit; Perth Amboy, N. J.; Long Island City, N. Y.; Stamford, Conn.; Chelsea, Mass.; Joliet, Ill.; Youngstown, Ohio; Atlanta; Milwaukee (two); Pitts-

## Local Radio to Gain

burgh, and McKeesport, Pa.

Another leader in the field, Crawford Clothes, which is understood to spend approximately \$500,000 annually, through its agency, Al Paul Lefton Co., New York, also has increased its radio appropriation over last year.

In addition, this advertiser already has started a television schedule for the first year in its history. Crawford currently is using approximately 93 programs weekly on five New York stations: WMGM, WMCA, WLIB, WQXR, WINS.

The chain, which consists of 70 stores located in the eastern U. S., sponsors *They Stand Accused* on WABD (TV) New York and WCAU-TV Philadelphia, Sunday, 10-11 p.m.; plus the film series, *The Cases of Eddie Drake* and the main boxing event at St. Nicholas Arena, Monday nights on WOR-TV New York.

A third firm, Bond Stores, has

*(Continued on page 56)*

# EASE BUILDING BAN?

By JOHN OSBON

THERE were straws in the wind last week that the government may relax restrictions on radio-TV and other construction during 1952.

First inkling came from Secretary of Commerce Charles Sawyer, who noted that the National Production Authority has started to issue authorizations which "will allow the resumption of construction on every partially-constructed building in the United States for which application to continue work has been filed with the NPA."

Actually, this enunciation of previously-announced NPA policy has, in itself, little practical effect on radio and television station construction or remodeling projects. But it appeared to be symptomatic of NPA feeling that controls on controlled materials may be eased slightly in subsequent months.

The principal reasons, it was understood, are (1) acceleration of America's production efforts, (2) lengthening of the military preparedness program over a greater stretch and (3) the prospect for growing availability of steel and other materials.

There were these harbingers of things to come:

- Transfer of jurisdiction over broadcast construction applications from NPA's Construction Controls Division to the Industrial Section, with the latter division prescribing less stringent conditions for building.

- Announcement by NPA of grants for religious, municipal, institutional and community projects entailing a go-ahead for "immediate commencement" of construction.

- Liberalization of NPA's revised construction regulations allowing greater allotments of steel to be self-authorized for non-industrial, public and commercial projects other than housing and recreational.

- Secretary Sawyer said that "we are approaching the point where our capacity to produce will permit us to reduce controls." De-controls will "accelerate as the months go on," he predicted, in an address before the Tallahassee, Fla., Chamber of Commerce.

## Similar Easing Ahead

This relaxation for community, commercial and other non-industrial work could well mean a similar easing for radio-TV broadcasters in the months ahead, it was felt. Broadcasters are classified as industrial, with permission to self-authorize greater quantities of materials than commercial applicants. The ban on recreational and amusement building now underway continues.

There is no immediate change in policy involving station construction, although shifting of jurisdiction to the Industrial Division the past fortnight in itself may prove significant. This division, it is known, sets far less severe restrictions on building than the Construction Controls Section to which broadcast applications previously had been referred.

For the radio-television industry,

the criteria will still be that projects (1) must already be underway and (2) be vital to the defense effort. For projects already commenced, applicants are assured of continued materials to complete construction. Remodeling or alteration work not requiring NPA approval—those needing less than 25 tons of steel, 2,000 pounds of copper and 1,000 pounds of aluminum—are not affected, of course.

## May Start Building

The fact that religious, community, institutional and community projects may start building and that NPA promised materials for the third and fourth quarters of 1952 and the first three months of 1953 was adjudged as significant in some NPA quarters. It was felt that this system of granting building permits with a rain check on future materials may be extended to broadcasters who have not yet commenced construction. NPA has

## Relaxation Rumored

had such a policy under study in recent months [B•T, Feb. 4].

Fruition of this policy could have a favorable effect on future UHF-VHF TV station permits by the FCC after the freeze is lifted and once the Commission is well embarked on its allocations work, it was conceded.

It would mean that, while materials might not be readily available, television applicants could proceed with their station planning with construction authorization assured of steel, copper and aluminum.

Transfer of work on broadcast applications to NPA's Industrial Division is expected to mean a closer liaison between the allocation agency and the FCC. Community TV applicants will also apply to this division, since NPA properly regards this phase as industrial, not community, activity.

Radio-TV applicants generally

## SELENIUM SUPPLY THREAT ALLAYED

National Production Authority Averts Disruption

THREAT of disruption in the selenium rectifier industry was temporarily averted by government allocation authorities last week.

The National Production Authority assured manufacturers they would receive a substantial allotment of selenium in March—at least two-thirds greater than they received during February.

Specter of extensive shut-downs throughout the rectifier producing industry has hung over suppliers for TV receivers and small radio sets since early this year when an industry advisory group first sounded the warning to NPA [B•T, Jan. 28].

Aside from these uses, selenium also performs functions in power tubes and is utilized in amplifiers, radar, telephone and telegraphic equipment and other electronic devices.

Permanent magnet producers also figured in developments involving cobalt, which is used in alnico magnet speakers of radio-TV sets. An industry group reported scrap materials are being re-smelted for further use or sent to processors for reclaiming critical metals such as nickel and cobalt.

At the same time, NPA Administrator Henry Fowler announced that many consumer goods manufacturers will receive about 10% more sheet steel due to a surplus of about 250,000 tons. Consumer goods manufacturers (not set-makers) may use quantities if they don't need more copper and aluminum.

Defense Production Administrator Manly Fleischmann told a Congressional subcommittee that steel controls may be substantially eased toward the end of the year. Such a policy, if pressed into effect,

would relax material restrictions on radio-TV receivers, component parts and towers for construction purposes (see story this page).

Cutbacks in copper and aluminum for the second quarter beginning April 1 previously were announced by NPA, with radio-TV sets and other consumer durables earmarked for 5% cuts from this quarter [B•T, Feb. 25].

## Strip Inventories

In the case of selenium, NPA notified manufacturers they had to strip inventories to provide emergency allocations for rectifiers and gave no assurance of similar treatment in subsequent quarters. A similar emergency allotment also was given in February, NPA revealed. The agency urged producers to take advantage of imports and scrap plates.

The March quota—25,000 pounds—represents 15% of overall supply, with the remainder going to the military. The industry group questioned whether the monthly allocation system should be continued or whether NPA should adopt an order limiting use to a percentage of base period utilization in end products.

NPA pointed out that while selenium is limited by copper shortage, the supply has increased greatly since World War II with the growth of electronics.

Prospect of easing restrictions on controlled materials had the odor of politics to Sen. Homer Ferguson (R-Mich.), who charged the administration was using them for "unauthorized and socialistic purposes." He claimed NPA is doing "somersaults" on materials and predicted controls would be eased further before the elections.

have fared well on their bids for construction or alteration materials during the past two quarters, with projects valued at over \$13 million approved [B•T, Feb. 11]. NPA indicated last month that allotments for construction already started would be meted out on a project rather than quarterly basis.

## EMPLOYMENT

### Up in Radio-TV Plants

EMPLOYMENT in plants producing radio-TV receivers and other consumer goods has steadily increased since December and is expected to show a 4% rise through the first quarter of 1952, according to a survey prepared by the Bureau of Labor Statistics.

The study was compiled for the National Production Authority and covered about 11,000 companies employing about 85% of the labor force in some 110 metal-working industries. Purpose was to ascertain the effect of metal cutbacks on civilian output this quarter compared to October-December 1951 and to aid NPA in reviewing allotments for the third quarter.

Employment in consumer durable goods, generally hit the hardest by cutbacks, is higher than during any period since the spring of 1951, it was announced by Henry H. Fowler, NPA administrator. The employment picture is steadily improving, he added.

Aside from radio-TV plants, employment increases ranged from 0.7% for electrical appliances to 8.9% for refrigeration machinery. Decreases were shown only for motorcycles and bicycles, cutlery and sewing machines. Consumer goods industry is expected to reflect a 15% employment jump over pre-Korean levels. It was up almost as high as 18% over June 1950 levels in early 1951 and down to 10% by mid-1950.

## JANUARY SETS

### Totals Down From '51

RADIO manufacturers turned out 632,455 broadcast receivers in January despite limitations on supplies of materials, according to the first 1952 monthly report of Radio-Television Mfrs. Assn. The weekly average output was 7% under December and 47% under the average of January 1951.

Output of TV receivers in January was estimated at 404,933 sets compared to 468,927 in December, a five-week month, but the weekly average was up 8% over December and down 36% from January 1951.

Of the 632,455 radios turned out in January, 288,723 were home sets, 68,433 portables, 195,147 auto sets and 80,152 clock radios. RTMA data cover all industry manufacturers. Radio set output totaled 851,195 in December.

Radio sets with FM tuning facilities totaled 39,754 in January. Another 9,376 TV sets contained FM tuning circuits.

# NBC SALES

## AM-TV Up 48% in '51—RCA

NBC's radio and television sales volume registered a 48% gain in 1951, reaching a record \$137,156,000 in the network's silver anniversary year.

This was revealed last week in the 32d annual report of the parent RCA, whose total gross income from the sale of its varied products and services attained an all-time high of \$598,955,000 compared to \$586,393,000 in 1950.

The annual report, released Wednesday by Brig. Gen. David Sarnoff, chairman of the board, placed RCA's net profits at \$31,193,000 as against \$46,250,000 in 1950, with the decline attributed largely to a levelling-off of consumer demand following 1950's wave of scare buying.

All of NBC's 48% boost in sales volume was attributed to television. The total represented 22.9% of RCA's total gross income, whereas NBC's \$92,373,000 in sales in 1950 amounted to 15.8% of the RCA total that year.

The report showed 49.2% of NBC radio network programs and 75.1% of the TV shows were sponsored, while 50.8% of the radio shows and 24.9% of the TV programs were carried sustaining.

Gen. Sarnoff and RCA President Frank M. Folsom said in a joint statement that expansions of RCA manufacturing plants during 1951

to meet military and civilian demands, plus previous additions, "provide RCA with the greatest production potential of its 32-year history."

They also noted:

"Television, now operating on a nation-wide basis, has established itself as a vital force in the life of America. As the most effective means of mass communication ever devised, it exerts a widespread impact on the home, on entertainment, education, politics, advertising, news and sports.

"With four TV networks and 108 stations on the air, television surpassed network radio in revenue for the first time in 1951. Today there are more than 16 million TV sets in the U. S. Whether the nation is at peace or at war, or in a state of national emergency, television is destined to have an ever-increasing influence in national and international affairs."

But, they continued, "communications . . . is only one facet of the future of electronics" and "limitless possibilities are foreseen for invention in new and broader fields, especially home appliances. But more important, the science of electronics is a vital source of America's national strength. Radar is a major example. Research and industry comprise a partnership for progress in the development of such inventions.

"Now the same momentum of science that advanced all forms of radio communication spearheads every phase of electronics and television, the golden age of which is still ahead."

Looking back at RCA's financial affairs for 1951, the report noted that the year's \$31,193,000 net profits were the equivalent of \$2.02 per share of common stock, whereas 1950 earnings equaled \$3.10 per share.

RCA's taxes in 1951 totaled \$62,

389,000—more than twice the amount of net profits.

Dividends amounted to \$3.50 a share on preferred stock (\$3,153,000 total) and \$1 a share on common stock (\$13,857,000 total).

Total current assets at the end of 1951 were placed at \$255,993,000, compared to \$209,959,000 at the end of 1950. Additions to plant and equipment during 1951 totaled \$26,069,000, or \$5,619,000 more than in the preceding year.

Over the past 10 years, the report noted, RCA has had annual averages of \$358,871,000 in gross income; \$42,094,000 in profit before federal income taxes and \$19,714,000 in net profit after income taxes.

The RCA parent company divisions—RCA Victor, RCA Labs and RCA International—and related RCA service and distribution activities reported sales of \$440,135,000 in 1951, representing 73.5% of the overall RCA gross, as against \$476,091,000 (or 81.2% of the total) in 1950.

### Other Sales Figures

In addition to the parent company divisions and NBC, RCA Communications had 1951 sales of \$17,438,000 compared with \$14,929,000 the preceding year; Radiomarine Corp. of America, \$9,120,000 compared with \$7,279,000 in 1950; and RCA Institutes, \$817,000 as against \$910,000 in 1950.

The report said RCA Victor's "backlog of government orders for radio-electronic equipment at the end of 1951 was about seven times greater than at the beginning of the year. Deliveries against government contracts were more than 2½ times those of 1950 and higher than in any other year since World War II."

In addition, RCA in the civilian field during 1951 "maintained relatively high levels of production of television receivers, radio sets, electron tubes, phonographs and records as well as engineering and

technical products, including broadcast and communications equipment," the report showed.

Among the year's highlights cited in the report were further developments in RCA's compatible color TV system, including development of a 21-inch color tube, projection of color TV on a 9-by-12-ft. theatre screen and a series of tests of the RCA color system, plus the sending of a color signal 8,000 miles (across the U. S. and back).

Another highlight was RCA's continued work on UHF, centering around the RCA-NBC experimental UHF station at Bridgeport, Conn. Cost of UHF experimental work to date was reported as more than \$2.5 million.

Other highlights reported include the following:

- Sales of engineering products, including theatre TV equipment—of which more than 50 units were in operation or being installed at the end of 1950—reached a new high. Among other items "showing promise," the report listed community television antenna systems, a magnetic film recorder-projector and master TV antenna systems for hotels and apartment buildings.

- Foreign sales of all major product lines increased and television continued to expand abroad, especially in Latin America. RCA sold to TV stations in the Dominican Republic, Brazil and Mexico, and made "substantial sales" of TV receivers in Mexico, Brazil, Cuba and Argentina, while the volume of RCA radio set sales throughout

(Continued on page 32)

## GRABHORN NAMED

### To New Petry Post

MURRAY GRABHORN, veteran broadcast business executive, currently director of the National Assn. of Radio & Television Station Representatives, on March 15 will join Edward Petry & Co. as director of business development, a specially created new position.

In announcing Mr. Grabhorn's appointment, Edward Petry, president of the station representative firm, said:

"Among Mr. Grabhorn's major duties will be that of attracting new advertisers to spot. He will present the story of spot to leading national advertisers all over the country with special emphasis on advertisers who either have not used spot or who have used it only as a supplementary medium.

"The establishment of this new department," Mr. Petry said, "will assist materially in building business not only for the stations we represent, but also for the industry as a whole."

Starting in radio in 1928 with the Don Lee Network on the Pacific Coast, Mr. Grabhorn moved to New York in 1935. After several years as general manager of Hearst Radio and as sales manager of WFIL Philadelphia, he joined ABC and for nine years was vice president in charge of the ABC owned and operated stations. He joined NARTSR last summer.



MEMBERS of Chesapeake Associated Press Radio Stations go over draft of a news survey prior to annual winter meeting Feb. 21. L to r: Frank M. Stearns, AP field representative, Washington; John Alderson, news editor, WFBR Baltimore; John A. Aspinwall, AP radio news editor, New York; R. C. (Jake) Embry, general manager, WJTB Baltimore, and president of AP station group; Max Fullerton, AP bureau chief, Baltimore, and Charles J. Truitt, general manager, WBOC Salisbury, Md., and vice president of Md.-D. C. Radio and Television Broadcasters Assn.

## L&M FOR SCHLITZ

### To Handle Radio-TV

SCHLITZ Brewing Co., Milwaukee, has appointed Lennen & Mitchell, New York, to handle its radio and television budget, effective in 90 days. Leo Burnett, Chicago, takes over the print allocation of the advertising budget. Firm bills over \$6 million annually with the majority going to printed media. Radio-TV is believed to get nearly \$3 million.

Young & Rubicam, Chicago, which had handled the entire advertising budget, loses the account, almost on the heels of the advertiser's decision to cut its hour-long *Schlitz Playhouse of Stars* on CBS-TV to a half-hour. Lennen & Mitchell will take over the half-hour version, which will be on film.

Move to L & M also involves the Schlitz radio show, *Halls of Ivy*, an NBC package program, which will remain on that network Wednesdays, 8-8:30 p.m.

Meanwhile, Young & Rubicam will also lose the billing of the half-hour General Foods shows, *Mr. Bobbin* (NBC-TV, Sundays, 7:30-8 p.m.), which will be dropped at the end of its present cycle. Both the network and General Foods reportedly have been dissatisfied with the rating of the show, since it replaced *Henry Aldrich* last year.

## Locked Out

(Continued from page 23)

Senate-House committee to study the 1946 Congressional Reorganization Act. "The work of improving Congress cannot stand still. Such problems as televising Congressional hearings, radio broadcasts of such hearings, as well as recording . . . now merit considerable thought," he said. The longer such problems—also that of the witnesses' rights—are delayed, the "longer the confusion will remain," he added.

Said Rep. Martin: "Television and broadcasting are here to stay and will probably increase in popularity as the days go by. . . ." Policy on the media, he declared, "is a twilight zone which has not been clearly defined. . . ."

Two cries went up immediately: (1) that the so-called "gag" on radio-TV was imposed because the Administration wanted to white-wash investigations into scandals and in Communism, and (2) that the Administration "did not want to make a Kefauver out of Rep. Charles E. Potter," who is a Michigan Republican and who is said to be a logical candidate for the Senate against Sen. Blair Moody (D-Mich.). Rep. Potter is a member of the Un-American Activities group.

Sen. Moody, himself, entered the battle last Thursday.

President Truman told his Thursday morning radio-press conference he was conferring with Speaker Rayburn Monday when Sen. Moody placed an emergency call for the Speaker. While the President listened, he said, the Speaker told Sen. Moody radio and TV pickups



Speaker Rayburn . . . he slammed the gavel on radio-TV.

of the Detroit hearing would violate the House rules, adding that he could not permit either broadcast or telecast facilities in the hearing room.

The President said he merely listened and had no comment on the interpretation. Pressed by reporters, he said he felt the matter was the business of Congress and not his affair. He said he always felt government officials should comply with requests of Congressional committees that they testify.

An explanation was quickly forthcoming from the Senator. The Michigan legislator, a former radio-press newsman on Capitol Hill, said he was asked by the *Detroit Times* on Monday morning what his views were on Speaker Rayburn's ruling. He said he told the *Times* he was

in favor of "televising these and all Congressional hearings. I then went to the office of the *Detroit News*, on which I was employed 28 years, and gave the city editor a similar statement."

With two assistant city editors standing by, Sen. Moody said he called Speaker Rayburn, then attending the White House meeting "and urged him to allow the televising of the House committee hearings . . . to rescind the ban. . . . The Speaker said he appreciated my suggestion but could not agree with me that the hearings should be broadcast.

"I still feel that the hearings, and all others which are open to the public, should be open to the television camera and the microphone."

**BROADCASTING • TELECASTING** subsequently learned on unimpeachable authority that the call by Sen. Moody went to the White House before Speaker Rayburn's news conference.

### His Position Clear

Speaker Rayburn told newsmen that he thought he had made his position clear a fortnight ago when some television company representatives (either WWJ-TV Detroit which had set up cameras or TV and wire news representatives who had conferred with the Speaker on the TV blackout on the King subcommittee hearings on tax scandals in government) had talked to him about the hearings.

While there was a welter of political acrimony, there were actual legislative moves:

● Appeal to a not-too-receptive House by Rep. Jacob Javits (D-N.Y.) that members sign his discharge petition. The latter pro-

## In Retrospect . . .

- Radio was permitted to cover Congressional committee proceedings immediately after World War II.
- Television coverage grew up with the expansion of the industry itself.
- House Un-American Activities Committee barred television and then radio after it had allowed coverage of its famous hearings on communism in Hollywood held in Washington.
- Kefauver Crime Committee hearings made the nation conscious of both media as it never had before in all broadcast history. It also made Congress aware of their potentialities.
- Same day as Speaker Rayburn ordered a ban on all media except the press and still photographs, a House subcommittee was permitting TV at its investigation in the Elizabeth, N. J., plane crash. Following his policy announcement, telecasts were stopped.

cedure, if 218 names are gained, is a method by which legislation, bottled within the House Rules Committee, can be pried loose.

Rep. Javits' measure (H Res. 62) goes far. Not only would it permit the broadcast and telecast of committee proceedings in the lower chamber but it also would allow the important House debates to be covered by the broadcast media.

● Two House resolutions (H Res 538 and 540) were dropped in the hopper Wednesday by Reps. Patrick J. Hillings (R-Calif.) and George Meader (R-Mich.) respectively.

Both would amend the House rules. They would invest the right to decide on broadcast and telecast coverage of committee proceedings in the committees of the House (see editorial below). That is the pattern followed in the Senate.

Senate Majority Leader Ernest W. McFarland (D-Ariz.), when asked about the development in the House, said there was no comparable ban against radio, television or newsreels at Senate committee

# It's 1952, Mr. Rayburn . . . . . AN EDITORIAL

THOUGH it was at worst a bald excursion into censorship in violation of broadcasters' rights under the First Amendment and at best an ultra-conservative interpretation of House rules, Speaker Rayburn's ban against radio and television last week may accidentally have been the best turn that events could take at this moment.

A grave injury has been done to fundamental freedoms, but fortunately it is not irreparable. Logic compels us to believe that the Speaker's ruling will at last bring to a head the whole question of broadcasting's place in the news gathering family, a place that needs desperately to be defined to some Congressmen and lawyers.

It is well that this happens early in a Presidential election year, for politicians will not be disposed to put off a consideration of the question. Too many of them want to use radio and television for campaigning and will wish their status clarified before mid-summer, when the campaigns begin to take serious shape.

Campaigning, it must be added, is done in many ways—including performances at House committee sessions. It is reasonable to assume that not even Mr. Rayburn will want indefinitely to deprive Congressmen, particularly those of his own party, of the opportunity to be seen and heard at work, especially if the work might commend them to voters in the radio and television audience.

It seems to us that the stage here is favorably set for a consideration of a change in the

House rules, or, to speak more precisely, an expansion of the rules to accommodate radio and television coverage.

Indeed a change in rules is absolutely necessary. Speaker Rayburn, who is among the least vacillating men in Washington, may be expected to adhere to his present interpretation as long as the present rules are in effect.

The problem, then, resolves itself into that of determining how great a change can be made. At this moment, we venture to suggest, the most that can be hoped for would be a rule giving House committees the authority to decide for themselves whether to permit broadcasting. These decisions should be made by majority vote within the committees, a procedure that would be founded on precedent in other matters.

Though such an arrangement would not represent an attainment of full equality for radio and television among the news media, it would be a very definite short-term gain and one deserving of the best efforts to get it.

The great goal of the future, of course, must be the admission of radio and television to all public meetings of the Congress, on a basis of equal access with the press. What this would mean would be, in the truest sense, the admission of the public to public meetings, on a scale made possible only by the miracles of radio and television.

In the heated debate over the remaking of the House rules one may expect to hear re-

peated many of the shopworn arguments about television's violation of witness' rights and its mechanical obtrusiveness.

Within the past month the New York State Bar Assn. and the policy makers of the American Bar Assn. have adopted anti-television resolutions making much of these points.

In both cases the voices of uninformed conservatism drowned out the voices of enlightened progressiveness. The same thing could happen in Congress if and when it comes to grips with the problem of establishing broadcasting rights.

Already Rep. John Rankin (D-Miss.), possibly the least advanced thinker on the Hill has announced his opposition to broadcasting. Others of like persuasion may be expected to follow suit.

Fortunately, radio and television have more friendly representatives in Congress. They should be encouraged to state their views and provided with information to support them.

Mr. Rayburn's ban has focused attention on a dispute that has not heretofore commanded enough interest to warrant full-scale consideration by the Congress. This is an opportunity for broadcasters to state their case before an interested audience and if the case is stated as skillfully as it merits, radio and television stand to get recognition as 20th century instruments that a 20th century public can use to inspect the work of Congressmen, including those of 17th century attitudes.

hearings. His personal opinion, he said, was that radio, TV, as well as still photographs while witnesses are testifying, should be prohibited. But, he added, there is no plan for a bar in the upper chamber.

Other comments came thick and fast. Some, like Reps. Paul W. Shafer (R-Mich.), Leslie C. Arends (R-Ill.) and Sen. Homer Ferguson (R-Mich.) charged politics, blaming the Administration for the broadcast blackout.

Others, like Rep. John Rankin (D-Miss.), upheld Rep. Rayburn. The Southerner said: "The chair is entirely right; the rules don't permit it (broadcasts) and I hope the rule will never be changed."

Rep. Rayburn said he was operating under the rules of the House, basing his interpretation on the following:

"The rules of the House are hereby made the rules of its standing committees so far as applicable."

Rep. Martin pointed out another rule says: "It is for the committee to determine, in its discretion, whether the proceedings of the committee shall be open or not."

However, there were few who would contest Speaker Rayburn on the technicality of the rules, an area in which the Texan is an expert.

Immediate effect of the ban was to bar coverage by broadcast media of at least six investigations: Un-American Activities Detroit probe; Ways & Means subcommittee looking into Internal Revenue scandals (King subcommittee), Armed Services group looking into waste in military procurement; Judiciary subcommittee preparing for a probe of the Justice Dept.; Interstate & Foreign Commerce subcommittee studying the plane crashes in Elizabeth, N. J.; an Armed Services subcommittee investigating the Kattyn massacres.

#### Hearings Not Degraded

Judicial rejection of claims that the Senate Crime Investigating Committee's competence in last spring's hearings was degraded by its telecasts came almost simultaneously with announcement of Speaker Rayburn's radio-TV ban.

Denying an appeal by James J. Moran, former first Deputy Fire Commissioner of New York City, who had been convicted of lying to the Senate Committee, the U. S. Court of Appeals in New York on Tuesday dismissed all five claims which Mr. Moran advanced as grounds for reversal of his perjury conviction. One of the points Mr. Moran had made related to telecasts of the hearing. The court's opinion held:

"Nor was the hearing so lacking in decorum because of the television cameras and photographers that it cannot be regarded as a competent tribunal. Opinions may differ as to whether such procedure is better calculated to achieve publicity for the investigators than to promote their investigation. But on the record before us no facts have been proved which would justify holding

## SIR GLADWIN FOR TV

### Though Speaker Rayburn Isn't

TELEVISION coverage of high halls of debate, irrespective of the U. S.'s House Speaker Rayburn's now-you-do, now-you-don't, has become part of the diplomat's language in the United Nations Security Council. Sir Gladwin Jebb, Great Britain's delegate, rose in the Security Council meeting in Paris to counter a Soviet attack on Frank P. Graham, former U. S. Senator and former president of the U. of North Carolina.

Sir Gladwin said, in part: "... Does Mr. Graham look like a secret agent? I can only say that I am sorry that the absence of television cameras prevented the public from forming its own conclusion on this important point."

Sir Jebb's observations, in view of Soviet Delegate Malik's attack in which he accused Mr. Graham of being "a secret agent of the Pentagon" in Kashmir (Mr. Graham was UN mediator there), were noted by a Greensboro, N. C., paper and presented in the Senate last week by Sen. Wayne Morse (R-Ore.).

that the tribunal was incompetent."

Edward R. Murrow, CBS Radio and TV newsman, leveled guns on the ban in his Tuesday evening radio broadcast. He found "no legal doubt as to the Speaker's right to make such a ruling," but felt it should be appealed to the whole House.

If allowed to stand and "if carried to its ridiculous conclusion," he asserted, the ban on all communications media except "reporters using pencil and paper" might require "that newspapers go back to setting all type by hand, or that reporters should arrive in the committee room equipped with a slab of stone, a chisel and a mallet, as the essential tools of their trade."

In the meantime, DuMont TV Network scheduled Speaker Rayburn's ruling as the subject for discussion on its *Keep Posted* program tomorrow (Tuesday) night (8:30-9 p.m.)

Producers of program have invited CBS President Frank Stanton, NBC President Joseph H. McConnell, ABC President Robert Kintner and Mutual President Frank White to participate in the program as members of the "citizens panel." It was understood that other industry representatives, including trade journal publishers, also were invited to appear.

Shortly after Rep. Rayburn's ban was disclosed, ABC's *News of Tomorrow* program on Monday presented Rep. Martin, House Minority Leader, with his views: "The authority of Speaker Rayburn to ban television and radio broadcasting of committee hearings is questionable. It is what I call a twilight zone case. I believe the jurisdiction rests with the committee involved and its chairman."

CBS Radio's *Peoples Platform* meanwhile planned to air the issue

on yesterday's broadcast (Sun., 12 noon-12:30 p.m. EST). Rep. Richard Bolling (D-Mo.) was scheduled to support Speaker Rayburn's ban and Rep. Leslie C. Arends (R-Ill.) was to oppose it.

Statements, protesting the interpretation of House rules, came from networks, the Radio-TV Correspondents Assn. and the National Assn. of Radio News Directors. Excerpts follow:

**Frank Stanton, CBS president:**—The American public will be deprived of an opportunity for accurate and first-hand reporting of Congressional hearings if the present ban . . . is continued.

There is no justifiable basis for barring radio and television from committee hearings which are otherwise open to the public and where facilities for broadcasting can be provided without interfering with the conduct of the proceedings. . . .

There can be no argument that a means of reporting where tones of voice and facial expressions and mannerisms are conveyed often adds meaning to the spoken word. The argument that broadcasting or televising of committee hearings tends to encourage a "spectacle" rather than an honest search for facts is a slander on the motives of the great majority of our elected representatives and is based on the assumption that the American people cannot recognize insincerity and irrelevancies. . . .

**Thomas Velotta, vice president in charge of news and special events of ABC:**—We feel that such a ruling is not in the best interest of service to the public. The responsible broadcaster and telecaster has fully proved that his only purpose in broadcasting or televising such proceedings is to amplify the knowledge of the American citizen concerning the actions of his representatives in Washington.

**Chris J. Witting, director of the DuMont Television Network:**—Television has covered Congressional committee hearings and given impetus to the cause of a well-informed citizenry. It is the public which will suffer most by the Speaker's ruling, which is a serious blow to electronic journalism.

The impact and significance of this one-man edict could very well arouse to action those who are interested in good government and in keeping open all of the channels of communication.

**Jim Bormann, president, National Assn. of Radio News Directors:**—NARND seriously concerned by your interpretation of House rules affecting radio and TV coverage of official activities in House and in House committees. In view of constitutional guarantee of people's right to know, we submit there is no question whether authority exists to permit radio and TV broadcasts of this nature but rather question whether they can be prohibited.

If uncertainty exists on this point then House surely will want to spell out clearly its rules in accordance with constitutional provisions for free speech.

**Radio-TV Correspondents Assn. (to Speaker Rayburn):**—We feel strongly that this is discrimination against two of the major media for news dissemination. Newspapermen cover committee sessions with pencils and copy paper. We use the microphone, the camera, tape recordings, and film. Your ruling deprives us of the full use of the tools of our trade.

We submit that radio and television reporting is the most accurate possible. We use excerpts of actual questions by committee members and answers by witnesses. These reach millions of American listeners and viewers not only in actual voice, but in the exact phrasing as official as the printed committee record. Daily newspaper circulation amounts to 54 million. Presently there are over 105 million radio sets and more than 15 million television sets in use throughout the country. This is the size of the audience deprived by your decision of full access to the news developed by your committees. . . .

Others who commented included Ben Chatfield, WMAZ Macon, and former president of NARND; John S. Hayes, WTOP - AM - FM - TV Washington; Ben Strouse, WWDC-AM-FM Washington, and Paul Godofosky, WHLI Hempstead, L. I.

## FCC NAMES TWO

### Powell, Kessler Promoted

APPOINTMENTS of Walter R. (Bucky) Powell to be chief of the Renewal & Transfer Division, Broadcasting Bureau, and of Sylvia D. Kessler to be chief of the Office of Opinions & Review, were announced by FCC last week. Both appointments were unanimous.

Mr. Powell steps into the job vacated by Dwight Doty, who resigned in January to join Ha-



Mr. Powell

ley, McKenna & Wilkinson [B•T, Jan. 21]. Mr. Powell was born in Washington in 1912, was graduated from Centre College, Ky., in 1935, got his law degrees in Washington, D. C., law schools in the next five years.

He joined Anti-Trust Division of the Justice Dept. in 1939 and the FCC in 1946. Since 1948, Mr. Powell has been chief of the Transfer Branch (later Transfer Division), which handles all applications for sales or transfers of stations. During World War II he served as a lieutenant commander in the Navy (1942-46).

#### Native of District

Miss Kessler succeeds Parker D. Hancock, who left the Commission to join Hogan & Hartson last year. Miss Kessler was born in Washington in 1915, got her law degree in 1936 from Southeastern U. She joined FCC in 1943 after being associated with a local law firm and



Miss Kessler

engaging in private practice in Washington. She served as special assistant to the late Comr. Ray C. Wakefield and later in the Common Carrier and Broadcast branches of the Law Dept.

Since 1947, Miss Kessler has been one of the special group of attorneys whose primary function is drafting for Commission approval final decisions in hearing cases.

Filing of the two positions still leaves two vacancies, both legal. One is that of assistant general counsel, formerly held by Max Goldman who resigned early in February to become director of the Office of Industrial Tax Exemptions in Puerto Rico [B•T, Feb. 11]. The other is that of general attorney in the general counsel's office, formerly held by George MacClain, who resigned last month to become assistant general counsel of the National Security Resources Board [B•T, Feb. 11].

# SPOT IN JAN.

## BAB Reports Its Spread

MORE national and regional advertisers use spot radio during a month than any other medium, Broadcast Advertising Bureau stated last week in a report on a BAB survey which showed more than 1,100 national and regional accounts buying spot radio in January. Survey was based on reports submitted by most of the major national radio station representatives, BAB said.

Other facts about spot radio released by BAB included:

On a national basis, spot radio is a more important medium than outdoor advertising, with estimated 1951 spot billings of \$135 million against outdoor's national billings of \$101 million.

Leading spot advertisers include Best Foods, Block Drug, Borden Co., Colgate-Palmolive-Peet, General Foods, Lever Bros., Procter & Gamble, Standard Brands, Vick Chemical and Whitehall Pharmaceutical.

In number of accounts using spot radio, food advertising is the largest category, with 288 food companies using spot in January. Drugs and cosmetics ranked second, with 129 active accounts; brewers were third with 58 and soaps and cleansers fourth with 51. Automotive advertising, with nearly all auto manufacturers using spot in January; religious advertising with 24 active accounts; telephone, petroleum, animal feeds, transportation, candy and tobacco advertising also were strong spot users in January, when the medium was used for a wide variety of products ranging from circuses to tombstones.

Demand for one-minute periods is the present strongest trend, according to station representatives, although more advertisers are buying programs than last year. The demand for morning time far exceeds the amount available.

Describing the BAB report on spot as "no more than a preliminary peek at this much under-publicized medium," BAB President W. B. Ryan cited the more than 1,100 January spot accounts "proof of the tremendous vitality of that medium." He noted that spot has grown to five times its prewar volume, although so little is known about it that no one will attempt to estimate accurately who the top 10 advertisers are or what their approximate billing are.

## NBC Honored

AN AWARD for "outstanding service to the cause of national defense" was presented to NBC by the Armed Forces Reserve Officers Assn. in a special radio broadcast Feb. 23 in observance of National Defense Week. John K. West, vice president in charge of NBC Western Division, accepted the award from Lt. Gen. Charles L. Bolte, Army deputy chief of staff.



WTTM Trenton, N. J., presented its advertisers duplicates of the awards it received from BAB's "Radio Gets Results" contest. WTTM received honors in seven categories, more than any other station in the country [B<sup>o</sup>T, Dec. 17, 1951]. At dinner Feb. 18 were (l to r) Hubert F. Johnson, Johnson Agency, representing Tattersall Co. (honorable mention, special products); Vic Bodine, adv. mgr., Hurley Tobin Co. (honorable mention, department store); John F. Hardesty, dir., local BAB promotion, and guest speaker; Fred L. Bernstein, WTTM station manager; Armando Conti, pres., Trenton Beverage Co. (1st prize, food and drugs); Mayor Donal J. Connolly of Trenton; S. Carl Mark, WTTM gen. mgr.; George Volk, Volk Motars (honorable mention, automotive); Howard Carr, mgr., J. B. Van Sciver Co. (honorable mention, home furnishings); Joseph Mayfer, mgr., National Shoes Stores (honorable mention, clothing), and Robert McPherson, mgr., Hotel Hildebrecht (third prize, specialized service).



FORMAL presentation of a plaque from Broadcast Adv. Bureau was made to George B. Pitts Jr. (second from l), president, George B. Pitts Co., Jamestown, N. Y., home and garden store. Mr. Pitts won first place in the home products div. of the first annual BAB "Radio Gets Results" contest. Firm was chosen from 269 entries from 34 states. L to r are Simon Goldman, general manager, WJTN-AM-FM Jamestown; Mr. Pitts; Walter Carlson, Pitts account executive at WJTN, and Joyce Smith, Pitts advertising manager.



BAB's second-prize is presented by KTUL Tulsa to Clarke's Good Clothes for Tomorrow's News Tonight which has been renewed for the 15th consecutive year because it gets results. At presentation are (l to r): George Ketcham, KTUL promotion manager; Viola Noble, Clarke's advertising manager; Harry Clarke, owner of firm, and KTUL Newscaster Ed Neibling, who airs show.

## NBC Sales

(Continued from page 29)

the world increased. Among other activities abroad: Sale of a medium-wave broadcast transmitter to the Voice of America for use on the USS *Courier*; completion of a 1,000-mile communication system for the trans-Arabian pipeline; sale of "a large number" of complete mobile transmitting and receiving stations to the Indonesian government.

● Record sales increased, and "long-range success of the 45-rpm is now assured."

● In addition to development of such devices as a 50-pound "walkie-lookie" portable TV transmitter, an electron microscope and a super-electronic computer built in cooperation with the Navy, RCA engineered transistors—tiny germanium crystal devices "which will eventually replace certain types of electron tubes"—in preparation for "pilot plant" production.

### Added Ten Stations

The report on NBC's activities noted that the radio network added 10 affiliates in 1951, bringing the total to 190 stations including six owned by NBC, while NBC-TV had 64 affiliates (one in every TV market) counting five network-owned TV stations. NBC also owns six FM stations. New studio space was acquired in both New York and on the West Coast in 1951 and 40 acres of land were purchased in Burbank, Calif., for future use.

In a review of NBC programming in the fields of news, sports, symphonic and other music, education and religion, it was brought out that President Truman was heard 22 times on NBC radio and seen 12 times on NBC-TV in 1951. Additionally, eight Cabinet members, 59 Senators and 67 members of the House of Representatives used NBC radio facilities, while 10 Cabinet members, 44 Senators and 18 Representatives appeared on NBC-TV.

NBC not only put into effect its own revised standards of program practices, but also subscribed to the code adopted subsequently by NARTB and instituted "a program of rigorous self-discipline."

### Tandem Plan a Success

In the sales field, it was noted that NBC's radio Tandem Plan of multiple sponsorship "proved a success," while two new sales concepts—the Guaranteed Attention Plan and the Market-Basket Merchandising Plan—were announced, and the Minute Man Plan of allowing affiliates to sell local announcements on certain network shows was inaugurated. Additionally, NBC set up a nation-wide merchandising service.

NBC personnel reached a total of more than 4,000 regular employees in 1951—a gain of 500 during the year—while RCA's overall employment attained a total of 57,657 at the end of 1951.



## RCA PROMOTIONS

### DuBois, Others Named

APPOINTMENT of Russell C. Dubois Jr. as sales manager for RCA mobile and microwave communications equipment was one of several announced last week by A. R. Hopkins, general sales manager of RCA Engineering Products Dept.

Mr. Dubois

Four communication field representatives also were promoted to be district supervisors: H. G. Boyle, for the eastern region; O. H. Mackley, southwestern region; F. C. Gusler, central region; and S. J. Coombs, western region.

Two communications field sales representatives in the southwestern region were transferred to the home offices in Camden. D. B. McKey, also southern supervisor of microwave equipment, was named field sales coordinator for microwave equipment, and A. Fischer was assigned to coordinate field sales for mobile communications equipment.

Mr. Dubois has been field sales coordinator for mobile communications since 1950 and, in his new position, succeeds Dana Pratt, who has become product manager for RCA broadcast transmitters. Previously, Mr. Dubois served as a sales engineer for RCA broadcast and TV equipment and the RCA tube department, having joined the company in 1946 after serving as a lieutenant in the Navy.

## CAPEHART PLAN

### Hearings Set March 4

HEARINGS on extension of the Defense Production Act, containing the controversial Capehart cost allowance amendment, will begin March 4.

The Senate Banking & Currency Committee agreed unanimously to hold the hearings through March 21 and report a bill to the Senate floor by March 31. Officials of the Office of Price Stabilization, including Price Chief Ellis Arnall, will be heard first.

President Truman has requested repeal of the cost formula, authored by Sen. Homer Capehart (R-Ind.), which provides that manufacturers may compute additional costs for advertising, selling, administration and research incurred from the start of the Korean war to July 26, 1951. Mr. Truman also has asked Congress to curb consumer credit on radio-TV set installment purchases [B•T, Feb. 18].

While Congress marked time on economic controls, Mr. Arnall promised to lift ceilings on some soft goods (not radio-TV receivers) "as fast as it can be done" effectively. No widespread de-control action is planned in the near future, Mr. Arnall stated on NBC-TV's Feb. 24 *Meet the Press*.



Completing CVBA organization are (seated, l to r) T. G. Heinrichs, KWSO general manager; Messrs. Hofer and McMillen; standing (l to r) are Mr. Baker and Herbert Brown, KCVR manager.

## FTC REPORT

MARKED dissatisfaction with lack of authority inherent in its cease and desist procedure for advertising misrepresentations was voiced to Congress last week by the Federal Trade Commission.

In its annual report to Capitol Hill, the commission asked Congress to amend Sec. 11 of the Clayton Anti-Trust Act and "put teeth" in such orders commensurate with the "finality" and penalty provisions for other orders under the FTC Act.

### 60 Day Limit

FTC urged that cease and desist directives become "final" 60 days after being served on the respondent unless court review is sought within that time. In case of review, FTC held the order should become final after affirmation by a U. S. Court of Appeals or Supreme Court.

Under present procedure, it was explained, the commission must prove one violation before it can issue an order, another before it can secure a court order and still another before it can subject the violator to penalty. Thus, inquiries and hearings may drag on for

## Jaime Yankelevich

JAIME YANKELEVICH, 58, pioneer Argentine broadcaster, died Feb. 25 in Buenos Aires after a long illness. He was noted for having given Señora Evita Peron her first chance as a radio singer. He became director of all Argentina's broadcasting facilities after Señor Peron came to power. Last October, the Argentina TV station (LR3-TV) went on the air under his direction. One other TV station is under construction in Buenos Aires, while four others are proposed—in Buenos Aires, Rosario, Cordoba and Mendoza.

## CALIF. VALLEY

### Station Group Forms

FORMATION of California Valley Broadcasters Assn. was announced last week. New organization is composed of KCVR Lodi, KTUR Turlock, KRDU Dinuba and KWSO Wasco, all Calif.

Egon Hofer, KRDU manager, was elected president. H. A. McMillen, KTUR manager, was named secretary. Group is represented by Luther G. Baker, San Francisco. Stations are located in the San Joaquin and Sacramento Valleys.

## FAIR TRADE LAWS

### Restoration Sought

A MOVEMENT for restoration of "fair trade" laws in 45 states permitting manufacturers and retailers to fix minimum prices on "name brand" goods was gathering momentum in Congress last week.

Legislation was approved by the House Interstate & Foreign Commerce Committee and a House Judiciary subcommittee to lay the ground work for repeal of a Supreme Court decision of May 1951. If passed by Congress, it would mean that contracts would be binding on non-signers of such agreements.

Basis for Congressional concern was the epidemic of price wars in New York and other large cities last year involving sale of a number of consumer appliances in department stores.

The House Commerce Committee reportedly was "heavily in favor" of the legislation, while the Judiciary subcommittee vote was not revealed. Rep. Emanuel Celler (D-N. Y.) heads up both the subcommittee and full committee.

During hearings on the bills (HR 4592, 5767), the Justice and Commerce Depts., registered opposing views of proposed fair trade laws. Commerce officials testified the laws are needed to protect the retailers and small business. The Justice Dept. claimed price-fixing, as envisioned in bills reported out by the House groups, would open the door to conspiracies and boost consumer prices.

Advertisements were "marked as containing possibly false representations," FTC said.

By comparison, the staff set aside for further study 17,326 published advertisements out of 323,120 newspaper and magazine ads examined in the continuous survey.

The commission received 12 petitions for review of cease and desist orders which went to the courts and 10 of the decisions were favorable to FTC. Of the 10, one petition was dismissed, five others affirmed without change and four affirmed with modification.

## Wants 'Teeth' Put In Cease Orders

years before effective enforcement is obtained, it was pointed out.

"The glaring defect in the present law is that a Clayton Act order of the commission has no force or effect without subsequent court enforcement," FTC held. "To make matters worse, the statute limits the commission's right to seek such enforcement."

While the commission made no official mention in the annual report, it was presumed that it had in mind a number of cases involving cease and desist orders served on medicinal, tobacco and other firms for alleged false claims in broadcast and published advertising. In some instances, the alleged violations were continued pending the outcome of court appeals and the finality of FTC's decision.

As FTC put it: "... If the respondent still persists in flouting the law, and a third violation is proved, he becomes subject to a penalty for the first time."

The report, which covered the fiscal year ended June 30, 1951, also included a compilation of complaints on advertising lodged with FTC's Division of Investigation. Its Bureau of Antideceptive Practices disposed of 2,324 out of 2,524 complaints alleging false advertising or other unfair practices.

The bureau's staff examined 344,522 commercial radio and 31,174 TV continuities during the year ended last June. Of these, 9,869 broadcast and 1,323 telecast ad-

## AID FOR KWTO

### Fire Brings Help Offers

KWTO Springfield, Mo., resumed operation only six days after fire gutted its transmitting plant [B•T, Feb. 25] and Ralph D. Foster, president-general manager, credits the "marvelous cooperation of employees and fellow broadcasters."

A new RCA transmitter has been ordered. Meanwhile, KWTO is operating with a plant obtained from the State of Missouri. Temporary building was begun the day after the fire and a permanent structure is planned soon.

Mr. Foster said it was heartening for so many broadcasters to offer help. Among first to send messages were Joe Hartenbower, KCMO Kansas City, Mo.; Robert Neathery, KWPM West Plains, Mo.; Storm Whaley, KUOA Siloam Springs, Ark.; Wayne Cribb, KHMO Hannibal, Mo.; L. C. McKenny and Richard Hainline, KICK Springfield, Mo., and Pearson Ward, KTTS Springfield, Mo. KICK and KTTS offered air facilities for KWTO's use in addition to other assistance.

## KILA RETURNS TO AIR

### After Flames Raze Station

KILA Hilo, Hawaii, returned to the air Feb. 26, only 10 days after a fire which destroyed everything from transmitter to transcriptions, leaving only the station's tower intact.

Fin Hollinger, manager, Inter-Island Network, gave credit for the station's rapid return to the air to John Sanders, Inter-Island Network chief engineer; John D. Keating, owner, and James Jaeger, KILA manager.

Also of major assistance, said Mr. Hollinger, was the neighborly offer of an AM applicant, the Windward Oahu Broadcasting Co., which helped out with a 1-kw transmitter on a 90-day rental basis, and Hilo's CBS affiliate, KHBC, which carried KILA's MBS programs without interruption during the 10-day period.

## IVOR KENWAY FORMED

### Sales Development Firm

FORMATION of Ivor Kenway Associates, new company to specialize in sales development for manufacturers located in Connecticut and Western Massachusetts, was announced by Mr. Kenway last week.

Mr. Kenway simultaneously announced his resignation from Grey Adv. Agency, New York, to have been effective last Saturday.

Prior to his association with Grey Adv., he was a vice president of ABC, and, before that, advertising manager of Devoe & Reynolds Paint Co.

Ivor Kenway Assoc. will maintain offices at 62 West Putnam Ave., Greenwich, Conn.



← KWTO transmitter building looked like this after fire.



← Flames light the sky and shrivel nearby palm trees as they sweep through KILA buildings.

## SALARY PAYMENTS Plan Movie Version

### Advisory Panel Expands

INDUSTRY panel, named to advise the Salary Stabilization Board in its consideration of over-scale talent payments, has been increased to include non-broadcasting interests which also deal with high salaried performers, producers and directors, it was indicated in New York last week after the expanded group held its first meeting Monday.

New members attending the meeting were Adrian McCalman, representing the Agents and Managers Guild, Irving Sulz of the National Society of Television Producers, August Nelson of the American Assn. of Advertising Agencies, Ed Wilson of J. Walter Thompson Co., and David Wood, assistant to Joseph Cooper, SSB executive director.

Panel had previously been named by SSB Chairman Justin Miller [B•T, Feb. 11] to include representatives of NBC, CBS, ABC, Du Mont, WGAL-TV Lancaster, Pa., and WCAU-TV Philadelphia. At their first meeting, these members sought a more representative panel and suggested it include agents, agencies and non-union talent representatives [B•T, Feb. 18]. Clair McCollough, WGAL-TV, who was absent from the first session, attended last Monday's meeting.

Next meeting of the group, at which specific salary control suggestions will be considered, is scheduled for New York, March 18.

CBS RADIO Correspondent Eric Severeid's account of a trek through the Burma jungle in 1943, after he and 19 other men bailed out of a plane, will be the basis of a motion picture which 20th Century-Fox Film Corp. plans to start filming in November, it was announced last week. The group's jungle march was reported by Mr. Severeid at the time via broadcasts picked up by a plane overhead and relayed to CBS Radio and later was recounted in a chapter of his wartime book, *Not So Wild a Dream*, which will provide the basis of the motion picture story to be called *Naga Headhunters*.

## New Nielsen Subscribers

A. C. NIELSEN Co. Chicago, last week reported five new subscribers to its radio and TV index services. They are Ford Foundation, for both radio and TV ratings; ABC-TV marketing service-WJZ-TV New York, New York TV ratings; Arthur Meyerhoff Agency, Chicago, radio ratings, and Carter Products, complete television index service.

ALL PREVIOUS sales records for national spot business during February were broken last month at WHIM Providence, R. I. Sales department reported extraordinary activity in the automobile and appliance fields.

## WMAL-AM-FM-TV

### Creates Separate Sales Staff

SEPARATION of sales staff at WMAL-AM-FM-TV Washington, with appointment of sales managers for radio and television, was announced last Thursday by Kenneth H. Berkeley, general manager of *The Evening Star* station.

Mr. Berkeley announced the appointment of William Decker and George Griesbauer as sales manager of TV and radio, respectively. Both will report to Ben B. Baylor Jr., assistant general manager and director of sales for WMAL-AM-FM-TV. Mr. Griesbauer joins *The Evening Star* radio outlet from the sales department of WNBW (TV) NBC Washington.

Mr. Decker will be assisted in TV sales by Robert Livingston. Serving under Mr. Griesbauer in radio sales will be Charles Tappy and Jack Neff. A similar split already has been effected for WMAL radio and TV program operations.

## OFFENSIVE SHOWS

### Rees Seeks Probe

A SECOND resolution calling for a House select committee to investigate "offensive and undesirable books and radio and television programs" has been introduced in the lower chamber.

H Res 541, which would set up a nine-man committee appointed by the Speaker, was dropped in the hopper last Wednesday by Rep. Edward H. Rees (R-Kans).

It followed by a few weeks similar legislation introduced by Rep. E. C. Gathings (D-Ark.) [B•T, Feb. 11].

Portion of bill dealing with broadcast media points out the probe would determine "the adequacy of existing law to eliminate offensive and undesirable radio and television programs and promote higher standards for such programs. . . ."

It was referred to the House Rules Committee.

## upcoming



Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 15: West Virginia Broadcasters Assn. meeting, West Virginian Hotel, Bluefield, W. Va.

Mar. 17-18: Arkansas Broadcasters Assn. annual spring meeting, Marion Hotel, Little Rock.

Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

Mar. 21-22: Canadian Broadcasting Corp., Board of Governors meeting, CBC headquarters, Toronto.

Mar. 22-April 6: Chicago International Trade Fair, Navy Pier, Chicago.

Mar. 24-27: Canadian Assn. of Broadcasters annual meeting, Royal York Hotel, Toronto.



**"Have you seen our ad in this issue?"**

If he had told his story over WAVE, he would probably have gotten her — and 999 other impressions, too — for only 37¢!

People hear WAVE radio in the kitchen, the bedroom, the automobile — in *many* places you can't see either television or newspapers. Want complete statistics?

*Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, July, 1951. Copy on request.*

**WAVE**  
**LOUISVILLE**

**5000 WATTS • NBC •**



Free & Peters, Inc., Exclusive National Representatives

# WWLAW

**B O S T O N - L A W R E N C E**

# 50,000 WATTS

**on**

# 680 KC-ABC

ANNOUNCES THE APPOINTMENT OF  
**THE O.L. TAYLOR CO.**

AS EXCLUSIVE NATIONAL REPRESENTATIVES

EFFECTIVE **MARCH 1<sup>ST</sup>**



**WLAW**

STUDIOS AND OFFICES:  
HOTEL BRADFORD—BOSTON  
ADDITIONAL STUDIOS—LAWRENCE  
WILLIAM A. RIPLE, *General Manager*



Far ears that cuddle closer  
And folks who can't say "no sir". . .



Programs that really do you good;  
Pick a station that's a haney



And you'll make a lot more money!  
In Greater Grand Rapids, it's WOOD!



Is WOOD a real buy?  
Call Katz and see why!

In Greater Grand Rapids . . . the  
most ears are WOODpecked



- WOOD appeals to Greater Grand Rapids' most diversified audience
- Covers Michigan's largest inland market
- Gives you lowest cost per thousand
- Gives you best local programming and promotion
- Is Greater Grand Rapids' only 5000 watt station

For the best earful in  
Greater Grand Rapids . . .

**WOOD**

5000 WATTS • NBC AFFILIATE  
and WOOD-TV  
GRAND RAPIDS, MICHIGAN

Also WFDF — Flint, Mich., WEOA — Evansville,  
Ind., WFMB and WFMB-TV, Indianapolis, Ind.  
National Representatives  
Katz Agency, 488 Madison Ave., New York, N.Y.

## HOFFMAN PLAN

### Requires Applicant Bond

A CONGRESSMAN-station owner and operator is out to help the "little fellow" in the broadcast business. And Rep. Richard W. Hoffman (R-Ill.), owner-operator of WHFC WEHS (FM) Cicero, Ill., is in a position to make his proposal stick.

The legislator is a member of the House Interstate & Foreign Commerce Committee. That group is currently approaching the stage where it can clear for House action the Senate-passed McFarland Bill (S 658) [B•T, Feb. 25]. Measure would re-align the procedures of the FCC by amending the Communications Act.

At the same time, it was learned last week that the committee has reached a tentative agreement to hold daily sessions on the bill until the measure is approved.

Rep. Hoffman's proposed amendment to the bill has not come up in committee yet. But he assured BROADCASTING • TELECASTING last week it will.

This is what the amendment would provide: Posting of bond with FCC by an applicant for a construction permit for frequency already in use by a licensee. In event the application is denied, dismissed or withdrawn, the applicant would be required to pay all "reasonable expenses" including attorney and engineer fees incurred by the licensee of that frequency.

Should the applicant contesting the licensee prove he can do a better job in the public interest, he would not be required to pay costs of the licensee. Procedure would be similar to that of a court case where the plaintiff incurs court costs when he loses a suit but does not pay costs when he wins a suit.

Rep. Hoffman explains that such a provision would help deplete "99% of broadcaster complaints" which Congressmen receive.

## KLEE ASSIGNMENT

### Asked of FCC

APPLICATION for assignment of license of KLEE Houston, Tex., from executors of the estate of the late W. Albert Lee to Trinity Broadcasting Corp (KLIF), Dallas was filed last week with the FCC [B•T, Feb. 4].

Trinity (owned by Barton R. and Gordon McLendon, owners of the Liberty Broadcasting System) takes control of the station under a lease-option agreement if FCC approves sale. The McLendons also own KERP El Paso.

Terms are a lease of \$30,000 a year for property rental with an option to buy the station at the end of five years for \$110,000.

Assets of Trinity were listed as \$188,035.72, with a surplus of \$18,515.77. Net income after taxes for 1951 were given as \$22,519.54.

Executors of Mr. Lee's estate are Mrs. Hallie Lee, Mrs. Mary Alice Rosenberg, Lester E. Rosenberg and Lowell C. Clark.

## NATIONAL NIELSEN RATINGS TOP RADIO PROGRAMS

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

REGULAR WEEK, JANUARY 20-26, 1952  
NIELSEN-RATING\*

Current Rank	Program	Current Rating
Evening, Once-a-Week	(Average for all Programs)	(7.4)
1	Jack Benny (CBS)	15.8
2	Amos 'n' Andy (CBS)	14.9
3	Lux Radio Theatre (CBS)	14.8
4	Charlie McCarthy Show (CBS)	13.1
5	People Are Funny (CBS)	13.0
6	Suspense (CBS)	12.0
7	Our Miss Brooks (CBS)	11.3
8	Arthur Godfrey's Scouts (CBS)	10.9
9	Bob Hawk (CBS)	10.8
10	Fibber McGee & Molly (NBC)	10.7
Evening, Multi-Weekly	(Average for all Programs)	(4.8)
1	Beulah (CBS)	7.6
2	One Man's Family (NBC)	7.5
3	News of the World (NBC)	7.4
Weekday (Average for all Programs)	(4.9)	
1	Arthur Godfrey (Liggett & Myers) (CBS)	10.2
2	Our Gal, Sunday (CBS)	8.8
3	Arthur Godfrey (Nabisco) (CBS)	8.8
4	Romance of Helen Trent (CBS)	8.3
5	Arthur Godfrey (Pillsbury) (CBS)	8.1
6	Ma Perkins (CBS)	8.0
7	Aunt Jenny (CBS)	7.8
8	Big Sister (CBS)	7.8
9	Wendy Warren and the News (CBS)	7.7
10	Perry Mason (CBS)	7.3
Day, Sunday (Average for all Programs)	(3.0)	
1	True Detective Mysteries (MBS)	7.2
2	Shadow, The (MBS)	6.5
3	Martin Kane, Private Eye (NBC)	4.8
Day, Saturday	(Average for all Programs)	(3.9)
1	Grand Central Station (CBS)	7.9
2	Treasure of Today (CBS)	7.8
3	It Happens Every Day (CBS)	7.2

(\* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average Audience basis is used.  
Copyright 1952 by A. C. Nielsen Co.

## ABC NAMES TWO

### McDaniel, McCarthy Promoted

ABC Radio appointments of William K. McDaniel as sales manager for the Western Division and C. L. McCarthy as manager of the network-owned KGO San Francisco [B•T, Feb 25], were announced in New York last week [see also ABC Spot Sales appointment story, page 66].

Mr. McDaniel, whose appointment was to be effective Saturday, has been assistant to the TV sales manager of the network's Western Division after joining ABC Hollywood in 1949. A graduate of Duke U., he first became associated with broadcasting as an NBC page in 1939, joining Scripps-Howard Radio shortly thereafter as a salesman. Next associated with the sales department of KMPC Hollywood, he was in military service for five years during World War II before returning to that station in 1946, remaining there until he joined ABC three years later.

Mr. McCarthy has been in broadcasting since 1927 and is identified by his network as one of the West Coast's leading radio executives for over 20 years. He served as vice president and general manager of KQW (now KCBS) San Francisco for 15 years prior to the station's purchase by CBS. The new manager of KGO, whose appointment is effective immediately, also served for a brief time on NBC's station relations staff in New York.

## RADIO "BEST BUY"

### Tarzian Tells Chicago Group

RADIO is still the best buy cost-wise of any advertising medium and its recent problems have been caused by industry management "not charging a fair price and not giving good service."

This was the assertion of Sarkes Tarzian, owner of WTTS and WTTV (TV) Bloomington, Ind., as he spoke Wednesday to members of the Chicago Radio Management Club and the Chicago Television Council.

Mr. Tarzian, decrying the "Macy-Gimbel approach" of the radio industry, asked management to stop deteriorating radio's services and making a short-sighted policy.

"We shouldn't hand out bargains and should start handing out the services which no other medium can give today. We would all be better off," he said.

Contrasting results in his own city of 30,000, he said the 5-kw WTTS covers 15 counties and is operated by 20 persons. The local newspaper, he said, serves one county and employs 80 persons.

In addition to the cost factor, people listen to radio a "lot longer" than they read the paper. He refuted charges of too much commercial time on the air, saying total sponsored time averages from .6 to 10%, contrasted with more than 60% for papers.

## COVINGTON OUTLETS

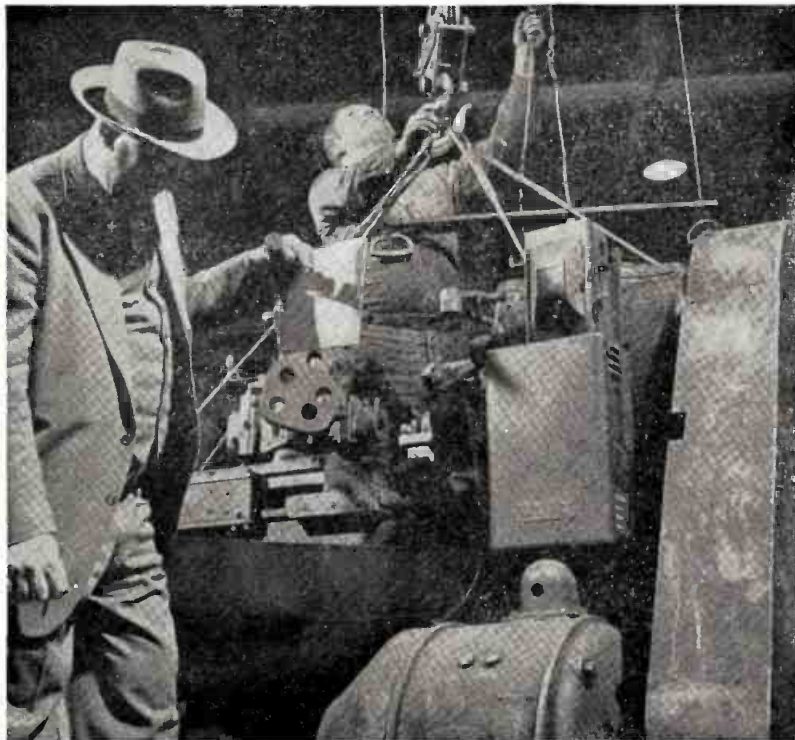
### Three Transfers Sought

APPLICATIONS for the transfer of the Covington radio stations from the estate of G. W. (Bill) Covington to his heirs is to be filed today with the FCC, it was announced by Hugh M. Smith, general manager of the three Alabama stations. Mr. Covington died in Chicago in 1949 ([B•T, July 18, 1949]).

Stations are being transferred to three separate corporations, each of which have the same officers: Oscar Covington, Montgomery and Birmingham shoe merchant, president; Miss Clara Covington, vice president; Hugh M. Smith, secretary-treasurer. Mr. Smith has purchased stock in the corporations and will continue as general manager of the group.

The three stations are WCOV-AM-FM Montgomery, CBS affiliate, 1240 kc with 250 w, to be owned by Capital Broadcasting Co.; WGWC Selma, CBS affiliate on 1340 kc with 250 w, to be owned by Dallas Broadcasters Inc., and WGWD Gadsden, LBS affiliate on 570 kc with 1 kw, daytime, to be owned by Etowah Broadcasters Inc. The Montgomery station is also a TV applicant for that city.

AIR FRANCE announces purchase of more than a half-million dollars in airborne radio equipment from Collins Radio Co. for UHF navigation and instrument landing.

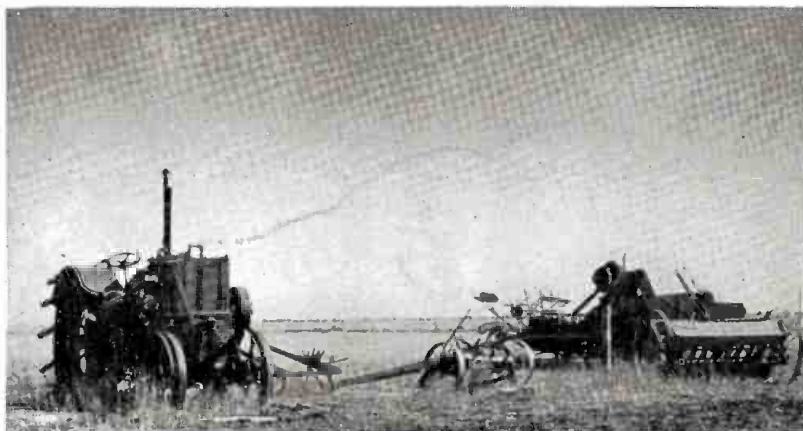


## WHO HAS THE SCRAP?

**1. STEEL MILLS ARE GROWING SO FAST** they will need many millions of extra tons of scrap this year. There are more than 250 companies in the steel industry and practically all of them are expanding. A plentiful supply of steel is important to everybody. Steel for fighting can save lives... Steel for living can mean more homes and home appliances, cars and hundreds of other products that help us live better. Here's how to find scrap:

**2. IN SHOPS AND FACTORIES** there are millions of tons of obsolete machinery, equipment and structures. In this picture an old lathe is being broken up for scrap. Motor will be salvaged... Remember — any machine or structure that hasn't paid its way for a year probably should be scrapped.

**3. FARM OWNERS,** alone, could snow us under with old steel. In every county, on nearly every farm, old machinery stands useless... Cash and a great service to your country are the rewards for selling farm scrap.



**4. COUNTIES AND STATES** hoard old bridges (the one left spans Brandywine Creek), road machinery, street car tracks and other rusting junk. Now is the time to cut red tape and sell old steel to make new. Ask your county, town or state officials to start a scrap hunt.

**5. HOW YOU CAN HELP:** If you work in a shop, a factory or on a farm, please help the steel industry increase its scrap supply. Expert advice on best ways of locating and salvaging industrial, farm and government scrap is available from representatives of the Steel Industry Scrap Mobilization Committee located throughout the country. Send for interesting description of the national scrap-hunt. Write to American Iron and Steel Institute, 350 Fifth Avenue, New York 1, New York and ask for reprint from STEELWAYS Magazine titled, "Clearing the Industrial Attic"... Factual, excellent for schools and discussion groups as well as industrial use.



Advertisement

## From where I sit by Joe Marsh

### It's Slim's For An "Honest" Meal

Most people thought Slim Benson would probably go broke when he first started his system of letting customers figure out their own checks over at his big diner on the highway.

*Slim trusts them to pay for as much as they eat—you simply tell Sally, his cashier, the amount of your bill. It works, too. Take the other day when Buck Harris went and told Sally his bill was 35¢.*

Now I was right there with Buck and I *knew* all he had was coffee and pie which comes to a quarter. "How come thirty-five cents?" I asked Buck. "Had an extra cup of java the other day, Joe, and forgot all about it—'til now," he says.

*From where I sit, most people are basically honest—and that goes for their opinions, too, even though they may be different than our own. I like a glass of beer with my dinner; you may prefer something else . . . but we all ought to be allowed to "figure it out" ourselves.*

*Joe Marsh*

Copyright, 1952, United States Brewers Foundation

## REGIONAL GROUP

### Wyo. Network Formed

WILLIAM GROVE, president and general manager of KFBC Cheyenne, Wyo., has announced the formation of the Wyoming Cowboy Network, a new seven-station regional network assuring low-cost almost complete radio coverage for Wyoming. Stations are: KFBC Cheyenne, KRAL Rawlins, KGOS Torrington, KWRL Riverton, KWOR Worland, KODI Cody, all Wyo., and KSID Sidney, Neb. All stations are ABC affiliates.



Mr. Flynn

Joseph Hershey McGillvra Inc. will represent the network. Frank Flynn of the KFBC staff will serve as sales manager of the new group. According to Mr. Flynn, the network will enable advertisers to reach a rich and untapped market in the coverage area economically and as one complete package buy.

Another advantage the new group claims, Mr. Flynn stated, is "since all stations in the group are ABC line-connected, Wyoming Cowboy Network spot and program availabilities are uniform and are cleared for the same time with the same adjacencies over the entire net and are fed out of Cheyenne."

Cost of a one minute or chain-break announcement over the entire seven station hookup starts at \$12 for daytime and \$18 for nighttime announcements, less frequency discounts.

## STAY ORDER DENIED

### Court Refuses WMEX Request

STAY ORDER, requested by WMEX Boston against FCC program test authority to WHIL Medford, Mass., was refused by the U. S. Court of Appeals in Washington Feb. 21. The Court said it found that no "irreparable injury" was being done to the Boston station by the continuance of WHIL transmissions.

The Court also ordered that briefs arguing for an injunction be filed with it by March 10. Oral argument will be set after that.

Court action last week was outgrowth of the complaint by WMEX on 1510 kc with 5 kw that the 25 mv/m contour of WHIL on 1540 kc with 250 w daytime overlaps its 25 mv/m contour and thus is contrary to the FCC rule prohibiting such overlap when stations are less than 40 kc apart. The conflict was argued before the FCC en banc two weeks ago with WHIL averring that no overlap has occurred. The Commission refused WMEX's petition for revocation of the program authority and for a hearing on WHIL's application for a license [AT DEADLINE, Feb. 18].

## Station Saves Day

ARMY brass paid its respects to radio in Henderson, Ky., after WSON there came to the aid of the 101st Airborne Division stationed at Camp Breckenridge. The Army called for hurried assistance in locating a box of poisonous insecticide which dropped off an Army truck. Max Cockley of WSON aired the announcement immediately and within an hour the box was found. Maj. Gen. Ray E. Porter, commander at the post, expressed his gratitude to the station "for the excellent manner in which this emergency was handled," adding that he could only hazard a guess as to what might have happened if the poisonous grain had been mistaken for feed and given to livestock.

## EXECUTIVES CLUB

### Officers Are Announced

HOLLYWOOD Executives Club, limiting membership to 55 from radio, TV, recording and advertising agencies and recently organized, will hold its first semi-monthly meeting at the Vine St. Brown Derby next Thursday noon.

John K. West, NBC Western Division vice president, is club president. Willet H. Brown, president of Don Lee Broadcasting System; Glenn Wallich, president of Capitol Records Inc., and Neil Reagan, Hollywood manager of McCann-Erickson Inc. are vice presidents.

Other officers include George Hussey, head of agency bearing his name, secretary; Cy Pearson, manager, Hollywood branch, California Bank, treasurer; Martin Gang, partner in law firm of Gang, Kopp & Tyre, counsel, and Jack Hellman, *Variety*, historian.

Board of directors include Harry S. Ackerman, CBS-TV Hollywood vice president in charge of network programs; Walter Bunker, vice president, Young & Rubicam; Sam Fuller, NBC-TV network producer; Tom McCray, NBC Western Division director of radio network operations; Hal Maag, western division vice president, RCA Victor; Harry Matzlish, president-general manager, KFWE; Frank Mullen, Henry Ginsberg and Sidney Strotz, TV consultants; Ed Nassour, vice president, Nassour Productions; William Phillipson, director, ABC Western Division operations; Robert O. Reynolds, vice president and general manager, KMPC; Joe Rines, TV producer; Frank Samuels, manager, radio-TV department, William Morris Agency; Robert D. Wolfe, vice president Kenyon & Eckhardt.

Function of club is exchange of ideas and information by leaders of membership industries.

## FM Station Expands

NEW program schedule was begun March 1 by WCOD (FM) Richmond, Va., the city's original FM station. Full day of broadcasting will feature music, sports and service programs. Complete new staff has been employed by the station which will devote a large part of the daily schedule to educational programs.



# ELECTED!

Again this year

# WJBK

Key Station

# DETROIT TIGERS BASEBALL NETWORK



# WJBK-DETROIT

Tops in News—Music—Sports

NATIONAL SALES HEADQUARTERS: 488 MADISON AVENUE, NEW YORK 22, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

# THIS AD IS DIRECTED

And if you're an advertiser with something to sell the public . . . an advertising agency executive whose job is to help your clients do that selling . . . or the owner or manager of a radio or television station doing business with advertisers and agencies—well, that one person automatically becomes YOU!

Why? Because this ad concerns itself with a certain fundamental that endangers anyone in any of those three categories. Today,

with an expanding economy following paths never traveled before, what you *DON'T* know *CAN* hurt you!

There's an awful lot to know, too—about media trends and ratio of expenditures by the biggest advertisers in recent years, about results, effects of TV on other media, significance of spot and local radio gains. Also, there's a great deal to be forecast with an accuracy that will give today's decisions a fighting chance of being right tomorrow.

## WHAT'S HAPPENED? WHAT'S GOING TO HAPPEN?

Those are big, imposing questions. BROADCASTING-TELECASTING, however, will attempt to answer them—for you—in a Review & Preview Issue to be published on March 31, an issue presenting the most authoritative, complete facts yet assembled on the changing picture of media investment by top advertisers during the fast-mov-

ing years since the end of World War II.

Even more valuable, this issue will analyze its findings and develop from them the kind of forecasts every advertising man, every station operator wants and needs for intelligent planning. What's behind us is interesting. But what's ahead is vital!

## ANSWERS ARE HERE FOR EVERYBODY

This March 31 issue of BROADCASTING-TELECASTING can be as important to any plans board meeting as the conference table around which it meets—and far more valuable. Between the two covers of BROADCASTING-TELECASTING you'll find facts that help answer such basic questions as—

- What are the 1952 trends in media appropriations?
- Will the national economy continue to expand, and what part can advertising be expected to play in it?
- Can the nation support large numbers of TV stations without seriously impairing present radio facilities?
- What do the best-qualified leaders in advertising, marketing, radio and television say about the future?
- Is television over-priced today? Is radio under-priced?
- Will there be a realignment of all media rates soon?
- What are the trends among the top 100 advertisers on their allocation of budgets to various media?
- What effect has TV had on newspaper and magazine lineage?
- Do results show that some products are better suited to radio than TV advertising?
- What influence will defense production have on set manufacturing?

# AT JUST ONE PERSON

These (and many more) are typical of the puzzlers that hundreds of plans boards all over America will be trying to think through during the year ahead. The Review & Preview Issue of **BROADCASTING-TELECASTING** can help make their task far easier because of the essential facts it has uniquely gathered together.

## FACTS THAT ARE VITAL TO YOU, TOO

Whether you're an advertiser, agency man, or station operator—the contents of the March 31 issue demand your attention because of their practical usefulness. And it takes no particular prophet to point out that such an issue will be kept, thumbed through, read and re-read by advertising's decision-makers for the fullest study of the material it contains.

If you are the owner or manager of a radio or TV station anywhere in America, that holds considerable significance for you. This issue of **BROADCASTING-TELECASTING** would be an excellent place to tell *your* story as well . . . to run your station's message, directed just as accurately as the March 31 issue itself will be, to the attention of advertisers and agencies planning *now* what they'll do in the future.

## NOT MUCH TIME LEFT

(There's a big bonus with this issue, incidentally. It will be published on the opening day of the 1952 NARTB Convention in Chicago (March 31-April 3)—thus commanding the additional attention of everyone at the Convention as well as every advertiser and agency executive who has his eye on the events of this year's NARTB Convention schedule.)

The deadline for all advertising is March 17. Despite the importance of this Review & Preview Issue of **BROADCASTING-TELECASTING**, there is no increase in rates. If you want your station represented wherever and whenever important advertisers are making plans—today (and not tomorrow) is the time to send us your space reservation. Wire or phone our nearest office if you prefer. But—just don't wait until it's too late!

## TYPICAL..

of the highlight features to appear in the March 31 issue of **BROADCASTING-TELECASTING** are these:

●  
Comparison of advertising expenditures in all media since World War II.

●  
How the hundred leading advertisers have distributed their expenditures among the various media from 1946 through 1951.

●  
Trends in spot radio and television over the past three years, illustrated with charts and graphs.

●  
Trends in local radio and television over the past three years.

## **BROADCASTING TELECASTING**

*Executive Headquarters*

**870 NATIONAL PRESS BUILDING  
WASHINGTON, D. C.**

Telephone: Metropolitan 1022

**New York, N. Y.**

488 Madison Avenue  
Telephone: Plaza 5-8355

**Hollywood, Cal.**

Taft Building  
Telephone: Hempstead 8181

**Chicago, Ill.**

360 N. Michigan Avenue  
Telephone: Central 6-4115

**Toronto, Ont.**

417 Harbour Commission  
Telephone: Elgin 0775

## Coy, Time to Buy KOB?

(Continued from page 25)

formal application for voluntary assignment is filed with the FCC. Time Inc. is represented by Cravath, Swaine & Moore, New York law firm, with Philip G. Loucks, Washington attorney, representing both Time Inc., and Mr. Coy in the KOB negotiations. Legal counsel for Mr. Pepperday is W. Theodore Pierson of the Washington law firm of Pierson & Ball. F. Cleveland Hedrick, tax expert of the Pierson firm, has recently returned from Albuquerque where financial aspects of the transaction were developed. The corporation, it is understood, has a substantial amount of funds in quick assets and the net transaction might be in the neighborhood of \$500,000 to \$600,000.

### Meyerson Is Manager

KOB is managed by J. I. Meyerson, former sales and promotion manager of the Oklahoma Publishing Co. and its radio-TV properties. KOB-TV is headed by Mr. Pepperday, with George S. Johnson as commercial manager, chief engineer and film buyer. It is understood

that any transaction evolved will make provision for retention of these key executives and of staff.

Consummation of this sale, it is believed, would commit 100% of former Chairman Coy's time to the Time Inc. organization. The company aspires to acquire additional TV properties and possibly also radio properties, either through purchase or through direct application.

Because Mr. Coy is a vigorous advocate of UHF, it would not surprise observers to see the corporation file applications for UHF stations in a number of markets—not necessarily in basic areas. Mr. Coy repeatedly has stated that he feels eventually the primary TV service on a nationwide basis will be provided by UHF rather than VHF.

Two years ago Mr. Coy advocated desertion of the VHF band at some future date, at which time there would be a complete shift to UHF. His fellow commissioners, however, did not support this view and it received virtually no en-

dorsement from industry ranks on the ground that both public and broadcaster investment in VHF was too well entrenched to warrant a possible economic upheaval.

Mr. Coy also has in mind ultimate acquisition of a newspaper property, with or without broadcast adjuncts, in his home state of Indiana. His efforts to buy an interest in the Lafayette (Ind.) *Journal & Courier* [B•T, Feb. 25] thus far have been unavailing. It is understood that he has other possible "leads" in Indiana.

## It's Chm. Walker

(Continued from page 25)

light of federal service retirement provisions.

In 1948 salaries of members of the FCC were increased from \$10,000 to \$15,000 per annum. By completing three years at \$15,000, his retirement will be based on an average of \$13,000 per year for the five-year maximum salary bracket on which such retirements are based. His retirement pay thus would be somewhat higher than it was a year ago, when he first reached eligibility. It should run in the neighborhood of \$3,500 per year by November.

The new chairman has been an expert in common carrier matters rather than broadcast. He originally came to the FCC from the Oklahoma State Corporation Commission and was the acknowledged expert on telephone regulatory matters.

But he has rubbed elbows with broadcast operations over the years and has a working knowledge of regulatory phases of that part of the Commission's activity which has consumed perhaps 90% of its time.

### Speculation Was Rife

Even with the Walker appointment, there was considerable speculation as to who ultimately would succeed him as chairman. That, of course, will depend upon the outcome of the November elections. A Republican victory would inevitably result in a change in chairmanship, whether or not Mr. Walker elected to remain until his term expires in June 1953.

A Taft victory, it is presumed, would mean the appointment of Robert F. Jones, a native of Ohio, and a 10-year veteran in Congress prior to his appointment to the FCC in 1947.

Other Republicans on the Commission are Comr. Rosel H. Hyde, whose present term expires next June but whose renomination is confidently expected with both Republican and Democratic support, and George E. Sterling, of Maine, whose term runs until 1957.

Return of the Truman administration (should he choose to run) would bring a number of possibilities.

Known to have been mentioned in the White House conversations at the time of Mr. Coy's resignation were such figures as J. Leonard Reinsch, managing director of the Cox radio and television stations; Neville Miller, former NAB presi-

## WLW Anniversary

WLW Cincinnati observed its 30th year of service and companion WLWT (TV) its fourth anniversary last Saturday at special broadcasts which touched off a month-long celebration [B•T, Feb. 25]. Messages already have been received from the governors of Ohio, Kentucky and Indiana.

dent and practicing Washington attorney; Philip G. Loucks, former NAB managing director and Washington attorney; Telford Taylor, former FCC general counsel, now director of Small Defense Plants Administration; NARTB Board Chairman and General Counsel Justin Miller, and former Sen. Frank Graham of North Carolina.

Prior to the President's announcements last Thursday, other names crept into speculation. These included Capt. John Cross of the State Dept. Telecommunications Division, which has been identified with NARBA negotiations, and Thomas J. Lynch, general counsel of the Treasury Dept.

### Supported by Rayburn

Mr. Bartley, supported by Speaker Rayburn for vacancies in the FCC during the past several years, almost made it last fall as successor to Comr. Frieda B. Hennock, who had been nominated by the President for a federal district judgeship in New York. When the Senate recessed without confirming her, however, Miss Hennock asked that her nomination be withdrawn and advised the President she would not accept a recess appointment.

Mr. Bartley, it was learned, conferred with the President Wednesday afternoon, entering and leaving the White House unseen. He made no comment and expressed surprise that anyone knew of his visit.

Mr. Bartley (see sketch page 24) is regarded as a middle-of-the-road Democrat. Although a native of Texas, he has lived in the East most of his adult life. He is no stranger to communications or to broadcasting. His acquaintance with Chairman Walker goes back to creation of the FCC in 1934, when Mr. Bartley, then a stripling of 25, became the first director of the then existing telegraph division.

In 1937, when Frank R. McNinch became chairman, the division system of operation was abolished and the directorships with them. Mr. Bartley thereafter became secretary and then vice president of the Yankee Network. He remained there until 1943, when he joined the NAB staff as director of war activities, leaving in 1947 after serving as head of the FM Dept.

He has been through the FCC mill, having been the principal applicant for a station in Houston. The successful applicant was the late W. Albert Lee.

DIRECTORS of WJR Detroit have voted dividend of 10c per share to be paid March 11 to shareholders of record at close of business March 4.

# In HANNIBALAND\* THEY have money to spend!

\* HANNIBALAND—the large 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.



The population of the rich Hannibal area is mostly rural. These are the folks who have the money to spend to buy your products. To sell 'em use the station they listen to most—KHMO.

KHMO reaches and sells the buying power of the 240,470 radio families who live in this large, 41 county area.

Make your selling job easy in the middle-west in Hannibal — buy KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

# KHMO

Representative  
John E. Pearson Company

Mutual Network  
Hannibal, Missouri

5000 watts day • 1000 watts at night



# "No mud on *our* Pulpit!"

"No . . . not in our little church!"

"But something the Pastor said reminded me of a service I'll never forget. Later, Helen told me I'd said 'Mud!' out loud. That's why she dug me in the ribs and said 'John, wake up!'"

"I guess I *was* wool-gathering. I was back overseas, listening to a Chaplain who'd found a spot of beauty in a grove of trees for his services . . . right smack in the middle of a war! The green branches made a church-like arch. The sun filtered through the branches like through our church windows.

"The Chaplain's pulpit? Just the hood of a homely Army Jeep . . . splattered with mud. No organ music . . . just the booming of big guns far off. No pews, either . . . just mud to sit in. But I felt just as close to God then as I did last Sunday in our Maple Street Church.

"After Helen nudged me awake, I thought of countries where mud *is* slung at pulpits. Where men of the cloth are jailed. Where churches are closed or burned. And where God is disowned. I gave thanks that *here* we respect *all* churches.

"Freedom of worship is *one* of our precious rights. Other Freedoms include our right to vote as we please . . . and without anyone knowing *whom* we vote for. To get rip-roaring mad when we see our taxes wasted by wild spending . . . and when we read about charges of corruption against public officials. To choose our own jobs, like I did when I applied for one at Republic. To own our own homes. To drive our own car across state lines with nobody to push a gate down in our faces.

"I said an *extra* prayer last Sunday: *May our Reverend Johnsons, Father Kellys and Rabbi Cohens always have that sacred Freedom to preach their gospel from un-muddied pulpits. Amen.*"

## REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio



**Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . .** an America whose aircraft streak to all corners of the free world on missions of commerce, mercy and peace. *Through the Aircraft Industry, too, Republic serves America.* Republic furnaces and mills produce aircraft-quality steels . . . steels for the tools to shape the parts . . . steels for the instruments that guide the way . . . for sheltering hangars . . . for the reinforcing that makes safer runways. Republic is proud of the part it plays in supplying so much of the *ground-based* production power that keeps America powerful aloft.

\* \* \*

*This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.*





Only ONE Station  
DOMINATES

This

Rich, Growing

15-COUNTY  
MARKET

With

1950 Farm Income  
of

\$98,695,000\*

\*Sales Management, 1951  
Survey of Buying Power



The Journal-Sentinel Station

WINSTON-SALEM

# 1952 BROADCASTING YEARBOOK ADDENDA

CHANGES and additions received after the 1952 BROADCASTING YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number. Personnel abbreviations may be found on page 6 in the 1952 BROADCASTING YEARBOOK.

- Page 40—Under Jos. A. Hardy & Co. Ltd., add listing of CKNB Campbellton, N. B.
- Page 68—WFMH Cullman, Ala., B. C. Eddins is partner as well as mgr. John Delano, cm; Kathy Martin, wd; Raytheon transmitter.
- Page 68—Change WULA Eufaula, Ala., staff to read: E. B. Fussell, gm; Hugh G. Chastan, ce. Delete Lee S. Bullis.
- Page 79—KARK Little Rock, Ark., change power to 5 kw-D, 5 kw-N with directional antenna.
- Page 82—KBMX Coalinga, Calif., delete John H. Thatcher. Correct personnel listings should read: Rea B. Bowman & Benjamin M. Bowman, co-o; Rea B. Bowman, gm; Faye M. Bowman, pd, slm, wd; Alexandro Medina, Spanish pd, slm, and D. I. Daniels, ce.
- Page 113—WJNO West Palm Beach, Fla., J. Stanley O'Neill, vp & gm, replaces S. P. Willis. Add Warren Spencer, ce.
- Page 116—WGIG Brunswick, Ga., revise personnel to read: Fred Smith, p; Hugh K. Tollison, evp & gm; John Lane, cm; John Harmon, pd & sd; Herman Lange, ce; Marvin Massey, nd, and Caroline Stuckey, traffic m. Add Capitol as transcription library.
- Page 123—WROY Carmi, Ill., change staff to read Dick Berry, pd; Garnet Williams, slm., Guy Parish, mgr., Fairfield Studios.
- Page 128—WLEY (FM) Elmwood Park, Ill., Jim Weiss is ce replacing James P. Rodgers.
- Page 129—WKAI Macomb, Ill., delete LBS. Revise personnel to read William E. Schons, p & gm; Gene Spry, sm & pd, Gene Larsen, cm.
- Page 130—WCMY Ottawa, Ill., add Jere H. Holden, cm
- Page 130—WMBD Peoria, change staff to read Marvin Hult, regional slm.; Hal Phillips, retail slm; Robert Riley, pmm.
- Page 131—WKID and WKID-FM Urbana, Ill., insert Joseph R. Swingle as ce.
- Page 140—KXIC Iowa City, Iowa, correct spelling of gm & nd is Gene Claussen; Kenneth M. Bailey replaces Herb Olson as pd; delete Tom Pettit as sd.
- Page 148—WLEX Lexington, Ky., add Forjoe & Co., as representative; revise personnel to read: J. D. Gay Jr., p; H. G. Bell, secy.-treas.; J. L. Brownell Sr., gm; Jim Brownell, pd, and Wallace Roach, ce.
- Page 154—KENT Shreveport, La., Michael A. Roppolo is pd, replacing Joe Monroe.
- Page 173—WCAR Pontiac, Mich., H. Y. Levinson is p as well as gm. Add: Wayne N. Cook, vp & tech. d; (Mrs.) Clara McGrath, exec. secy.; Frank F. Firschild, pd, and (Mrs.) Clo Pipe, natl. sls. d. RCA transmitter.
- Page 175—KMHL Marshall, Minn., change network affiliation to ABC-MBS.
- Page 182—KFAL Fulton, Mo., revise personnel to read Orpha G. Nickles, wd; L. Reed Holt, sls m; James A. Newman, asst. pd; Forrest M. Wallace, sd, and J. J. Patterson, tech. sup.
- Page 184—KRES St. Joseph, Mo., insert Warren Stout as local sm.
- Page 188—KFBB Great Falls, Mont., correct spelling of gm is J. P. Wilkins.

- ★
- Page 222—WAND Canton, Ohio, insert McGillvra as national representative; P. C. Wilson, p & cm, James Wilson, gm, Jim Russell, pd & sd, Phil Flad, pmm, Rudy Cehak, ce; L-W and Thes. as transcription library; GE as transmitter make.
- Page 232—KWHW Altus, Okla., delete name of Roy Judge.
- Page 256—WUSN Charleston, S. C., correct spelling of g & cm, J. Drayton Hastie.
- Page 263—WLIL Lenoir City, Tenn., Phillip C. Melone, sm & ce; delete Otis Parker.
- Page 266—Add: WSOK Nashville, 1 kw, 1470 kc, established in 1951. Nashville Bcstg. Co. Inc., license, 419 Fourth Ave. N., Tel. 42-7943. H. Cal Young Jr., p & gm; Norman Stewart, cm & pmm; Larry Dean Faulkner, pd; Charles Gordon, sd; Arthur Viaches, ce. Collins equipment. INS.
- Page 282—KECK Odessa, Tex., George Cerboskas is ce, replacing Ray A. Worsham Jr.
- Page 290—WKEY Covington, Va., correct year of establishment should read 1941.
- Page 298—KMO Tacoma, Wash., Richard Weeks is pd replacing Ted Knightlinger.
- Page 303—WGEZ Beloit, Wis., change power to 100 w (250 w applied for).
- Page 326—Add: CKVM Ville-Marie, 1 kw, 710 kc. O&O by Radio-Temiscamingue Inc., P. O. Box 40, Ville-Marie, Que. Affiliated with Radio Groupe Trans-Quebec. Represented by Jos. A. Hardy & Co. Ltd., Montreal, Quebec and Toronto, and Adam J. Young Jr. Inc., New York and Chicago. Library service, UTS.
- Page 326—Add: CKLD Theftford-Mines, 250 w 1230 kc. O&O by Radio Theftford Ltée, Boulevard Labbé, Theftford-Mines, Co. Megantic, P. Q. Affiliated with CBC and Radio Groupe Trans-Quebec. Represented by Joseph A. Hardy & Co. Ltd., Montreal, Quebec and Toronto, and by Adam J. Young Jr. Inc., New York and Chicago. Henri Lagueux, gm; Gaston Blocq, prod. ce. Library service: UTS.
- Page 343—Insert Transcription Services: RCA Victor Div. (RCA Victor Record Dept.) 630 Fifth Ave., New York 20; Tel.: Judson 2-5011; Paul A. Barkmeyer, vice president and general manager. RCA Victor Custom Record Sales Div.: James P. Davis, manager; Herbert H. Wood, artist and repertoire manager; Bennett S. Rosner, adv. and prom. manager. Custom Record Sales Section: James P. Davis, acting manager; A. E. Hindle, Chicago manager; Richard C. Bucholz, Hollywood manager; Richard E. Bylandt, N. Y. manager orders & service; Ralph C. Williams, N. Y. sales rep. (phonograph records); Majorie B. Tahaney, N. Y. sales rep. (slide-film); James R. Cunnison, N. Y. sales rep. (transcriptions); Geoffrey B. Bennett, Chicago sales rep. Services: Recording, processing, pressing of all types of phonograph records, transcriptions, slidefilms and promotion records; shipping and handling. RCA Recorded Program Services: A. B. Sambrook, sales manager; William F. Reilly, central sales manager (Chicago); William C. Gartland, western sales manager (Hollywood); George Field, northeastern sales rep. (New York); Henry A. Gillespie, southeastern sales rep. (Atlanta); Gregory

- Reeser, central sales rep. (Chicago); Robert Fender, southwestern sales rep. (Dallas); Walter R. Seifert, mgr., sales service; Donald D. Axt, mgr., commercial research. Services: Thesaurus (musical program service); RCA Syndicated Programs (recorded dramatic, variety, musical shows). Studio & Regional Offices: Chicago 11-445 N. Lake Shore Dr.; Tel.: Whitehall 4-3530. Hollywood 38-1016 N. Sycamore Ave.; Tel.: Hillside 5171. Atlanta 3-522 Forsythe Bldg.; Tel.: Walnut 5948. Dallas-1907 McKinney Ave.; Tel.: Riverside 1371.
- Page 354—Geyer, Newell & Ganger Inc., A. C. DePiero has no connection with the Radio Dept., is media director, handling only printed media. Listing of Radio Dept. should be: F. A. Long, director of radio and TV; George J. Zachary, associate director of Radio and TV; Elizabeth Powell, timebuyer; William Franchey, copy chief; Paul Martin, art director; Arthur J. Daly and Herbert Horton, executive producers. Radio Accounts: Nash Motors Div. and Kelvinator Div. of Nash-Kelvinator Corp.; Embassy Cigarettes (P. Lorillard Co.), Continental Oil Co., U. S. Industrial Chemical Co., Zippo Manufacturing Co., United Aircraft Corp., and Chicopee Mills.
- Page 360—Ollan Adv., add Chicago office, 35 E. Wacker Dr., Chicago, 1. Tel: State 2-3381. Kay Kennelly, media director and timebuyer.
- Page 365—Insert: William Warren, Jackson & Delaney, 45 W. 45th St., New York, 19. Tel.: Judson 6-0350. Harry Solow Jr., radio director; Stevens P. Jackson, TV director; William Solow, Jack Wilson, Conrad Mikorenda, Jack Bucholtz, Harry Solow Jr. and Mr. Jackson, account executives. Radio Accounts: Sachs Quality Stores, Warren Connolly, Ritz Thrift Shop, Relaxacolor and Linens of the Week, all of New York. Television Accounts: See Telecasting Yearbook.
- Page 444—Insert under directory of Canadian Stations by Call Letters the listing of CKLD Theftford-Mines, Que.
- Page 459—Under Office of the Chief Engineer, FCC, add Albert L. Kreis to Coordinating Engineers. Assistant Chief Engineer should be spelled John A. Willoughby. Secretary to Virgil R. Simpson should read Mary E. Nalls. Change misspelling of Coordinating Engineer Donald Holaday.
- Page 470—After FCB Member listing of Guilford Jameson, insert firm name, Smith & Jameson, Walker Bldg., 734 15th St. N. W., Washington.
- Page 471—Delete extra listing under FCB Members the name of William Montgomery Smith, which appears twice. Insert William P. Smith of Smith & Jameson, Walker Bldg., 734 15th St. N. W., Washington.
- Page 481—Insert in regional networks: WESTERN SLOPE NETWORK—Comprising KFXJ Grand Junction; KGLN Glenwood Springs and KIUP Durango, all Colorado. All MBS affiliates. Combination rates available. National Representative: The Hal Holman Co., New York-Chicago. Business office: Grand Junction. Personnel: Rex Howell, general manager, and Station Managers E. Anson Thomas, KFXJ; Jerry Fitch, KGLN, and Pat O'Brien, KIUP.
- Page 490—Insert Alfred P. Sloan Awards: In addition to being General Motors board chairman, Mr. Sloan is president of the Alfred P. Sloan Foundation. Also, National Safety Council should be listed as administrator of the awards, instead of Automotive Safety Foundation.



**PROFESSIONAL** or amateur, they're radio men. These broadcast executives got together atop 1,500-ft. Mt. Tom in western Massachusetts to take part in the 1952 international DX contest of amateur radio stations. "Hams" by hobby, the three (l to r)—Dick Dorrance, MBS director of public relations and press information; Bill Leonard, m. c. of *This is New York* on WCBS New York, and Charles N. DeRose, WHYN-AM-FM Holyoke, Mass., general manager—operated in round-the-clock shifts for 48 hours from WHYN-FM's transmitter building to establish two-way radiophone contact with several hundred other "ham" stations located in 40 countries on every continent on the globe.

## EX-LAX SIGNS NBC

To Sponsor M-F Serial

EX-LAX Inc., Brooklyn, for years a major spot radio user, today (Monday) starts a new daytime radio series, *The Doctor's Wife*, on NBC radio, Monday through Friday, 5:45-6 p.m. [B•T, Feb. 4], it was announced last week.

Sponsorship of the program represents the largest radio advertising campaign ever undertaken by Ex-Lax, according to Irvin A. Edleman, vice president in charge of advertising.

Last year the account spent approximately \$650,000 in spots, using mostly major markets. It was understood that although most of the spot activity has been cancelled, a few markets may be used to supplement the network coverage. Account is now being handled by Warwick & Legler, New York.

## B&B LECTURE COURSE

To Cover Agency Operation

BENTON & BOWLES, New York, has established an intensive lecture course to cover all phases of the agency operation for its employee training program.

In announcing the new project, Robert Lusk, executive vice president, pointed out that there has been a growing need for comprehensive on-the-job training in the advertising field ever since the termination of the GI training plans set up to meet the requirements of returning veterans after World War II.

To meet this need, the agency has set up a strong executive team headed by Brown Bolte, vice president, and William A. Foxen, account executive.

# CONSUMER ADS

## Westinghouse Budget About \$18 Million

A 15-18% increase in its consumer advertising budget, a record for total sales billed in 1951, and a \$300 million expansion program were cited by officials of Westinghouse Electric Corp. in New York last Monday as evidences of a good business trend generally. They predicted the upward curve would continue even after industry's fulfillment of current defense needs.

The 15-18% increase in consumer advertising will bring the total Westinghouse advertising budget to about \$18 million during 1952, according to President Gwilym A. Price. More than 20% of the amount will be spent for radio and television broadcasts, including Westinghouse sponsorship of the \$3 million "get out the vote" political coverage on CBS Radio and CBS Television this summer [B•T, Dec. 31, 1951], and *Studio One* on the same video network.

The company's \$300 million expansion program, designed for immediate use in defense production but to be converted ultimately for civilian purposes, will be carried out within the next three years. Present business trend—based on the past thirty years and extending to 1965—indicates great expansion for the entire electrical equipment and installations industry, Mr. Price reported, which he said had a growth three times that of other

industries during the past year. A previous expansion budgeted at \$150 million several years ago turned out, he reported, to have been "on the conservative side in terms of demand."

### Emphasis on Selling

While the electrical equipment industry booms, Westinghouse expects "a good, tough, competitive" year for consumer goods, with emphasis upon selling rather than production during 1952, John M. McKibbin, vice president in charge of consumer products, reported. The inventory picture at the first of the year was "a healthy one," he said, and was specifically low for TV receivers, although there had been "a limited production facility" on some consumer goods since the war. Anticipating a hold-back, perhaps, in radio-TV receiver production this year, the company will nevertheless try to equal if not better their 1951 mark, he explained. Consumer goods account for only 26% of total Westinghouse production and will receive a simi-

lar apportionment of the \$300 million expansion fund.

In spite of copper and aluminum shortages, radio and television production during the first quarter of this year is proving to be equal to that for the comparable period last year, Mr. McKibbin said. "As a result of strong demand, production is going directly into distribution channels," he noted, "so that factory inventory of radio and television is non-existent." Output during the normally heaviest third and fourth quarters depends on material availabilities, but aside from that qualification, Westinghouse "hopes" to meet the goal of matching 1951 production.

Total sales billed by all divisions of Westinghouse reached \$1,240,801,000, a record total that rose 22% above the previous high established in 1950. Net income for 1951 was \$64,578,000 as compared to \$77,922,000 for the previous year, however, with the difference attributed to increased taxes which rose from \$77 million in 1950 to \$104 million in 1951.

SERIES of eight Lenten programs on NBC Radio *Voice of the Cathedral* are being presented in cooperation with Angelica Lutheran Church of Los Angeles. An NBC star will be heard each week telling what church attendance means to him.

## CHAS. BARNHART

Was WMBD Prog. Dir.

FUNERAL services were conducted last Tuesday for Charles E. (Chuck) Barnhart, 36, program director at WMBD Peoria, Ill. Mr.



Mr. Barnhart

Barnhart died Feb. 23 about 12 hours after sustaining critical injuries in an accident involving an automobile he was driving.

Mr. Barnhart, who was prominent in Peoria civic affairs, joined WMBD as continuity director in 1942 and later was named production director. Following year he moved to KMOX St. Louis in a similar capacity. Mr. Barnhart spent nearly two years in the Navy during World War II and returned to WMBD in March 1947 as program director.

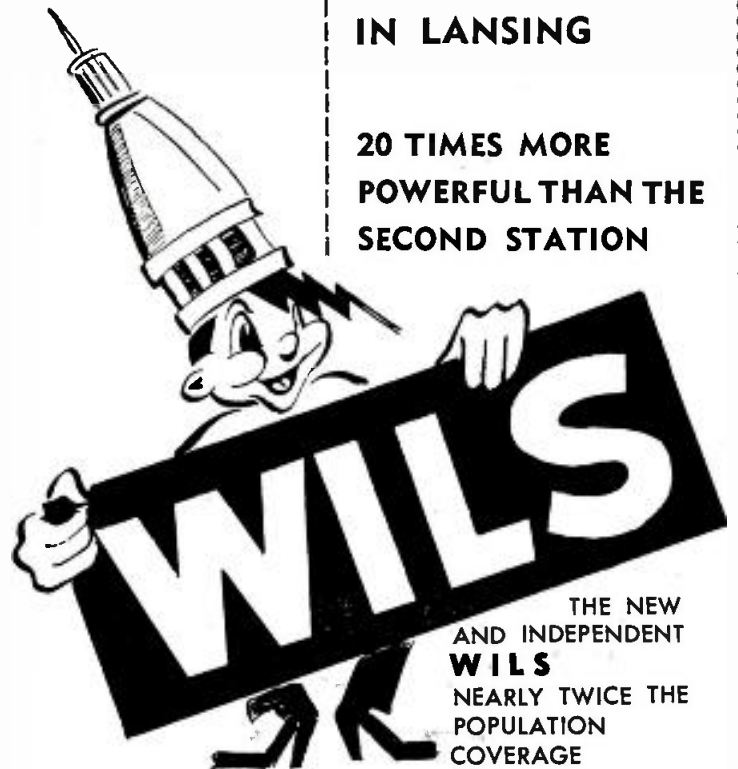
Mr. Barnhart authored, directed and produced *Lest We Forget*, dramatic series aired by WMBD and later used by Office of War Information. More recently he conducted the *Chuck Barnhart Show* on WMBD, Monday through Friday. In 1949 he received the distinguished service award of the Junior Chamber of Commerce.

Surviving are his wife, Mildred, who escaped from auto accident with only slight injuries, and three children, Judith Ann, Rickie and Scott. Mr. Barnhart was critically injured when thrown from the car as it skidded on an icy street.

NOW...

5000\* WATTS  
IN LANSING

20 TIMES MORE  
POWERFUL THAN THE  
SECOND STATION



THE NEW  
AND INDEPENDENT  
**WILS**  
NEARLY TWICE THE  
POPULATION  
COVERAGE

SEE RAMBEAU

New York—Chicago—  
Los Angeles—

Impact Radio Sales,  
Detroit

\* 1000 WATTS NIGHT

WILS

5000 DAY • 1000 NIGHT

LANSING, MICHIGAN

## Mfrs. Anti-Trust Probe

(Continued from page 27)

and expressions regarding "a position to be taken before any government agency, with respect to the production or non-production of color television equipment of any kind."

Records also are sought for calendar 1939 and for the period since Jan. 1, 1947, showing (1) by major product groups, all radio, TV and related electronic products manufactured by respondent company; and (2) for each calendar year, the company's production and sales of AM sets, FM sets, AM transmitting equipment, FM transmitting equipment, black-and-white TV sets, black-and-white TV transmitting equipment, color TV sets, color TV transmitting equipment, vacuum tubes, black-and-white TV picture tubes and color TV picture tubes, with separate breakdowns for domestic and export production and sales.

### More Figures Requested

Figures on amounts of royalties collected in each calendar year from each of respondent's licensees in each of these fields also is requested.

Further, the Justice Dept. wants to know how much royalties were paid in these calendar years to various other manufacturers individually, plus details on all acquisitions of patents, exclusive patent li-

censes, or inventions in radio, TV or related electronic equipment since Jan. 1, 1940

Data on quantities of vacuum tubes purchased by respondent company during 1951 is requested, with the information to be shown in units and dollars, and segregated by serial number and manufacturer.

The government also wants to know the company's respective expenditures, for specified years, in research and development in the radio and television manufacturing fields; plus their relative positions "in terms of production, sales, research, technology, patents, patent rights, know-how, financial resources, earnings, plant capacities, distribution facilities or promotional efforts" in those fields.

Copies of current agreements securing domestic patent license rights, agreements securing rights from foreign companies, and agreements relating to the transmission of engineering information, blueprints, know-how or other radio-TV manufacturing data to other U. S. companies or the receipt of such information from them—this type of data also is requested, along with copies of annual company reports to stockholders since Jan. 1, 1934, and names, addresses, and terms of office of company officers and directors since Jan. 1, 1939.



BRONZE Star Medal was awarded to Sgt. George J. Hoffman (l), formerly with WRSR Cleveland, Ohio, before he left Korea for U. S. on rotation. Sgt. Hoffman receives medal from Capt. George Easterling for meritorious service with information and education section of 3d Division Hdqtrs. from May 20, 1951, to Jan. 14, 1952.

## WKIP ACQUIRED

By Bingham Group

GROUP of station executives have bought WKIP Poughkeepsie, N. Y., from Poughkeepsie Newspapers Inc., it was announced last week. Sale is subject to FCC approval.

Officers of the new company, Dutchess County Broadcasting Corp., are George W. Bingham, general manager of the station, president; Marvin S. Seimes, chief engineer, vice president for engineering; Richard A. Dwelley, commercial manager, vice president for sales; John J. Kuhn, vice president for programs, and Mabel Shroyer Meurer, secretary-treasurer.

Messrs. Bingham and Seimes and Mrs. Meurer have been with the radio division of the Speidel newspapers (which owns the Poughkeepsie New Yorker) for more than 10 years, having been associated first with WGNV Newburgh, N. Y., before going to Poughkeepsie in 1944. Mr. Kuhn has been a member of the program department of WKIP since 1945 and Mr. Dwelley went to the station in 1949.

WKIP is an ABC affiliate. It operates on 1450 kc with 250 w.

FM adjunct of WKIP, WHVA (FM), remains in the hands of the Poughkeepsie newspaper. It is an affiliate of Rural Radio Network. Also remaining under Speidel ownership is WGNV. Recently sold were Speidel-owned KDON Santa Cruz, Calif., and KWRN Reno, Nev.

## IMN Denver Office

INTERMOUNTAIN Network has opened a branch office in Denver, Col., Lynn L. Meyer, vice president in charge of sales, announced last week. The new office, 1735 Stout St., will be headed by Ken Palmer, former manager of KVER Albuquerque. Central IMN headquarters is in Salt Lake City. Denver office is to serve IMN stations and accounts east of the Continental Divide.

## NUNNS SELL KFDA

To Cagle Group; \$240,000

SALE of KFDA-AM-FM Amarillo, Tex., for \$240,000 from Nunn station ownership to a foursome of Texas broadcasters and a publisher was announced last week. Application will be filed soon for FCC approval.

Buyers comprise Gene L. Cagle, president and general manager of the Texas State Network; Charles Jordan, vice president of TSN; Wendell Mayes, owner of KBWD Brownwood and KNOW Austin, and C. C. Woodson, oilman and publisher of several Texas newspapers.

New company will be known as Amarillo Broadcasting Co. Except for the association of Messrs. Cagle and Jordan, the new company has no connection with TSN. KFDA operates on 1440 kc with 5 kw day, 1 kw night. It is affiliated with ABC.

### Preparing for TV

Consolidation in order to get ready for TV was the reason given by Gilmore N. Nunn, president of Nunn properties, for the sale of the Amarillo stations. Several years ago, the Nunns sold WMOB Mobile.

Nunn stations, minus the Amarillo outlets, now comprise WLAP-AM-FM Lexington, Ky.; WCMI-AM-FM Ashland, Ky.-Huntington, W. Va.; WBIR-AM-FM Knoxville, Tenn.

BASEBALL'S ON...



HERE'S YOUR BUY!

"The Yanks are coming" over WINS—starting with the Spring games. WINS travels with the team! That puts this station in the spotlight as the best spot buy—or any buy! Let WINS go to bat for you, through spots or programs. Whatever you have to sell, you can sell more at lower cost. We'll be glad to give you the facts, and the figures.

Buy WINS...  
it Sells!

Call your WINS representative  
... see him when he calls!

WINS

50KW New York

CROSLY BROADCASTING  
CORPORATION

Mr. Paul Phillips  
Knox-Reeves Advertising, Inc.  
Chicago, Ill.

Dear Paul:

Whin yuh finds life dull an' uninteresting, drap down ter th' hometown uv WCHS an' see whut a real boom looks like. Stores is full uv peepn; plants is aworkin' full tilt; banks is alearin' more checks thin yuh kin shake a stick at; an' durned near ever'body is aplannin' a new house er sumpthin'! Now that jest means one thin', Paul. Hit means thet Charleston, West Virginia is a mitey fine market — a durned good place ter be advertisin' in! An' ,don't fergit! WCHS is West Virginia's Greatest Advertisin' Medium — so, whin yuh wants ter reach these well-off peepul, use WCHS!

Yrs.

Algy

WCHS  
Charleston, W. Va.



# LIBERTY

## Baseball Suits Countered By WOPA Complaint

LIBERTY Broadcasting System's legal entanglements became more involved last week as it pressed its damage suit against 13 Major League baseball teams and readied a defense to contract violation charges brought by WOPA Oak Park, Ill.

Both cases are being presented in the U. S. District Court for Northern Illinois, Eastern Division, in Chicago. The first, filed Feb. 21, seeks triple damages of \$12 million from Major League teams which denied broadcast rights to Liberty for its *Game of the Day* series [B•T, Feb. 25].

Early last week, summons for the ball team officials and copies of the complaint were mailed to the U. S. Marshals attached to federal district courts in areas where the 13 team headquarters are located. These were expected to be delivered by hand by the end of the week, at which time each recipient would be given 20 days in which to file a formal answer with the court.

These maneuverings will take at least a month, at which time other delaying actions will probably be taken in court. One Chicago attorney guessed that each team defendant will retain its own counsel, rather than hiring one attorney who would act for all.

### LBS Counsel

Thomas C. McConnell of the Chicago law firm of McConnell, Lutkin & Van Hook, is representing Liberty. He is known for his victory in a similar case against combined theatre interests before the U. S. Supreme Court in 1936. Representing an independent motion picture theatre on Chicago's South Side, he charged conspiracy of theatre interests resulting in a financial loss of his client. The action is believed to be one of the first involving anti-trust and conspiracy charges.

Liberty representatives were scheduled to meet Friday afternoon with attorneys of WOPA, independent outlet, to discuss with Master in Chancery David Silbert the station charge. His recommendation will be referred to Federal Judge Philip Sullivan for a ruling.

WOPA Tuesday afternoon filed a complaint and request for a temporary restraining order against WCFL, Chicago independent, with the latter move blocked temporarily by filing of a verified complaint by Liberty the next day.

WOPA charges Liberty violated its three-year affiliation contract which was signed March 14, 1951, and went into effect three days later. Initially a one-year agreement, the contract stipulated terms would be renewed for two years more if there was no notification of cancellation by either party 120 days before the expiration date.

WOPA, through McCarthy, Toomey & Reynolds, Chicago, charges such notice was never given. Last August 22, Liberty signed an affiliation contract with WCFL, a 50 kw outlet, and made

arrangements for the station to carry the Chicago White Sox American League games acquired on an exclusive basis.

WOPA charges that, according to contract terms, it has first-call on any Liberty network programming. If it turns down a program feature, Liberty can schedule it with another station. WOPA claims, however, that Liberty representatives in statement to WOPA management said the network did not intend to furnish "any White Sox or any other baseball game broadcasts" to WOPA.

Egmont Sonderling, general manager of WOPA, wired James Foster, Liberty executive vice president, on February 22: "We have instructed our attorneys to institute appropriate legal proceedings immediately . . . Inasmuch as we have been verbally informed that WCFL will carry the White Sox games, which under the terms of the contract we are entitled to first call, injunctive relief will also be asked against that station."

WOPA, according to its attorneys, has exclusive Liberty broadcast rights in Oak Park only. WCFL, on the other hand, reportedly has a contractual clause providing exclusive Liberty broadcasts in the station's primary signal area. WCFL's signal blankets Oak Park, a west side suburb eight miles from Chicago's Loop.

## BASEBALL RIGHTS

### Set by WHBC, WKBV

BROADCAST rights to baseball games involving the Cleveland Indians and Cincinnati Reds have been negotiated separately by two stations outside the territory of both Ohio ball clubs.

WHBC-AM-FM Canton, Ohio, for the fourth consecutive year will carry play-by-play broadcasts of all Indians' contests during 1952. Standard Brewing Co., Cleveland (Erwin Brew), will sponsor the coverage.

WKBV Richmond, Ind., has contracted to air all night games (25 at home and 30 out of town) of the Redlegs, WKBV General Manager Lester G. Spencer has announced. Affiliation of WKBV with ABC also was announced [B•T, Feb. 18], with station carrying both ABC and MBS programs this spring and summer.

## CFCF Moves

CFCF Montreal has moved to new offices and studios at 4824 Cote des Neiges Road, Montreal 26. Telephone is Exdale 1184.

Advertisement



# THE NEEDLE!

by MAURICE B. MITCHELL Vice-Pres. Gen'l. Mgr.  
Associated Program Service 151 W. 46th, N.Y. 19

## Renewing Contracts

We got a lot of response to an item in the January issue of our subscriber newsletter ("The Needle") on contract renewals with local advertisers. Some stations say we have given them an important change in their local time contracts; others say we're 'way off. The problem was this: how to avoid losing those 52-week contract advertisers who, when asked to sign a renewal, drop out instead. It's a common problem and an irritating one. Our solution is too long for this short column; if you're interested write for a free copy of "The Needle" . . . while they last. Then tell us what you think!

## Surprise!

We think our upcoming announcement will be the biggest and most exciting in radio library history. Watch for it—and do nothing 'till you see us at the NARTB convention!

## New Calendar Pages

Second-quarter sheets for the APS Merchandising-Programming Calendar (April-May-June) will be released shortly to all APS subscribers and others who requested them. If you're a non-subscriber, haven't written already, and are using the first-quarter pages, drop us a line and we'll send you the next batch. Printed in quarters this is probably most current calendar available.

## Apologies to Sponsor

. . . for lifting an item right out of its own pages for this column. Bob Foreman wrote this in a review of the Mario Lanza—Coca-Cola Show in Sponsor for January 28:

"After watching two second-rate fighters swing at each other through eight rounds, a fitting climax to a dull evening of TV-ing, it was a rare pleasure to be able to hear the pictureless charm of the Coca-Cola show featuring Mario Lanza. "In fact, it's often quite a relief not to have to glue your eyes to that small glass-fronted box, and when you get good music in return for shutting the infernal machine off, you are doubly rewarded. Which is why it's my bet that pleasant music will always be a drawing card on

radio—long after TV has run radio drama, and radio comedy, as we know it, pretty much into the ground. Commercially, Coca-Cola's approach is that of a leader who doesn't deign to get into the ring with competitors. No bounce, no energy story, no nothing up till the middle break which was a tone-poem of no more than 30-seconds plugging the drugstore soda fountain as a good port these stormy days plus a short plug for the Cokes on tap there. The closing announcement couldn't have run 25 seconds and embarrassedly made the point that Coca-Cola was everywhere.

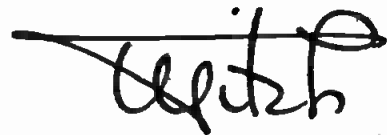
"For a package product of low cost and great frequency (of purchase), Coca-Cola sure goes in the opposite direction of most advertisers. Since no one comes near the product in sales and few half hours on radio could be any more enjoyable than the Lanza stanza (especially for TV-refugees such as I), I'd give 'em A all around."

More and more folks in the industry—and in the audience—are reflecting this attitude. Music alone seems to have the ability to override even the fascination of the picture. From good music comes sheer enjoyment that needs no complement . . . and it's a wise program manager who keeps his schedule filled with the purest sounds of all—this very music. You can't find it all in that pile of free phonograph records, either!

## Speaking of Phonograph Records

. . . did you know that broadcasters in foreign lands pay a royalty for every phonograph record they play? It averages about 25c per play . . . which is why APS is such a well-liked feature at stations in South Africa, Hong Kong and other spots around the globe.

Suppose you had to pony up 25c for every phonograph record you played . . . every single time you played it? How many of the discs you spun today would you have paid for at that rate? Considering that no such problem confronts a library user . . . and remembering that the average APS subscriber has unlimited use of our 16-inch transcriptions for less than 17¢ per month, what would you do?



ASSOCIATED PROGRAM SERVICE  
151 W. 46th Street, New York  
PLaza 7-7710

# Gutenberg



— Courtesy Detroit Public Library

# ... a name to remember

500 years ago, Johannes Gutenberg invented the first practical use of movable type and the mechanical art of typesetting. It is to his credit and everlasting fame that the Bible was his first printed work. Gutenberg succeeded in producing this book by a process which has stood the criticism—and won the admiration—of later ages. Gutenberg's invention brought mass communication to the world through the printed word. Few other men have made such a valuable contribution to the progress of civilization. Gutenberg is, indeed, a name to remember.

25 years ago, THE FORT INDUSTRY COMPANY was founded on the principle of programming and broadcasting in the public interest. In the intervening quarter-century all the FORT INDUSTRY stations, wherever they are located, have upheld this public trust. For this reason, wide-awake sponsors remember the name FORT INDUSTRY when they want the greatest response and the best sales results.



## THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga.  
WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O.  
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

### NATIONAL SALES HEADQUARTERS:

488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498



## Pacing the Ponies

AFTER MONTHS of deliberation, the FCC has issued what amounts to a "show cause" order against 16 stations which have been broadcasting horse-racing results. Caught in the publicity rip-tide of the Kefauver Crime Committee, which recommended that it assume the role of continental cop in eradicating use of communications facilities for gambling, the FCC has decided to take a look on its own before embarking upon a positive course.

Hence, the FCC hasn't issued a summary ban or even a requirement that stations, at this stage, delay the broadcast of results which might enable bookies to conduct their clandestine operations. To that extent—its unwillingness to capitulate to an arbitrary directive of the Senate Committee—the FCC deserves commendation. It wants to ferret out the facts first.

In these columns we have contended in the past that as long as it's lawful to run horse races, it's lawful to "publish" the results—whether this be by radio or by the printed word. But here there is introduced a new equation. The very spontaneity of radio, which "publishes" with the speed of light and sound, may be the reason that radio (and TV) should not engage in transmitting race horse results as they occur. It is worthy of note, moreover, the FCC's hearing orders emphasize *afternoon* broadcasts as those that "may be of aid to illegal gambling activities."

Newspapers must traverse the cumbersome processes of reporting the results, setting them in type, running them on the presses and then distributing the printed papers by newsboy or via newsstand. It is very old hat by the time the "customer" gets the information.

Radio, on the other hand, publishes instantly. Radio doesn't want to aid and abet the bookies. It doesn't want to foster gambling. Yet if racing results constitute legitimate news, the broadcaster is within his rights supplying it.

The paradox here is that radio's prime attribute—speed—could mitigate against the "public interest" when handling the transmission of horse-racing results.

The FCC obviously is in a dilemma. So are many broadcasters. Out of the upcoming hearings must come the answer.

## Critique

THE REV. Edwin B. Broderick, director of radio and TV communications of the Archdiocese of New York, has given Catholics some fundamental advice that ought to be read and heeded by all groups who pretend to be intelligently critical of television programming.

Father Broderick has pointed out that criticism, in its correct usage, can be both favorable and adverse. The dual nature of criticism too often is ignored by the organized groups who never say a word about television unless it is bad.

He warned against a continuation of "negative monitoring." Catholics, he said, should be as quick to applaud as to condemn. His is a rational approach that has been all too rare among not only Catholics, but all the Legions of This and Leagues of That which have set themselves up as judges of television.

To be a successful judge does not imply a requirement never to issue any decision but a conviction. Indeed the wise judge is as content to exonerate a defendant as to jail him, if the facts show that he should go free.

IN READING 12 full-page ads in Advertising Age last week, we kept feeling that something was missing. The ads were in behalf of 12 newspapers to show how vastly larger a percentage of homes in each of the 12 communities is reached by the papers than by three leading magazines. What was missing, of course, was a comparison with radio. That wouldn't have looked so good, from the newspapers' point of view. The U. S. Census says radio reaches 95.6% of all homes in the nation. What newspaper, or indeed group of them, can make as sweeping a statement as that?

## Get Out the Vote

THE RECENT report that there are now 105.3 million radio sets in the nation—one for every American of voting age—was greeted by many (ourselves included) as proof of radio's very great commercial power.

We've had a second thought about the meaning of this figure. It has to do with the coincidence that there are as many radios as potential voters.

There's no question that those 105.3 million sets perform every day a remarkable function. The ability of radio advertising to make people go out and buy things, to contribute money to good causes, in short to act has been demonstrated so many times that by now it is accepted as basic.

What if those 105.3 million sets were put to work to make people go out and vote?

We think it would make a tremendous improvement in this country's voting record which is, to state it nicely, deplorable.

In the 1948 Presidential elections less than half the people of voting age voted. That is not the kind of citizenship which keeps great republics great.

Unwillingness to make the effort to go to the polls is becoming a very serious disease in this nation. It is permitting governments to be placed in power by a minority of the citizens, or, to be precise, a majority of a minority.

In 1948 it was actually a *minority* of the minority that elected Mr. Truman. He got less than half the total popular vote, which itself represented less than half the potential voters. Now whether you are for or against Mr. Truman as President, you can hardly deny that the selection of a President by such a fractional representation of the public is unfortunate.

What can be done about it? Well, what do you do to make housewives buy a specific brand of soap or make all kinds of people chip in their money to, say, the March of Dimes?

What can be done about it is this: Let the radio broadcasters and their advertisers put those 105.3 million sets to work on getting out the vote in the same way they have so successfully worked on other projects. Add to radio's nation-wide power of persuasion the less widespread but enormous impact of television, and we venture that the percentage of voters appearing at the polls next November will far exceed that of 1948.

Some broadcasters and their clients already are planning such activities. Specifically, CBS and Westinghouse are scheduling a get-out-the-vote series as part of their political coverage. J. P. Wilkins, general manager of KFBB Great Falls, Mont., has started a one-man crusade to get all broadcasters to undertake the campaign. It is something that every one in this business ought to do.

No greater public service could be performed by radio and television than to help the public help itself by participating in a basic part of the democratic process.



our respects to:



JAMES CALVIN MORGAN

FROM manufacturing ladies gloves to managing and producing daily radio and television shows sounds like a long step.

James Calvin Morgan, vice president in charge of radio and television for Raymond R. Morgan Co., Hollywood (and no relation), made it with success in but a few years.

Recently acclaimed "man of the year" by the Hollywood Advertising Club because of his industry-wide cooperation and civic mindedness, Mr. Morgan has many accomplishments to his credit. In fact he has telescoped some five successful business careers into his 42 years.

His present occupation, however, is the one he likes best. His responsibility includes supervision of about 45 local, regional and trans-continental network shows per week. And he jumps on emergency to do a bit of writing as well as producing.

In radio-television approximately 18 years, Mr. Morgan says mistakes he has made have been "big ones." His most amazing one related was when, as packager, he sold a local client a program series. Having misquoted the package price, he found he was actually paying the advertiser to keep the program on the air.

Mr. Morgan enjoys reminiscing on the "good old days" when he worked in radio with many who are today top stars in both radio and television.

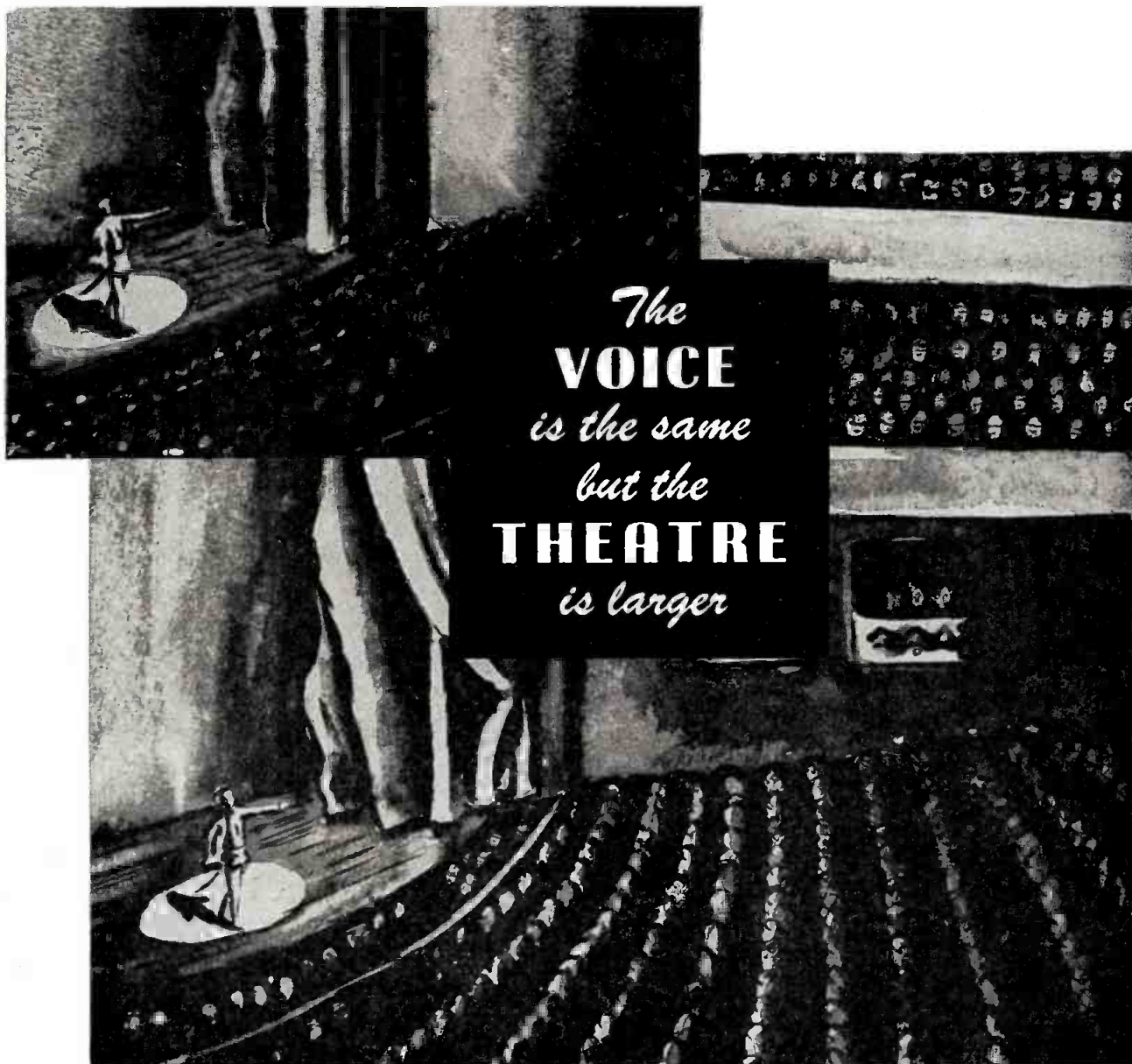
His major chore today is that of manager-producer of five-weekly half-hour *Queen for a Day*, packaged by his agency and co-sponsored on 540 MBS stations by P. Lorillard Co. (Old Gold cigarettes) and Kraft Foods Co. (dairy products). He has similar responsibility for the daily simulcast TV version of that show on KHJ-TV Hollywood, also sponsored by Old Gold cigarettes.

Supervisory activity also includes heavy regional radio-TV programming of such accounts as Folger Coffee Co., Los Angeles Soap Co. (White King), Institute of Religious Science, Victory Packing Co. (dog food) and locally, Nehi Corp. (beverages).

Native of Toledo, Ohio, Jim Morgan was born Oct. 28, 1910. He was schooled in Ohio, Indiana and California. However, he didn't receive his degree from the U. of California at Berkeley until 16 years after he was graduated from Culver (Ind.) Military Academy in 1929.

Joining his parents in San Francisco after leaving the military academy, he went to work as stockboy for Hale Bros. Department Store. He was made salesman and finally buyer of

(Continued on page 59)



*The*  
**VOICE**  
*is the same*  
*but the*  
**THEATRE**  
*is larger*

*W*E, at WOAI, have had a 50,000 watt clear channel voice for a long time. We can say, with considerable pride, that WOAI is the Southwest's most powerful advertising influence, and prove it. Now, that voice hasn't changed much in years, but the audience we talk to has increased tremendously! Since 1942, radio families in WOAI's influence have increased nearly 120% — from 349,000 in '42 to 767,000 in '51. WOAI's rate has increased only 13% in the same period. There are about 53,000 TV sets in the San Antonio area. If those homes never listened to WOAI (and we know they still do) WOAI still has more than doubled its audience in the last nine years.

CHECK BMB — CHECK  
 HOOPER — CHECK  
 RESULTS — YOU'LL  
 FIND WOAI IS A  
 BETTER THAN EVER  
 BUY!

**NBC-TQN**

Represented Nationally by

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



**PROOF  
POSITIVE  
THAT  
K-NUZ  
BRINGS  
RESULTS**

**Loma Linda  
Vitamins  
Speaks out  
for K-NUZ  
Pull Power**

Here is a letter K-NUZ received from Bob Hahn, Allied Advertising Agency, Houston, on behalf of his client, Loma Linda Sales.

Gentlemen:

Just a few moments ago I finished a report for our client, The Loma Linda Sales Company. A part of this report will probably interest you, and in excerpt it reads:

"The radio spots, and portions of the program devoted to the gift supply of Loma Linda, broadcast on K-NUZ proved to be the least expensive media used in the test campaign. In fact, the cost per return was less than half that of the next best medium used."

This confirms my original belief that K-NUZ would pull for us as it always has.

The client has asked that I pass on his thanks for your excellent cooperation, and his acknowledgement of a job well done.

Best regards,  
R. G. Hahn

**TIME BUYERS'  
INFORMATION**

Loma Linda Vitamins  
Sponsors 5:15-5:30 edi-  
tion of the News, Mon.,  
Wed. & Fri. plus spot  
schedule.

Call FORJOE, National Repre-  
sentative or DAVE MORRIS,  
General Manager at  
KEYstone 2581

**K-NUZ**

HOUSTON'S LEADING INDEPENDENT

**AWRT MEETING**

Set for Detroit April 4-6

SECOND national convention of American Women in Radio & Television will be held April 4-6 at the Statler Hotel, Detroit. Arrangements for three-day session are under direction of convention chairman Edythe Fern Melrose, president of Detroit's "House O' Charm" from which women's programs are broadcast daily over WXYZ and WXYZ-TV Detroit.

Attendance at convention—which will be presided over by Edythe Meserand of WOR New York, national AWRT president—is expected to reach 700. Election balloting will take place April 5, with results to be announced the following day.

Among features of the conference will be panel and workshop sessions for AWRT members. One will be devoted to discussion of sales problems and selling tips for broadcasters. Agencies will take over a full half-day session. Also featured will be results of surveys reporting on what women like and don't like in radio and television; the McCall Mike Awards for outstanding public service, to be presented at the banquet April 5, and appearances by the 10 women in the industry who have been voted outstanding in their fields.

Included in the roster of prominent associations and firms scheduled to act as host for one event each at the convention are: Grocery Manufacturers' Assn., Tea Bureau, Kellogg Co., Ford Motor Co., Lever Bros. Co., National Greeting Card Publishers Assn., the Shoe Guild, Cleanliness Bureau and others.

AWRT membership has grown "by leaps and bounds" since the April 1951 convention when membership stood at 358, spokesmen stated. By Nov. 1 it had grown to 573, and since then new chapters have been added "all over the country," including the recently-formed New York chapter.

**AD HALL OF FAME**

Nominations Are Solicited

NOMINATIONS are open for addition of two names to the Advertising Hall of Fame, located in the Advertising Club of New York, Gilbert T. Hodges of the *Wall Street Journal*, chairman of the nominating committee, announced Thursday.

Nominations deadline is April 15, with those elected to be named at the June convention of Advertising Federation of America, founder and sponsor of the hall. Actual election will be made by a judges council on basis of special achievement and service in the advancement of social and economic values of advertising. Nominees for the Hall of Fame plaque, which provides for 52 names by 2,000 A.D., must have been deceased at least two years prior to the June convention.

**front office**



WILLIAM K. McDANIEL, assistant to BOB LAWS, sales manager ABC-TV Western Division, Hollywood, shifts to ABC Radio Western Division as sales manager.

EDWARD J. HIRSHBERG, president and general manager of WEDO McKeesport, Pa., and general manager of WACB Kittanning, Pa., appointed general manager of WEIR Weirton, W. Va., in addition to other positions.

IRA MORTON, WBKB (TV) Chicago account executive, to WOR-TV New York in similar capacity.

MARVIN L. ROSENE, general manager KIOA Des Moines, Ia., named general manager WLOL Minneapolis-St. Paul.



Mr. Rosene

ROLLY FORD, former manager CHUM Toronto, appointed national advertising manager CKNW New Westminster, B. C., replacing JIM SCOTT who is ill.

GEORGE FUERST, salesman, KJBS San Francisco, moves to KGO-TV that city.

JOHN CRANDELL, space salesman with Maloney, Regan & Schmitt, N. Y., newspaper representative firm, to WCBS New York as account executive.

CHARLES D. FRITZ, radio-TV account executive, The Katz Agency, Detroit, to John Blair & Co. as head of Detroit office.

TED ARBER, vice president of Community Service Broadcasting Corp., operator of WCSS Amsterdam, N. Y., elected president. CHARLES A. PARSONS, president of Parsons Inc., that city, named vice president. WILLIAM H. SCHNAUDT, station manager, named director.

JACKSON FLEMING, program director at KXL Portland, Ore., promoted to station's sales staff.

HILDA LeBLANC CHASE, sales staff of WFAA-AM-TV Dallas, Tex., appointed station's sales service director in addition to other duties.

RICHARD GREY, production operations manager, KTTV (TV) Hollywood, resigns.

GRAYCE McDONALD, manager of contact department of central division of CBS Radio, Spot Sales, Chicago, to New York office in same capacity.

BUS GOODYEAR, WFBC Greenville, S. C., and DON PETERSON join sales staff of WESC Greenville.

JOSEPH WOLFMAN, WOKY Milwaukee, appointed sales manager.

BOB JOHN, sales staff of Standard Brands, Knoxville, Tenn., and ED DODSON join sales staff of WNOX that city.

EVERETT-MCKINNEY Inc., N. Y., appointed national representative for WABI Bangor, Me., effective March 1.

LEADERSHIP  
YOUR SALES  
WJDX  
JACKSON, MISS.  
REPRESENTED NATIONALLY  
by the  
GEORGE P. HOLLINGBERRY CO.

WJDX can be one of your important "salesmen" in the big, responsive, ready-to-buy Jackson market. The sooner you put it to work the better.

## Personals . . .

EDWARD LAMB, owner and president of WTVN (TV) Columbus, Ohio, awarded certificate of distinguished service from United Appeals Committee of Columbus in appreciation for all night show given by station on behalf of drive. . . . HARRY B. SHAW, sales manager of WSJS Winston-Salem, N. C., and Margaret Adams Lund married Jan. 12. . . . JORY NODLUND, WMAQ Chicago salesman, father of girl, Cynthia, Feb. 17. . . . ERNEST FELIX, assistant treasurer, ABC Hollywood, vacationing in Mexico. . . . GIL JOHNSTON, sales manager of WBBM Chicago, and his wife are vacationing in South for three weeks. . . . WILLIAM A. BANKS, president of WHAT Philadelphia, celebrated his leap year birthday on Feb. 29. . . . CHARLES M. UNDERHILL, national director of TV programming for ABC, elected member of board of directors of Save the Children Federation, N. Y. . . . DANIEL W. KOPS, vice president and general manager of WAVZ New Haven, re-elected director for three year term of United Fund for Greater New Haven area.

HARRY RENFRO, executive assistant to C. L. THOMAS, general manager KXOX St. Louis, appointed publicity chairman for Marine Corps Citizens Committee for St. Louis. Mr. Thomas will serve as general chairman 16th annual Gridiron dinner presented by city's Advertising Club March 6. . . . HORACE W. SCOTT, WGBS Miami account executive, named lieutenant governor Advertising Federation of America's fourth district succeeding Don Lynskey who moves to Memphis from Miami. . . . CHARLES HOLDEN, assistant national director TV program production for ABC-TV New York, to address CBC TV Clinic, Toronto, on methods of TV production developed by ABC-TV.

## McCRARY ON LEAVE

To Campaign for Ike

TEX McCrary, commentator on NBC's WNBC and WNBT (TV) New York, gives up his broadcast duties effective today (Monday) under a leave of absence requested in order to devote full time to campaigning for the nomination of General of the Army Dwight D. Eisenhower for President.

He said he felt the campaign work is my "obligation and duty as an American citizen" and that in his absence his wife, Jinx Falkenberg McCrary, would carry on their *Tex and Jinx* radio and TV shows. He indicated he would return "later this year."

His move came on the heels of an appearance on DuMont's *Author Meets the Critics* show in which he was accused of calling Sen. Robert A. Taft (R-Ohio), an opponent of Gen. Eisenhower for the Republican nomination, a "liar." Mr. McCrary denied the charge. He said on one of his own broadcasts on WNBC that he had characterized Sen. Taft's book as "careless with facts

and distortion" and that he would not withdraw the criticism. WNBC then offered Sen. Taft five minutes of free time in which to reply, but Sen. Taft rejected the offer.

Mr. McCrary also has served as m.c. of an earlier Madison Square Garden rally for Gen. Eisenhower. Station spokesmen emphasized that his decision to take a leave of absence was "absolutely voluntary on his part."

## MBS Show Commended

CITATION commending Mutual's *Man on the Farm* (Saturday, 12-12:30 p.m. local time) has been inserted in the *Congressional Record* by Rep. Charles Melvin Price (D-Ill.). Rep. Price's commendatory remarks also marked program's 14th birthday celebration. "Broadcast from a converted hen-house on an experimental farm in Libertyville, Ill.," Rep. Price stated, "These broadcasts interest city and farm folk alike and help keep alive the spirit of rural America." Series is sponsored on MBS by Quaker Oats Co.

## RADIO MANUAL

NARTB Aids Politicos

REVISED edition of NARTB's political primer, "Is Your Hat in the Ring," has been published for guidance of candidates for public office. Later a primer giving instructions on use of TV in political campaigns will be issued by NARTB, according to Robert K. Richards, public affairs director.

Purpose of the radio booklet "is to help men in public life to present their views by radio convincingly." As a handbook of helpful hints it is designed to bring about "clear presentation of public questions in the American home by radio."

Candidates are reminded that Americans regard the public interest in political life as "freedom of opportunity for both sides to be heard."

Chapters cover "The Radio Talk," with suggestion that a friendly, persuasive technique be used because the candidate actually is addressing a large number of small groups listening in their homes. Tips are given on arousing interest in a chapter titled "A Thought Before Writing Your Talk." The chapter on writing reminds that simple, picture words and short sentences are most effective. Tips on timing are given in the final chapter.

Appendices include excerpts from the Communications Act and FCC rules, concluding with a tabulation of total Presidential votes since radio came into public use in 1920. Total ballots have increased from 26,705,346 in 1920 to 48,833,680 in 1948.

Copies of the booklet are available at the NARTB Public Affairs Dept., 1771 N St., N. W., Washington 6, D. C.

## 'AMERICA SPEAKS'

Gallup Show for Radio, TV

SERIES, *America Speaks*, a 15-minute weekly on TV also to be produced for radio, starring Dr. George Gallup and his public opinion analyses, is being offered to agencies and sponsors by George F. Foley, president of Foley & Gordon Inc., for a 26-week pre-election run, it has been announced.

Series will feature opinion trends on political candidates, parties and issues, attitudes on foreign and domestic policy, surveys on living cost, family life and national habits, with actor Rex Marshall and an unannounced actress posing as a typical American couple, discussing the topics with Dr. Gallup. Format will remain essentially the same as the 1948 version of program, also produced by Mr. Foley, sponsored on CBS-TV at that time by Merrill, Lynch, Pierce, Fenner & Beane, brokerage firm.

STAFF party was held at WAVZ New Haven, Conn., to celebrate 100% increase in its fan mail count over January 1951. Event was planned as thank you to station's air personnel and administrative staff.

## It's Not Magic



... Just

## Plain Facts!

KWK delivers listeners in the St. Louis area at the lowest average cost per thousand\* for 15 out of the 18 hours of the broadcasting day!

It's also a fact that KWK serves more local sponsors than any other St. Louis network station!

Your nearest Katz man has the complete story!

\*The Pulse, Inc., Nov.-Dec. 1951

Globe-Democrat Tower Bldg.  
Saint Louis



Representative  
The KATZ AGENCY



**WVAM** has absorbed the facilities of WJSW to give you greater coverage in the rich Central Pennsylvania Market with the best CBS network and local programs. May we go to work for you?

first with the finest  
DAY AND NIGHT

Weed & Co. representatives



## Clothing Budgets

(Continued from page 27)

been using mostly morning and late evening quarter-hour radio news programs in about 30 cities. The company also is about to launch a television operation with sponsorship of one hour, alternate weeks, on KRON-TV San Francisco and a quarter-hour program on KPRC-TV Houston early this month. A 45-minute program, once a week, has been running for the past few weeks on KRLD-TV Dallas.

Neff-Rogow, New York, handles the Bond Stores advertising.

Ripley Clothes, through the Bobley Co., New York, spends approximately \$100,000 a year on its radio and television campaign and currently is sponsoring Martin Block on WNEW New York.

The Ripley Stores—25, located in the eastern section of the U. S.—now are also sponsoring 15 time signals a week on WFIL-TV Philadelphia and are planning to start a similar test of time signals on WCBS-TV New York early this month.

The agency and advertiser are currently revising the budget and are expected to have further radio news within a couple of weeks.

Howard Clothes, New York, a radio veteran of 25 years, is currently conferring with its advertising agency, Peck Adv., New York, in regard to the spring budget. Details are expected within

a fortnight. The firm had been using spot radio in five markets until last week.

The Howard Stores comprise 56 outlets extending as far west as Minneapolis. The customary annual radio-TV budget for Howard has been in the neighborhood of \$300,000.

Howard continues to sponsor *The Jimmy Powers Sports Show*, quarter-hour strip, five times weekly, on WPIX (TV) New York. Barney's Clothes, one of the largest local clothing firms in New York, has increased its radio budget 20% over last year. Barney's is said to spend about a quarter of a million dollars annually in radio.

Barney's sponsors, currently on a 52-week contract, several hundred spots a week on three New York stations: WNEW, WMCA and WINS. Additional radio plans are expected to be revealed shortly.

Agency for Barney's is Emil Mogul Co., New York.

## CROSLEY SALES

### Two Staffs Are Formed

CREATION of two separate sales organizations for the Crosley Division has been announced by John W. Craig, vice president of Avco Mfg. Corp., Cincinnati, and general manager of Avco's Crosley Division. Change has been made to take care of the broad expansion of products now sold by Crosley.

One sales force will handle refrigerators and appliances while the other will deal in radio and TV sales. W. A. Blees, vice president of Avco in charge of Crosley sales, will head both sales groups. L. F. Cramer, assistant general manager, will coordinate all radio-TV functions and Inwood Smith, assistant general sales manager, will assist the general manager on special assignments.

In the refrigerator and general appliance division, F. F. Duggan has been appointed general sales manager and E. W. Gaughan will serve the radio-TV sales force in that capacity. Both men have been associated with the sales department of the company.

Mr. Blees has appointed M. R. Rodger western divisional sales manager and T. H. Mason eastern divisional sales manager in the appliance division. H. E. McCullough will serve as field sales manager for TV and radio.

## Benjamin G. Kaplan

BENJAMIN G. KAPLAN, 63, died Feb. 25 in Philadelphia. Mr. Kaplan was president of the Hancock Payne Adv. Organization in Philadelphia. He also was advertising counsellor for a number of federal savings and loan associations. Surviving are his wife, Jennie; two sons, Herbert and Eugene; a daughter, Mrs. Hortense Goodritz, and two sisters.

# IRE MEETING

TELEVISION, with the accent on UHF and color, is the major attraction of this year's annual convention of the Institute of Radio Engineers, starting today (Monday) in New York. More than 40 papers, roughly 20% of the 220 scheduled for delivery during the four-day meeting, deal with some phase of video engineering.

More than 25,000 engineers from almost every country in the world except Russia are expected to attend one or more of the 43 technical sessions or to visit the four floors of exhibits of latest developments in all types of electronic equipment displayed by 356 manufacturers at the Grand Central Palace. Technical sessions will be held at the Waldorf-Astoria Hotel, convention headquarters, and at the Belmont-Plaza and in the Palace.

Director of Defense Mobilization, Charles E. Wilson, will make the main address at the Wednesday night banquet at which William L. Everitt of the U. of Illinois, past IRE president, will be toastmaster. At the banquet W. R. G. Baker, General Electric vice president, will receive the institute's 1952 Medal of Honor for his "outstanding direction of scientific and engineering projects; for his statesmanship in reconciling conflicting viewpoints and obtaining cooperative effort and for his services to the Institute."

### Will Receive Prize

H. W. Welch Jr. will receive the Morris Liebmann Memorial Prize for an engineering paper on magnetrons. The Harry Diamond Memorial Award will be presented to Newburn Smith for "fundamental work on radio wave propagation." The IRE Editor's Award will go to Jerome Freedman for a paper on "Resolution in Radar Systems."

B. D. Loughlin of Hazeltine Electronics Corp. will be awarded the Vladimir K. Zworykin Television Prize for outstanding technical contributions in the field of electronic TV during the past year. Also at the banquet session, 45 IRE members will be given fellowship awards for outstanding contributions to radio engineering—largest group ever to be so honored.

Dr. D. B. Sinclair, General Radio Co., new IRE president for 1952, officially will take office Tuesday noon at the Presidents' Luncheon, at which Ivan S. Coggeshall, Western Union Co., will preside.

Dr. Baker will describe the composition and activities of the National Television System Committee, of which he is chairman, towards perfecting standards for a compatible system of color TV at a Tuesday evening special symposium on the present status of NTSC standards, with A. G. Jensen of Bell Telephone Labs. as chairman. A. V. Loughren, Hazeltine Electronics Corp.; E. W. Engstrom, RCA, and D. B. Smith, Philco Corp., also will participate in the NTSC session.

Another TV symposium on station construction and theatre conversion is scheduled for Tuesday

## 40 of 220 Papers Relate to TV

afternoon with Raymond F. Guy, NBC, as chairman. J. R. Poppele, WOR-TV New York; J. G. Leitch, WCAU-TV Philadelphia, and C. L. Dodd, WFAA-TV Dallas, will present papers on their studio and transmitter buildings. The theatre conversion problems of three TV networks will be discussed by A. A. Walsh, NBC; A. B. Chamberlain, CBS, and J. M. Middlebrooks, ABC.

Audio and video systems for TV broadcasting will be discussed in five papers at a Tuesday morning symposium chairmanned by W. B. Lodge of CBS. Three other technical sessions on TV problems of various natures are scheduled.

Transistors, tiny substitutes for vacuum tubes in many fields of electronics, will be discussed at a Monday afternoon symposium on transistor circuits.

R. P. Moore, RCA, at this session will describe a simplified method for analyzing transistor circuits in a paper dealing with the use of transistors in band-pass amplifier circuits, based on RCA's experimental studies which show junction-type transistors of help in solving noise problems in amplifier circuits, particularly at low frequencies.

Noting that RCA has been devoting a great deal of study to the use of the transistor in amplification, where it "promises to have certain advantages over the vacuum tube," Mr. Moore's paper analyzes several types of circuits employing transistors and gives indications of their potentialities.

### Careful Design

"The circuits shown are all practical circuits," Mr. Moore explains. "However, practical experience has shown that they should be carefully designed, since they depend to a large extent upon the characteristics of the transistor which at this stage of the art are not too uniform. To minimize this difficulty it has been found desirable to operate the transistor in such a way that the input impedance is very high but still positive."

There also is scheduled a symposium on management of research and development. Two sessions, Tuesday afternoon and Wednesday morning, will be devoted to UHF receiver design. Cathode ray tubes will be the subject of a Thursday afternoon technical session, third of a series on electron tubes which will also include sessions on power output gas tubes on Wednesday afternoon and on small high-frequency tubes on Thursday morning.

Convention will open this morning (Monday) with the annual IRE meeting at which Alfred N. Goldsmith and John V. L. Hogan will review the institute's 40-year history.

*What a Buy!*

**N  
A B C  
C**

**PROGRAMS**

*For "Minutes"  
& Chain Breaks*

IN

**YOUNGSTOWN, O.**

**5000**

**WATTS**

*Serving America's  
34th Market*

**W F M J**

**REPRESENTATIVES**

**Headley-Reed Co.**



# FM 'BEEP' MUSIC

## FCC Policy Seen Eased

SOFTENING of FCC's attitude toward the functional music operations of FM stations is believed implied in Commission action last week renewing the license of WKRC-TV Cincinnati.

The Cincinnati TV station was put on temporary license some months ago because its FM affiliate was engaged in special "beep" operations. It is customary with FCC to place all operations of a licensee on temporary license when one of them is under scrutiny.

According to Cincinnati Times-Star officials, the functional music operations consist of five experimental installations. None has ever been put on a commercial basis.

Since the Commission renewed a number of other licenses where FM stations were engaged in functional broadcasting, WKRC-TV executives requested that their TV station be considered in the same light. Last week's action was the result.

FCC has been studying the implications of specialized FM services since last May. At that time it questioned the legality of such operations on the ground that it tended toward abdication of the licensee's responsibility. Correspondence with a number of such FM stations last year culminated in a joint petition by 13 stations denying the FCC's interpretation of what functional music operations threatened and asking for a rule-making hearing to formalize these new operations [B•T, May 31, 21, 7, April 16, 1951]. From time to time, reports have indicated that the Commission finally was going to issue a report, but to date none has been made public.

According to one report of last week's Commission meeting, the Commissioners have swung away from the legalistic interpretation of the rules in sympathy for the plight of FM operators. Other specialized services which FM stations are engaged in are storecasting and transit radio.

Constitutionality of transit radio is scheduled to be argued before the Supreme Court today.



PLAQUE of accomplishment was awarded by New York Advertising Club to Howard G. Stokes (second from l), advertising pioneer at AT&T and one of originators of Bell System's radio program, *The Telephone Hour*. L to r: James G. Hanna, vice president in charge of radio-TV, N. W. Ayer & Son; Mr. Stokes, who retired from AT&T in 1948; Wallace Magill, producer of *The Telephone Hour*; John B. Hunter, vice president of N. W. Ayer, and Will Whitmore, radio advertising manager, AT&T. Mr. Stokes, credited with originating familiar phrase, "The Voice With a Smile Wins," took part in *Telephone Hour* broadcast in early February from Carnegie Hall in a special anniversary program.

# ADVERTISING IN '72

Harper Tells AMA

TELEVISION will be the number one medium for the large advertiser in 1972, when all homes in the country "will be television homes just as today all homes are radio homes," Marion Harper Jr., president of McCann-Erickson, said Thursday. Prediction was included in an address on "Advertising in 1972" delivered before the New York Chapter of the American Marketing Assn.

For the small local advertisers, Mr. Harper said, "we will see the development of insertions in TV programs similar to the way that insertions are purchased in print media today." He predicted that magazines and newspapers will "undergo significant changes in their editorial presentation" and that they will be supplemented by "facsimile presentation in the betterable-to-buy homes."

Twenty years hence, when three-dimensional TV and subscription TV have joined color television as "realities," radio will still be with us but it "may become a medium devoted almost exclusively to music and news," the agency president stated.

In 1972 there will be a total advertising volume of approximately \$11 billion, Mr. Harper prophesied, adding that he was assuming on the basis of 1952 dollars and that his prediction should be adjusted upwards for any future decline in the dollar's purchasing power. He foresaw leading advertising agencies becoming "increasingly marketing agencies, integrating into general business counsel all of the factors that go into the movement of consumer and industrial goods." Distribution costs will remain on about their present level, he said, although "the share of advertising in the total costs of distribution will be further reduced."

Mr. Harper stated that "the abundance of leisure time resulting from advanced technology and the trends toward shorter work weeks, paid vacations, old age pensions and

advertise new products and services, thus educating the public in ways to use creatively the fruits of our productive economy in leisure time. There will be a great emphasis on 'do it yourself' in products and advertising.

"The next 20 years will see the re-emergence of the family unit as the core of our social system," he predicted. "More persons will participate in buying decisions, thus requiring family appeal both in media and copy. There will be a greater emphasis on products and services for the home and the family."

"Advertising will bear a bigger burden of building consumer franchises because of the increased impersonal nature of the retail outlet," required by greatly increased production facilities and a broadened base of purchasing power, he said. Hence, "the function of research, planning and market strategy will become one of the most important services of the advertising agency."

Mr. Harper also predicted increasing use of paid time and space for public relations purposes.

## Names Taylor

WLAW Lawrence, Mass., ABC outlet for Greater Boston area, has named O. L. Taylor Co. as its exclusive national representative, effective Saturday (March 1). Station is on 680 kc with 50 kw.

## Good Morning... you bet!

March, April, May, 1951					
Hooper in Chattanooga					
Monday thru Friday	Station B	Station C	WDEF	Station D	Station E
7:30 to 8:00 A.M.	3.2	2.0	11.0	2.3	1.0
8:00 to 8:15	2.8	2.8	13.0	3.1	2.8
8:15 to 8:30	2.1	1.4	11.0	3.3	3.0
SHARE OF RADIO AUDIENCE					
8:00 A.M.—12:00 Noon	B	C	WDEF	D	E
	9.3	12.2	33.5%	21.1	22.3

# WDEF

CHATTANOOGA

## 1370 KC 5000 WATTS

Carter M. Parham, President

### REPRESENTED BY BRANHAM

# WR TA

## Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WR TA Altoona's friendliest station. People like to do business with friends. Of course, WR TA—advertised products—sell!

Roy J. Thompson

Represented by  
Robert Meeker Associates

**WILLIAM DOZIER**, head of CBS, TV's story department and director of network's search for new talent named CBS-TV executive producer in charge of dramatic programs succeeding **DONALD DAVIS**, promoted to producer of *Studio One* [B•T, Feb. 11].

**GEORGE REEVES**, publicity, promotion and merchandising department of WBAP-TV Fort Worth, Tex., left for U. S. Army Feb. 20. He has been replaced by **AUDREY WEBER**, formerly with Hollywood office of J. Walter Thompson Co.

**GEORGE HEINEMANN**, TV program manager at NBC Chicago, named director of television for American Cancer Society fund drive there.

**BYRON R. KELLEY**, resident director, Laguna, Calif., Summer Theatre, to CBS-TV New York in similar capacity.

**DON DAUER**, Kansas announcer, to WSYR Syracuse announcing staff.

**FRANK PARIS**, editing department, CBS Radio, Hollywood, named an assistant director. Succeeding him is **PERRY CHAPMAN**, script department.

**MASON WEAVER** returns to WXYZ-TV Detroit as floor manager after year and half service with Medical Corps in Korea.

**SYD DAVIDSON**, announcer, CBI Sydney, N. S., to CBH Halifax, and **LEN COSH**, CBI announcer, to CBC International Service, Montreal.

**BILL NEAL**, WCAV Norfolk, Va., disc jockey, honored by Muntz TV at banquet in Washington for his work for company. Muntz sponsors 90 minutes of his show daily.

## air-casters



**DON THOMPSON**, program operations supervisor, KNBH (TV) Hollywood, shifts to NBC-TV Hollywood as program operations manager. Succeeding him is **JAMES G. DAMON**, his assistant.

**LOU RIEPENHOFF**, WMAW Milwaukee, to WEMP that city as public service director.

**PHIL WILSON**, formerly announcer at WLEE Richmond, Va., to WMAL-AM-TV Washington in same capacity.

**GEORGE ANTHONY**, announcer at KXL Portland, Ore., named station's program director.

**CHARLES A. HENDERSON**, manager of Atwater Kent Foundation, Hollywood, joins NBC-TV motion picture staff to work on forthcoming *Victory at Sea* television series.

**PATTY IANNONE**, TV actress, assigned role in Paramount Pictures film, *War of Worlds*.

**ROBERT M. WHITEHEAD**, program director at WHWL Nanticoke, Pa., appointed assistant program director at WBAX Wilkes Barre.

**RUTH TALLEY**, WIP Philadelphia record librarian, who recently married, is leaving station. She will be replaced by **GEORGE SMITH**, former record librarian for WIP's *Dawn Patrol*. **BILL PORTER** joins staff as record librarian replacing George Smith on *Dawn Patrol*.

**SAM SEROTA**, WIP Philadelphia director of special events and educational broadcasts, will conduct classes for radio workshop of The Junto, Philadelphia adult education series.

**MARGARET M. KEARNEY**, co-ordinator of radio-TV activities for Diocesan School System, Phila., appointed educational director of WCAU-AM-FM-TV Philadelphia.

**ANN SLATER**, secretary to **ROBERT PELGRAM**, press manager KNBH (TV) Hollywood, elevated to press department assistant.

**SHERRY NELSON**, CBH Halifax, announcer, to CBM Montreal.

**BRETA GRIEM**, conductor of *What's New in the Kitchen* seen daily on WTMJ-TV Milwaukee, selected for fifth year to serve as superintendent of food service for all state operated concessions at 1952 Wisconsin State Fair.

**LOU GOLSON** appointed chief announcer at WANN Annapolis, Md., replacing **ARCH HARRISON** who joins production staff of WBAL-TV Baltimore. **MAC LEONARD**, WRGN Shreveport, La., and **JOE BELAIR** to WANN's announcer-disc jockey staff. **BOB FULMER**, WTTM Trenton, N. J., joins announcing staff of WMAL-AM-TV Washington.

**JOHN GALE**, WTAO Cambridge, Mass., sportscaster and disc jockey, to WINN Louisville, Ky.

**ROSS McLEAN**, talks producer of CBU Vancouver, to CBC-TV Toronto.

**DARLEEN BRUNS**, KSUM Fairmont, Minn., to KIST Santa Barbara, Calif. **MIKE KELLIN**, New York TV actor, assigned role in Paramount Pictures feature film, *Hurricane Smith*.

**RAY WILSON**, program director at KSBW Salinas, Calif., to KFMB-AM-TV San Diego announcing staff.

### GLENN MCCARTHY FIRM

#### Equitable Life Takes Over

RADIO and TV activities of Texas oil producer Glenn McCarthy are not involved in the transfer of control of McCarthy Oil & Gas Co. to the Equitable Life Assurance Co., it was announced last week.

Both KXYZ-AM-FM Houston and TV station concessions in Guatemala and Venezuela, which Mr. McCarthy announced he had received from those Latin American governments [B•T, Feb. 18], are held individually and are not part of the oil and gas company's holdings. KXYZ is a TV applicant for Houston.

In addition to the oil and gas company, Equitable also took over control of the Shamrock Hotel, Houston showplace built by Mr. McCarthy.

The insurance company moved in to protect a \$34,100,000 debt owed by the McCarthy company, it announced. It said that although Mr. McCarthy's company had been paying interest, it had not amortized the principal during the last few years.

**ELMER MUSCHANY**, program director, KXOK St. Louis, appointed to board of directors of Missouri Broadcasters Assn. as member of committee to work with BMI Young Composers Radio Award Contest.

**GLORIA GORDON**, who portrays Mrs. O'Reilly on CBS Radio-TV *My Friend Irma*, ordered by doctor to take year's rest from TV version.

**RICHARD HILL**, program director, WTSV Claremont, N. H., named city's outstanding man of the year by Junior Chamber of Commerce for community service programs he originated.

**GUNNAR RUHEIMER**, producer of CBC International Service, Montreal, to CBC-TV Toronto.

**HIRAM SILK**, announcer-operator of CBT Grand Falls, Newfoundland, awarded third prize in annual Peabody Institute of Music competition for organ composition.

**ANDREW ALLAN**, producer of CBL Toronto, on leave for past year in England, returns to CBC program headquarters, Toronto.

**BOB BELL**, announcer-operator, CKRM Regina, to CBX Edmonton.

**KONNIE KUPKA**, WMT Cedar Rapids, Iowa, to KVWO Cheyenne, Wyo., as women's program director.

**BILL ESTEP**, staff announcer at WESC Greenville, S. C., father of boy, Douglas Sherril, Feb. 11.

**LEW KLEIN**, WFIL-TV Philadelphia producer, married Janet Surmon on Feb. 24.

**HILLIARD MARKS**, producer, CBS Radio-TV *Jack Benny Show*, father of girl, Victoria Jessica, Feb. 23.

**BILL OSTBERG**, announcer at WTAG Worcester, Mass., father of girl, Nancy Ellen, Feb. 19.

**STEVE PAIETTA**, member of musical group on Columbia Pacific Network *Jack Owens Show*, married Kay McKenna Feb. 23.

**MONROE BENTON**, director of news and publicity for WNYC New York, to marry Myrna M. Altman March 8.

**BOB HENRY**, WXYZ Detroit, announcer, father of boy, Robert Jr., Feb. 14.

**EDWARD SANCHEZ**, production manager, WXYZ-TV Detroit, father of boy, David, Feb. 1.

### News . . .

**MALCOLM ALLEN** and **FREDERICK SHEEHAN**, newswriters, ABC New York promoted to news editors.

**STEPHEN W. CUSHING** joins CBS Radio news staff, Washington, replacing **LOUIS CIOFFI** assigned to CBS Radio news team covering Tokyo-Korea area.

**RAY GIRARDIN** joins CKLW Detroit as newscaster in addition to reporting assignments at *Detroit Times*.



The Dominant Station Covering the Rich Industrial and Agricultural Area of SOUTHERN COLORADO

# K G H F

PUEBLO, COLORADO

5000 w

A B C

announces

the appointment

of

## GILL-KEEFE & PERNA, INC.

NEW YORK

Helen Gill

CHICAGO

Howard Keefe

WEST COAST REPRESENTATION:

Tracy Moore & Associates

## Our Respects to

(Continued from page 52)

boys wear for that firm in a two year period.

Then he joined a women's ready-to-wear company as traveling salesman for about a year. Upon returning to San Francisco in 1932, young Mr. Morgan set himself up in business as representative for 17 manufacturers of ladies apparel.

It was just about then that the enterprising young man got an idea for a new style in women's gloves. He became a manufacturer. Starting out with two rented sewing machines and a staff of eight persons in a one room loft, he soon was occupying the entire floor of that San Francisco building and had 50 employees on the payroll.

Meanwhile, Mr. Morgan was tinkering with radio. A ham operator from childhood days, he was interested in writing and production as well as the technical side of medium. He sold his glove manufacturing business in early 1934 for a handsome profit and became a program packager under the name of Morgan Production Co.

He took over several unused remote radio studios in the Bellevue Hotel and originated a variety of dramatic shows for various stations and advertisers in the area from that spot.

When Philip G. Lasky, general manager of then KTAB San Francisco, was looking for a program director in March 1935, he chose Mr. Morgan for the assignment. Morgan Production Co. went out of business.

Shortly after, KTAB became KSFO and the CBS San Francisco affiliate. For the next five years, in addition to station duties, Mr. Morgan directed various CBS network programs that originated from that area. Responsibility also included supervision of all CBS programs originating from Golden Gate International Exposition on Treasure Island during 1939 and 1940.

Ralph Edwards, for many years m.c. and star of *Truth or Consequences* on NBC and CBS and with the *Ralph Edwards Show* now on NBC-TV, was a KTAB part-

time announcer and U. of California student when Mr. Morgan first went to work at that station.

He further recalls that Art Linkletter, star of NBC *People are Funny*, CBS *House Party* and ABC-TV *Life with Linkletter*, had a daily CBS *Toast to the Town* with sponsor Roma Wine Co. from San Francisco "in those days" (1940). Renzo Cesana, now of *The Continental* on CBS-TV, was then Roma advertising manager. Mr. Morgan supervised production.

Interest in education prompted the KSFO program director to inaugurate a series of programs for students of various ages in the area. When text books on radio were needed for teachers, he turned out two. He wrote *Encyclopedia of Radio Broadcasting* and *An Outline of Radio Broadcasting* which still are being used.

So impressed was the San Francisco Board of Education with his efforts they made him director of KALW (FM) there in 1940.

Mr. Morgan put into action a system of education by radio that is still followed by the school department of that city.

### Further Schooling

It was during this time that Mr. Morgan decided to complete his education. For the next five years he took various extension and correspondence courses and attended summer sessions as well. He graduated as teacher in vocational education from UC at Berkeley in the spring of 1945. He has a life certificate as teacher in California, too.

With the United Nations Conference in San Francisco, Mr. Morgan in the spring of 1945 was called upon to coordinate broadcast activities for all the independent stations covering the six weeks' event. It brought him nation-wide attention in the industry.

Packing bag and baggage, Mr. Morgan in August 1945 went looking for greener fields and moved to Los Angeles.

The similarity in names prompted Jim Morgan to call upon Raymond

R. Morgan. He went to work for that agency man on Oct. 1, 1945, as dramatic producer of MBS *Mystery is My Hobby*, then sponsored by The Knox Co.

Five months later, he was named manager of *Queen for a Day*, taking on added responsibility of program producer almost a year to the day he joined the agency. He was elected vice-president in charge of radio and television on June 1 of last year.

Mr. Morgan's enthusiasm is infectious in work and play. An excellent listener, associates declare he usually comes up with a good answer.

Despite his busy schedule, Mr. Morgan finds time to serve on industry committees and he always follows through, never leaving assignments for others to pick up.

With TV his avocation as well as part of his vocation, he has been interested in film production. Mr. Morgan is an expert photographer and considers it his major hobby. He has carried it out to extent of having built a professional sound stage for his TV film experimental work. It is located on the 3½ acre estate in exclusive Northridge some 25 miles from Hollywood, where he and Mrs. Morgan, the former Mildren Andrews, make their home.

Second choice in hobbies is breeding of St. Bernard dogs, but he also goes in for pedigreed game fowl. The prolific Mr. Morgan is an accomplished musician, too. Besides violin and string base, he plays the guitar.

First vice president of Hollywood Ad Club, Mr. Morgan is a Mason, Shriner and member of Los Angeles Saints & Sinners and San Francisco Press Club.

Mr. Morgan claims no particular philisophy but believes in doing the best he can and keeping an open mind at all times, thus giving the other fellow a chance.

## SEATTLE AD WEEK

### Committee Is Announced

JAMES McLAUGHLIN, Seattle manager of the John Keating Co., has been named chairman of the Advertising and Sales Club of Seattle's radio-TV committee for Advertising Recognition Week. Overall chairman for the program of focusing public attention on advertising's role in American life is Jerry Crollard, Ruthrauff & Ryan, Seattle.

Serving with Mr. McLaughlin are Arthur E. Gerbel Jr., KJR; Archie Taft Jr., KOL; Kenneth Yeend, KIRO; Lincoln W. Miller, KXA; George Dean, KOMO; Harry Long, KVI; Robert Kilpatrick, KING; Al Hunter, KING-TV; Ted Bell, KRSC; Elwood Lippincott, KISW (FM), all Seattle; and Mac McKenzie, KMO Tacoma, Ralph Combs, Bezell & Jacobs, Seattle, is agency representative.

Radio coverage via all Seattle stations features 15-second, 25-second and one-minute spots, all with the tagline: "Remember—Advertising saves you money." For television, the committee has provided 20-second and one-minute spots, plus a 20-minute film, "The Magic Key."

# Why WFBR is

# BIG

# in Baltimore



This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of . . .



## FRIENDS

"To make a friend, you must be one."  
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

**WIBW** The Voice of Kansas  
in TOPEKA

**JOHN C. HOLAHAN**, general counsel for Foley & Gordon, N. Y., radio-TV production and management firm, elected vice president. He will continue as general counsel.

**THEODORE W. RUNDELL**, chief refrigeration engineer for Philco Corp., named vice president in charge of engineering of Servel Inc.

**MAX GRAFF**, senior partner in Townsend, Graff & Co., New York brokerage firm, appointed to board of directors of Audio & Video Products Corp., N. Y.

**THOMAS ADAMS**, sales staff of Zenith Radio Corp. of Canada Ltd., Windsor, Ontario, named company's sales manager.

**LOUIS GOLDSTEIN**, managing director for Columbia Pictures International in Germany, to Hygo Television Films Inc., N. Y., as vice president.

**BARRY T. LEITHEAD**, president of Cluett, Peabody & Co., N. Y., elected director of B. F. Goodrich Co., same city.

**JACK McDONALD**, formerly of *York Dispatch*, York, Pa., and *Washington Star*, Washington, to Associated Press's Washington office on radio staff.

**DOROTHY DeMAYO** appointed studio manager of United Producers Studios, L. A., in charge of future distribution of Courneya Productions.

**MORTON LEE** joins British Industries Corp., N. Y., as sales engineer.

**ROBERT L. TAYLOR** joins Hill & Knowlton, N. Y. public relations firm, as vice president.

**ALLAN STONE**, merchandising director of Kagran Corp., N. Y., elected vice president.

**LARRY SCHWARTZ**, president of Wexton Co., N. Y., re-appointed lecturer in School of Business, City College of New York.

## allied arts



**COMDR. T. A. M. CRAVEN**, Craven, Lohnes & Culver, consulting engineers, Washington, will address Fourth Southwestern IRE Conference and Radio Engineering Show, to be held in Houston, Tex., May 16-17.

**DONALD MORSE**, assistant sales manager of Tape Recorder Division of Eicor Inc., Chicago, named division's sales manager. **ROBERT S. SAICHEK**, technical data director for Eicor's Rotary Division, appointed advertising and public relations director for entire company.



Mr. Morse



Mr. Saichek

**AL PETKER & Assoc.**, Hollywood promotion and program packager, preparing transcribed five-a-week quarter-hour disc m.c. radio show, *Tops in Hollywood*, to be given away to radio stations. Program will feature contests involving products of Mr. Petker's clients.

**MEL ANGLE**, news editor, KGIL Sherman Oaks, Calif., to Studio Recording Services Division of Capitol Records Inc., Hollywood, sales promotion department.

**SCHWERIN RESEARCH Corp.**, N. Y., announces promotion of three executives. **WILLIAM KALAN**, company's sales manager, elected vice president in charge of client relations; **RAYMOND K. MANEVAL**, director of production, elected vice president in charge of production, and **DONALD H. McCOLLUM**, assistant sales manager, named sales manager replacing Mr. Kalan.

**ROBERT A. STREET**, ABC radio network account executive, to Henry F. Budde Publications, San Francisco, as general advertising manager.

**WALLACE MIDDLETON**, co-partner, Donaldson-Middleton Inc., Hollywood talent agency, to Wynn Rocamora Agency, same city.

**LEON G. POLLARD** appointed electronics research engineer in charge of Water Mill, L. I., laboratory of Western Union Telegraph Co. He is replaced by **WILLIAM D. BUCKINGHAM**, now assistant electronics research engineer.

quick camera manipulation. Single, small one hand steering lever turns all four wheels simultaneously to set direction for "dolly shot."

**CORNING GLASS WORKS**, Corning, N. Y., announces manufacture of 27 inch rectangular all-glass bulb for use in production of TV picture tubes. New bulb offers 375 sq. in. picture which is approximately 50% larger than present 21 inch size. Volume production is scheduled for May.

**DAVIS ELECTRONICS**, Los Angeles, announces production of new TV antenna known as Davis Super-Vision Antenna which reduces or eliminates ghost problems due to excellent pattern, produces clearer pictures up to 125 miles away from station, minimizes interference and utilizes only one transmission line.

**TECHNICAL APPLIANCE Corp.**, Sherburne, N. Y., announces manufacture of new channel separators for use with its Tacoplex Master Antenna Distribution System in community installation. New unit is available as two-channel model designated as Catalog No. 1512 or three channel model designated as Catalog No. 1513.

### Technical . . .

**ANDREW L. HAMMERSCHMIDT**, supervisor of technical operations at WNBK (TV) Cleveland, to NBC-TV New York. He will be replaced by **WILLIAM A. HOWARD**, station's TV maintenance supervisor.

**ED McLEOD** to WCBT Roanoke Rapids, N. C., as chief engineer and early morning man.

**BUD SPENLEN**, WCKY Cincinnati engineer, father of boy, Stephen, Feb. 2, and **GEORGE HANNA**, engineer at WCKY transmitter, father of boy, Phillip James, Feb. 16.

**W. A. DUFFIELD** named assistant operations engineer of CBC Montreal.

**GORDON SADLER**, operator at CHFA Edmonton and formerly chief engineer of CFGP Grande Prairie, Alberta, and **WES HARRISON**, operator of CKY Winnipeg, to technical staff of CBX Edmonton.

**HARRY HANDFIELD** appointed chief engineer at WOTW Nashua, N. H., and **JOHN BUTLER** joins station's engineering staff.

### Equipment . . .

**TELEVISION TRANSMITTER Div.**, Allen B. DuMont Labs., Clifton, N. J., announces production of DuMont Mobil-Mount Dolly featuring easy,

### VOA HITS MARK

*Barrett Tells Ga. Editors*

**THE VOICE** of America is overcoming Russian jamming at least 100% better than two years ago and under the U. S. "Campaign of Truth" America has substantially strengthened its radio network, Edward W. Barrett, former Assistant Secretary of State for Public Affairs, told Georgia editors Feb. 23.

Mr. Barrett, who resigned his State Dept. post to re-enter private industry, addressed the 24th annual Georgia Press Institute at a meeting on the U. of Georgia campus. He was a guest of the *Atlanta Constitution* (WSB-AM-FM-TV).

All evidence tends to disprove the attitude "that the free world is losing the battle for men's minds," Mr. Barrett asserted. He also noted that Communist Party membership has dropped off in every free nation the last four years.

The role of advertising, newspapers and automobiles in building democracy was dissected at another session by Norman Strouse, Detroit advertising executive. "Without advertising, the enormous market for industrial products, without which mass production and a high standard of living would not have been possible, could not have come into being," Mr. Strouse told editors, noting they are the keystone to leisure and communications under democracy.

## 4663 REPLIES to Just 3 One-Minute Spots!



**Direct YOUR Sales Message to a Responding Audience**

**WBNS OFFERS YOU:**

- An Audience Spending 1 BILLION Annually
- All Twenty Top-Rated Programs
- Central Ohio's Only CBS Outlet
- Proved Pulling Power
- Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available

**ASK JOHN BLAIR**

**WBNS RADIO**  
PLUS WELD-FM

POWER  
WBNS — 5,000  
WELD-FM — 53,000  
COLUMBUS, OHIO

**CENTRAL OHIO'S ONLY CBS OUTLET**

### Night Listening Up

**NIGHTTIME** listening is increasing in the Westerly, R. I., area, according to survey by Robert S. Conlan & Assoc., Kansas City. WERI Westerly reported that 33.2% of the potential nighttime audience is listening to radio. This is said to be a gain of a full per cent over 1951. Hourly nighttime percentages reach 39.8% of the potential, it was added. Total of 6,326 basic calls were made from Jan. 28 through Feb. 1 for the survey.

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**TUFTY NEWS BUREAU**  
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WASHINGTON, D. C.

# SLANDER SUIT

## Reaches Across Border

WHEN an alleged slander about an Ontario resident has been broadcast from a radio station in the U. S., the trial for damages should be heard in Ontario where the plaintiff lives, Chief Justice McRuer of Ontario ruled at Toronto on Feb. 19. The action sets a precedent.

Clifford Jenner, a Toronto broker-dealer, is seeking damages from Sun Oil Co. Ltd., a Canadian firm, Sun Oil Co. Ltd. of New Jersey, and also from Ray Henle and Ned Brooks, American radio announcers and WBN Buffalo.

Mr. Jenner claims that defamatory statements were made about him in broadcasts on an NBC network broadcast last March 12, 13 and 14, and these were heard by Ontario residents. An application for a writ of summons for serving out of Ontario on the U. S. defendants was issued last July. Chief Justice McRuer on Feb. 19 dismissed an application to have this order set aside.

The writs have already been served, but since this is not a criminal action there can be no extradition. In civil cases where Americans are defendants, judgments can be collected only if there are assets in Canada. It is understood that there will be an appeal from the decision.

Chief Justice McRuer stated that "the matter to be decided is of great importance not only to those concerned in radio broadcasting but to everyone within Ontario who wishes to protect his good name from attacks made from abroad by means of radio broadcasting . . . I have come to the conclusion that there are fundamental and common sense principles which govern the present case. Radio broadcasts are made for the purpose of being heard. The program here in question was put on the air for advertising purposes."

He stated he considered it a startling proposition to say that a person could "utter defamatory matter which is heard in a Canadian province and not be said to have published a slander in the province in which it is heard and understood."

## BMI Honors WNYC

WNYC, municipal station of New York City, has been cited by Broadcast Music Inc. "for service in music to the community" in presenting its annual American Music Festival and for "outstanding achievement in fostering and presenting the music of American composers."



EXCHANGING congratulations are (l to r): Robert J. McAndrews, who has been named commercial manager, KBIG Avalon, Calif., and J. Norman Nelson, newly appointed managing director, Southern California Broadcasters Assn. Mr. Nelson succeeded Mr. McAndrews in the SCBA post.

## FCDA CHANGES

### Two Are Promoted

TWO appointments and one promotion within the Audio-Visual Division of the Federal Civil Defense Administration were revealed last week by Jesse Butcher, division chief.

Steve McCormick, former presidential announcer for MBS, was appointed deputy assistant to Mr. Butcher. Mr. McCormick had been serving as chief of FCDA's radio section. He was succeeded by Chester Spurgeon, formerly with National Production Authority and the Dept. of Defense.

Second appointment was that of Rodney B. Radford, formerly film director and assistant to the president of Byron Inc., film production firm. He becomes assistant chief of FCDA's motion picture section under Howard Johnson. Mr. Radford has been active with government agencies.

Mr. Spurgeon joins FCDA from NPA's radio-TV section and before that was a consultant for the radio-TV branch of the Defense Dept.'s Office of Public Information. Previously he was a radio producer for CBS on the West Coast and assistant to Fletcher Wiley, *Housewives Protective League*.

## PULSE INC. EXPANSION

### Six New City Reports Due

A TOTAL of 65 markets will be served by The Pulse Inc. when that organization releases audience reports shortly for six additional cities: Baltimore, Pittsburgh, Milwaukee, Toledo, Providence and San Diego.

Announcing its expansion plans Tuesday, Pulse also claimed more station subscribers than any competitive service in the markets it covers, with a total of 236 radio or television stations purchasing the service during 1951.

## KNIGHTS FIRM

### Buys Doolittle FM Div.

ACQUISITION of the FM Monitor Division of Doolittle Radio Inc. by the James Knights Co., Sandwich, Ill., has been announced by Leon Faber, president of the Knights firm, which manufactures electronic equipment.

James Knights Co. has begun production of the Doolittle "JK" monitor, with manufacturing addition now known as the Electronics Product Division. E. H. Aberdeen, vice president of Knights, was named sales director. Sales policies of Doolittle will be pursued in monitor sales and distribution, he announced.

Manufacturing equipment and sales department, located at Doolittle's Chicago plant, is being moved to the Knights plant at Sandwich, 50 miles west of Chicago.

## Anthony F. Walberg

FUNERAL services were conducted Thursday in Cincinnati for Anthony F. (Tony) Walberg, 33, pianist, accordionist and arranger at WLS Chicago who was killed the previous Sunday in a head-on automobile collision near Berwyn, Ill. A member of the Captain Stubby and the Buccaneers team, Mr. Walberg starred on the *National Barn Dance*. Survivors includes his wife, Ruby; a son, William, 11, and a daughter, Antonette, 8.

## Feature of Week

(Continued from page 18)

could be in the midst of some dull, routine business and be considering switching back to the studio programs when a delegate in the back of row would stand up, make a motion, and throw the convention into a turmoil."

WKY-TV was as well equipped as could be expected to cope with technical problems. It used a mobile unit and staff of 11—director, audio and video engineers, three cameramen, two newscasters, a production assistant and relay tower engineer.

Although the convention was an all-day affair, early business was routine until 1 p.m. when WKY-TV picked up the proceedings for a brief moment. More extensive coverage was telecast from 2:30-3:30 p.m., 3:45-4:40 p.m. and concluded 5:30-5:45 p.m.

WKY-TV recommends to other stations considering similar state convention coverage that they make sure delegations are seated alphabetically. This will save "considerable effort" in locating speakers during roll call votes, WKY-TV says.

Considerable interest in the Oklahoma GOP state convention impelled WKY-TV to telecast the proceedings, though the expected fight between Taft and Eisenhower supporters never really materialized, Mr. Rogers commented.

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on **680** kc

with **COMPLETE** coverage of  
the Southern New York - Northern  
Pennsylvania trading area . . .

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the Triple Cities  
★ BINGHAMTON  
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★ ENDICOTT

NBC AFFILIATE IN THE SOUTHERN TIER  
George P. Hollingsbery, National Representative

REACHES  
**93,217**  
RADIO  
FAMILIES

**WEEK**  
POUGHKEEPSIE

REPRESENTED BY  
EVERETT McKINNEY, INC.

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Believes in  
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Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the **AGENCY LIST** is part of **STANDARD'S** complete service or may be purchased separately.

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**PATENT RULE**

Four More Advise FCC

AT FCC's deadline for filing comments to the proposed new patent rule on Feb. 21 [B\*T, Jan 14, 7, 1952; Dec. 3, 1951], seven more observations were received by the Commission.

The American Telephone & Telegraph Co., noting that it has always informed the FCC of its communications developments in the past, suggested amendments to three subdivisions of the proposed rule.

AT&T asks that one portion of the rule be revised, that which would require the numerical listing of all the unexpired patents used in any service regulated by the FCC, the classification numbers, and filing and expiration dates.

Subdivisions 2 and 3 should be amended to make clear that licenses and agreements need not be reported if they involve no licenses for equipment or operations used or useful in the services regulated by the FCC, AT&T asserted.

**Armstrong's Viewpoint**

Edwin H. Armstrong, inventor of FM, questioned the patent rule only insofar as it requires experimenters to file. He feels that those engaged in experimental broadcasting should be specifically exempted from filing.

Sylvania Electric Products Corp. agreed with both AT&T and Dr. Armstrong. Sylvania said that apparently as the proposed rule now stands, it would be exempted. However, the company stated that if it would be covered, it would object to the rule because it is "too vague, indefinite and general" and seeks to get material indirectly that it cannot obtain directly. Sylvania said the proposal is ill-advised, impracticable and unnecessary because the U. S. Patent Office already provides adequate public information.

The Patent Law Assn. for its 1,400 members, claimed the rule would be outside the scope of authority delegated to the FCC. Like Sylvania, PLA thought the rule too vague and confusing.

The Central Committee on Radio Facilities of the American Petroleum Institute said it thought the rule did not make clear whether it was applicable to its type and class of service. But if the rule is, it wishes to object to it.

Shortly after the proposed rule was announced, a host of protests poured into the FCC from irate patent attorneys and manufacturers who were alerted by the National Patent Council, Gary, Ind.

The FCC then issued a release pointing out that the proposal applied only to communications or broadcast patent holders who also are rendering a communications or broadcast service under jurisdiction of the FCC.

Including the earlier comments, many of which were held to have misunderstood the proposal, more than 100 comments were filed with the Commission.



WSIC Statesville, N. C., contest held to acquaint students with the workings of a radio station was won by Bob Hendrick (c) of Mitchell College. Billy Hoke (l), senior class president and WSIC announcer, and Charles Melton (r), station manager, give the winner some pointers.

**On All Accounts**

(Continued from page 12)

consciousness. Imbed the brand name in the listener's mind through usage of dramatics inherent to radio and television and you can't miss."

Mr. Knight is married to former Jean Fretz. They have two sons, Frank III, 4 years, and Douglas, age 1. They make their home in Haddonfield, N. J.

His hobbies include golf (in the middle 80s). He plays four instruments: Piano, drums, saxophone and violin, and has had a number of songs recorded. He is a member of the Merchantville Country Club, the Beta Theta Pi fraternity and the Television Assn. of Philadelphia.

**Alabama Meet**

WAYNE COY, recently resigned FCC Chairman, and Lloyd Venard, O. L. Taylor Co., New York, are scheduled to address the annual spring meeting of the Alabama Broadcasters Assn. in Biloxi, Miss., March 20-21. ABA President Emmett Brooks, WBJB Brewton, Ala., announced plans for the meeting, which will be held at the Buena Vista Hotel. Agenda calls for discussion of programming, sales and administrative problems and election of officers for 1952-53. Two luncheons, a seafood jamboree, cocktail party and banquet will comprise entertainment.

**Board to Meet**

SHARE transfers and changes in incorporation of licensees will be the main business of the March meeting of board of governors of Canadian Broadcasting Corp. Share transfers are being requested by CKBW Bridgewater, CKOX Woodstock, CKRS Jonquiere, CKRM Regina, and CKOK Penticton. Recapitalization of CKOK Penticton also is requested and license transfers from individual owners to incorporated companies are being asked by CHML Hamilton and CFRN Edmonton. A broadcast pick-up license is sought by CJON St. John's.



**"racing  
the red  
second hand  
around the clock..."**

Columbia Broadcasting System and other major networks and stations throughout the country rely on Self Winding Clocks for dependable, split second timekeeping accuracy.

We'll be pleased to supply a free estimate for recommended installation to meet your requirements... one clock or a complete system... Western Union synchronization optional.

Ask for full particulars.

**SELF WINDING CLOCK COMPANY, INC.**

Manufacturers of Standard and Specially Designed Clocks and Clock Systems for Over 60 Years  
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MARCH 3, 1952

# TELECASTING

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By Markets**  
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in our

**7<sup>th</sup>**  
year

## SALES TESTED SHOW AVAILABLE NOW

"Trapped" — the show that sold more for a sponsor in one week than his entire campaign, aired on a New York network station, did in eleven weeks — is available on channel 9.

It's the show that the sponsor chose after he analyzed 35 programs available on 7 New York stations. "Trapped" is priced from 50 to 75% below similar shows offered by the other stations

It's the show that accounted for 35% of the sponsor's consumer sales in the New York area . . . produced more sales at less cost than all other advertising media combined!

It's the show that's available now. Call WOR-tv Sales, LOngacre 4-8000.

# WOR-tv Channel 9

1440 Broadway, New York



# Youth Speaks Up...

presents its problems frankly and intelligently before the WDEL-TV cameras. This weekly half-hour series, dedicated to teen-agers, is presented in cooperation with the Wilmington, Delaware Council of Churches. The programs have no direct relation to any one church, include members of all faiths. The young people in a friendly and informal fashion discuss any and all of their problems and evaluate them against a background of spiritual values.

*"Youth Speaks Up" is one of many public service program series presented by WDEL-TV in an effort to serve all the viewers in its wide coverage area, to increase viewer interest and loyalty—important adjuncts to community welfare.*



## WDEL-TV WILMINGTON, DELAWARE



In the photograph, the Rev. Philip Dunning, Chairman of Program for the Wilmington Council of Churches, talks with Leslie Werner, Jr., Patricia Werner and Edward Ballbach.



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MARCH 3, 1952

# TV CODE IN EFFECT

## 77 Outlets, 4 Networks Sign

By J. FRANK BEATTY

TELEVISION stations started operation Saturday under the stiff terms of a self-enforcing code specifying what can and cannot be said or shown on the air.

NARTB's disciplinary document received the last-minute blessing of several high government officials as the new Code Review Board held its first meeting in Washington Thursday. By nightfall 77 TV stations and all four TV networks had subscribed to the code and more were expected Friday.

What can happen when 100 million viewers sit in judgment as self-appointed censors and code interpreters was anybody's guess. NARTB and the review board were not worried as they looked over the structure set up by the association under TV board and membership mandate.

The association was heartened Thursday by observations of the new FCC Chairman, Paul Walker, as well as Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, and Sen. Ernest W. McFarland (D-Ariz.), ranking majority member as well as Senate Majority Leader.

### Wide Industry Acceptance

Chairman Walker told the Review Board at luncheon Thursday he was delighted that the code is meeting wide industry acceptance. He has been looking forward to self-regulation by the industry, he said, adding he was happy so many have indicated their intention to subscribe. It was the Chairman's first meeting with an industry group following his appointment Thursday morning by President Truman.

Chairman Johnson pointed out the need for patience on the part of telecasters, viewers and all others involved, recognizing the difficulty of living under a self-regulatory document and the new problems that must be faced. He voiced pleasure that so many stations had subscribed in the eight-day period following first mailing of subscription forms from NARTB headquarters.

Sen. McFarland said he recognized the difficulty of programming TV stations to meet the demands of all people and felt certain telecasters are conscious of their responsibility. He, too, was glad telecasters did the job before



AT first meeting of NARTB Television Code Review Board Thursday in Washington were (seated, l to r): Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott Bullitt, KING-TV Seattle; J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; E. K. Jett, WMAR (TV) Baltimore. Standing, C. E. Arney Jr., NARTB secretary-treasurer; Thad Brown, NARTB-TV director; Harold E. Fellows, NARTB president.

someone else did it for them.

Sen. McFarland is chairman of the Senate Commerce subcommittee considering the Benton legislation proposing creation of a citizens advisory board to scan radio and TV programming.

If anyone expected a program or advertising millenium over the weekend, he was due for disappointment. Conformity of necessity will be gradual, in the case of many programs. The code calls for the earliest possible cancellation or

revision of advertising contracts in violation of the code. However, it allows a maximum of 52 weeks for contract revision, dating from the time of code subscription.

The five-member NARTB Review Board met with J. Leonard Reinsch, WSB-TV Atlanta, presiding as vice chairman in the absence from the country of Chairman John E. Fetzer, WKZO-TV Kalamazoo, Mich. Other members present were Walter J. Damm, WTMJ-TV Milwaukee; Mrs. Scott

Bullitt, KING-TV Seattle, and E. K. Jett, WMAR (TV) Baltimore.

The board took these steps:

- Adopted a plan to issue a newsletter report on board and staff code activities. This letter will be issued at least once a month for use of code subscribers.

- Authorized President Harold E. Fellows to name a staff executive in the TV department to aid the board. He will report directly to Thad H. Brown Jr., TV director.

- Decided to issue regular reports to the public on progress of code administration.

During early days of code life all staff interpretations are to be confirmed by the review board. This policy will apply until there is enough precedent to make many interpretations of code language automatic. Each telecaster should adopt his own method of interpreting the code, it was felt.

The review board decided to meet March 31 in Chicago during the NARTB Convention at the Conrad Hilton Hotel. First complaints will be reviewed and experiences discussed.

NARTB TV station membership stood at 86 out of 108 operating stations as the code went into operation. Three stations subscribing to the code applied for association membership — WMBR-TV Jacksonville, Fla.; WMAL-TV Washington and WNHC-TV New

(Continued on page 97)

# ALLOCATIONS

## Report Now Seen Nearer April 1

By EARL ABRAMS

FINAL "go-round" on TV allocations was scheduled to start today (March 3) after the second successive week, during which the FCC did not have the post-freeze decision on its agenda.

Staff work on final drafting continued apace, however, and there was feeling that the absence of discussions with commissioners could be chalked up to the asset side of the time table—in that staff hewed to writing chores without interruptions.

March 15 target date is still hope of some of staff and of some commissioners, but book is being made that it will be nearer April 1 when decision is issued.

Appointment of Comr. Paul A.

Walker as chairman is considered on plus side of time schedule in that continuity of consideration will be maintained.

If Commission goes through revised TV rules, standards and allocations all this week (considered too optimistic), there's still procedures and week-long mechanical job: mimeographing, collating and binding 600-800 page document.

Best bet now is March 22.

Document when complete will comprise four major parts: (1) Discussion of various facets of issues — separations, powers, antenna heights, educational reservations, changes necessary in existing stations, intermixture, offset-carrier, priorities, directional antenna, etc.; (2) legal replies to

those comments, oppositions and pleadings filed during "paper" hearings last year, which will not be incorporated in the final decision—there were more than 1,500 briefs filed in the four-month long hearings; (3) complete reprinting of revised rules, including allocations table; (4) complete revision of engineering standards.

It was also learned that virtually none of the big, northeastern cities are to get extra VHF channels. Some of the smaller markets in the country picked up an additional VHF, but some of these were accomplished by transferring the reservation "asterisk" from a VHF channel to a UHF channel.

Best information indicates that (Continued on page 96)

# M 90 REVISION

## Seen Exempting Theatre TV

NPA is expected this week to hand down a revised regulation exempting theatre colorcasting equipment from the controversial color TV manufacturing ban.

A modified version of the original order (M 90) will exclude theatre projection equipment but retain the overall freeze on color TV products, including home-type receivers, adapters, converters and other related items, it was understood.

The National Production Authority is keeping the lid on so-called "mass production" of color equipment in compliance with the implied intent of the Office of Defense Mobilization and the Defense Production Administration to conserve vital technical skills for the military program.

The new order will be promulgated after top-flight discussions among DPA Administrator Manly Fleischmann, NPA Administrator Henry Fowler and NPA Assistant Administrator H. B. McCoy. DPA-NPA last week was accumulating a wealth of data to support its ultimate decision.

NPA also is expected to delineate its regulation with a clear interpretation as to whether manufacturers may produce receivers capable of receiving both monochrome and color with chassis-circuitry changes.

Implied in the latter instance is the fate of a request by Paramount Pictures Corp., which proposes to manufacture the Lawrence tube through its subsidiary, Chromatic Television Labs.

Tipoff on the course of action NPA will pursue has been given on another front—that involving such protagonists as 20th Century Fox Corp., Motion Picture Assn. of America, Theatre Owners of America and the National Exhibitors Theatre Television Committee.

MPAA, TOA and NETTC had asked NPA for a separate meeting on the grounds theatre interests were not represented at either of the two government-industry color TV conferences—in October 1951 and early last month. These groups hedged their request for a separate conference with the qualification that NPA-DPA may not see fit to exclude theatre color television.

### Meeting Not Necessary

Assistant Administrator McCoy has notified attorneys for MPAA that such a meeting prior to issuance of the revised order would not be necessary and indicated the new regulation will spell out applicability of the ban to theatre TV interests.

Twentieth Century had deferred action to MPAA, of which it is a member. It seeks the exclusion of theatre color TV (specifically its proposed Eidophor projection theatre television system) from the manufacturing ban. General Electric Co. would manufacture the unit, which its advocates claim will be adaptable for either color or monochrome TV reception in theatres [B•T, Feb. 25].

The factor that inveighs most heavily against any general relief for color TV manufacturers at this time is one of manpower as well as materials. Basis for the new order is the recommendation of the DPA Electronics Production Board that the ban be retained. ERP gathered data from military electronic authorities tending to bolster arguments that the defense program would be disrupted if engineers and other technical personnel were permitted to shift back to color TV projects [CLOSED CIRCUIT, Feb. 25].

J. A. Milling, chairman of the board and chief of NPA's Electronics Division, told BROADCASTING • TELECASTING last week that lifting of the ban would "throw a tremendous load on the availability of engineers" for defense work. It would drain off engineers at a time when military electronics is at a going rate of \$1 billion, with expectancy of reaching \$3 billion by the end of 1952.

### Some Engineers Shifted

This would not have been necessarily the case last fall shortly after Defense Mobilizer Charles E. Wilson called on manufacturers to cease mass color TV production.

With the imposition of the manufacturing ban, some firms transferred design and development engineers off color TV work, retaining technical manpower for color research as permitted by NPA.

NPA's feeling apparently is that manpower and materials are so closely intertwined in the case of color TV that it would be better to retain the freeze, notwithstanding charges that the order is tantamount to a ban on mass production of color TV end products. In any event, Mr. McCoy already has indicated that no additional materials would be allotted for color TV equipment even if the freeze is lifted.

NPA hopes that its new order will strike a happy compromise. It hopes to sustain majority industry view that the order should be retained prohibiting mass production of color TV equipment; to satisfy the military by assuring continued availability of engineers already committed for defense work; and to mollify the minority view of theatre TV interests by excluding other than home-type receivers [CLOSED CIRCUIT, Feb. 18].

A clearer definition permitting a manufacturer to produce a receiver capable of receiving both

color and monochrome TV as long as no additional materials are involved would also satisfy Chromatic Television Labs. But NPA is making no promise in this instance.

It is Chromatic's interpretation at present that a manufacturer may build a separate chassis with circuitry capable of receiving both types and also construct the tube, yet is unable to mount the tube in the chassis and sell it to the public as a complete unit.

## TV SALES FUTURE

Previewed by Judge Miller

WITHIN 10 years the manufacturing side of television will rival that of automotive business in sales volume—that was the prediction of Justin Miller, board chairman of NARTB, when he spoke at the "Salute to Television" staged Feb. 21 by Los Angeles Junior Chamber of Commerce in Biltmore Hotel Bowl, that city.

He told business executives assembled that Los Angeles ranks close to the top both in number of TV stations and number of receivers.

"Los Angeles has the same number of TV stations as New York—seven—and is right behind that city in the number of sets, something over a million for each city," he said.

Calling attention to the fact that there are only 108 TV stations currently in the United States, Judge Miller said the FCC is "talking of opening the freeze on a number of stations."

It would be difficult to use television for in-classroom education, Judge Miller felt. "Anything that it could do for formal classroom education can be better done through existing means, such as extension courses and motion pictures."

He termed the television code which went into effect March 1 as a "pretty severe code, administered by a national board with power to impose penalties."

"There are some who say that this will make for more intelligent and more valuable development of TV," he said. "Others claim it will limit the medium, particularly with respect to adult appreciation."

California's Lt. Gov. Goodwin J. Knight as second speaker predicted that Los Angeles is destined to be the television capital of the world, just as Hollywood is the motion picture capital.

"Television is unparalleled in its effect on our social and economic habits since the advent of the automobile," Mr. Knight said. "For one thing, television is bringing the family closer together again."

A plaque saluting the TV industry entertainment-education wise, was presented to Tom McFadden, general manager, KNBH (TV), who accepted on behalf of all local television stations.

Another award was given to Hoffman Radio Corp. on behalf of manufacturers in the TV industry.

## ABC-TV SPOT SALES

Kearney Is Head

FORMATION of an independent spot sales organization for ABC owned-and-operated TV stations was announced last week by Slocum Chapin, ABC-TV vice president in charge of owned stations. The change went into effect Saturday (March 1).

Don L. Kearney, eastern spot sales manager for television, was named national manager of ABC-TV Spot Sales. Additional appointments in other cities where the network owns stations are:



Mr. Kearney

Roy McLaughlin, who becomes manager for ABC-TV Spot Sales in Chicago.

Joe Henry, manager of ABC-TV Spot Sales in Detroit.

Bill Laramie, manager for ABC-TV Spot Sales in Los Angeles.

Dave Sacks, manager for ABC-TV Spot Sales in San Francisco.

Coincidentally with these changes Mr. Chapin also announced new positions for Joe Fisher, who moves from the Spot Sales staff in Chicago to the post of sales manager for WENR-TV Chicago; Frank King, formerly WTTV (TV) Bloomington, Ind., to be TV sales manager for KECA-TV Los Angeles, and Vince Francis, who is named manager of KGO-TV San Francisco and will also be in charge of spot television sales for the station.

The appointments, stressed by Mr. Chapin as conforming with the network's policy to promote from within the organization, also fol-

low the ABC plan to set up parallel operations in television and radio, he said. An independent TV Spot Sales organization not only clears the way for new developments by ABC-owned television stations, he explained, but also allows for "the servicing of spot advertisers on a local basis in a far more concentrated form than the network was previously equipped to do." Additionally, he noted, the separation gives owned stations greater local identity and individuality.

### Started at Fordham

Mr. Kearney, who joined ABC last July as manager of TV Spot Sales, received his first experience in broadcasting as an undergraduate at Fordham U. where he was an observer and writer on sports events for Bill Stern. After graduation he was a sports announcer on various New York stations and, in 1941, went to Syracuse where he was successively sports announcer, producer and salesman for WAGE. After service in World War II, Mr. Kearney joined The Katz Agency, station representation firm, and then went to Mutual as sales manager of cooperative programs. He returned to the Katz company in 1948 as assistant television sales manager, becoming television program manager before he left to join ABC.

# TV Newscast "pumps gas and checks the oil" in SAN FRANCISCO!



## KRON-TV

Shell Oil Company currently sponsors a 15 minute, Monday thru Friday newscast featuring Al Constant. On the first program, Constant interviewed the oldest Shell dealer in the area, and the

## SHELL OIL COMPANY

newest dealer. The old timer reported 27 new customers the next day as a result of the newscast. The newest dealer, opening the next day, had 2 customers waiting at the pumps.

## ELLIS BROOKS MOTORS, INC.

Now in their second year as sponsors of weekly "Your Show" program, Ellis Brooks Motors, Inc., Hudson dealers, report good sales of new and used cars, due in large part to TV show.

Mr. Ellis Brooks, President, states that 4 out of 5 pro-

spective customers comment on the program. He further states most prospects have been pre-sold by show, and that the weekly show has proved that "we can sell as effectively to the masses on the show, as to individuals on the showroom floor".

### REPRESENTING TELEVISION STATIONS:

DAVENPORT	WOC-TV*
(Central Broadcasting Co.— WHO-WOC)	
FORT WORTH-DALLAS	WBAP-TV*
(STAR-TELEGRAM)	
LOUISVILLE	WAVE-TV*
(WAVE, Inc.)	
MIAMI	WTVJ
(Wometco Theatres)	
MINNEAPOLIS-ST. PAUL	WTCN-TV
(DISPATCH-PIONEER PRESS)	
NEW YORK	WPIX
(THE NEWS)	
ST. LOUIS	KSD-TV*
(POST-DISPATCH)	
SAN FRANCISCO	KRON-TV*
(THE CHRONICLE)	

\*Primary NBC Affiliates

*Yes, Spot Television Sells Goods!  
For Further Facts, Ask:*

## FREE & PETERS, INC.

*Pioneer Station Representatives*

*Since 1932*

NEW YORK CHICAGO DETROIT

ATLANTA FT. WORTH HOLLYWOOD SAN FRANCISCO

# MOVIE PRACTICES

Reviewed by Paramount

Paramount Dates

WEEK-LONG testimony on organization, trade practices and anti-trust litigation by Austin Keogh, Paramount Pictures vice president and general counsel, came to an end last Friday in the fifth week of the FCC's inquiry into the qualifications of Paramount to hold broadcasting licenses [B•T, Jan. 15 et seq.].

Paramount Pictures' case will come to a close this week with the appearance of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles, beginning today (March 3).

After additional testimony concerning the transfer of broadcast licenses when parent Paramount Pictures split up into producing company and theatre company, in line with 1949 Supreme Court decision, merger of American Broadcasting Co. and United Paramount Theatres Inc. in new ABC-Paramount Theatres Inc.—considered most significant part of the hearing—is due to be heard (see table for estimated schedule).

Side issue—right of DuMont to participate in the merger issues—was left for later by FCC Hearing Examiner Leo Resnick.

DuMont filed a memorandum with the hearing examiner asserting its right to participate in all phases of the hearing, including the mer-

ger. It based its argument on the following reasons:

(1) DuMont's stock transfer by Paramount Pictures Inc. is interwoven with all the transfers involved in the case. When Paramount Pictures Corp. split up, it filed with the Commission applications for transfers of licenses for the TV stations it owned (KTLA Los Angeles and WBKB Chicago) and also for the DuMont stations (WABD New York, WTTG Washington, WDTV Pittsburgh). The Commission has held that DuMont is controlled by Paramount Pictures through ownership of all class B stock and some A stock—all amounting to about 29% ownership.

### More Reasons

(2) Qualifications of the Paramount directors on the board of DuMont may be linked to future plans and policies of the individuals in the proposed new ABC-Paramount Theatres company.

(3) As a competitor of ABC, DuMont said it was entitled to participate in a study of monopoly trends in TV networking.

(4) DuMont was named a party to the proceedings by the FCC, and no qualifications were imposed on its participation.

Mr. Resnick has asked the other parties to answer the DuMont contentions.

Meanwhile, DuMont also an-

swered the objections of the FCC Broadcast Bureau to its petition for severance from the Paramount case and a decision that it is not controlled by Paramount [B•T, 25, 11].

Broadcast Bureau claimed that FCC should not grant the DuMont request for severance because (1) the record wasn't complete, (2) there was no necessity for an early decision, (3) Commission counsel could not—without asking for a hiatus in the hearing—work up proposed findings.

DuMont's answers to these objections were that (1) the record, as far as the Paramount directors on DuMont's board were concerned, was complete; (2) uncertain license state of DuMont stations worked against them commercially and imminent lifting of freeze meant that DuMont must be able to file applications for additional stations before channels in desirable cities were all spoken for; (3) Commission counsel has assistants who could prepare proposed findings without the need for any postponement in the current hearings.

## RCA TV CLINIC

### 70 Attend 10th Session

RADIO networks and independent stations throughout the U.S. were represented by more than 70 broadcast engineers at RCA's 10th technical television training program held last week at the RCA Victor plant, Camden, N. J. Five-day clinic was designed to give instruction in operation and maintenance of new UHF and VHF television equipment.

Program included several tours, including trips through the plant and the David Sarnoff Research Center, Princeton, N. J. WCAU-TV Philadelphia played host to the group on Tuesday and Wednesday evening.

Those attending the training program included:

Raymond B. Hurley, WALA Mobile, Ala.; R. H. Holsclaw, KVOA Tucson, Ariz.; John Cullen and T. G. Morrissey, KFEL Denver, Col.; Gerald J. Morey, WNLC New London, Conn.; Don E. Compton, WHOO Orlando; James C. Smith, WEAR Pensacola, both Fla.; H. G. Cole, WSBT South Bend; Edward Lockwood, WXLW Indianapolis; Harold Rothrock, Consulting Engineer, Bedford, all Ind.

Eldon Kanago, KICD Spencer; Robert Moore, KBOE Oskaloosa, both Iowa; K. W. Pyle, KFBI Wichita; G. Voiles, WIBW Topeka, both Kan.; Steve Cisler, WKYW Louisville, Ky.; Don Allen, WAFB Baton Rouge; William Bland, KFLY Lafayette; Patrick Weathersby, WJBO Baton Rouge, all La.; Merle Towle, WCSH Portland, Me.; William Bareham, Harrison Brooks, Ray Bruner, John Wilner, and Louis Wagner, all of WBAI, Baltimore, Md.; Ross Beville, WWDC Washington, D. C.; George McIntyre, WJEJ Hagerstown; E. F. Sparks and Jack Ward, WBOC Salisbury, both Md.

W. T. Ayer, WBEK Pittsfield; George Jaspert, Consultant, Lawrence; Leonard Lavendol, WBRK Pittsfield; Vernon P. Wilson, WNEB Worcester, all Mass.; Elwood Brown, WABJ Adrian; Edward Clark, WJLB Detroit; Richard Groenevelt, WGRD Grand Rapids; Munson Robinson, WHFB Benton Harbor; Marion J. Stoner, WTTT Port Huron; Stanford Wolf, WWJ-TV Detroit, all Mich.

Kenneth Hildenbrand and Harold

CONSENSUS of attorneys in Paramount case is that under optimum conditions this is the way the hearings will run:

March 3—Testimony and cross-examination of Klaus Landsberg, vice president of Paramount Television Productions Inc. and general manager of KTLA (TV) Los Angeles.

March 4-11—Renewal of license of WBKB (TV) Chicago.

March 12—Transfer of licenses of KTLA and WBKB from former Paramount Pictures Inc. to Paramount Pictures Corp. and United Paramount Theatres Inc., respectively.

March 13-23 — ABC-UPT merger.

March 24-25—CBS purchase of WBKB.

March 26—License renewal of WSMB New Orleans.

March 27-May 27 — Proposed findings by all parties.

May 28-Aug. 23—Initial decision.

## BUITONI SIGNS DI MAGGIO

### Sponsors NBC-TV Program

BUITONI MACARONI Corp., Jersey City, will sponsor *Joe DiMaggio's Dugout*, starring the former Yankee outfielder, on his first television program since retiring from baseball, on NBC-TV Sun., 11:45 a.m.-12 noon starting April 6. The contract is for 26 weeks.

The program will present a panel of sandlot "experts" composed of youngsters who will be called upon to answer questions concerning some of the intricacies of the game. Mr. DiMaggio will explain and show "tricks of the game" as practiced by today's leading players.

Show will be produced for television by Wyatt & Schuebel, New York. Agency is Albert Frank-Guenther Law, New York.

## Theatre TV Hearing

THEATRE TV hearing was postponed to May 5 by FCC last week due to press of other work, it was announced. This is the third postponement of the hearing on the request of the motion picture industry for exclusive channels for theatre TV.

Kopler, St. Louis; Oscar C. Hirsch, KSVS Cape Girardeau; Karl Troeglen, KCMO Kansas City, all Mo.; Howard A. Shuman, KLMS Lincoln, Neb.; Theodore Kilmer and Chester Sunderland, WTTM Trenton, N. J.

William Dacosta, WOR-TV New York City; George Heather, Naval Special Devices Center, Sands Point, L. I.; Elmer F. Koehler, WPIX New York City; J. W. Dean and C. Howard Sugg, WPTF Raleigh; William H. Hamrick, WWNC Asheville; Elmer Troutman, WIRC Hickory, all N. C.

Frank Barnato and Donald Rowley, WICA Ashtabula; George T. Cowen, WTRF Bellaire; J. P. Gill, WTVN Columbus; Charles Shepherd, WSTV Steubenville, all Ohio; Anthony Hogg, WHLN Bloomsburg; Elwood Tito, WAZI Hazelton, both Pa.; Herbert Eidson, WIS Columbia; W. E. Garrison, WFBC Greenville, both S. C.

Edward Frase, WMCT Memphis; Thomas Phillips, WKPT Kingsport; Wilson Raney, WREC Memphis, all Tenn.; J. T. Allen, KXOX Sweetwater; Hudson Collins, KGKB Tyler; Ben Hughes, KTRM Beaumont; Kenneth R. Hyman, KCOR San Antonio, all Tex.; Richard Lindell, WTAR Norfolk, Va.

Harry R. Bowen, WGKV Charleston; R. D. Hough, WPDJ Clarksburg, both W. Va.; Joseph Baisch, R. R. Funderburg, and C. Ewing, Gran Enterprises, Milwaukee; Vincent Vanderheiden, WKOW Madison; Donald A. Weller, WISN Milwaukee, all Wis.

## Television Station MANAGER WANTED

### For UHF TV Station in New Jersey

We need a man familiar with all phases of a TV station operation—technical, sales and production—to carry the station from blueprints to operation, and then manage it. No arm-chair executive, but a man who can roll up his sleeves and do the job.

### A WONDERFUL OPPORTUNITY

Moderate salary at start, but with opportunity to acquire an interest in company. Station ownership well organized and adequately financed.

Applicant must be a Resident Of New Jersey Or Willing To Move to New Jersey.

Write Box 414M, Broadcasting. No applicant will be considered without full resume of background and experience. Furnish references and state minimum salary.

# This Is The Brent Gunts Show!



... human interest



stars, gags...



fun, music, variety

At 9 A.M. fun really begins on the Brent Gunts Show. Stunts, stars, songs, surprises... every captivating caper that ever kept receptive eyes glued to a TV set. The Brent Gunts show is warm, friendly and entertaining.

Here is power-packed early-morning television programming that pays off big in profits for advertisers. The whole wonderful story is yours for the asking.

MORNINGS  
9 TO 10 A.M.  
MON. THRU FRI.

*Television Baltimore*

**WBAL-TV**

*NBC In Maryland*

NATIONALLY REPRESENTED BY  
EDWARD PETRY & COMPANY



ESDAY		THURSDAY				FRIDAY				SATURDAY				
DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	ABC	CBS	DuMONT	NBC	
										Amend Co. Hail the Champ L				6:00 PM
														6:15
										Anthracite Int. Better Home Show L	Corliss Archer		Mr. Wizard L	6:30
														6:45
General Foods Capt. Video	RCA Kukla, Fran & Ollie Ekoo Prod. Goldbergs L			General Foods Capt. Video	Natl. Biscuit Kukla, Fran & Ollie Bob & Ray Show			General Foods Capt. Video	Kukla, Fran & Ollie Necchi Sewing Goldbergs L	Saddle Pal Club F	Lambert Pharmacal The Sammy Kaye Show	Pet Shop	Here's to Your Health	7:00
	P&G Those Two L	General Mills Lone Ranger F	Columbia Records News		Chevrolet Dinah Shore L	Green Giant Linkletter K	GM-Oldsmobile News		P&G Those Two L				Manhattan Soap (alt. with) Miles Lab. One Man's Family	7:15
	Camel News Caravan L		Fatima Stork Club		Camel News Caravan L		Chesterfield Perry Como		Camel News Caravan L		Sylvania Beat The Clock			7:30
		Toni H. Bishop (alt.) Stop The Music L	Carnation Burns Allen (alt.) Ronson-Star of Family	This Is Music	DeSoto-Plymouth Groucho Marx F	Sterling Drug Mystery Theatre F	General Foods Maxwell House Coffee Mama	Mennen Co. Twenty Questions	RCA Victor Show	Nash-Kelvinator Whiteman TV Teen Club L	Anheuser Busch Budweiser		Snow Crop Pet Milk Kellogg	8:00
	Reynolds Metals B.T. Habbitt	Lorillard Stop The Music L		Tydol Headline Clues Broadway to Hollywood	Borden T-Men in Action L	General Mills Stu Erwin F	R. J. Reynolds Man Against Crime	Not For Publication	Gulf Oil We, The People	Sports Review F	Ken Murray		All Star Revue	8:15
	Norge Kate Smith													8:30
														8:45
Famous Jury Trials	Krafts Foods Television Theatre L	Cluett-Peabody Herb Shiner L	Esso Alan Young Show	Gruen Watch Co. Gruen Playhouse Shadow of the Cloak (alt. wks.)	Fatima Cigarettes Dragnet F	Packard Rebound (5 owned stations) F	Schlitz Schlitz Playhouse of Stars	Old Gold Down You Go	American Cig. & Cig. Big Story		Pepsi-Cola Faye Emerson		Reynolds S.O.S. Benrus	9:00
		American Tobacco Meet the Champ L	Lever Rinsol Big Town		Ford Ford Festival L	Kreiser Masland (alt. sp.) Tales of Tomorrow			Campbell Aldrich Family	Inter-Collegiate Basketball			Libby, McNeill & Libby Lehn & Fink Kaiser-Frazer	9:15
	R. J. Reynolds Pantomime Quiz L		Philip Morris Racket Squad	Author Meets the Critics	U.S. Tobacco Martin Kane		TBA	Drug Store TV Prod. Cavalcade of Stars	Gillette Cavalcade of Sports		Songs For Sale	Co-op Wrestling from Chicago	Your Show of Shows	9:30
	TV Recital Hall		Carter Toni (alt.) Crime Photographer		Standard Oil Wayne King			Pearson Pharmacal Hollywood Opening Night	Chesbrough Greatest Fights			Jack Brickhouse	American Tobacco Your Hit Parade	9:45
			Burlington Mills Continental 11:15-30 pm		TV Opera (once a month) L			Longines Chronoscope						10:00
										Word of Life Song Time L				10:15
														10:30
														10:45
														11:00
														11:15 PM

TIME

SUNDAY		MONDAY - FRIDAY				SATURDAY	
CBS	DuMONT	ABC	CBS	DuMONT	NBC	ABC	NBC
		American Inventory L			Garry Moore Show (See footnote)		
		Battle Report			P&G First 100 Years		
Big Question		Bohn Alum American Forum L		House Party			
Quiz Kids		Johns-Manville Fair Meadows USA L		Pillsbury House Party	The Big Payoff CPP (M-W-F)	Basketball	
Alcoa Alum. Co. See It Now		Hallmark Sarah Churchill L		Mike & Buff Show	(MWF) Ralph Edwards (TuTh) G.E. Bill Goodwin		
Columbia Workshop		Revere Meet the Press		General Foods Bert Parks Cannon Mills Give & Take*			
What in the World		Minn. Mining & Mfg. Juvenile Jury			Participating Sponsors Kate Smith Hour		
Man of the Week		Quaker Oats Zoo Parade L			Lever Hwks. Falls (MWF) L		
Lamp Unto My Feet		Derby Foods Sky King Thtr., F alternate Lees Carpets Meet the Masters			Gabby Hayes*		Youth Wants to Know
					Mars, C.P.-I Welch, Klog. Int. Shoe Wanderer Howdy Ddy L		Nature of Things Morgan Beatty News

Explanation: Programs in italics, sustaining; Time, EST. L, Live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern; NI, non-interconnected stations; S, sustaining.

ABC—1:30 p.m., Tues., Jessle's TV Notebook participating). Clorox & Crosley (L); 1-1:15 p.m., Wed., Gaylord Hauser, Minute Maid (also Fri., same time, sustaining) (L).  
7-7:30 p.m., Sun., Mar. 23, Goodyear to sponsor "Greatest Story Ever Told" (F) in place of "Paul Whiteman Revue."  
† (Except WJZ-TV)

CBS—1:30-2:15 p.m. Best Foods, G. E., P&G, Qkr. Oats, Reynolds, Standard Brands, Stokley Van-Camp, O' Cedar, Corn Prods. Garry Moore Show.  
10-10:30 a.m., Fri., CBS News is half hour instead of 15 min.  
10:30-10:45 a.m., M-Tu., W, F, Gen. Mills sponsors The Bride & Groom; Hudson Paper on Th.  
3:30-4 p.m., Mon. Bert Parks Show S.  
3:30-4 p.m., W&F Gen. Foods, Bert Parks Show.  
3:30-4 p.m., Thurs. Cannon Mills—Give & Take.  
3:30-4 p.m., Tues., Mel Torme Show, S.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EST & CST, 7:15-90 Wed.—Fla. Citrus, 7:45-90 Mon.—Fla. Citrus, 7:50-55 Fri.—Analist, 8:15-90 Mon.—Kiplinger, Tue.—Fla. Citrus, Thu.—Fla. Citrus, 8:20-25 Mon.—Pure Pak, Wed.—Kenwill, Fri.—Fla. Citrus.

\*Quaker Oats—Mon. & Fri.; Peter Paul—Th. 5:30-6 p.m., M-F. Firms listed sponsor Howdy Doody in 15 min. segments.



# The Jim Deline GANG



## Now on WSYR-TV

Jim Deline has been an outstandingly popular radio personality in Central New York for more than 14 years. The Jim Deline Gang has been one of the top shows in the area.

Now, in response to a mounting clamor, Jim Deline and his gang are on television—on WSYR-TV every morning from 11 to 11:30, Monday through Friday.

Time is available in this exceptional daytime participating show in either one-minute or ten-minute segments. Rates for time and talent are attractive.

**Write, Wire, Phone  
or ask Headley-Reed**



### with Sensational Results

During the first two weeks of the Jim Deline show, 4512 entries to Jim's mystery package contest came flooding in from 118 communities in Upstate New York. It proves that a lot of Central New Yorkers (who have lots of money to spend) are watching the Jim Deline show. Here's the kind of selling spot YOU are looking for. Get it while the getting's good.

# WSYR-TV

**channel 5**

**NBC Affiliate — WSYR-AM-FM-TV — the Only Complete Broadcast Institution in Central New York**



# TV RENEWALS

## FCC Grants 4 of 26 Put on Temporary

LICENSES of four of the 26 TV stations placed on temporary license last month because of the absence of religious and/or educational programs [B•T, Feb. 4] were renewed by FCC last week for the regular one-year period.

The four stations are WBNS-TV Columbus, Ohio; WJAC-TV Johnstown, Pa.; WJBK-TV Detroit and WSPD-TV Toledo.

All four showed the FCC that either the "composite" 1951 week used in determining program content did not truly reflect the programs the station was using or that such programs had been put on the air or were planned since the renewal forms were mailed.

At the time the Commission refused regular license renewals to the 26 stations, it was generally agreed that almost all of them would be given regular renewals when they showed the Commission that they were using or planning to use religious and educational programs.

It can be expected that most of the remaining 22 stations still on temporary for "programming imbalance" will be granted regular licenses in the next few weeks when their replies to the Commission's request for information on the subject are digested. The Commission has written all these stations.

### Footnotes Explained

According to reports, the Commission's action was taken suddenly when it was noted that many stations carried no religious and/or educational programs. All of the 26 stations whose licenses were held up showed a zero in one or both of those categories.

In fact several stations, noting their poor showing in religious and educational time, incorporated foot notes in the composite week listings explaining that they were carrying such programs—but on days other than those called for in the renewal form. One example was that of WTOP-TV Washington, which called attention to the lack of religious programs on its composite week listing, but pointed out that the station was carrying such a program weekly.

It also was understood that the action in holding up the license renewals of the 26 stations was taken without any implications of over-commercialization, which led to the issuance in 1946 of the radio "Blue Book."

Most Washington observers agreed, however, that the action marked the end of the TV honeymoon with the FCC. They felt that from now on stations were going to have to hew more closely to the FCC program category line than they have been doing in the past.

When the FCC renewed the licenses of all TV stations in 1950, it warned that the program balance of some TV stations seemed in question and that a conference of all TV stations would be held to discuss that subject. The conference was never held.

The FCC warning last year

spurred NARTB into establishing a TV code committee to draw up programming standards for telecasters. That code was adopted by the NARTB board last December [B•T, Dec. 10, 1951]. It went into effect March 1 (see separate story on page 65).

## FREE TV TIME

### Suggested for Politicos

SEN. EDWIN C. JOHNSON (D-Col.) suggested free time for political candidates in a talk before the Second Annual Regional Television Seminar at WAAM (TV) Baltimore [B•T, Feb. 18].

In two of four seminar sessions, television and its relation to the political scene was the principal topic.

At a second session devoted to TV and politics, a panel agreed that television will be a potent factor in the forthcoming national elections. The panel, moderated by Lynn Poole, Johns Hopkins U., was made up of Kenneth D. Fry, radio-TV director, Democratic National Committee; Edward T. Ingle, radio-TV director, Republican National Committee; Rep. Richard Bolling (D-Mo.) and Rep. Harold C. Ostertag (R-N. Y.).

## DuMONT RENEWALS

### Summer TV Shows Planned

SIX renewals were announced last week by DuMont Television Network, with new contracts calling for runs from 13 weeks to a full year. Most of these intend to stay on the air throughout the summer.

Renewing were: *Down You Go*, P. Lorillard for Old Golds, through Lennen & Mitchell; *The Plainclothesman*, Larus & Brother Co. for Holiday cigarettes and Edgeworth tobacco, Warwick & Legler; *Battle of The Ages*, Serutan Co., Franklin Bruck Adv; *Twenty Questions*, Mennen Co., by Kenyon & Eckhardt; *Rocky King*, Detective, American Chicle Co., Dancer-Fitzgerald-Sample; and *Rumpus Room*, Francis H. Legget & Co. for Premier Foods, by Peck Adv.

## Bloomberg Named

HERBERT BLOOMBERG, central district sales manager for Allen B. DuMont Labs. Television Trans-



Mr. Bloomberg

mitter Division, has been named to supervise the division's sales activities in a realigned and expanded central sales territory now covering 15 midwest states. He will retain present title. Enlargement of his responsibilities, part of the division's 1952 expansion program, is effective immediately.



*She's lovely!*

*She's engaged!*

*(looking and listening to*

*WMCT from 7 am to midnight daily)*

She's a member of one of the many families who make up the 120,000\* TV homes in the Memphis market area.

She finds entertainment, information and education, looking and listening to the pioneer TV station in this two billion dollar market.

Did we say pioneer? We will go further—It's the first! The one! The only TV station in the Memphis area!

\*According to latest Memphis distributors' figures.



**and she's undivided, too!**

When you take her, you take all of her. For 120,000 homes in the Memphis area is an indivisible audience. Your TV advertising dollar delivers more in Memphis than it does in many multiple station markets.

National Representatives: The Bramham Company

**CHANNEL 4 • MEMPHIS**

AFFILIATED WITH NBC

Owned and operated by  
THE COMMERCIAL APPEAL

Also affiliated with CBS, ABC and DUMONT



**Memphis ONLY**

TV Station

WMC WMCF WMCT

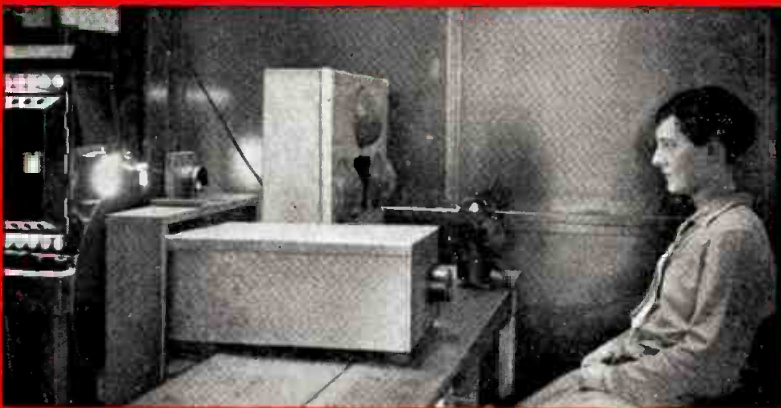
# GENERAL ELECTRIC TV 'FIRSTS'

## PIONEER TRANSMITTER AND

25 YEARS AGO...



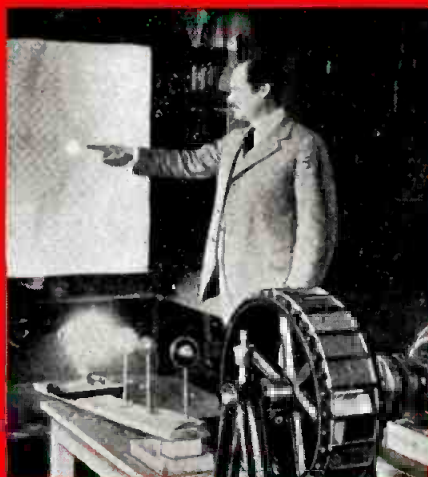
**First Home TV Receiver.** In 1927, at Schenectady, Dr. Alexanderson reveals his console model with a tiny 3" screen. The receiver used a rotating perforated disc to scan the image. Sound was received on a different wave length through speaker at right.



**First Television "Camera."** As light from electric arc at left is projected through 48 holes of revolving disc, the flashes are picked up by 4 electric eyes protruding from wooden frame on table. The impulses are then broadcast much the same as any radio message.



**First Theatre Television.** In May, 1930, Dr. Alexanderson produced a picture 7 feet square on a screen in Proctor's Theater, Schenectady. Receiver used a light cell developed by Dr. August Karalus.



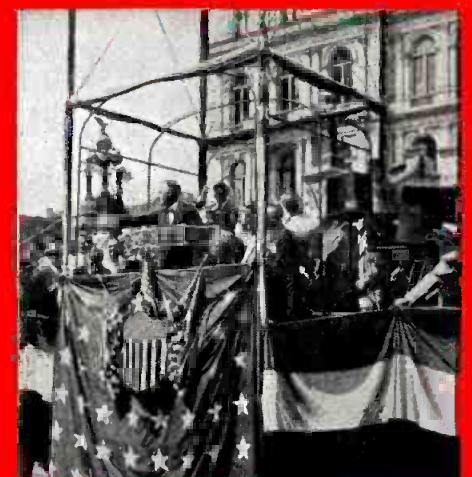
**First Television "Transmitter"** is demonstrated by its inventor. Each of the 24 mirrors mounted on a wheel of the machine was set at a different angle to televise an image before 7 photocells.

### Complete 1952 Line of Broadcast Equipment Shows Startling Advance in Electronic Science

ON December 16, 1926, when Dr. E. F. W. Alexanderson, famed General Electric scientist, first demonstrated a system for transmitting pictures by radio, The New York Times hailed the event as a major achievement in electronic science.

This prolific inventor, who was issued a patent on an average of every 7 weeks during his 45-year active tenure with the company, established the tradition of bold, challenging television research that sparks the efforts of G-E engineers today. The first home receiver, the first remote pickup, the first theatre projection of TV—all were developed in Alexanderson's laboratory. He and his associates have kept up the pace for 25 years.

*You can put your confidence in—*



**First Remote Pickup.** Pioneer G-E equipment at Albany, 15 miles from Schenectady, picked up the image and voice of Governor Alfred E. Smith accepting Democratic presidential nomination.

# SPAN QUARTER CENTURY FROM RECEIVER TO LATEST UHF EQUIPMENT

**TODAY...**

Today, with the greatest new industry in America on the threshold of unprecedented expansion—with UHF channels soon to be claimed by scores of applicants—G.E.'s latest television developments deserve your attention. Complete studio units for VHF and UHF operation, television transmitters ranging in power from 100 watts to 50 kw, and antenna systems with effective power gains up to 25 times—are available to existing stations and prospective broadcasters.

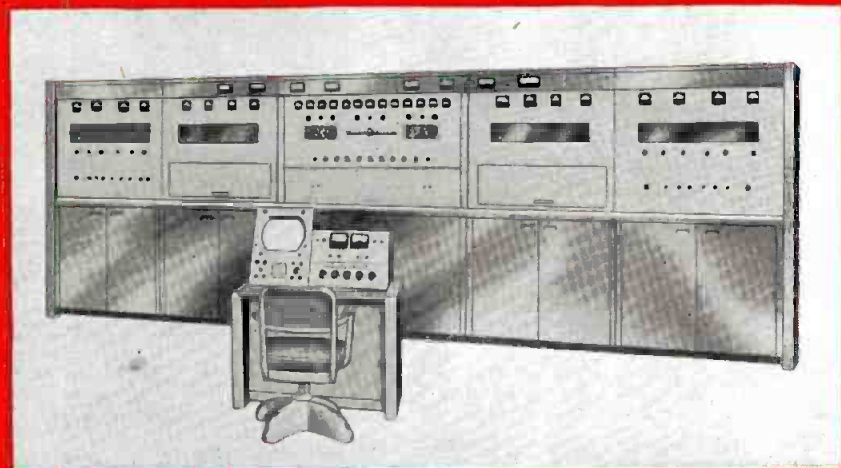
In an expensive business, it pays to examine carefully your investment in basic station equipment. Here at Electronics Park we believe we have the most modern television factory in the world. We'd like you to see it before you make any equipment decisions. Your General Electric Broadcast Man will be glad to make the arrangements.

*General Electric Company, Electronics Park, Syracuse, N. Y.*

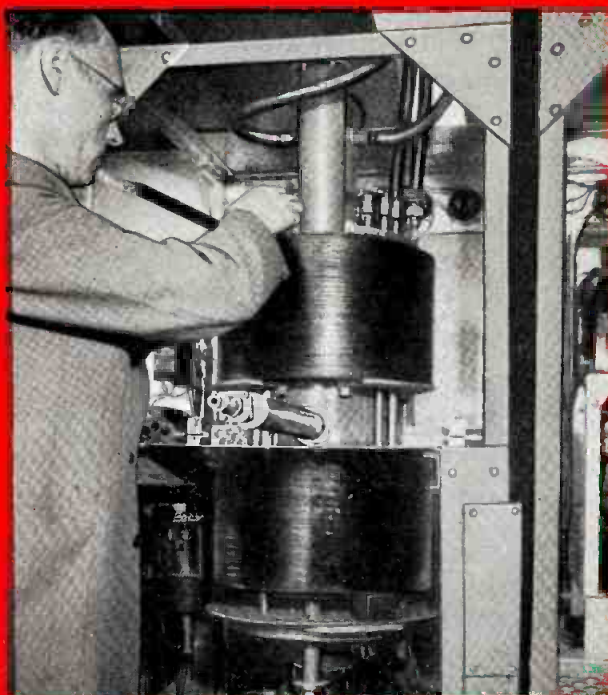


**20 To 1 Power Gain!** A fundamental new development of G.E. engineering, this helical antenna for UHF is a 4-bay radiator of side fire design. Only 4 feed points are required. Simplified drafting system. Also available in 5-bay, 25-gain antenna.

**GENERAL  ELECTRIC**



**World's Most Powerful UHF Television Transmitter.** This 12 kw unit offers a unique frequency control system. One crystal oscillator controls both the visual and the aural carriers, locking them together with a fixed separation of 4.5 mc. A number of broadcasters have already placed orders for this UHF transmitter.



**High-Power UHF Klystron Tube.** A successful solution to the difficult problem of high power at UHF. Designed and built to G-E specifications, this tube's remarkable amplification and extreme stability actually make high-power UHF television a reality.

IT  
ALL  
ADDS  
UP  
TO

1 5 8 0 0 0  
1 4 6 0 0 0  
1 3 5 0 0 0  
1 3 2 0 0 0  
1 2 5 0 0 0  
1 2 3 0 0 0  
1 2 0 0 0 0  
1 0 3 0 0 0  
8 7 0 0 0  
8 2 0 0 0  
7 9 0 0 0  
7 0 0 0 0  
6 3 0 0 0  
6 0 0 0 0  
5 7 0 0 0



158,000

TV  
SETS

IN THE

TOLEDO MARKET

98% PREFER

WSPD-TV

Toledo's only TV station

An NBC television affiliate with  
only the best from CBS, ABC, DTN



NBC AFFILIATE  
A FORT INDUSTRY STATION

Rep. by The Katz Agency, Inc.

WSPD-TV  
CHANNEL 13  
TOLEDO, OHIO

Nat. Sales Hq. 488 Madison Avenue,  
New York 22, ELdorado 5-2455

# telestatus



## Children's Viewing Is Analyzed

(Report 205)

**C**HILDREN from the first through eighth grades in three Evanston, Ill., schools spend an average of 19 hours weekly watching TV, two hours less than the 21-hour average for the same group in 1950.

This was reported last week by Dr. Paul Witty of the School of Education at Northwestern U., located in Evanston, who has completed his second survey on the interest evinced by youngsters in television.

Other conclusions based on questionnaires returned by 1,400 school children, their parents and teachers:

One-third of the pupils said TV helps them in some of their school classes, but others said the temptation of TV to take them from their studies was "a detriment."

Most children seem to look at video between 6:30 and 8:30 p.m., a predominant time for adult rather than youthful entertainment.

Children said they read less than they did before having television, but admitted they read as many comic books as they used to. They also see fewer movies, as reported similarly in the 1950 survey, but still pass the boxoffice about once weekly.

Of the 1,400 children, 68% said they had TV sets in 1951, contrasted with 43% in 1950. Last

year 26% of their teachers had sets, watching an average of 12½ hours weekly.

The amount of viewing time for youngsters drops 12% during the first year, about 2% the second, Dr. Witty reported.

Western movies are preferred by the tots, first grade through third, and decline in popularity with the increasing age of the child, the survey concludes. Seventh and eighth graders prefer *Comedy Hour* to western, and want to see more "up to date" movies, current events (especially about government), musicals and scientific shows. Fourth to sixth graders favored *Crusader Rabbit* and *Paul White-man Revue*, asking for more pictures about pioneers and movies concerning foreign lands and people. First through third graders like *Howdy Doody* best, and want to see more children's plays and hobby or crafts programs.

### Children Discriminate

Children, Dr. Witty says, "do not accept television programs indiscriminately." He said parents turned thumbs down on mysteries, cowboy movies and futuristic science-fiction, preferring more musical shows, good current event programs and "high grade" children's shows for their youngsters. Teachers seek more good dramatic programming, news and current

events, hobby and how-to-do-it shows and science features.

Dr. Witty presented the survey conclusions at a meeting of the American Educational Research Assn. conference Feb. 25 in St. Louis.

\* \* \*

## Indignant Mothers Monitor Children's TV

**EIGHT MEMBERS** of the Lafayette Mothers Committee on Mass Communications in San Francisco cooked dinners early and put in four hours of televiewing to find out what their children were seeing as daily TV fare.

According to their report, murders and assorted killings numbered 13 during the four hours. Other crimes depicted were: Sluggings, 14; kidnappings, 6; hold-ups, 5; explosions and dynamitings, 3; blackmail and extortions, 3; thievery, 3; armed robberies, 2; arson cases, 2; lynchings, 1; torture scenes, 1; induced miscarriages, 1.

The committee asks: "To what depths has our civilization sunk when we permit the businessmen who use our publicly-owned airwaves free of charge, to offer such marijuana to babes in the names of cereals. . . ." The committee reported it planned to send its report to FCC. Mothers group was described as an offshoot of the Lafayette School's experimental class in teaching youngsters to discriminate among movies, comics, radio and TV.

## Weekly Television Summary—March 3, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area	City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	13,000	Louisville	WAVE-TV, WHAS-TV	141,063
Ames	WOI-TV	82,631	Matamoros (Mexico)		
Atlanta	WAGA-TV, WSB-TV, WLTV	185,000	Brownsville, Tex.	XELD-TV	11,100
Baltimore	WAAM, WBAL-TV, WMAR-TV	367,436	Memphis	WMCB-TV	118,600
Binghamton	WNBF-TV	50,150	Miami	WTVJ	105,000
Birmingham	WAFM-TV, WBRC-TV	90,000	Milwaukee	WTMJ-TV	313,384
Bloomington	WTVB	130,000	Minn.-St. Paul	KSTP-TV, WTCN-TV	310,300
Boston	WBZ-TV, WNAC-TV	861,653	Nashville	WSM-TV	62,335
Buffalo	WBEN-TV	253,536	New Haven	WNHC-TV	224,000
Charlotte	WBTV	132,338	New Orleans	WDSU-TV	81,764
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817	New York	WABD, WCBS-TV, WJZ-TV, WNBC	2,850,000
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000	Newark	WOR-TV, WPIX	
Cleveland	WEWS, WNBK, WXEL	567,692	Norfolk	WATV	101,833
Columbus	WBNS-TV, WLWC, WTVN	210,000	Okla. City	WTAR-TV	116,685
Dallas			Omaha	KMTV, WOW-TV	120,540
Fl. Worth	KRLD-TV, WFAA-TV, WBAP-TV	154,228	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Davenport	WOC-TV	88,598	Phoenix	KPHO-TV	55,100
Dayton	WHIO-TV, WLWD	227,000	Pittsburgh	WDTV	342,200
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	750,000	Providence	WJAR-TV	191,000
Erie	WICU	82,765	Richmond	WTVR	108,878
Fr. Worth			Rochester	WHAM-TV	132,000
Dallas	WBAP-TV, KRLD-TV, WFAA-TV	154,228	Rock Island	WHBF-TV	88,598
Grand Rapids	WOOD-TV	192,690	Quad Cities	Include Davenport, Moline, Rock Is., E. Moline	
Greensboro	WFMY-TV	101,111	Salt Lake City	KDYL-TV, KSL-TV	73,300
Houston	KPRC-TV	116,000	San Antonio	KEYL, WOAI-TV	67,685
Huntington			San Diego	KFMB-TV	126,000
Charleston	WSAZ-TV	76,000	San Francisco	KGO-TV, KPIX, KRON-TV	329,250
Indianapolis	WFBI-TV	216,000	Schenectady		
Jacksonville	WMBR-TV	53,000	Albany-Troy	WRGB	198,600
Johnstown	WJAC-TV	138,454	Seattle	KING-TV	129,300
Kalamazoo	WKZO-TV	170,560	St. Louis	KSD-TV	372,000
Kansas City	WDAF-TV	189,151	Syracuse	WHEN, WSYR-TV	166,021
Lancaster	WGAL-TV	135,576	Toledo	WSPD-TV	150,900
Lansing	WJIM-TV	82,000	Tulsa	KOTV	108,265
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH	1,161,036	Utica-Rome	WKTV	67,000
	KNXT, KTLA, KITV		Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	335,715
			Wilmington	WDEL-TV	93,014

Total Markets on Air 64\*

\* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

Stations on Air 109\*

Estimated Sets in use 16,093,676

the  
cook  
in  
125,000  
kitchens



Wheels whir in Carolina kitchens when WBTV's Suzie McIntyre "mans" the mixer. Professionals praise her pies, amateurs write for her recipes, ailing executives, viewing out of curiosity, call her about her cakes.\*

*Nine famous foods are now participating in Suzie's popularity and power. The tenth will close the door on competition and open the door to new sales in 35 Carolina counties.*

\*Actual Incident.



SERVING THE CAROLINAS'  
BIGGEST  
TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

*Represented Nationally by CBS Television Spot Sales*

**SARKES TARZIAN\* President of  
WTTT-WTTV—Bloomington, Indiana**



**GIVES PERTINENT ANSWERS  
TO PERTINENT QUESTIONS:**

- Q** . . . How has newspaper lineage stood up against Radio and TV in Bloomington?
- A** . . . Newspaper lineage in Bloomington was less in 1951 than in 1950. And, less in 1950 than in 1949!\*\*
- Q** . . . Did newspaper have any effect on Radio sales results?
- A** . . . WTTT had more advertiser success stories than ever before, as is attested by BAB contest results. WTTT won awards in these three classifications: CLOTHING—FOOD & DRUG PRODUCTS—FOOD & DRUG STORES
- Q** . . . Has newspaper been a determining factor in TV advertising sales?
- A** . . . Bloomington TV ad sales last year increased 800% (No, that isn't a typographical error. 800% is correct)
- Q** . . . To what extent were radio time sales affected by this tremendous jump in TV?
- A** . . . There were no local Radio Advertisers who put advertising dollars into TV at the expense of Radio budgets!
- Q** . . . Where did the TV revenue come from?
- A** . . . You answer that one. It's obvious, isn't it?

\*Mr. Tarzian is head of Sarkes Tarzian, Inc. and in addition to operating Stations WTTT-WTTT, manufactures: TV Tuners, Selenium Rectifiers, Air Trimmers, Cathode Ray and Receiving Tubes.

\*\*Indiana Business Review.

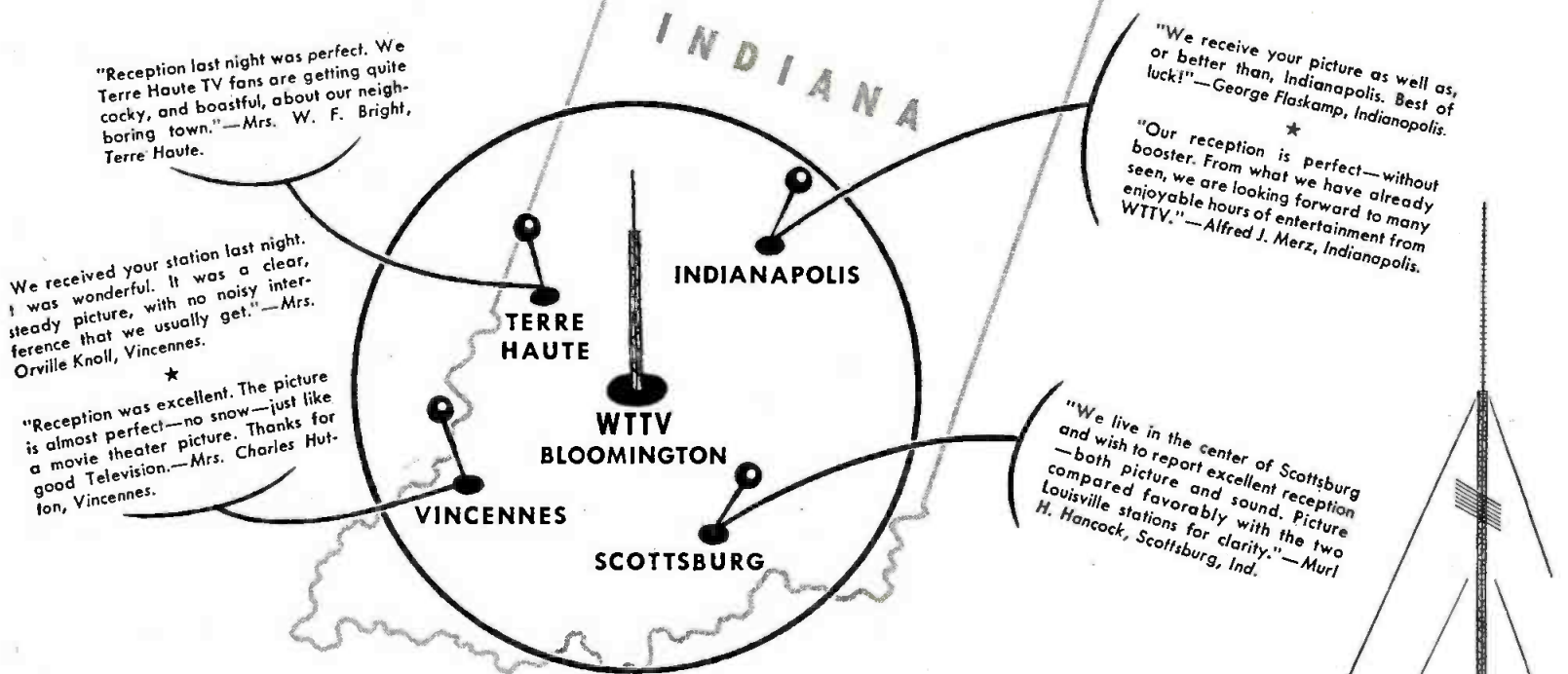
**OPEN FOR BUSINESS**  
**in a**  
**BILLION DOLLAR Market**

**CHANNEL 10**

**WTTV**

**BLOOMINGTON, INDIANA**

Now reaching out to over 1½ million Hoosiers with our NEW Transmitting Equipment... HIGHER Tower... MORE Power!



We're happy about the stacks of mail we've been getting. Primarily, we're interested in serving the southern and central parts of Indiana. That, we know we're doing! As far as distance is concerned, we have heard from points as far north as Garrett, Indiana, as well as from viewers in Kentucky, Ohio, and Illinois.

**STATION WTTV (channel 10) and WTTT (5000 watts)**  
**Owned and operated by SARKES TARZIAN in Bloomington**

**You'll be downright amazed when you hear the whole Bloomington story. It's fantastic!**

**TARZIAN MADE PRODUCTS**

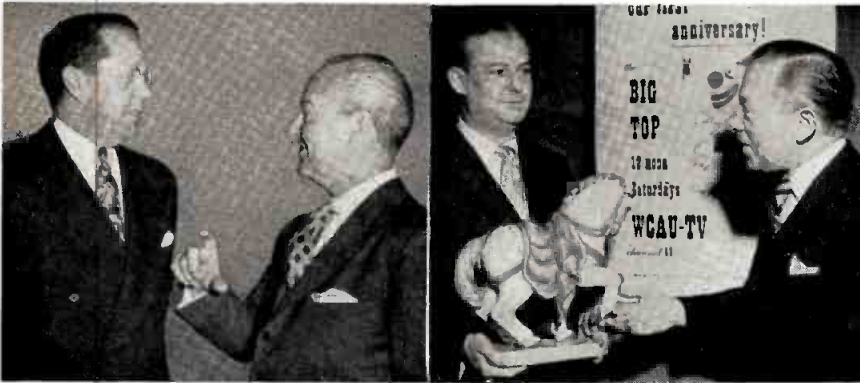
**Tuners**      **Air Trimmers**      **Selenium Rectifiers**      **Cathode-Ray and Receiving Tubes**

**STATIONS WTTT (5000 WATTS) AND WTTV (CHANNEL 10)**  
**OWNED AND OPERATED BY SARKES TARZIAN IN BLOOMINGTON**

**Call Bob Lemon, Station WTTV**  
**Bloomington, Indiana**  
**or**  
**Your nearest MEEKER office**  
**NEW YORK • PHILADELPHIA • CHICAGO**  
**SAN FRANCISCO • LOS ANGELES**



AT PREMIERE of *Super Circus* for Mars Candy Co. via ABC-TV were (l to r) DeWitt O'Kieffe, v. p.-TV creative dir., Leo Burnett Co.; William Weddell, Burnett v. p. for radio-TV; Mary Hartline, TV star; Ben A. Bouchard, Mars gen. sls. mgr.; Ralph Ellis, Burnett v. p.-acct. exec.; Gerald Vernon, ABC-TV Central Div sls. mgr. Pact for second half of show was effective Feb. 3 for 52 wks.



DISCUSSING TV and oranges at Hollywood luncheon are (l to r) Russell Eller, adv. mgr., Calif. Fruit Growers Exchange, and Edward Madden, NBC who is v. p. for sales, N. Y.

SYMBOL of circus is presented by Glenn Gundell (l), dir. of adv. & sls. prom., National Dairy Products Corp., N. Y., sponsor of *Big Top*, to Charles Vanda, v. p., WCAU-TV Philadelphia, producer of show.



LEE TRACY (l), star of *The Amazing Mr. Malone*, ABC-TV mystery show, visits J. P. Seiberling, president of sponsor, Seiberling Rubber Co., to get first-hand product data.

JEAN SLADDEN, women's dir., WDTV (TV) Pittsburgh, waves thanks to TV fans who answered her call for Christmas cards for cerebral palsy victims.

CBS-TV trio visiting Dallas is welcomed by Clyde W. Rembert (seated), managing dir., KRLD-AM-FM-TV. Standing (l to r) are C. A. Snyder, CBS-TV sta. rel.; A. B. Chamberlain, CBS-TV engineer, and Bob Wood, CBS-TV sta. rel.



## FOOTBALL REPLY

NPFL Denies Anti-Trust

NATIONAL Professional Football League declared Feb. 23 that it is not engaged in interstate commerce or trade as defined in the Sherman Anti-Trust Act.

Therefore, the league said, it is not violating the act by restricting radio broadcasts and telecasts of

its games [B•T, Jan. 14; Oct. 15, 1951].

The league, in an answer to government charges that the law is being violated, said its principal business is staging football games. Anything else, such as TV or broadcasts, is incidental, the answer states.

The government filed its charge last fall, accusing the league of violating the Sherman Act in "blacking out" telecasts of local games.

The league petitioned the federal court in Philadelphia to throw the case out, but Judge Allen Grim, after hearing argument Jan. 8, ordered a hearing. He gave the league 45 days to reply to the government charge.

Judge Grim expressed hope that the case could be heard without undue delay because of its importance. The government has indicated that if it wins this test case it will bring charges to end restrictions on the telecasting of other sports including college football.

SARRA Inc., New York, is using playlets to visualize how "nice things happen to people who use Ipana" in new Bristol-Myers series of 15-second commercials. Agency is Doherty, Clifford & Shenfield, New York.

## 46 Miles of UN

FOLLOWING close of the UN General Assembly in Paris, Paramount Television reported that its coverage of the three-month proceedings totaled 244,820 feet—or more than 46 miles—of 35 mm film which have been seen by viewers of CBS-TV's daily UN program and ABC-TV's weekly *United or Not*. Some recordings also were used by BBC and by French and Spanish TV interests and by UN officials for theatre showings. Total footage was described as equivalent to 35 full-length Hollywood feature films.

## Washington Watches

## Women's Shows

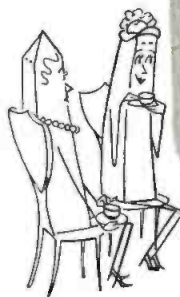
### "NANCY'S NOTEBOOK"

9-9:30 a.m.

Tuesday through Friday

Nancy Osgood, who has been charming Washington's feminine radio audience since 1944, is equally at home with television viewers . . . and four times a week she goes into their homes, with the latest in foods, fashions, news and entertainment.

SPOT PARTICIPATIONS AVAILABLE



## Watch Washington

Did you know that Washingtonians, on the whole, live better than the rest of the nation? Demanding the best in foods and meats, they get it, for District Inspection laws see to that. Washingtonians also are among the best-dressed people in the United States. They buy more clothes than residents of other cities, because the nation's capital is a "white collar" town. With its extraordinary per-family income of over \$6,000, Washington is a QUALITY MARKET worth watching.

**wnbw**  
Channel 4

NBC Television in Washington

Represented by NBC Spot Sales





## NEW CHANNELS FOR IMAGINATION

• With each new channel added, or increase in station power, the number of people in front of television screens goes up. • With each increase in the use of film pick-up—together with the acceptance of new technics, materials, and equipment—the number becomes more *solidly sold*. • For film programming opens new channels for imagination. Shows no longer are limited by the four walls of a studio, nor held within the time zone of a particular show's origination. Creatively . . . geographically . . . the sky's the limit. • Complete technical information concerning film selection and processing is available . . . together with details concerning special Eastman services, equipment, and materials. Address:

*Motion Picture Film Department*

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

East Coast Division  
342 Madison Avenue  
New York 17, New York

Midwest Division  
137 North Wabash Avenue  
Chicago 2, Illinois

West Coast Division  
6706 Santa Monica Blvd.  
Hollywood 38, California

**KFMB**  
**TV**  
Channel-8

**SAN DIEGO'S**  
**1st and Only**  
**TELEVISION STATION**  
*blankets*  
**CALIFORNIA'S**  
**THIRD MARKET**

San Diego  
Department Store  
Dollar Volume  
in 1951 . . . was

**UP 6%**  
**OVER 1950!**

This Percentage  
Gain Was  
**TWICE**

The National  
Average

**Wise Buyers**  
**BUY**

**KFMB**

**For**  
**More**  
**Business!**

**KFMB-TV**  
Channel 8

**KFMB-AM**  
550-K.C.

John A. Kennedy, Board Chairman  
Howard L. Chernoff, Gen. Mgr.

# PHONEVISION

WHETHER "pay-as-you-see TV" should be officially recognized as a regular commercial method of broadcasting was put up to the FCC last week when Zenith Radio Corp. petitioned for a rule-making hearing to authorize its Phonevision system of subscription television.

Petition asked that hearings be held so that Zenith can offer testimony supporting its long-held contention that "television broadcasting would render a maximum service in the public interest if means were provided whereby the recipients of television programs could pay directly, as well as indirectly, for programs provided to them."

Implicit in the petition is the fact that Zenith intends to demonstrate various methods of decoding the Phonevision picture. Up to now, Zenith has always described Phonevision as working in conjunction with telephone lines.

In the opinion of some observers, the phrasing of the petition was also taken to mean that Comdr. Eugene F. McDonald Jr., president of the radio-TV manufacturing company, has receded from his original premise that TV could not pay for itself from advertising revenues alone.

## Adaptable for Color

Phonevision requires only a "relatively few and minor changes" in TV engineering standards, Zenith said in the petition. It not only will function with black-and-white TV, the petition read, but is adaptable for all types of color TV.

Zenith said that it would offer evidence at a hearing to prove that its method of subscription TV would:

- (1) Generally encourage the larger and more effective use of radio in the public interest.
- (2) Provide the American public a needed and desirable service supplementary to existing services.
- (3) Otherwise be in the public interest, convenience and necessity since Phonevision, with its great flexibility, offers desirable and feasible methods of providing a subscription television service.

At such a hearing, Zenith offered to demonstrate various forms of Phonevision, "including a variety of coding techniques and methods of disseminating decoding information to subscriber receivers with particular emphasis on the feasibility of concurrently using a variety of methods of distributing the decoding information for a particular program to meet the exigencies of local conditions."

During the past years, the Phonevision system was described by its proponents as working like this:

A TV station sends out a regular video picture with one element of the signal missing. This results in a distorted picture on the viewing screen.

In order to clear up the picture,

subscribers telephone a special operator with an order for the service. The operator sends the missing pulse, which flows into the TV receiver at home through a special Phonevision device. This brings the picture into focus.

Charges for the service would be included in the subscriber's regular telephone bill, Zenith said.

In comments on the recommendation that telephone lines and operators be used for Phonevision, Bell system officials publicly stated that they were against that part of the idea. Their objections were based on the use of telephone circuits for other than communications.

## 1951 Experiment

Early in 1951, Zenith ran a public test of its fee-TV system. Three hundred Chicago families participated in the 90-day experiment. Programs consisted of feature motion picture films, mostly 1948 releases. Zenith got the films after motion picture producers were prodded into cooperating by the Dept. of Justice. Each family was charged \$1 for each program "ordered." A leased telephone circuit, manned by special operators, was used.

Results of the test, Zenith proclaimed, were beyond expectations. Average "admission fee" per family was \$1.73 per week, Zenith reported, with average "attendance" 2.1 movies per week during the first month of the test, 1.5 the second month and 1.6 the third month. For the Bing Crosby-Barry Fitzgerald "Welcome Stranger" program, 180 of the 300 families "ordered," Zenith estimated.

Zenith never has announced the results of a comprehensive survey of the 300 test families made by the National Opinion Research Centre of the U. of Chicago. Presumably, NORC results will be made public at the public hearing requested by Zenith.

Phonevision is one of three subscription TV systems in various

stages of development. Paramount Pictures Corp. owns a half interest in International Telemeter Corp., which has under development a coin-operated pay-TV system. It is now being tested on a limited basis in Palm Springs, Calif. Skiatron Corp. recently completed technical tests of its Subscriber-Vision TV system in conjunction with WOR-TV New York. It uses coded cards to clarify the distorted picture.

When Zenith first asked for permission to run an experimental Phonevision operation in Chicago in 1949, the Commission set the application for a hearing. Among the issues announced there by the FCC were:

- (1) Whether Phonevision should be classified as a common carrier or a broadcast service.
- (2) Relationship of Zenith with Television Entertainment Co. TECO was set up by Zenith to handle the licensing of Phonevision transmitting equipment, to arrange fees and programs for the service. Zenith retained for itself the right to manufacture the receiving devices. First stockholders of TECO were Zenith officials.
- (3) Relationship of Zenith and/or TECO to stations transmitting Phonevision, subscribers, program suppliers and telephone companies.

## TV CABLE GRANTS

Made by FCC to AT&T

EXTENSION of TV intercity connections to Miami, New Orleans, Dallas, Fort Worth, Houston and Oklahoma City was among the grants made by the FCC last week to Bell System companies for a \$60 million construction program this year. Telephone company is trying to tie these cities into the national TV hookup in time for the November elections [B•T, Feb. 18]. Later in the year, AT&T plans to extend the southwest interconnections to Tulsa and San Antonio.

Major telephone communications construction involves the laying of a new coaxial cable between Orlando and Tampa, Fla.; Knoxville and Chattanooga, Tenn.; Memphis, Tenn., and Little Rock, Ark. Although it is feasible to adapt the coaxial cable for TV circuits, AT&T has no such present plans.

## Need a Good Film Spot..

AT A MODERATE PRICE TO FIT A LOW BUDGET?

FILMACK can make it, as they're doing for hundreds of advertisers the country over.



For 35 years FILMACK has produced top-quality film titles and messages for theatres and agencies. Experience counts. Our staff, complete lab, sound studio and camera equipment can save you time and money.

Send in your copy for estimate. Our low prices will surprise you.

**TV** FILM SPOTS with AUDIO

AS LOW AS  
8 Sec. \$50  
20 Sec. \$80  
1 Minute \$150

# Filmack Studios

133 SOUTH WABASH AVENUE • CHICAGO 5, ILLINOIS

# IN REVIEW

**KRAFT TELEVISION THEATRE**, with no fuss, feathers or fanfare beyond a simple mention of the fact in the opening announcement on Feb. 20 presented its 250th weekly hour-long dramatic production on NBC-TV, where it began on May 7, 1947.

Vehicle for this milestone telecast of video's oldest regular weekly series was Hubert Henry Davies' "The Mollusc," comedy drama concerning a woman who, like the sea animal which gave the play its name, devotes her energy to "sticking instead of moving" and, by her extravagant helplessness, dominates her household. The plot revolves around the efforts of her visiting brother to free her husband and, particularly, the young and attractive governess from their thralldom and to restore his sister to her former state as a normally active wife and mother.

Dorothy Duckworth, as the domineering Dulcy, and Ernest Truex, as her long-suffering husband, gave the production better performances than its hackneyed script deserved. Catherine McLeod and John Newland carried off their roles as imprisoned maiden and rescuing knight with professional smoothness. The suburban home settings provided a realistically comfortable background for the players. As a whole the production was on a high level of technical competence, although the unchanging emotional level of the action throughout the drama gave it a certain monotony which was not conducive to holding the home viewers in rapt attention. The telecast's soporific tendencies should probably be attributed to the author rather than the producer, director or players.

To this reviewer, who has seen a fair number of Kraft dramas during the past five years, the 250th telecast was somewhat below the average for the series. By and large, the *Kraft Television Theatre* has provided a video counterpart

Program: Kraft Television Theatre; NBC-TV, Wed. 9-10 p.m.  
 Sponsor: Kraft Foods Co.  
 Agency: J. Walter Thompson Co.  
 Producer-Director: Maury Holland.  
 Announcer: Ed Herlihy  
 Cast: Dortha Duckworth, "Mrs. Baxter"; Ernest Truex, "Mr. Baxter"; Catherine McLeod, "Miss Roberts"; John Newland, "Tom."

of the stories in the mass circulation magazines. The aim is not at great art or intense emotion but rather at giving viewers a weekly hour of pleasant entertainment, which can be enjoyed without disturbing the relaxed attitude appropriate to the first hour after dinner. In this, Kraft has been eminently successful.

The sponsor and its agency deserve special mention for the high quality of the commercials which are inserted into the between-the-acts intermission periods in such a way as not to interrupt the action of the play nor disturb the mood of the audience. Recipes are naturally stressed and the imminence of the Lenten season gave last week's telecast an opportunity for presenting attractive meatless main dishes which was fully exploited. To arouse interest in food so soon after dinner is no small accomplishment and the Kraft commercials do it tastefully and well.

## EDUCATIONAL TV

### Program Seminar Planned

A FIVE-DAY seminar on educational TV programming for some 60 college presidents and other school officials has been announced.

The seminar, entitled Educational Television Programs Institute, will be held April 21-26 at Pennsylvania State College.

Plans for the institute were announced by Dr. Arthur S. Adams, president of the American Council on Education, Washington.

Commenting on the seminar, Dr. Adams said it should serve to identify steps necessary for the most effective use by educational organizations of the TV channels FCC has proposed to reserve for educational non-commercial operation.

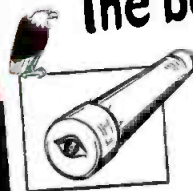
Institute will be directed by Dr. Carroll V. Newsom, associate commissioner for higher education in the New York State Education Dept. President Milton S. Eisenhower of Pennsylvania State College is chairman of the Institute Committee, a policy group which will guide the project.

It is expected that the staff in addition to Dr. Newsom will include an expert in television programming and consultants in technical, financial and other aspects of television operations.

Financial support to underwrite the institute and its staff has been provided by the Fund for Adult Education of the Ford Foundation.



"The better to see you with"  
 day or night



YEARS AGO when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for camera tubes that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.

Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lighted studio to virtual outdoor darkness. RCA-5820 is designed for general-purpose pickups. RCA-5826 is designed for "live" work in the studio.

Your local RCA Tube Distributor is ready to give you day-and-night service. Phone him any time.



**RADIO CORPORATION of AMERICA**  
**ELECTRON TUBES HARRISON, N. J.**

SOONER or LATER  
 some aggrieved listener  
 accuses you of

**LIBEL OR  
 SLANDER**

and THEN you'll need our  
**UNIQUE INSURANCE**  
 covering this hazard. It covers also  
 Invasion of Privacy, Plagiarism,  
 Piracy and Copyright. It is  
**ADEQUATE, SURPRISINGLY  
 INEXPENSIVE.**

In use Nation-wide.  
**GET IT IN TIME!**

WRITE FOR DETAILS AND RATES

**EMPLOYERS REINSURANCE  
 CORPORATION**

Insurance Exchange — Kansas City, Mo.

# WHEN TELEVISION SELLS ...

## FOOD PRODUCTS IN SYRACUSE

P & C Food Markets Advertising Manager, Holland Gregg, reports, "We have been so delighted with the results of our afternoon "V-I-D-E-O" show that we wish to renew for another twenty-six weeks. From the very beginning the audience reaction was unbelievable. There is no doubt in my mind that WHEN Television has a very important place in our merchandising and we expect to continue it as long as there is time available."

Say **WHEN** TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND GET THE FACTS ON CENTRAL NEW YORK'S BEST TIME BUYS.

- **FIRST** with television in Central New York
  - **FIRST** with afternoon TV
  - **FIRST** with morning TV
- CBS • ABC • DUMONT**

**WHEN TELEVISION SYRACUSE**

A MEREDITH TV STATION

## WXYZ-TV FILM BUY

Acquires 1,200 Movies

TWELVE HUNDRED motion picture films have been purchased for exhibition on WXYZ-TV Detroit, James G. Riddell, president, announced last week.

It is the largest single purchase of films in Detroit TV history and represents an investment of more than \$250,000, he explained.

In announcing the transaction, Mr. Riddell said the net result will be to provide the more than 700,000 television homes in the Detroit area with feature film entertainment of outstanding quality. *Motion Picture Academy*, a twice-a-week show over WXYZ-TV sponsored by the Rose Jewelry Co., will exhibit many of the most important movies, he said.

Some of the 1,200 films are "The Story of G.I. Joe," "Open City," "Street Scene," "The Chase," "Rain," "As You Like It," "Desert Victory," "Turnabout," "The Iron Duke" and the "Topper" series.

## CHICAGO FILM PURCHASE

Nash Dealer on WNBQ (TV)

PAUL (BUD) HAUSER, Chicago, owner of Nash Motor Sales, has bought a \$63,000 film package of 39 new British movies for telecasting on WNBQ (TV). Mr. Hauser three months ago paid \$150,000 for a series of Edward Small productions. The new British films will be shown in this country for the first time by Hauser Nash, which has a 1½ year TV exclusive.

Mr. Hauser now buys eight hours weekly on the station, sponsoring films from 11 p.m.-1 a.m. Monday, Wednesday and Friday and on Saturday from 10 p.m.-midnight. His Saturday feature, which reportedly attracts a million viewers, is responsible for such Sunday crowds that "customers think other buyers are salesmen!" Full-length features are shown on each of the *Grand Marquee* programs.

## WDTV (TV) Basketball

WDTV (TV) Pittsburgh reported the first basketball-cast in that city between undefeated teams of Duquesne and St. Bonaventure drew the biggest district audience in the station's three-year history. All seats for the game had been sold a month in advance. Twenty thousand mail orders for tickets had to be returned. Westinghouse arranged for the telecast. The survey showed, WDTV reported, that 72.7% of the TV homes in the area were dialed in. Of the sets in use in the tri-state area covered by WDTV, 99.6% were viewing the game. Average number of viewers per set was reported at 3.3.



## film report

**A**SKING for declaratory relief and charging breach of contract, P. K. Palmer, Hollywood producer of the early *Dick Tracy* TV film series, has filed suit in Santa Monica (Calif.) Superior Court against Snader Telescriptions Sales, Beverly Hills.

Mr. Palmer alleges he entered into a financing and distribution deal with Snader Sales last summer and that the firm never paid him under terms of agreement and has in addition tried to take over production of the TV series. He also asks for an accounting, injunction and appointment of a receiver by the court.

Snader two months ago filed a similar declaratory and accounting suit against Mr. Palmer, but it is still pending. Snader Sales owns a half interest in the TV series, and reportedly has tried unsuccessfully to make out-of-court settlement with the producer for take-over of the entire show.

### Sales . . .

Screen Gems Inc., Hollywood, starting five half-hour television films for duPont Co., Wilmington, Del., for NBC-TV *Cavalcade of America* series. Two films, previously shot experimentally by the company, have been accepted for the same series. Agency is BBDO, New York.

Bing Crosby Enterprises, Culver City, Calif., starting two more films for the *Rebound* series. They are titled "Honeymoon" and "The Guest" and are being shot for the Packard Motor Car Co., Detroit. Bernard Girard is producer-director.

Frank Wisbar Productions, Hollywood, continues *Fireside Theatre*, half-hour television film series, for Procter & Gamble Co., Cincinnati (Ivory soap, Crisco, Duz), with the signing of the 1952-53 contract. Agency is Compton Adv. Inc., New York.

TeeVee Film Co., Beverly Hills, Calif., has sold two series of its 26 five-minute television films, *Little Theatre*, in 22 national markets. Company is starting a third series, financed by California Bank, Beverly Hills branch, with William Asher as the director and Sherman Harris as executive producer.

Hal Roach Studios, Culver City, filming 50 lead-in commercials for Liebmann Breweries Inc., Brooklyn (Rheingold beer), featuring Herbert Marshall, stage and film star, as Rheingold host. Jack Reynolds is the director. Agency is Foote, Cone & Belding, New York.

Dudley Pictures Corp., Beverly Hills, is filming five commercials for CBS-TV *I Love Lucy* sponsored by Philip Morris & Co., New York. Two are animated and three integrate animation with live action by show's stars, Lucille Ball and Dezi Arnaz. Agency is Biow Co., New York.

WATV (TV) Newark has purchased from Republic Pictures 85 western feature films "never before shown on television," according to Robert Paskow, WATV film director. Films will be shown during the next 18 months. Each picture has been cut to 53 minutes running time and the films have been arranged in four series.

KECA-TV Hollywood has edited 26 feature mystery films, recently leased from Republic Pictures, to 53 minutes each. The films will be offered as package programs. They were originally released between 1939 and 1945.

Snader Transcription Sales Inc., Beverly Hills, announces release of first 1952 acquisition. It is *Kid Magic*, 39 quarter-hour films. Aladdin TV Productions, Hollywood, produced the series which stars Frank Scannell, Kay Kuter and David Kasday.

### Production . . .

Jack Teagarden, jazz musician, signed by Snader Telescriptions Corp., Beverly Hills, for 14 three-minute television films as first on 1952 production schedule. Series, directed by Duke Goldstone, is part of second library of Telescriptions.

Jerry Courneya Productions, Beverly Hills, starting 26 quarter-hour adventure film series, *Close-Up*, with Noah Beery Jr., film actor, to star.

Produced by Courneya, and ready for distribution by United TV Programs, is *Curtis Nagel's Worlds of*

(Continued on page 86)

<p><b>RANGERTONE</b> BEST FOR TV FILMS USED BY</p>	<p>CRAWLEY FILMS, LTD. 19 Fairmont Avenue, Ottawa, Canada.</p>	<p><b>SYNC-SOUND</b> RANGERTONE 73 WINTHROP ST. NEWARK 4, N. J.</p>
	<p>BROADCASTING • Telecasting</p>	

# RED HOT

**THE HOTTEST SHOW (by a country mile) IN TELEVISION TODAY IS A 15-MINUTE, 5-TIMES-A-WEEK PROGRAM - THE TV VERSION OF "TELLO-TEST" -**

**IT'S CALLED...**

→ On the market only a few days, it's already been snapped up by the following stations:

- WGN-TV, Chicago
- WFIL-TV, Philadelphia
- WNAC-TV, Boston
- WMAL-TV, Washington, D.C.
- WXYZ-TV, Detroit
- KHJ-TV, Los Angeles
- WTVN-TV, Columbus
- WICU-TV, Erie
- KING-TV, Seattle
- KSTP-TV, Minneapolis
- WOW-TV, Omaha
- WLTV, Atlanta
- WHAM-TV, Rochester
- WJAR-TV, Providence
- WAAM, Baltimore
- WDSU-TV, New Orleans

By the time this ad is printed most likely we'll have five more under our belt.

Phone, write or wire the UTP office nearest you for availabilities, prices and complete information.



**MOVIE QUICK QUIZ** has all the guts of "Tello-Test" plus a terrific visual feature—plus those wonderful U.S. Savings Bonds for awards furnished as part of the package.

**HERE IS ONE OF THE MOST VALUABLE FRANCHISES IN TV. IF IT'S STILL AVAILABLE IN YOUR MARKET—grab it—AND GIVE PRAISE UNTO ALLAH!**

\***MOVIE QUICK QUIZ** is produced by Walter Schwimmer who also gave you America's most popular radio quiz **TELLO-TEST**

360 N. MICHIGAN AVENUE • CHICAGO • Central 6-0041  
 444 MADISON AVENUE • NEW YORK • Plaza 3-4620  
 140 N. LA BREA AVENUE • HOLLYWOOD • WEbster 8-9181

Also—distributors for Bing Crosby Enterprises, Inc., Kling-United Studios, Marion Parsonnet Studios, and others.

(Continued from page 84)

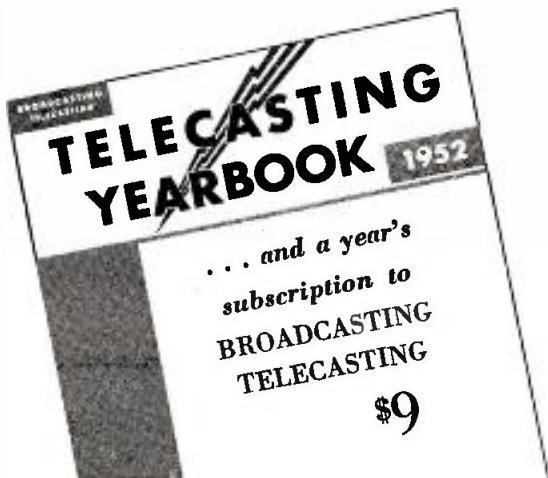
the first

TELECASTING YEARBOOK\*

Read it and join the 2500 advertising agencies, 3000 national and regional advertisers—more than 5000 of the most influential buyers of television time.

It takes a book like this first Telecasting Yearbook to sum up the business of telecasting, underscore its economic and programming aspects. In fact, and in short, only the Telecasting Yearbook gives buyers everything basic about the business of television.

\*This 54th issue . . .



Adventure. Package contains 13 quarter-hour television films on travel.

Citation Productions, Hollywood, recently formed by Ed Woodworth to produce 13 half-hour television film series, Date With Destiny. Mr. Woodworth, formerly production supervisor for Commodore Productions, also plans International Theatre, an hour-long TV film series.

Impro Inc., Culver City, headed by President Herbert Strock, formerly associate producer Mark VII Productions for NBC-TV Dragnet film series, starting preproduction on four 13 half-hour TV film series. Prowl Car, dealing with uniformed policemen who ride prowl cars; Deadline, telling how reporters get their stories; The Doctor, written by Jim Moser, writer NBC radio Dragnet, and based on actual Los Angeles County medical cases, and untitled anthology series of separate stories which may be used as pilot films for later series to be developed.

Interstate Television Corp., Hollywood, starting 13 half-hour TV film series, Buffalo Bill, starring Jimmy Ellison, film actor. Lewis Collins is director and Vincent M. Fennelly, producer.

M. & A. Alexander Productions, Hollywood, acquires TV production and distribution rights to Renfrew of the Mounted, based on Laurie York Erskine novels, which will become 13 half-hour TV film series. Rights to stories handled by Douglas Shorer Co., N. Y.

Nuclear Productions Inc., Hollywood formed by Leon Chooluck, executive producer, Joseph Sternbach, secretary-treasurer, and Edna Chooluck, vice president, to produce TV adventure film series.

Athena Productions Inc., Hollywood, newly formed to produce TV film series with Clifford Sanforth, president, J. E. Taylor, vice-president, and Alfred Westen, secretary-treasurer.

People . . .

Lou Lilly, editor scenario department Jerry Fairbanks Productions, Hollywood, adds duties of a production supervisor of company and head of TV film creative department. Leo S. Rosencrans, formerly 14 years executive writer Wilding Pictures, Detroit, and with company for past year as writer, named head of TV film commercial creative department.

Regis Toomey, stage and film actor, signed by William Broidy Productions, Hollywood, to star in 26 half-

hour TV film series Case History [B•T, Feb. 4].

Scotty Beckett, film actor, signed by Roland Reed Productions, Culver City, for featured role in Rocky Jones, Space Ranger, TV film series.

Joseph Moncure March, film writer, signed by Screen Gems Inc. Hollywood, subsidiary Columbia Pictures Corp., to write half-hour TV film for American Petroleum Institute, New York, in connection with National Oil Week. Talbot Jennings, film writer, signed by Screen Gems to write half-hour TV film for Studebaker Corp. 100th anniversary.

William C. Park, KNBH (TV) Hollywood newsreel editor to Sol Lesser Productions as writer, producer and editor of feature film adventure series. He will also function as adviser to Mr. Lesser on latter's television programs.

Kenneth Michael, producer-director KFI Hollywood, to Frank Wisbar Productions, Hollywood, as assistant director on Fireside Theatre TV film series.

DAVID KEES Was With CBS-TV

DAVID KEES, 30, CBS-TV director of special events, died Feb. 22 in Norwalk (Conn.) General Hospital, following a lengthy illness. He had entered the hospital a week earlier.

Mr. Kees joined CBS-TV last December, after serving as technical director and production manager of KPIX (TV) San Francisco since 1948. He directed the pooled telecasts of the Japanese Peace Treaty ceremonies which launched coast-to-coast telecasting last September.

Before joining KPIX, he had served for six years as engineer in charge of special events for KSFO San Francisco.

Mr. Kees was born July 2, 1921, in Shanghai, China, where his father was engaged in YMCA work. During the war he served in the Army Air Force.

He leaves his wife, Virginia, and a daughter, Margaret, 7.



# PRESS-RADIO FEUD

Rages in Orlando, Fla.

UDGING by what happened in Orlando, Fla., Sunday (Feb. 24), the *Orlando Sunday Sentinel-Star* didn't know what it was getting into when it ran a full-page ad titled "Why Scatter Your Shot?"



Mr. Brown

"Nobody can listen to all four radio stations at one time," the ad said, concluding with a family sketch showing five persons draped around various sections of a Sunday paper.

When J. Allen Brown, executive vice president and general manager of WLOF Orlando, saw the ad after returning from church, he hit the ceiling—and then the typewriter.

Shortly after 1 p.m. WLOF carried an announcement, the first of 10 that upset the quiet of Orlando's Sunday and kept the station's witchboard flooded with calls. At least 99% of the callers took sides with the station, it was reported.

Mr. Brown said the first announcement brought a call from one of the newspaper's editors. The announcements were written in editorial fashion and carried on a saturation spot formula, or one every quarter-hour. They were dropped at the end of the day. The *Orlando Sentinel and Star* daily editions and *Sunday Sentinel-Star* are published by Martin Anderson, who recently sold his radio properties — WHOO-AM-FM — to Edward Lamb of Toledo.

Here is a typical editorial announcement carried by WLOF during the day:

Ladies and Gentlemen, there's a big, full-page ad in today's edition of the "Orlando Sunday Sentinel-Star" that attempts to belittle Orlando's four radio stations. Yes, the "Orlando Sunday Sentinel-Star" (or at least their advertising department) stoops low enough to cast reflection on Orlando's four radio stations. These are the same stations that operate around the clock whenever any emergency arises.

The "Orlando Sentinel" devotes a full-page ad in today's paper to belittling Orlando's four, public-service minded radio stations. These are the

same stations that broadcast the up-to-minute hurricane news 24 hours a day whenever the emergency warrants.

These stations broadcast news bulletins for rare-blood donations when someone is lingering near-death at a local hospital. These are the same four radio stations that back "The Mothers' March on Polio" campaign with unlimited time, facilities and effort.

These are the same four radio stations that give complete cooperation and promotion in behalf of Orlando's Community Chest campaign. This is one charity drive that suffers each year from lack of complete newspaper promotion.

The big, full-page ad in today's "Orlando Sunday Sentinel-Star" that attempted to belittle radio, could easily have been devoted to promoting Orlando's recent Community Chest drive. This would have helped to make the drive more successful than it was.

No! The advertising boys at the "Orlando Sentinel" couldn't devote their precious advertising newsprint to a successful, worthy cause. They want to pick a fight with Orlando's four radio stations. Why do these boys want to start a fight among local advertising media? Why? . . . Why? Do you know the answer?

## ANPA CAMPAIGN

WAVE Promotes Radio

AMERICAN Newspapers Publishers Assn. campaign boosting newspapers as the best advertising medium has stirred an active counter-attack from another broadcaster [B•T, Feb. 25].

James M. Caldwell, radio program director, WAVE Louisville, commented that the ANPA ads "take a direct stab at radio and TV, taking the stand that only a fraction of a potential audience is listening at any given time.

"Since the ANPA has started this hassle, we do not intend to take it lying down," Mr. Caldwell declared.

In an inter-office memo, Mr. Caldwell urged WAVE staff members, "As soon as possible, let us get into effect a new intensified program of spot announcements promoting radio as a medium.

"In it, we will not make any direct derogatory remarks about newspapers; we will promote radio in a positive manner." During the campaign, Mr. Caldwell will be aiming toward promoting radio as a medium and WAVE as a station, in that order, it was said.

## That's Digging

WTAG Worcester, Mass., is always digging for business but it hardly expected to sell time to a well-digger. Yet that's exactly what happened. Salesman Jim McKnight signed C. E. Chapman for three spots a week on the morning *John Woods Show*. The well-digger rejected a modest suggestion to buy a mere 13 weeks—despite the fact there's a limited market for wells these days. "All right," said Mr. Chapman, "then let's try it for a year."

## WEISS RESIGNS

Returns to Hughes Post

LEWIS ALLEN WEISS, former Don Lee chairman, will resign effective March 31 as assistant administrator of National Production Authority and director of its Office of Civilian Requirements. Following a four-month Euro-



Mr. Weiss

pean trip with Mrs. Weiss, he will return to Los Angeles as management advisor to Gen. Ira C. Eaker, executive vice president of the Hughes Industries.

Mr. Weiss, it is expected, will be succeeded by his present deputy, Walter J. Curry, former European representative of Avco and of Standard Brands. Mr. Weiss also was a member of the requirements committee of the Defense Production Administration.

Mr. Weiss entered the government service 14 months ago—shortly after the sale of Don Lee to General Tire & Rubber. At that time he had been retained by the Hughes organization, but immediately was loaned to the government on a no-pay basis. A quarter-century veteran of radio and television, Mr. Weiss also had served as chairman of the board of Mutual.

## Easley Trial Set

TRIAL of Robert L. Easley, radio consulting engineer indicted on charge of using the mails to defraud [B•T, Jan. 28, 21], has been set for March 18 in U. S. District Court in Washington. Mr. Easley pleaded not guilty at his arraignment earlier this month. Conviction of the four-count indictment carries a penalty of one year in jail or a \$1,000 fine for each count, or both. Mr. Easley, in a statement issued the week after his indictment, blamed his predicament on "envy and petty malice."

# ANPA HITS S 2444

Bad Precedent Cited

THERE were only a few scattered shots last week on S 2444, the Johnson-Case bill to bar liquor advertising on the airwaves.

Senate Interstate & Foreign Commerce Committee, chaired by the bill's co-sponsor, Sen. Ed C. Johnson (D-Col.), did not take the bill up in the committee's executive session last Wednesday. The committee meets again March 12.

Full round was fired by the American Newspaper Publishers Assn. on Feb. 22. The organization said the bill was discriminatory because it would prevent the advertising of a legally made and sold product. The publishers noted that the legislation would be directed against "one segment of advertising media only."

If S 2444 were enacted, the publishers continued, Congress might then take the position that it had the right to legislate against any other product in some other medium or "to eliminate all advertising at their whim." The protest was contained in a letter sent by Cranston Williams, general manager of newspaper group, to Sen. Johnson.

Sen. Harley M. Kilgore (D-Va.), meanwhile, released a statement in which he said that now that hearings on the liquor bill have been concluded [B•T, Feb. 11], he was re-issuing a letter he had received two years ago when a similar bill was being considered by the committee (the Langer bill). Letter, supporting passage of "dry" legislation, was by Judge Harlan M. Calhoun of West Virginia's Twenty-Second Circuit Court.

**DOES THE JOB**  
*Alone*

**WOW**  
**OMAHA**

**NBC**  
**590**  
**5000 WATTS**

Room 280  
Insurance Building  
**JOHN BLAIR & CO., Representatives**

**Immediate Delivery**

**IN STOCK AT ALLIED!**

**RCA-892R.** Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-892R, \$362**

**RCA-891R.** Forced-Air-Cooled Triode—in stock for immediate delivery. **RCA-891R, \$362**

Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of all RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.

**ALLIED RADIO**  
Broadcast Division  
833 West Jackson Blvd., Chicago 7  
Call: HAYmarket 1-7019

# EARNING DATA

## FCC Reports Plan Hit

TWO comments received by the FCC on the Commission's plan to change the annual report on employment and earnings, required annually, stress that the new form doesn't look very simple and that there is doubt as to whether the FCC is authorized to demand the information to be submitted under the new form [B•T, Jan. 14].

NBC objected to the form, and stated that there is a "serious question as to the authorization of the FCC to require licensees to furnish the detailed information . . ." but NBC's comments did not deal with the legal question.

Information to be furnished the FCC would not aid the Commission in determining the financial qualifications of an applicant or licensee, the network said. "The FCC can look to the balance sheet and the profit and loss statements to ascertain whether [the station] can sustain the operation."

"The amount a broadcaster pays his announcers, engineers, salesmen, etc., has no bearing upon the Commission's functions under the Communications Act," NBC claimed.

NBC has more than 4,000 employees, the petition revealed, and it was thought 75% of them would have to be "reported" under the new form.

Before the FCC undertakes to



EXAMINING results of rural Pulse survey are (l to r) Owen Saddler, executive vice president-general manager, KMA Shenandoah, Iowa; Edward W. May, KMA president, and Dr. Sydney Roslow, president of Pulse Inc. Trio is pictured at KMA "Coffee Klatch" in Omaha, attended by 85 Omaha advertising men.

require this expenditure of time, effort and money by its licensees to collect and compile this data, careful consideration should be given to the value of such a study when completed," NBC said.

Congress should authorize the rule-making proposed, the network felt.

NARTB also objected to the new form.

The association said the FCC is not authorized to "require the divulgence by licensees of the information to be elicited by the proposed form." It is not consistent with the present annual report section of the FCC Rules, NARTB said.

The new form is not a simplification but a complication of the presently required reports, the association asserted.

The public need for the additional information has not been shown, the petition said, and furthermore "the Bureau of Labor Statistics has no authorization to get the information." NARTB objects to BLS's efforts to get the information "indirectly" and "circuitously" when it cannot get it directly.

The principal purpose of the proposed revision, as announced by the FCC, is "to obtain specific television occupational data which heretofore have not been readily available."

The proposed form would require each broadcaster, for a sample week, to:

- (1) Classify each full-time employe by occupational title (station title);
- (2) State whether employed in radio or television operations, or both;
- (3) Assign each employe one of 34 occupational code numbers according to detailed Bureau of Labor Statistics job descriptions;
- (4) State each employe's sex;
- (5) State each employe's scheduled weekly hours and scheduled weekly compensation.

COLUMBIA Workshop, Hollywood has started series of 20 radio-TV lectures presented by CBS Radio's Hollywood staff.

## FIELD TEST COMPLETED

### Seattle Outlets Study Report

THE TV transmitter site tests conducted jointly under the auspices of KING-TV, KIRO, KJR and KOMO Seattle [B•T, Nov. 19, 1951] have been concluded and the report is being studied by engineers at the four stations.

The report, a confidential document, was prepared by Prof. Myron Swarm of the U. of Washington Electrical Engineering Dept. It was based on field tests comparing the relative effectiveness of two possible sites for television transmitters—Queen Anne Hill in Seattle and Squawk Mountain, south of the city.

## WPRS-FM on Air

WPRS-FM Paris, Ill., has taken the air, programming independently of WPRS which commenced operation in May 1951. FM operation was launched with broadcast of state basketball tournament. Building has been expanded and staff will be increased for FM, according to Carl Sunkel, WPRS program director. WPRS-FM operates on 98.3 mc.

# RED CROSS DRIVE

## Radio, TV to Promote

THE ANNUAL radio and television campaign for the national and greater New York fund drives for the American Red Cross was launched Feb. 23 and will run through March.

For the Red Cross Sabbath (Saturday) and Red Cross Sunday (yesterday), special appeals were sent to program directors on all stations located in New York for use on or around religious programs on those dates.

For Radio-TV Day next Friday, when the drive gets into full swing—spots and brief features are being distributed to all stations, to be followed in March with spot, feature and human interest material which will be distributed to commentators each week.

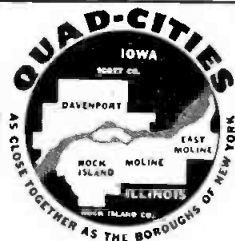
President Truman is slated to launch the campaign officially on Thursday night with a speech to be carried on both radio and TV networks [B•T, Feb. 18].

Among the special aids to be distributed to radio stations will be recorded programs by Bing Crosby, Bob Hope, Alice Faye and Phil Harris and *The Railroad Hour*. Also available to stations will be a brief appeal recorded by E. Roland Harriman, president of ARC; Robert A. Lovett, Secretary of Defense; Lee Price, president of U. S. Junior Chamber of Commerce; George Meany, secretary-treasurer, AFL; Philip Murray, CIO; Donald R. Wilson, national commander, American Legion, and others.

New York area station officials were guests of the Red Cross Radio and TV Committee, headed by James Sauter, at a plans luncheon last Wednesday. The national goal is \$85 million; New York City's \$6.7 million.

## Woodland Stricken

CECIL WOODLAND, general manager of WQAN-AM-FM Scranton, Pa., suffered a heart attack en route to Washington, D. C., fortnight ago. He is recuperating at St. Mary's Hospital, Amsterdam, N. Y., the city where his wife was visiting when he was stricken.



## 82<sup>nd</sup> in Population

among Sales Management's 162 Metropolitan Counties

IF your radio campaign includes the first 100 markets according to Population—then over 234,000 Quad-Citians are among your targets.

WHBF enjoys the respect and good will of the Quad-City area—a progressive community which it has supported and served for over 25 years.

Les Johnson, V.P. and Manager

Quad-Cities' favorite

**WHBF** AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS  
Represented by Avery-Knodel, Inc.

# KGW

carries the weight in the Oregon Market DAY or NIGHT

**TOTAL BMB FAMILIES**  
From 1949 BMB Survey

**DAYTIME**

KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

**NIGHTTIME**

KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

**KGW** PORTLAND, OREGON

on the efficient 620 frequency

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



**Y**OUNG ladies of Saranac Lake, N. Y., got a fund of Leap Year encouragement from WNBZ when the station sponsored a post card poll to determine the most popular bachelor in the area. Of 1,700 answers, 457 votes were cast for Arthur Fortune, 35 year old serviceman for a local bottled gas company, who was named "Mr. Bachelor of 1952." Mr. Fortune collected several prizes contributed by interested businessmen as well as three that are still unclaimed: a free marriage ceremony, wedding cake and honeymoon if he marries within the next year.

#### FIRST HAND INFORMATION

**GOOD WILL** tour is made each Saturday into several of the 82 counties covered by KWTO Springfield, Mo., by farm service director Lloyd Evans and public relations director Bill Bailey. Purpose of the jaunt is to visit with the people in surrounding towns and gather opinions on how the station may better serve the area.

#### SHOPPING CAN BE FUN

**DETROIT** Supermarket shoppers may get a chance at some fun and prizes from now on when they go marketing. *Good Luck to You* has been introduced over WJR. Show, featuring Ralph Freeman as quiz master, will originate at different store each day. Quiz contestants will be selected from the store audience.

#### OLD BUDDIES

**MOTION** picture theatre-TV station promotion tie-up was successfully executed in Washington, D.C., last week. Principals involved were WTOP-TV and RKO Keith's Theatre. "Pick Temple Day," featuring appearances of Pick Temple, WTOP-TV personality, at showings of "Bend of the River" tripled theatre business, according to film officials. Mr. Temple gave two shows lasting 15 minutes each. Both the station and the theatre cooperated in promoting the event to everybody's satisfaction.

#### SPORTS EXCLUSIVE

**NEWS** of the Olympic games in Oslo, Norway were reported exclusively to WFIL Philadelphia by Elizabeth Parkinson Speck, author and member of the U. S. Figure Skating Assn. who was engaged by the station as a special correspondent. When Mrs. Speck returns to this country, she will appear on several programs at the station to recount her experiences at the winter games.

HAVE YOU HEARD ABOUT  
*Esther Van Wagner Tufty*  
\$1 scripts?  
**TUFTY NEWS BUREAU**  
National Press Building  
WASHINGTON, D. C.

## programs promotion premiums



#### ECONOMY PLUS

**FOREST** greenery decorates a promotion piece put out by KCKN Kansas City, instructing potential advertisers "to saw off a bigger chunk of sales" in the area by using the station as an advertising medium. Promotion plugs low-cost sales booster packages such as the 26 50-word spot announcements for \$180 which are aired at times the sponsor specifies during any calendar month.

#### NOTHING TO SELL

**ANTI-COMMERCIAL** radio listeners in Westerly, R. I., have had their prayers answered by a local manufacturer. The company sponsoring six Westerly High School athletic contests on WERI as a public service instructed station officials not to give commercials at any time during the broadcasts because of their public service nature. Company's name, however, is mentioned at the opening and close of each program.

#### RECEPTION IS THE THING

**BEST** proof of TV coverage is home reception, according to promotion released by WFIL-TV Philadelphia. Copy cites survey statistics showing that the station covers 5,869,284 potential customers. Figure break-down plus map illustrations of the actual area covered by the station are directed at the advertiser reminding him that "the WFIL-TV audience goes to market with you in mind."

#### RADIO SALUTE

**CANADIAN** independent stations are planning a live talent salute from the industry to Queen Elizabeth II. Idea came from Phil Lalonde, manager of CKAC Montreal, and arrangements have been completed with the Canadian Broadcasting Corp. A special network will be established to allow all privately-owned Canadian stations to participate in the program. Leading talent, both French and English, will be used. Stations unable to carry the program at the time of the network will be able to carry it on tape or disc later.

#### SIGN NON-ADVERTISER

**NEW** feather has appeared in the cap of WWJ-TV Detroit for signing Stanley Home Products of that city to 13-week contract. The non-advertising firm which long claimed selling was a matter of personal contact with customers has succumbed to the lure of the TV screen with its sponsorship of a half-hour weekly audience participation show. Company's products are awarded as prizes. Walt Kose and Marge Rogers, both of station's staff, are writing and producing show.

#### NO RIVALRY HERE

**CURRENT** top tunes and classical music go hand in hand at KWK St. Louis. A seven-program series has been set up by station disc jockeys who dedicate popular songs to all those who make telephone pledges to help the St. Louis Symphony Society for the orchestra's maintenance fund. Broadcasts handled by Ed Wilson, Gil Newsome and Tom Dailey are running for two weeks.

#### TV VALENTINE

**MOTHERS** of servicemen who are serving on the cruiser *St. Paul* in Korea got a special Valentine from KSTP-TV St. Paul - Minneapolis. Last November, the station sent film to the ship with instructions to take shots of the men, all of whom are from the Minnesota area. When the film was returned, 30 phone calls were made informing mothers what time to turn on the TV set on Feb. 14.

#### DISC SWITCH

**NBC** Chicago started its "swing to 45" promotion last week with on-the-air mentions by disc jockeys and conversion of many of its 35,000 records to the 45 rpm discs. *Swing to 45*, a recorded show, will be aired weekly during the six-week campaign, backed by a schedule of station breaks, one-minute spots and dealer tie-ins.

#### PROGRAM EXPANSION

**TRI-LINGUAL** policy covering Italian, English and French will be inaugurated today by WOV New York, bi-lingual independent, with the initial broadcast of *France on Review*, planned for Monday-through - Saturday airing from 7:30-8 p.m. EST. Program will follow the station's Italian language programming and will feature news on Paris fashions, interviews with prominent French officials, popular music and French opera.

#### ON THE ALERT

**ANNOUNCEMENT** aired recently over Columbus, Ohio stations was proof positive that "wherever you go, there's radio." Broadcasters were asked to deliver a brief message test alerting 90 some members of one of the Air National Guard units at nearby Lockbourne Air Force Base. Result was, within a half hour, 3,500 of the base personnel had reported in person or by phone.

#### SCHOOL DAY SAFETY

**SCHOOL** children are being heard in a safety campaign over WOL Washington in cooperation with the American Automobile Assn. urging listeners to drive carefully en route to and from work. Members of the school boy safety patrol are taking part in the transcribed series aired each day in the morning, at mid-day and late in the afternoon.

#### KIDS PLUG PARENTS

**LIKE** father, like son—or daughter—as the case may be at WDRC Hartford, Conn. Children of station personalities are being heard over the air as part of the station's program promotion. Susy Smith, 4, is plugging father Jack Smith's disc show. Kathy Sheehan, 3½, urges listeners to hear her papa's newscast nightly and Rolf and Neil Olson, 10 and 5 respectively, put in a good word for their father's a.m. news program.

#### WAY TO A MAN'S HEART

**SUPPLY** of the sponsor's product is sent to TV columnists by KGO-TV San Francisco to promote *Let's Go Shopping*, the Evangeline Baker show sponsored by Remar Bread Co., Oakland. Note accompanying bakery products tells recipient to enjoy not only the content but the TV show as well.

#### CHILDREN'S DEFENSE SHOW

**SCHOOL** children got a taste of the meaning of civil defense through the facilities of KFAL Fulton, Mo., last week in a special 15 minute broadcast heard in all city schools at 10:30 a.m. Radios were installed in each class room.

**immediate revenue produced with regional promotion campaigns**

**23** years of service to the broadcasting industry

*experienced sales personnel will sell community programs throughout your coverage area*

**HOWARD J. McCOLLISTER Company**

66 ACACIA DRIVE  
ATHERTON, CALIFORNIA  
DAVENPORT 3-3061

**PAUL W. McCOLLISTER, General Manager**



# CONSULTING RADIO & TELEVISION ENGINEERS

**JANSKY & BAILEY**  
Executive Offices  
National Press Building  
Offices and Laboratories  
1339 Wisconsin Ave., N. W.  
Washington, D. C. ADams 2414  
Member AFCCE\*

**JAMES C. McNARY**  
Consulting Engineer  
National Press Bldg., Wash. 4, D. C.  
Telephone District 1205  
Member AFCCE\*

—Established 1926—  
**PAUL GODLEY CO.**  
Upper Montclair, N. J. MO. 3-3000  
Member AFCCE\*

**GEORGE C. DAVIS**  
501-514 Munsey Bldg.—Sterling 0111  
Washington 4, D. C.  
Member AFCCE\*

**Commercial Radio Equip. Co.**  
Everett L. Dillard, Gen. Mgr.  
INTERNATIONAL BLDG. DI. 1319  
WASHINGTON, D. C.  
P. O. BOX 7037 JACKSON 5302  
KANSAS CITY, MO.

**A. D. RING & CO.**  
26 Years' Experience in Radio  
Engineering  
MUNSEY BLDG. REPUBLIC 2347  
WASHINGTON 4, D. C.  
Member AFCCE\*

There is no substitute for experience  
**GILLETT & BERGQUIST**  
982 NATL. PRESS BLDG. NA. 3373  
WASHINGTON, D. C.  
Member AFCCE\*

**GAUTNEY & RAY**  
CONSULTING RADIO ENGINEERS  
1052 Warner Bldg.  
Washington 4, D. C.  
National 7757

**Craven, Lohnes & Culver**  
MUNSEY BUILDING DISTRICT 8215  
WASHINGTON 4, D. C.  
Member AFCCE\*

**McIntosh & Inglis**  
WYATT BLDG. (777 14th St., N. W.)  
Metropolitan 4477  
WASHINGTON, D. C.  
Member AFCCE\*

**RUSSELL P. MAY**  
1422 F St., N. W. Kollogg Bldg.  
Washington, D. C. Rpublic 3984  
Member AFCCE\*

**WELDON & CARR**  
WASHINGTON, D. C.  
1605 Connecticut Ave.  
Dallas, Texas Seattle, Wash.  
4212 S. Buckner Blvd. 4742 W. Ruffner  
Member AFCCE\*

**E. C. PAGE**  
CONSULTING RADIO  
ENGINEERS  
BOND BLDG. EXECUTIVE 5670  
WASHINGTON 5, D. C.  
Member AFCCE\*

**MILLARD M. GARRISON**  
1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
MICHIGAN 2261  
Member AFCCE\*

**KEAR & KENNEDY**  
1302 18TH ST., N. W. HUDSON 9000  
WASHINGTON 6, D. C.  
Member AFCCE\*

**A. EARL CULLUM, JR.**  
CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 6108

**WILLIAM L. FOSS, Inc.**  
Formerly Colton & Foss, Inc.  
927 15th St., N. W. Rpublic 3883  
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**JOHN CREUTZ**  
319 BOND BLDG. REPUBLIC 2151  
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Member AFCCE\*

**GUY C. HUTCHESON**  
P. O. Box 32 AR 4-8721  
1100 W. Abram  
ARLINGTON, TEXAS

**ROBERT M. SILLIMAN**  
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Republic 6646  
Washington 7, D. C.

**LYNNE C. SMEBY**  
"Registered Professional Engineer"  
1311 G St., N. W. EX. 8073  
Washington 5, D. C.

**GEORGE P. ADAIR**  
Consulting Radio Engineers  
Quarter Century Professional Experience  
Radio-Television-  
Electronics-Communications  
1833 M St., N. W., Wash. 6, D. C.  
Executive 1230—Executive 5851  
(Nights-holidays, Lockwood 5-1819)  
Member AFCCE\*

**WALTER F. KEAN**  
AM-TV BROADCAST ALLOCATION,  
FCC & FIELD ENGINEERING  
1 Riverside Road—Riverside 7-2153  
Riverside, Ill.  
(A Chicago suburb)

**WILLIAM E. BENNS, JR.**  
Consulting Radio Engineer  
3738 Kanawha St., N.W., Wash., D. C.  
Phone ORdway 8071  
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CONSULTING RADIO ENGINEER  
230 BANKERS INVESTMENT BLDG.  
SAN FRANCISCO 2, CALIFORNIA  
SUTTER 1-7545

**JOHN B. HEFFELFINGER**  
815 E. 83rd St. Hiland 7010  
KANSAS CITY, MISSOURI

**GRANT R. WRATHALL**  
Aptos, California  
Appointments arranged for  
San Francisco Seattle Salt Lake City  
Los Angeles Portland Phoenix  
Box 260 APTOS—3352  
Member AFCCE\*



ton, N. C.; WMIX-FM Mt. Vernon, Ill.; WNYC-FM New York; WOAY-FM Oak Hill, W. Va.; WPTF-FM Raleigh, N. C.; WQAN-FM Scranton, Pa.; WRC-FM Washington; WRFL (FM) Winchester, Va.; WRFM Hattiesburg, Miss.; WRRN Warren, Pa.; WRVB (FM) Richmond, Va.; WSB-FM Atlanta; WTRT (FM) Toledo, Ohio; WVVO (FM) Columbus, Ohio; WWSW-FM Pittsburgh; WJBK-FM Detroit, Mich.; KFMV (FM) Hollywood, Calif.; KMFV (FM) Hollywood; KSPI (FM) Stillwater, Okla.; WKYC (FM) Paducah, Ky.; WFLY (FM) Troy, N. Y.; WGWR-FM Asheville, N. C.; WSYR-FM Syracuse, N. Y.; WWIN (FM) Baltimore; WIBG-FM Philadelphia; WPRO-FM Providence; KOKK-FM Keokuk, Iowa; WEAU-FM Eau Claire, Wis.; WGUY-FM Bangor, Maine; WCMI-FM Ashland, Ky.

## FM Licenses Extended

Following FM stations granted temporary extensions of licenses to June 1, 1952:

WNDB-FM Daytona Beach, Fla.; KMJ-FM Fresno, Calif.; WOMI-FM Owensboro, Ky.; KOZY (FM) Rapid City, S. D.; KISW (FM) Seattle; KSWI-FM Council Bluffs, Iowa; WAIR-FM Winston-Salem, N. C.; WEMP-FM Milwaukee; WHNC-FM Henderson, N. C.; KARM-FM Fresno, Calif.; KMUS-FM Muskogee, Okla.; WAVU-FM Albertville, Ala.; WDEM-FM Providence; WFMN (FM) Alpine, N. J.; WIMS-FM Michigan City, Ind.; WKFM (FM) (formerly WCBT-FM) Roanoke Rapids, N. C.; WNDR-FM Syracuse, N. Y.; WMGM-FM New York; WEQR (FM) Goldsboro, N. C.; WBNY-FM Buffalo, N. Y.; WMLL (FM) Evansville, Ind.;

WNAV-FM Annapolis, Md. (Comr. Sterling dissented on last three).

## TV Licenses Extended

Following commercial and experimental TV stations granted further temporary extensions of licenses to June 1, 1952:

WBKB (TV) Chicago; WABD (TV) New York; KE2XDN KE2XDR near New York; WRGB (TV) Schenectady; KE2XCV Schenectady; KPIX (TV) San Francisco; KM2XBB Los Angeles.

## February 27 Applications . . .

### ACCEPTED FOR FILING

AM—1050 kc

Pr. nery Land Bestg. Co., Lovington, N. M.—Application for CP new

AM station, 1250 kc. 1 kw D. AMENDED to change frequency to 1050 kc, change power to 250 w, etc.

### License for CP

WRJW Pleafune, Miss.—License for CP, as mod., which authorized power increase, ant. changes, etc.

### Modification of CP

WHIZ Zanesville, Ohio—Mod. CP, which authorized change in trans. and studio locations, etc., to make changes in ant.

WPAA Mayaguez, P. R.—Mod. CP which authorized new AM station, for approval of ant. and trans. location and specify main studio location.

KALE Richland, Wash.—Mod. CP, as mod., which authorized frequency change, DA-N, ant., change in operat-

(Continued on page 95)





**Help Wanted**

**FEW POSITIONS STILL OPEN**

*INCLUDING RESIDENT MANAGER*

Must have extensive experience. Live in Avalon, Population 1800, on Catalina Island, 30 minutes by air from Los Angeles.

10 KW—740 KC

**KBIG** 6540 SUNSET BOULEVARD  
HOLLYWOOD 28, CALIFORNIA

*Announcers*

**WANTED**

to work at

**250 LIBERTY FULL-TIME AFFILIATE IN FLORIDA,**

combo man (first phone, emphasis on announcing, with experience in board and network operation) 40 hours, \$75.00 per week. Must be experienced, sober and dependable—no accents. Send disc, photo and all qualifications in first letter to BOX 408M, BROADCASTING.

*Technical*

**WANTED** EXPERIENCED ENGINEER

for Midwest 50,000 watt station. For details write Box 401M, BROADCASTING.

**Situations Wanted**

*Salesmen*

**STATION RELATIONS-SALES**

**TOPNOTCH MAN**

Proven sales record in service sales. Thoroughly acquainted with all stations east of the Mississippi. Outstanding background.

Box 410M.  
BROADCASTING

**School**

**NBS GRADUATES are in DEMAND**

NBS has more requests for trained radio help than it can fill. Jobs are waiting right now for NBS-trained graduates. Get your first class license in a few months; complete combination training in a year or less. Course includes announcing, writing, selling, drama, news editing, production, programming, disc jockey technique.

100% Placement of Combination Men Housing Arranged

Write Today for Details

**NORTHWEST BROADCASTING SCHOOL**

"One of the Nation's Great Radio-TV Schools"

531 S. W. 12th Ave., Portland 5, Ore.

**Strictly Business**

(Continued from page 18)

to establish the present Cinecolor Co. Next step for Mr. Mayers was sales managership of Atlas Cinephone, which had studios in Long Island City, before he joined World Pictures Corp. as sales manager, remaining with the latter company for the succeeding 12 years. In 1942, he became assistant to Jules Levy, president of Mayfair Productions (released through United Artists), and in 1950 joined Unity in his present capacity. In all, Mr. Mayers has film experience totaling 22 years.

Immediately after joining Unity, Mr. Mayers set out to visit almost all existing television stations to promote further use of film on video. He ended up by being, he believes, the first to introduce package or bulk film sales as a replacement for the then-common spot booking procedure.

Next expansive step for film distributors, he reports, was to sell complete libraries so that station owners, with prints on hand, could program from their own selections and sell time through prepared auditioning.

About 90% of existing films will be in the hands of some television interest by 1954, according to Mr. Mayers, who gives that as his company's reason for anticipating production of its own half-hour video programs, both here and in Europe, within the near future.

"The film business looks very good to us," he explained, "because stations and sponsors have indicated that film is easier to handle mechanically and less expensive from a production point of view." Stressing that a good film can be

provided for "much less" than hal the cost of live, major programs: Mr. Mayers' organization distributes such packages as 75 recent theatrically-unreleased J. Arthur Rank features, the Zane Grey pictures and Laurel & Hardy come dies.

When live shows take time of for the summer, the television film business will get even better, he says, remembering that his products replaced the Milton Berle show in 1950 and the bulk of the Bud weiser programming and part of the Schlitz productions last summer.

A native New Yorker, born Feb 19, 1902, Mr. Mayers is married to the former Lillian Masinter. They reside in Brooklyn with their son, Bruce, 21, a senior in the Wharton School of Business, U. of Pennsylvania, and a daughter Dale, 13, who attends Walt Whitman Junior High.

For hobbies, he lists baseball—even to the point of playing, as he did until recently, with local company teams—and motion pictures. In extra time, he attends meetings of the American Television Society, the Assn. of Motion Picture Advertisers or the National Television Film Council, for which he is chairman of the board of directors.

**DuMont Sales Meet**

SEMI-ANNUAL national sales conference of Allen B. DuMont Labs. Instrument Division, held last Thursday and Friday at Division headquarters, Clifton, N. J., featured two-day seminar on newest electronic precision instruments, according to Emil G. Nichols, national sales manager of instrument division. From "all over the U. S. and Canada" more than 35 division sales engineering representatives gathered to study newest uses for electronic instruments developed at DuMont during past year, and also to study new instruments and production methods of other DuMont divisions. In addition, representatives studied new Empire State Bldg. transmitter installation for WABD (TV) New York, DuMont key station.

**Employment Service**

**EXECUTIVE PLACEMENT SERVICE**

We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FRAZER

TV & Radio Management Consultants  
728 Bond Bldg., Washington 5, D. C.

**Rocky Mountain**

**\$45,000.00**

Profitable independent operation in a very desirable one station market. Liberal financing.

**Southeast**

**\$275,000.00**

A very profitable network property located in an excellent southeast major market. Financing arranged.

**Appraisals • Negotiations • Financing**

**BLACKBURN-HAMILTON COMPANY**

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn  
Washington Bldg.  
Sterling 4341-2

CHICAGO

Ray V. Hamilton  
Tribune Tower  
Delaware 7-2755-6

SAN FRANCISCO

Lester M. Smith  
235 Montgomery St.  
Exbrook 2-5672

**We Pay Announcers**

**\$100.00 a week-and more**

We have a place on our announcing staff for a man with experience, good judgment, and pleasing personality, who can talk "with" people, not "at" them. He will be able to ad lib from notes or copy in a warm friendly manner that will surely win friends and definitely "influence" people. Some might call him a disk-jockey, but he will be far more than that. He will know how to select music for his own program that's "right down the middle"—no jazz—no symphonic. He will have a keen desire to please his listeners, and a wholesome respect for the advertiser's dollar. He will be loyal to the station and to himself. He can look forward to television in the not-too-distant future, and will be able to contribute something of value to this new medium. He will "know how" as well as "know when". He will think in this order—the listener, the sponsor, the station, himself. He will be the kind of person the staff will like to work with, daily. He will know how to cooperate. He will appreciate freedom he has experienced in no other job. He will be willing to take suggestions and feel free to make them.

We are a highly successful thousand watt independent (thank goodness) located in the middle West in a prosperous city of 200,000 population, with a million potential listeners. Last year, Hooper placed us well up in the top ten of all independents in the nation. National agencies and station managers the country over call our operation "unique"—and it is!—entirely different than any other station you are acquainted with. No one here "yesses" the boss. Everyone is encouraged to discuss station policy, copy, new ideas, and everything else that will improve relations with our listeners, advertisers and staff. We consider people not as employees, but as partners in this important business of broadcasting. We guarantee and get results, not in 13 or 26 weeks, but in ONE DAY. We really CARE about our clients, local and national, large and small. We put "income" last and have found that when we think just of listeners and advertisers, "income" takes care of itself. Can you picture yourself in such a set-up, where effort and ability are truly appreciated and rewarded? If interested, please give COMPLETE history of yourself including photograph. Every detail is important to us. Our staff knows about this ad. All correspondence is confidential.

Address Box 377M, Broadcasting







## TV Code in Effect

(Continued from page 65)

Haven, Conn.

Subscribing stations are (as of Thursday night):

WBAL-TV Baltimore; WBAP-TV Fort Worth; WBNS-TV Columbus; WCBS-TV New York; KECA-TV Hollywood; KEYL (TV) San Antonio; KFMB-TV San Diego; KGO-TV San Francisco; KING-TV Seattle; KNBH (TV) Hollywood; KNXT (TV) Los Angeles; KPHO-TV Phoenix; KPIX (TV) San Francisco; KPRC-TV Houston; KRLD-TV Dallas; KRON-TV San Francisco; KSD-TV St. Louis; KSL-TV Salt Lake City; KTLA (TV) Los Angeles. WAAM (TV) Baltimore; WABD (TV) New York; WAFM (TV) Birmingham; WBTV (TV) Charlotte; WCAU-TV Philadelphia; WDAF-TV Kansas City; WDEL-TV Wilmington; WDSU-TV New Orleans; WDTV (TV) Pittsburgh; WENR-TV Chicago; WEWS (TV) Cleveland; WFBM-TV Indianapolis; WFIL-TV Philadelphia; WFMV-TV Greensboro.

WGAL-TV Lancaster; WHAS-TV Louisville; WHBF-TV Rock Island; WHIO-TV Dayton; WJAC-TV Johnstown; WJAR-TV Providence; WJBK-TV Detroit; WJZ-TV New York; WKY-TV Oklahoma City; WKZO-TV Kalamazoo; WLWC (TV) Columbus; WLWD (TV) Dayton; WLWT (TV) Cincinnati. WMAL-TV Washington, D. C.; WMAR (TV) Baltimore; WMBR-TV Jacksonville; WMCT (TV) Memphis; WNEF-TV Binghamton; WNEK (TV) Cleveland; WNBQ (TV) Chicago; WNBT (TV) New York; WNBW (TV) Washington, D. C.; WNBC-TV New Haven. WOOD-TV Grand Rapids; WOW-TV Omaha; WPTZ (TV) Philadelphia; WSAZ-TV Huntington; WSB-TV Atlanta; WSM-TV Nashville; WSPD-TV Toledo; WSYR-TV Syracuse; WTAR-TV Norfolk; WTMJ-TV Milwaukee; WTTG (TV) Washington, D. C. WTTV (TV) Bloomington; WTVJ (TV) Miami; WTVN (TV) Columbus; WTVR (TV) Richmond; WWJ-TV Detroit; WXEL (TV) Cleveland; WXYZ-TV Detroit; WAGA-TV Atlanta; WAVE-TV Louisville; WBRC-TV Birmingham.

The fee plan for code subscription, based on 79 subscribers, called for annual payments of \$520 a year with NARTB TV member stations getting a \$250 credit. The rate falls to \$440 a year with more than 79 subscribers, or \$405 if more than 90 stations subscribe [B•T, Feb. 25]. Networks pay \$1,500 a year. NBC-TV arranged a code program for the weekend, including shots of the review board.

Subscribers have been supplied copies of the official code seal in the form of photos, films, etc.

A special memorandum explains the status of affiliates not subscribing to the code but taking programs from a subscribing network. The memorandum follows:

In a situation where a local affiliate has not subscribed to the code and its network has, such subscription to the code by the network and use of the seal by the network does not give a non-subscriber the right to display the seal on a local basis. The seal may be displayed as part of the network programming in such instances; however, caution must be exercised by such network to the end that seal usage is delimited aurally and/or visually to identification with that network. Because of practicalities, the local station would not be required to cut away from network announcements using the seal.

ARE YOU BROADCASTING NEWS SCRIPT?

Tufty News Bureau  
National Press Building  
WASHINGTON, D. C.

## Grandma Bullitt

VIEWPOINT of mother and grandmother is represented on the NARTB Code Review Board by one of its most active members — Mrs. Scott Bullitt, KING-TV Seattle. Mrs. Bullitt said she has three married children, adding they have six grandchildren "all under five."

## WNOE CHANGES

Gordon Again Gen. Mgr.

JAMES A. NOE, owner of WNOE New Orleans, La., last week announced that James E. Gordon, station president, has resumed his former position as general manager of WNOE. At the same time he announced the resignations of Patt McDonald as vice president and general manager and of Don Lilly.

The announcement was made at a staff meeting presided over by Mr. Noe, a former governor of Louisiana. WNOE also will commence a new sales and promotion campaign, Mr. Gordon announced.

## WKBB TO BE WDBQ

Outlet to Change March 15

ONE of the oldest call letters in the Middle West will be history March 15 when WKBB Dubuque, Iowa, officially changes to WDBQ.

Station was first licensed in Joliet, Ill., in the mid '20s and moved to its present location in 1933. Change is being made to eliminate confusion, according to James D. Carpenter, owner-manager, because the station's FM outlet call letters are WDBQ. When the change becomes effective, the stations, affiliated with ABC network, will be WDBQ-AM-FM.

## WGAR MERCHANDISING PLAN

New Package Will Ring Cash Registers

WGAR Cleveland is offering a merchandising package plan which shows promise of ringing cash registers both in cooperating food stores and at WGAR.

Principals with WGAR in this point-of-purchase display plan are national chain outlets and all qualifying WGAR advertisers. Major northern Ohio supermarkets, those of Krogers and the A & P, are cooperating by giving prominent display space to products advertised on the station.

Advertisers qualify to receive in-store promotions for one week in each of 197 cooperating stores by fulfilling requirements that the advertiser:

- Stocks the product in food stores.
- Has distribution in Cleveland area stores participating in the plan.
- Has the product accepted for display by those retail food dealers.
- Contracts for a minimum net expenditure to support point-of-purchase displays with on-the-air coverage.

## RECEIVER SALES

Buffalo Meet Optimistic

A WIDENING and deepening market for television receivers was foreseen by FCC Comr. George E. Sterling and industry executives at the Second Annual Town Meeting of Television Dealers in Buffalo.

Speaking by wire from Washington, Comr. Sterling told the audience of some 2,800 dealers that with the lifting of the TV freeze, the market for video sets would mount appreciably even before new stations get on the air.

Comr. Sterling referred to the higher powers that existing stations would be permitted which, he said, should improve signals and encompass a greater audience. And, he added, after the freeze is lifted, additional VHF and UHF stations would mean more business in new sets and converters.

A note of caution was introduced by J. B. Elliott, RCA Victor vice president in charge of consumer products, who warned that the TV industry must maintain high quality if it is to keep the confidence of the public.

Mr. Elliott, however, foresaw a bright outlook for set sales. He opined that popular interest in the forthcoming Presidential election will sell more TV sets than the Kefauver crime hearings did last year.

Dealers were urged to do spade work in the "replacement market" by Richard A. Graver, Admiral Corp. vice president for TV. Mr. Graver pointed out that half the sets now in use have tubes 12 inches or smaller.

Dr. Lyman R. Fink, chief engineer, General Electric's TV Dept., advised the public to "go slow" in converting to UHF before local channels become available because of rapidly advancing technical knowledge.

## POLITICAL MEETS

Nets to Pay Installation

RADIO-TV networks agreed to pay their own political convention installation costs for the first time, when an industry meeting was held in New York Wednesday with representatives of both political parties to consider coverage of the Presidential nominating conventions in Chicago in July.

Not unexpected agreement [B•T, Feb. 25] was the result of the political parties' argument that, also for the first time, networks this year were permitted to seek sponsorship of their broadcasts and that accordingly costs of installing booths, etc., could be deducted from charges of advertisers. Networks had initially parried that installation costs just added to their overhead, if they did not acquire sponsors. Well before the Wednesday meeting, advertisers had signed for sponsorship, however, so the point was not argued.

Question had been raised about the agreement's effect on the DuMont TV Network, which had abandoned its initial co-coverage arrangement with Life magazine. But following Westinghouse's sponsorship on four stations of the DuMont network for the conventions, plus its 13-week "Get Out the Vote" series, DuMont spokesmen said Thursday the network will assume its "full share of the Chicago pool as agreed."

There's More  
**SELL**

on . . .

**WRNL**

RICHMOND  
VIRGINIA  
910 KC — 5 KW  
ABC  
AFFILIATE

NATIONAL  
REP.—  
EDWARD  
PETRY  
& CO., INC.



BOB HOPE, star of NBC radio *Bob Hope Show*, is inaugurating Hope scholarship fund at Harvard U. for students in Los Angeles area.



# at deadline

# PEOPLE...

## LEGISLATORS DIVIDED ON RAYBURN BAN

THOUGH three Senators agreed in opposing Speaker Rayburn's radio-TV ban during *Author Meets the Critics* telecast on DuMont TV Network, two Representatives were divided on CBS Radio Network's *People's Platform*.

Rep. Leslie C. Arends (R-Ill.) felt banning of broadcast and TV from Congressional hearings is to degree encroaching on freedom of speech and press, pointing to benefits of informed public opinion. Rep. Richard Bolling (D-Mo.) opposed such pickups as interfering with understanding of what goes on in Congress.

Sen. Estes Kefauver (D-Tenn.), Sen. Homer E. Capehart (R-Ind.), and Sen. Blair Moody (D-Mich.) joined in opposing Speaker Rayburn's ban. Under proper conditions, three Senators felt, radio and TV would be valuable to national welfare by increasing public knowledge of conditions being investigated.

## TWO MORE TV APPLICANTS

TWO more TV applications were filed with FCC Friday, making number filed this week seven (see FCC Roundup, page 95). Applicants were WCOA Pensacola, Fla., and WDBO Orlando, Fla.

Commission also Friday granted authority to WROW Albany, N. Y., and KICD Spencer, Iowa, to make site tests for UHF channels. WROW is planning to use Channel 21 (512-518 mc), using former GE New York-Schenectady relay tower in Helderberg Mts.; KICD, Channel 42 (638-644 mc) at present AM tower site. WROW is already a TV applicant.

WCOA is seeking Channel 3 with 17.1 kw power, 364 ft. antenna height, plans to spend \$163,000 building station, \$120,000 first year of operation. WDBO is asking for Channel 6, with 26.4 kw, 550 ft. antenna height, will spend \$219,000 on construction, \$120,000 first year of operation.

First joining up of TV antenna sites in San Francisco became known Friday when KPIX asked FCC for approval to move from famed Mark Hopkins Hotel to Sutro Mt. where KGO-TV has its antenna. KPIX move made necessary because lease for "Top of the Mark" is due to expire soon.

## WFTC PETITION

FREQUENCY change and boost in power proposed for WFTC Kinston, N. C., in initial decision released Friday by FCC Hearing Examiner Basil P. Cooper. Station would move from 1230 kc, 250 w fulltime, to 960 kc, 5 w daytime, 1 kw night, with DA-N. Operating as proposed, station would serve 338,100 persons daytime, nearly 40,000 at night (instead of present 64,790 daytime and 24,310 nighttime). Change would cost station about \$52,000. Gross income expected to rise from \$22,453 to \$98,000, profits from \$5,250 to \$14,000, with new frequency, power. WELS Kinston applied for same facilities late 1950; later withdrew request.

## MAGAZINE CIRCULATION

IN LINE with its function of providing member stations with information on competitive media, BAB is distributing county-by-county circulation breakdowns of ten leading magazines. 96-page report also includes 1950 census occupied dwelling unit figure for each county.

## HENNOCK HOSTESS

HONORING its own, FCC commissioners and staff executives feted newly appointed Chairman Paul A. Walker and new Comr. Robert T. Bartley at luncheon Friday. Party was given by Comr. Freida B. Hennock, was held in her offices, buffet style. Guests numbered 75, included in addition to Commissioners, all examiners, Division and Office chiefs, women attorneys and section chiefs.

## Business Briefly

(Continued from page 5)

April 6. N. W. Ayer & Son, New York, is agency.

**RUPPERT'S SPOTS** ● Ruppert's Beer, through Biow Co., N. Y., placing spot announcement radio campaign for 26 weeks starting this month in seven major markets.

**PERRY MASON RENEWED** ● Procter & Gamble (Tide) renewing *Perry Mason* on CBS Radio (Mon. through Fri., 2:15-2:30 p.m.), effective March 31 for 52 weeks. Agency: Benton & Bowles, N. Y.

**SEABROOK USES NETWORK** ● Seabrook Farms Inc. (frozen fruits and vegetables), Bridgeton, N. J., in first use of network radio signs for sponsorship of *Private Files of Matthew Bell* on Mutual (Sun., 4:30-4:55 p.m.) starting March 16 [B\*T, Feb. 11]. Agency: Hilton & Riggio, N. Y.

## NBC SUMMER TV PITCH

NBC to unveil new, 65-page presentation on "NBC-TV Presents Summer TV," prepared with cooperation of Hofstra College psychology department, at news conference Thursday in New York. Third "Hofstra Study" of NBC, it will point up to advertisers and agencies advantages of summer TV sponsorship, both as part of year-round television advertising program and for special campaigns.

## Senate Committee OK's Bartley 13-0

NOMINATION of Robert T. Bartley as FCC Commissioner approved unanimously (13-0) Friday following hearing of Mr. Bartley by Senate Interstate & Foreign Commerce Committee (see story page 25). Chairman Ed C. Johnson (D-Col.) said: (1) FCC has been hung up on some controversial aspects of TV allocations problems and (2) understood freeze lift target date now set for March 25.

Sen. Johnson said he had talked with FCC Chairman Paul A. Walker who noted 3-3 split on Commission on allocations' issues, which Senator did not amplify, and that he had urged immediate confirmation of Mr. Bartley in order to break deadlock.

[Check with FCC sources revealed that Commission had tied in several instances, but that matters were resolved next day or two. At present time, sources said, Commission is not hung up on any portion of TV freeze-end decision.]

Questioning touched on possible hard liquor

DONALD H. MCGANNON, Norwalk, Conn., attorney, joining DuMont Television Network as administrative assistant to Chris J. Witting, director and general manager.

HERBERT M. STEIN, assistant advertising director Ronson Art Metal Works Inc., Newark, named assistant general sales manager.

HAROLD H. BUTTNER, International Telephone & Telegraph vice president, elected president of Federal Telecommunications Labs, IT&T Research Unit, Nutley, N. J., according to Friday announcement. He succeeds Maj. Gen. Roger B. Colton (USA, Ret.) who has been appointed IT&T deputy technical director.

JERRY ARTHUR, former program manager for various New England stations and more recently in naval service, to Charles Michelson Inc., New York radio-TV transcribed program sales firm, as TV program sales manager.

## BIOW NEEDS SPORTS MAN

BIOW Co., N. Y., looking for sports announcers to do radio and television broadcasts of Baltimore Orioles on WITH Baltimore, sponsored by Gunther's Beer. Jim Beach, supervisor of Biow's radio and television department, is contact man.

## FILM DISTRIBUTOR

ROBERT PIK, president of Interworld Films Inc., N. Y., announces formation of Regent Pictures Inc., which will exclusively handle world-wide television distribution of films. New firm will be located at 729 Seventh Ave., New York 19. Thus far, company has acquired 46 feature films and is contemplating production of half-hour dramatic show, according to Mr. Pik, who will continue as interworld president.

## EMERSON STATEMENT

EMERSON RADIO & Phonograph Corp. reported Friday that consolidated net profit for 13-week period ending Feb. 2, before taxes was \$1,006,759, as compared with \$4,367,186 for comparable 1951 span. After taxes, profit amounted to \$351,859 or \$.18 per share on 1,935,187 shares outstanding stock. Net profit after taxes for 13 weeks ending Feb. 3, 1951, was \$1,518,856, equal to \$.78 per share on same amount of stock.

advertising on airwaves, expediting cases before FCC, need for more examiners, McFarland Bill, newspaper ownership of stations, and relationship of Commissioners to their staffs. Speaker Rayburn's ban on broadcast media in House committees came up momentarily but Mr. Bartley deferred since problem was for Congress to resolve not FCC (see Rayburn ban story, page 23).

Senate Majority Leader Ernest W. McFarland (D-Ariz.) said he understood his sponsored and Senate-passed S 658 was near final stage in House committee. Bill would expedite disposition of cases, he and Sens. Charles W. Tobey (R-N. H.) and Warren Magnuson (D-Wash.) agreed. Other questioning went into need of freeze lift. Sen. John W. Bricker (R-Ohio) also warned that failing in FCC is over reliance of Commissioners on their staffs rather than other way around.



## There's been a change...

Since the turn of the century great changes have taken place in America—changes in living—changes in advertising.

The metal sign in this once typical scene was then a major medium of advertising.

About this same time the purveyors of nostrums were being crowded from the pages of newspapers and magazines by legitimate advertisers. Publications grew in stature as advertising media.

Then came radio. In this mass communication media advertisers found a new way to talk to more people more often. Radio demonstrated that people sell better than paper.

Today, the impact of television—newest medium of all—has changed the living habits of millions of people and the advertising technique of thousands of businesses.

In WLW-Land, radio and television together form an unparalleled advertising combination.

To reach more people more often and more economically in WLW-Land—1/10th of America—the change is to this new combination.



THE NATION'S STATION AND ITS TV SERVICE



NEW YORK  
BOSTON  
CHICAGO  
DETROIT  
SAN FRANCISCO  
ATLANTA  
HOLLYWOOD

**WEED AND COMPANY**  
RADIO AND TELEVISION STATION REPRESENTATIVES

